

# BenchMarks

A publication of Marshfield Clinic

Winter 2015



**In Her Shoes:**  
One woman's  
breast cancer  
journey



Marshfield  
Clinic



**22** *Called to Action*

*Submitted photo*

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## BenchMarks – Winter 2015

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**Cover photo: Connie Schubert**

*A message from:*

**Teri M. Wilczek, M.S., CFRE**  
**Chief Development Officer**

Earlier this year, I had my first mammogram. I remember everything about that day. I remember the comfort of the newly renovated mammography space at the Clinic, the amazing kindness provided by my technician as she walked me through the process, and the anxiety I felt thinking “what if something is wrong.” Luckily for me, everything was fine. But for one in eight of females, the experience is much different.



*Val Homolka, Teri Wilczek, Becky Krause  
and Tracy Boyer at Marshfield Clinic's  
cancer awareness event.*

*Submitted photo*

Connie Schubert never thought she'd hear “you have cancer...” but she did. You'll read about her journey from diagnosis, to sharing the news with her family, to treatment and recovery. You'll learn how her Marshfield Clinic cancer care team went the extra mile, and about the amazing support she received from her family and friends.

Because there are so many stories like Connie's, and such amazing support behind our breast cancer initiatives, we decided to “Go Pink” for this issue.

In the following pages, you'll enjoy reading about the Clinic's commitment to a comprehensive breast care program that encompasses all aspects of our mission: research, education, and patient care. Our cancer research efforts ensure patients have access to state of the art clinical trials. Every day, our cancer patients find the resources they need in the newly named Gene & Mary Ann Cancer Support Library. Our new specimen imager helps surgeons like Dr. Anna Seydel, provide uninterrupted, efficient care to her breast cancer patients. And our new mobile molecular breast imaging equipment is the first of its kind in the nation. All of the initiatives were made possible by donor support - how amazing!

In addition, thousands of you join us each year, by putting on pink and showing your commitment to the fight against breast cancer. Thank you for providing hope!

As 2015 comes to a close, I wanted to personally thank you for your generous support throughout the year. Best wishes you and your family for a safe, healthy and memorable holiday season.

Seasons Greetings,

A handwritten signature in pink ink that reads 'Teri'.

Teri



# In her shoes

One woman's breast cancer journey

**O**n a mid-July day in 2015, two of Connie Schubert's daughters stormed the field with their traveling softball team. The whole team wore pink socks. They were celebrating Connie's one-year anniversary of ending chemotherapy treatments for breast cancer and her positive prognosis for the future. Connie works in recruitment at Marshfield Clinic Eau Claire Center and grew up in Auburndale.

*A supportive family, some bold decisions about treatment, a team approach to fighting the disease, an inner drive and some remarkable engagement among co-workers all played a role in getting Connie to that celebration day. Now, she shares her fear, heartache, nausea, pain and, yes, laughs and joy that made up her journey through breast cancer.*

## **Tuesday, February 11, 2014 - Annual appointment**

After telling my physician at my annual checkup about some tissue that just seemed lumpy, she said that tissue actually seemed fine. The lump in my armpit was the one she was concerned about. I had never checked that area and didn't know that the armpit was a common area where breast cancer occurs. When she suggested an ultrasound, and then a mammogram, I was really getting concerned.

I was only 39 and hadn't begun regular mammograms.

About 4:30 the phone rang. It was my doctor telling me that I needed to come in for an ultrasound needle biopsy. I went in the next day.

## **Friday, February 14 - Diagnosis**

They told me I probably wouldn't hear back until the following Monday, but late in the day my provider's medical assistant called and asked how late I was going to be at work. I said until 5. When she said my doctor wanted to talk to me, I thought she meant over the phone. As I hung up with her, I realized the doctor was standing at my desk to personally tell me the news. That is awesome patient care.

Of course, I was a mess. The whole weekend was a blur. We were in shock, but my husband, Troy, held us together.

You know kids when you first get home? It's 'Mommy, mommy.' We were trying to hold it together until we could talk. I knew telling the kids was going to be the hardest part but I wanted to wait until we knew more.

## **Wednesday, February 19 - Treatment plan**

We met with Dr. Timothy Pitchford to learn about the size of the tumor and talk about treatment options. Dr. Pitchford initially recommended a lumpectomy for the end of February.

After talking with several people I realized I had a choice in my treatment plan and started exploring the coordination of care and communicating with different providers. I could have just gone with the initial recommendation, but learned I also had the option of a mastectomy. I met with Dr. Ember Ewings in plastic surgery to talk about reconstruction after a lumpectomy. After reading some stories about people who had lumpectomies and then years later had the breast cancer come back I thought, 'Oh, I don't want to do this again.' So I decided on a double mastectomy. I just wanted it done, and it was a huge relief off my shoulders once I made the decision.

## **Telling the kids**

Then of course it was time to tell the kids, Kylar (now 12), Kira (10) and Kianna (8).

Troy was so good with them. You know, when you're a married couple and raising kids and working you don't always appreciate each other like you should. The best thing that came out of all this for me is my closer relationship with my husband and family. I don't want to say I don't sweat the little things because I still do. I'm a Type A and like everything just so. But we just appreciate each other, outwardly, so much more now.

After Troy told them, I was watching for the girls' reaction and one of them blurted out that I was going to die. That was really hard. We told them we would answer their questions as best we could. We told them the facts and promised to update them as we learned more.

**Troy and Connie Schubert  
with their children**

Submitted photo



Submitted photo

Connie Schubert runs the last 100 yards of the 2014 Eau Claire half marathon with coworkers and “Connie Strong” runners Tarese Dubiel and Timothy Pitchford, M.D.

## Dr. Timothy Pitchford, *surgeon*

Our team in Eau Claire has an Oncology Center of Excellence, which means we have a regular conference where multiple disciplines sit down and discuss every breast cancer patient going through the system.

Each case is discussed and ideas are generated for treatment options. Then a care coordinator works with each department and communicates the strategy in a coherent way to the patient.

Getting to know Connie through all of this was a fantastic experience. I joined the group that was running for her and she even came in for the last 100 yards or so and finished with us. It was a great way to seal it off and help her in conquering this battle.

## April 7 - July 14 - Chemotherapy

I had chemo every other Monday. We'd get in about 8:30 and be done about 3:00.

That first time when I got home it was like when I was nesting for pregnancy. I was cleaning and doing all this stuff around the house and then all of a sudden it was 5:30 and I said to Troy, 'I don't feel very good.' I was in bed immediately and feeling so nauseated.

## Tuesday, March 4 - Surgery

There was a possibility that I would be able to have a breast reconstruction done when they did the mastectomy. Unfortunately, there wasn't enough skin to be able to put the implants in right away, so I had to have expanders in to stretch the skin for implants down the road.

Once we got home, Troy came into the bedroom to help with the bandages and closed the door because he didn't want to frighten the girls. They asked, 'Can't we see? We don't like it when the door is closed.' They decided they wanted to come in and see everything. It was so much easier after that. We found that being more open made it easier for all of us.

## An idea hatches

About that time I was talking to my co-worker Tarese about the Eau Claire half marathon I had planned to do that spring. I had always been active but wasn't a serious runner until some co-workers coerced me into doing a half marathon in 2013. I was hooked. I had already signed up to do the 2014 race when this all happened.

Tarese was fit but had never run more than two miles before. All of a sudden she just says, 'I'm going to do this for you. I'm going to run in your place.'

There wasn't a lot of time to train, but she started talking other people into doing it with her. She's a spark plug. Then she talked to Dr. Pitchford and he said he was doing it too. And then the next thing I know, shirts are being made.

**Tarese Dubiel,**  
*friend and coworker*

Connie and I are co-workers but friends, too. I work out but I've never been a runner, in fact I hate running. She had been trying for a couple years to get me to do a half marathon. I had every excuse in the book and I bailed on her the year before. And right before she found out her diagnosis, I had declined again. That week I was at the gym putting on my shoes and looking at the treadmill I never go on. I realized I could do this and so I ran that night instead of doing my normal workout. A few weeks later I was telling Dr. Pitchford I was doing this and a little while later he emailed me saying he was in, too. Then two of the ladies Connie and I scrapbook with decided

to run. Eventually, there were 12 of us racing and a total of about 40 who got shirts and supported what we were doing. It was amazing to see Connie's strength through this. She kept a smile on her face the whole time, even when she was exhausted.

We had deeper conversations, too. At first when she was going through her treatment plan, she looked at me and said, 'Would you go to Dr. Pitchford yourself?' And I said, 'Absolutely. You are in the best hands.' It's not just about the surgeon's skill, it's about their dedication, and I've gotten to know him over the years going to conferences and seeing him work and knew that dedication was there.



*Submitted photo*

She kept things funny, too, inviting us into a discussion about cup size for the reconstruction. One day during chemo she came in the office with five wigs and said, 'OK, ladies, let's pick one out.' She's always had dark hair and she just picks a light blonde wig. She could be real and we would be real right back.

The next day I went to work because I heard others had worked through chemo and I wanted my life to be as normal as possible. I went in for a couple of hours but was not feeling well at all. My co-workers could see I wasn't myself and Tarese took me home during her lunch hour.

I missed being active so eventually I started walking almost every day. People said they couldn't believe that but I told them how good it felt to get out and move. There are days when I could barely make it from the couch to the bed because my feet had neuropathy. So when I could walk, I would walk. It felt so good to feel any sense of 'normal.'

**Wednesday, December 17 - Reconstruction, survivorship**

I got my implants in December 2014 and everything has been going well. I went through some physical therapy for lymphedema and my oncologists suspect I may have a thyroid issue, but yes, I'm cancer free.

**Reflection**

When I look back on it now, what I think about is the support from everyone at work, the neighbors, and my family. It's crazy how people come out from everywhere just when you thought you'd be in this alone. If I would have been by myself in this

I can't imagine what it would have been like. Now I want to tell people to rely on their family and friends and keep an open-door policy with their kids. As my kids get older, that becomes even more important.

I think the way the care team not only coordinated my appointments, but really listened to what I wanted when it came down to making the important decisions about treatment options. At first I didn't even realize I had a choice, but they supported me the whole way. Ultimately, to have my voice heard in all of this made a huge difference for me. ■

## Physician appreciates team approach

When newly diagnosed breast cancer patients return to Marshfield Clinic to discuss treatment options, they typically meet with an entire team of healthcare providers.

They will often be seen by a surgeon, an oncologist, a breast radiologist and a specialist in medical genetics, among others, depending on the case, all coordinated by staff members who take the patient through each step of the process.

There's more to the process than simply scheduling several appointments on the same day for the patient's convenience, however.

Each week, the team meets to discuss every patient in the service line.

"Not all cases are straightforward," said Dr. Arlene Gayle, a hematology/oncology specialist at Marshfield Center. "When we all come together, we can look at all the aspects of patient's life, their family genetics and other risk factors. Coming together allows us to put together a comprehensive plan."

Dr. Gayle began her career in internal medicine and spent six years with Marshfield Clinic in Park Falls before returning to UW-Madison for a hematology/oncology fellowship.

"I found that most of my patients who were very sick were the ones with cancer, and I felt they were the ones most in need of my expertise and compassion, so I started thinking about oncology."

Gayle grew up in Kingston, Jamaica, going on outreach excursions with an older member of her church.



*Arlene Gayle, M.D., Hematologist/Oncologist, Marshfield Center*

"I saw a lot of suffering, and I knew that being a doctor who could offer care and compassion is something I wanted to do for the rest of my life," she said.

Working now from a facility that can offer the latest care techniques and medicines, she said, is gratifying.

"We're always looking for ways to make patient care more comfortable and for new ways to do better," she said. "We're always asking, 'What can we change?'"

Patients receiving care in a facility with access to clinical trials not only get the benefit of participating in those trials close to home, but also the peace of mind they are dealing with providers who are aware of the latest advances in treatment.

"When a physician is involved in trials, you can assume that he or she is aware of the most cutting-edge treatment and they will make the most appropriate referrals if there is something else that can be done," she said. "There are new discoveries almost every week and when a physician is involved in trials, that information is crossing their desks."

Along with new drugs and treatments, there also is a new dynamic between physicians and their patients, she said, and a focus on total health.

"I believe that good health is not just an absence of physical ailments, but the well being of mind, body and soul, which are intertwined in a delicate balance. I try to address these aspects of my patients' overall health. But the biggest thing I do is ease anxiety. The diagnosis of cancer is devastating and the only thing many patients can think at that time is that they are dying. And so my first visit with them is to reassure them that we are here for them, and if it's curable, that's the first thing I say. You can see the relief on their faces."

Philanthropic support for breast cancer initiatives is enormous, Dr. Gayle said, which has brought not only awareness but also research results she is using every day in treating patients.

"The extraordinary level of support for breast cancer research at Marshfield Clinic affords us the ability to get closer to a cure," she said. ■



*Amanda Boreen*

## Weaving it all together for patients



**Amanda Boreen, R.N.**

Breast Care Coordinator  
Weston Center

In the aftermath of a breast cancer diagnosis, patients are understandably stunned, confused and vulnerable. Thanks to Amanda Boreen, R.N., however, they are not alone.

Marshfield Clinic's breast care coordinator is often the first professional who breast cancer patients meet with after diagnosis to review treatment options, timelines and resources available for a wide variety of services, from nutrition counseling to genetic testing. Guiding a patient's care, from surgery through oncology, radiation and treatment takes a keen eye for organization, but also a huge dose of compassion. Fortunately, Boreen has plenty of both.

"I often say to patients to think of me as an infinite resource for any questions or concerns that come up along the way," she said. "A navigator is someone who helps patients throughout their journey through breast cancer."

Boreen coordinates a patient's appointments, trying to get as many services as possible accomplished in each visit. This allows fewer trips for the patient, but also creates an atmosphere where patients see their issues addressed by providers as a team, she said.

"After a diagnosis the patient is left with a lot of questions," she said. "Getting them into an oncologist and their surgeon on the same day fosters this collaborative approach to care."

Caring for a patient's emotional response to cancer is also part of Boreen's role.

"It's a time of concern and uncertainty, but I feel that after the consultations patients have a better understanding, and they have a more reassured feeling and know what to expect," she said. "I like to be the person people can go to. I network with so many people and everyone's journey is different and their resources for getting through it are different. And we're always doing new things for treatment, so there are a lot of good outcomes, so that is great. And even the tough cases, they are never easy, but I feel really good that we've done everything we could for both the patients and their families."

Donors help make patient support resources possible, from direct help through the Angel Fund for women facing extreme financial hardships, to educational materials to help guide treatment decisions, explained Matt Schneider, regional development officer. "Our next step, with donor support, is broadening the program to include a comprehensive navigation network that will bring this much needed service to women living in our most rural and medically underserved communities." ■

# Project Shine

## Marshfield Clinic employees learn that “Together We Can”

During the 2015 Project Shine employee giving appeal, Marshfield Clinic Health System employees proved what many of them have known for years: by working together, employees can accomplish anything.

The campaign theme of “Together We Can” empowered employees to come together more than ever before to make an impact on patients and communities through their gifts. As of October 1, 2015 more than 850 employees had already donated \$295,000, making Project Shine 2015 the most successful employee giving appeal yet.

“We set some lofty goals for giving and employee engagement this year,” said Rikki Starich, annual giving officer. Starich works with a committee of employees who champions Project Shine each year, as well as volunteers system-wide who help execute their ideas. “All of our goals were accomplished, many far more successfully that we could have dreamed.”

The Project Shine Committee was excited to unveil a few new initiatives during this year’s campaign, including systemwide jeans days to reward donors, videos which help tell the story about why giving is important, and puzzle hunts that provide an opportunity for departments to work together toward a common goal.

“These activities help create awareness that it’s Project Shine time,” says Starich. “The committee is always brainstorming new ideas to get as many people involved as possible. The engagement opportunities, combined with a renewed emphasis on inviting Clinic administration and managers to make a leadership gift to the campaign, were a large part of why we were so successful this year.”

Teri Wilczek, chief Development officer, said, “Project Shine is a rewarding part of our work because it gives physicians and

staff an opportunity to support an area of our mission that is important to them. That’s what makes our job great. We help create those connections and explain to people what they are able to accomplish by making a gift.”

While the annual Project Shine appeal is officially run in May and June each year, activities continue into the fall and winter months. “Employees are still excited by the Together We Can theme and gifts are still coming in weekly. The generosity shown by our employees this year is truly overwhelming,” adds Starich. ■



# Laughing at Cancer

## New equipment delivers point-of-care imaging

A Marshfield Clinic physician-inspired fundraiser for breast cancer care has resulted in reduced patient time under anesthesia, better specimen imaging and a streamlined surgical process for lumpectomies and breast cancer surgery.

Comedy Against Cancer has raised \$110,000 in its first two years, with a portion of the proceeds used to purchase a Faxitron point-of-care radiography unit. The unit went into use in October.

“The new machine cuts down on the amount of time a patient is under anesthesia and in the operating room,” said Dr. Anna Seydel, the dedicated breast surgeon at Marshfield Center. “Having the machine right in the room means we don’t have to send the specimen out or wait for the radiology technician. The digital mammogram image is available in seconds which allows me to move more quickly through my flowchart of decision making as the procedure progresses.”

Dr. Seydel collaborated with Dr. Jessica Wernberg and nurse practitioner Kelly Noreen to create Comedy Against Cancer, an informal evening featuring a professional improvisational comedy troupe. Working alongside Development, the trio urged colleagues and friends to attend the January event in each of the past two years.

“We just knew our personal friends and co-workers would enjoy a night like that, so we started telling them about it and word just spread,” Noreen said.



Kelly Noreen, N.P., Jessica Wernberg, M.D., and Anna Seydel, M.D., addressing the audience at the 2015 Comedy Against Cancer event.

The team is looking forward to the purchase of advanced diagnostic imaging equipment in the near future with additional proceeds from the event, Seydel and Wernberg said. They also plan to use some proceeds for patient comfort initiatives. Seydel said the equipment and patient comfort items are an extension of the cancer care team’s emphasis on patient care excellence, which includes not only the latest technology in diagnosis and treatment but also a focus on the integrative approach to the breast cancer patient.

“Specializing solely in breast surgery allows me to spend time caring for the entire patient, with attention to health and wellness, including nutrition, exercise, and intimacy issues after surgery,” she said. “We’re doing smaller operations with better results. Additional therapies, targeted to the individual DNA of the patient’s breast cancer also improve outcomes. I enjoy incorporating the newest technologies into my practice and educating patients about how they can reduce their breast cancer risk through improved lifestyle choices.” ■

## Work in progress

### Clinician-researcher brings personalized medicine to breast cancer

With the widespread public attention given to breast cancer and the well-documented treatment successes that have improved survivability dramatically in recent years, it might be easy to lose sight of the importance of clinical research. And yet, there are still plenty of mountains to climb.


“We’ve not been able to cure everyone,” said Dr. Adedayo Onitilo, a hematologist/oncologist at Marshfield Clinic Weston Center who has authored more than 100 research papers, including a significant body of work exploring the role genetics plays in breast cancer. “When breast cancer comes back, most times it is not curable. That is where we have a lot of need. We need to start looking for genes that make people relapse and how we can target those genes.”

Other areas of need, Onitilo said, include finding better treatment methods.

“We need to find treatments that are better tolerated, so we don’t have patients ending up with life-long neuropathies or leukemia,” he said.

There are also very aggressive forms of the disease, such as inflammatory breast cancer, that are not yet under control, he said, and room for improvements in radiation levels in screening tests.

“Breast cancer is a very heterogeneous disease. No two individuals have exactly the same expression or grade,” he said.



***“I think the balancing factor is in the idea of personalized medicine. We don’t apply a one-size-fits-all for every screening.”***

**- Dr. Adedayo Onitilo**

Because of that, personalized medicine is critical to improving outcomes.

Onitilo’s quest for improvement stands atop a substantial body of work. His research includes investigations into how patients’ genetics affect their breast cancer experience. His work also found the proximity to healthcare facilities and the amount of inclement weather patients usually endure affects the rate at which they tend to miss annual mammograms. He has also been part of teams investigating the occurrence of breast cancer in diabetic patients. And his work to identify the most deadly forms of the disease helped highlight the areas of greatest need for research – and funding. One paper, for example, identified the triple negative subtype as the one with the worst overall and disease-free survival, calling for standardization and improvements in testing. Advances in screening – from analog mammography to digital and now molecular imaging – have

led to a huge leap forward, he said. By the same token, it comes with real worries about whether the profession is actually finding breast cancer too early.

“Everything has an advantage and a disadvantage,” he said. “With ever-more sensitive tests, we’re picking up a lot of breast cancer that we don’t really need to pick up yet, in that we don’t always know if it will produce a better outcome. Just a mammogram alone improves survivability by 30 to 50 percent, depending on the study. But there are false positives, which leads to more imaging, anxiety, biopsies and risk of infection, not to mention who will pay for all of this,” he said. “I think the balancing factor is in the idea of personalized medicine. We don’t apply a one-size-fits-all for every screening.”

For more information on supporting breast cancer research, contact Jill Kurszewski, development officer for research, at 715-387-9247 or [kurszewski.jill@marshfieldclinic.org](mailto:kurszewski.jill@marshfieldclinic.org). ■

## Shining Stars during a cancer journey

Every person who has been diagnosed with cancer has a little different story to tell about their cancer journey.

Even so, most agree that it takes a team of people to diagnose, treat, and hopefully cure cancer. That's why so many cancer-related Shining Star gifts are made in honor of multiple individuals or even entire departments.

Derek and Becky Dieringer know how many people have a role in the diagnosis and treatment of cancer better than most. When their son Ryan was referred to sports medicine physician Laurel Rudolph-Kniech for pain he was experiencing in his hip, she immediately recognized that a high-schooler who played three sports wouldn't be coming to her with just a muscle pull. She ordered an MRI. Radiologist Eric Callaghan delivered the news as kindly as he could. They had found a tumor.



*Ryan Dieringer with his physicians Dr. Laurel Rudolph-Kniech and Dr. Eric Callaghan*

*Submitted photo*

Ryan's treatment plan has certainly been a team effort, with collaboration happening every step of the way. The Dieringers traveled to Madison for a biopsy and ultimately found out Ryan was battling Ewing's sarcoma, a bone cancer that is diagnosed only

about 200 times each year. Ryan has received his proton therapy in Chicago as there are only 15 proton centers in the country. The rest of his care is being delivered by Marshfield Clinic in Marshfield.

"This journey started with Dr. Rudolph and Dr. Callaghan and the compassion they showed to our family," said Derek and Becky. They decided to make Shining Star gifts to honor these two exceptional physicians.

"It was about more than the fact that they found something no one else could. The follow up from both Dr. Rudolph and Dr. Callaghan was incredible. They both call and email to check up on Ryan. They have become more than just physicians. We consider them friends we can lean on and confide in."

The Dieringer family's experience with their physicians is not unique. Most donors who make Shining Star gifts following a cancer diagnosis tell similar stories about Marshfield Clinic physicians.

One person shared that Dr. Michael Husak, an oncologist at Marshfield Clinic Rice Lake Center, was "a critical factor in the team that saved my life. He is kind and patient. I am forever grateful to him for my life."

A donor says about the team of nurses at Marshfield Clinic Stevens Point Cancer Care center: "They are always helpful when the need arises. We can't say thank you enough and are so fortunate to have them on our team."

While honoring Marshfield Clinic Minocqua Center Oncology in memory of a loved one, another

donor wrote, "It takes a very special person to work in the area of cancer care. Everyone was so caring, from the oncologist down the line to the receptionist. All the nurses knew my wife had a bad back so they always got her the room with the recliner and boom box so she could listen to relaxing music. They are all so special."

For many cancer patients, visits to the lab for blood draws are all too frequent so even the phlebotomists do not go unnoticed. "This woman is a saint," one donor wrote about an employee of the Rice Lake Center. "I have a true needle phobia and she shows true empathy for me. I hope she knows that she is appreciated."

From a primary care physician or specialist who notices something isn't quite right; to the radiologist who delivers test results as compassionately as possible; to the team of nurses administering chemotherapy; down to the phlebotomist who makes the many trips to the lab a little more pleasant.

Each of these people have an important role in helping a patient better understand their diagnosis and get back on their feet as quickly as possible.

Grateful patients can honor anyone who has made a difference in their experience, both during a difficult diagnosis or during a routine procedure, through the Shining Star program. For more information, contact Rikki Starich, annual giving officer, at 715-389-3530 or [starich.rikki@marshfieldclinic.org](mailto:starich.rikki@marshfieldclinic.org). ■

# *A Night in Oz raises \$205,000 for NFMC*

Black ties, formal dresses and ruby slippers were the proper attire for “A Night in Oz,” the theme for this year’s Auction of Champions, which raised \$205,000 for the National Farm Medicine Center (NFMC).

After the Sept. 17 dinner event, featuring a live and silent auction, cumulative giving to the Auction now stands at nearly \$3.3 million for NFMC, a division of Marshfield Clinic Research Foundation since 1982.

“We receive tremendous support from community members, businesses and Marshfield Clinic

Health System employees annually at Auction of Champions,” said NFMC Director Matthew Keifer, M.D. “This supports our mission of conducting agricultural research and promoting a safe and healthy working environment for everyone in agriculture.”

Military veterans were in the spotlight at this year’s event in two ways.

First, donors threw their hands in the air and raised \$25,000 for “Veterans to Farmers,” this year’s fund-a-need program. Casper Bendixsen, Ph.D., associate

research scientist and anthropologist, is researching the benefits and challenges of veterans returning to agricultural careers. Agriculture is thought to be a therapeutic career with many rewards for veterans, but also is filled with hurdles.

“We just asked these men and women to do the most dangerous job abroad; now we’re asking them to do the most dangerous job domestically,” Bendixsen said.

“Society is willing to support careers for veterans, but we need to do the research to emphasize the benefits and mitigate the risks.”



Second, members of Wisconsin Army National Guard's 120th Field Artillery provided parking valet service for the event and were honored on stage during the event.

The lighthearted Oz theme kept the evening sparkling along with those ruby slippers, with themed décor ranging from farm scenes to the Emerald City. Development's own Brooke Wolff dressed as Dorothy and greeted guests at the RiverEdge Golf Course banquet venue. Tables with silent auction items, hors d'oeuvres and Wizard of Oz decorations suggested to participants that they weren't in Marshfield anymore.

Participants saw 27 live auction packages up for bidding, including eight that had a mystery box. At the end of the live auction, the eight mystery box winners came on stage to reveal their additional prizes, which included a grand prize of a 2015 Polaris Ranger ATV.

"The Wizard of Oz theme was a great success that people really enjoyed," said Tiffany Halan, manager of operations and special events. "The auctions were fun and competitive. NFMC scientists and staff donated an exciting package that included a two-person hot air balloon ride that bidders drove up to a winning price of \$8,500."

Victoria Viegut, M.D., Pediatrics Primary Care, Marshfield Center, won the raffle for a one-week stay in Scariff, Ireland, donated by Ann and Fergus McKiernan, M.D., Rheumatology, Marshfield Center. ■



# Changes in Development Staff

## Brooke Wolff begins new role in Development



After more than two years of serving as the donor relations coordinator for Marshfield Clinic Development, Brooke Wolff accepted a new role as prospect management analyst.

This new position will be responsible for defining, implementing, and overseeing the prospect management process along with tracking department metrics to ensure the strategic success of the development

“This new position will be integral to the success of the department,” said Teri Wilczek, chief development officer. “Brooke’s keen analytical skills will help her tremendously as she works side-by-side with our development officer team to provide the research, data analysis and others tools needed to be effective.” ■

## Mary Beth Knoeck, Donor Relations Coordinator



*Submitted photo*

Mary Beth Knoeck has joined Development as the donor relations coordinator. She comes to the Clinic from the University of Wisconsin - Marshfield/Wood County where she was the Adult and BAAS enrollment, advising, and PEC coordinator.

Knoeck was born in Iowa but her family moved to Marshfield in 1973 when her father took a job at Marshfield Clinic as a medical technician in the lab. After graduating from Marshfield High School and spending one year at UW Wood County she graduated from UW La Crosse with a degree in Marketing.

Mary Beth and her husband Dan have been married for 24 years. They moved back to Marshfield from the Madison area in 1998 to raise their four children – Erin, Megan, Taylor, and Nate.

At Marshfield Clinic, she will be responsible for fostering long-term engagement with donors, emeriti, and community volunteers through stewardship materials, donor recognition, and social events.

“I have always looked for roles or jobs that allowed me to make a difference. Being the donor relations coordinator will allow me to work with others in the community who want to make a positive difference as well,” she said.

“We are delighted to welcome Mary Beth to our team. Her warm personality and relationship-building skills will help her be successful in this role,” said Teri Wilczek, chief development officer.

In her free time, Mary Beth enjoys being outside camping, hiking and exploring new places with family and friends. ■



## Anna Griesbach, Special Events Coordinator



A chance to return home and take her career to the next level is what drew Anna Griesbach back to Marshfield Clinic.

As the special events coordinator for Development, Anna will focus primarily on planning and implementing a large variety of special events to benefit Marshfield Clinic's mission.

Anna grew up in Chili, WI and attended the University of Wisconsin - Marshfield/Wood County for two years prior to

transferring to the University of Wisconsin - Green Bay, where she earned a degree in Public Administration with an emphasis in Nonprofit Management. After graduating, Anna spent a summer as a special events intern in Development before she relocated to Appleton. While in Appleton she was the Financial Development Assistant for the YMCA of the Fox Cities.

"I'm excited to return to Marshfield Clinic to take the next step in my fundraising career. I'm most looking forward to work with the Clinic's devoted committee members and volunteers," she said.

"Anna was a hardworking, vibrant, and dedicated special event intern for us a few years ago and there is no doubt in my mind she will bring all of that and more to this position," said Tiffany Halan, manager of operations and special events.

Outside of work Anna enjoys spending time with my family crafting, cooking or taking on DIY projects. I also enjoy spending time with my "little sister" whom she met through Big Brothers Big Sisters of the Fox Valley Region. ■



*"We were raised learning to share with others as often as you can... both of us are three time cancer survivors and believe deeply that supporting medical research is a lifesaving investment. For us, one of the greatest joys is in giving. We hope everyone can feel that joy. Giving is good."*

– Ralph & Diane Mueller



*"Supporting medical research has always been a part of life for Patty and I. Prior to moving to Marshfield, we were part of three academic institutions: The University of Michigan, Wayne State University and The University of Texas Health Center in Dallas. On arrival here, we started sending payroll deductions to the Research Foundation and just never stopped supporting the organization. We usually contribute on a "where-needed" basis, although we have a soft spot in our hearts for children."*

– Dr. Bruce & Patty Brink



*"Susan G. Komen Foundation believes that everyone should have access to recommended breast care. We are proud to work tirelessly with partners like Marshfield Clinic support free and reduced-cost breast health education programs, screening and diagnostic services, and survivorship programs."*

– Sandy Draeger, President,  
Susan G. Komen Foundation –  
Central Wisconsin Affiliate

## Memorial & Honor Gifts

Every day, friends of Marshfield Clinic and Lakeview Medical Center remember and honor relatives and others by making contributions that support the mission of high-quality health care, research and education.

Gifts received June 2015 to September 2015

### In memory of

Robert T. Ahles  
 Donald J. Albrecht  
 William "Bill" Allen  
 Julie Allmann  
 Jesse Ray Anderson, Sr.  
 Joe & Donna Arbelovsky  
 Steven Arendt  
 Vernon Baltus  
 Robert Baneck  
 Dale E. Bartkowiak  
 Jacqueline M. Barum  
 Kristen Lea Bathke  
 Helen J. Becker  
 John Bersalona  
 Richard "Dick" Bertram  
 Paul Bicker  
 Betty Biechler  
 Arden Bierman  
 Vlasta Valenta Blaha  
 William Boulieu  
 Sandy Brandt  
 Marion Brasier  
 John J. Braun  
 Ranee Bredemann  
 Janice "Rosebud" Breitenbach  
 Eileen Broadfoot  
 Lorraine L. Bushman  
 Jim & Nancy Carland  
 Conrad "Connie" Chaffee  
 Jeremy Chaffin  
 Anthony "Tony" Chemasko  
 Max & Marge Christensen  
 Theresa Coates  
 Barbara B. Cole  
 James Cypher  
 Donna E. David  
 Sylvia & Daniel David  
 George Dawes  
 Phyllis Denison

Richard Derge, Sr.  
 Roderic Devoe  
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 Heather Drewek  
 Larry N. Eckes  
 Nell Eichner  
 Joe Enockson  
 Juan Espinal  
 Baby Esselman  
 Samuel Emil Esselman  
 Alan J. Esser  
 Marvin Ewert  
 Brian Fischer  
 Timmy French  
 LaVerne H. Fuller  
 Nathan H. Gallant  
 Edwin P Garski  
 James Garvey  
 John Gaval  
 James Gentry  
 James & Marjorie Gentry  
 Debra Giere Leslie  
 Thomas Gisvold  
 Kathryn Goers  
 Eugene G. Gohl  
 Marcelina Gonzaga  
 Robert Graney  
 Mitchell Graves  
 Dr. Robert H. Greenlaw  
 Romell Greves  
 Elmer Grosskopf  
 Michael Hackman  
 Glenda Halbleib  
 Rosa E. Hamann  
 Eric Hamm  
 Kevin K. Hamus  
 Dr. Raymond L. Hansen  
 Amy J. Hanson  
 Melissa Noelle Hanson  
 Rita M. Hardinger  
 Jimmy Hartness

Thomas Hendrix Heater, Jr.  
 Henry "Tony" Helgeson  
 Fae A. Heller  
 Jane M. Herr  
 Corey James Hilber  
 James "Jim" E. Hinker  
 Gordon J. Hitz  
 Carol Hocking  
 Dan Hodge  
 Gerald "Tiny" Hoepner  
 Dr. Philip Hoffman  
 Heather R. Holden  
 Richard Holscher  
 Ross Honsa  
 Aletta Hulleman  
 Lloyd Hutchinson  
 Esther Iveland  
 Thomas R. Jackson  
 Robert J. Jacobs  
 Russell A. Jacobs, Sr.  
 Dr. Daniel Jacobson  
 Gale Jensen  
 Beth Jochimsen  
 Floyd J. Johnson  
 Gordon A. Johnson  
 Harley Johnson  
 Joan Jones  
 Floyd Juedes  
 Mitchell Kacer  
 Kathleen M. Kaiser  
 Patricia Kane  
 Shirley Karaba-Wittek  
 Merline Kaufman  
 Chris Kausch  
 Raymond C. Kelly  
 Robert C. Kelly  
 Agnes King  
 Jerome P. Kirsch  
 Mary Ann Koehler  
 Kim Kublank  
 Andrew J. "Andy" Kuehnhold  
 Treyden J. Kurtzweil  
 Gregory J. Langreck  
 Carol Ann Leonhardt  
 Debra Jean (Giere) Leslie  
 Rudy Malek  
 Dale Malotke  
 Ralph Mansavage  
 Helen Marinich  
 Jacob & Mary Marinich  
 Dee Martz  
 John L. Marx  
 Lorraine A. Marzofka  
 Ed & Mary Mataczynski  
 Margaret Matson  
 Alice May  
 Randall Mayer  
 Joan McCluskey  
 Benunie A. McIntee  
 Jeremy D. Meissner  
 Emma Mews  
 Alice Mianeck  
 Cookie & Kirk Miller  
 Steve J. Miller  
 Dr. Lorraine Missling  
 Juana More  
 Betty Mrotek  
 Margaret A. Mueller  
 Nadine Murley  
 Dr. William O. Myers  
 Bettye Nall  
 Donald C. Nelson  
 Margie Nelson  
 Kevin J. Neukirchen  
 Jack Nystrom  
 Donald Nyusti  
 Mateo O'Brien  
 Patricia O'Hagan  
 Mary Oberweis  
 Barbara L. Olson  
 Haakon Olson  
 Randolph J. Olson  
 Ralph & Betty Paur  
 Walter J. Peterson  
 Denise Bauer Pichler  
 Jyllian Pieper  
 Joseph & Agatha Plucinski  
 Rudolph Polenz  
 Donald Poppe  
 Marland Portcar  
 Jodi L. Prock  
 Lorelei Pucci  
 Ronald G. Rasmussen, Jr.  
 Joyce K. Rawding  
 Conor Reardon  
 Kelsey Rothamer  
 Donna Rung  
 June A Runnells  
 Margaret Russell  
 Ray Salzwedel  
 Clemence J. Santoski  
 Rt. Rev. Warren A. Sautebin  
 Marilyn Scalzo  
 Eloria "Margie" Scheu Nelsen  
 Burt Scheunemann  
 Rosemarie Schlagenhaft

Bernard Schmidt  
 Violet B. Schmidt  
 Erwin & Aloisia Schmidtke  
 Kenneth R. Schneider  
 Eileen L. Schraeder  
 Larry Schroeder  
 Dorothy Schubert  
 Leo Schulte  
 Elsie Schultz  
 Larry E. Schultz, Sr.  
 Robert E. Schultz  
 Vivian Schutte  
 Jacquelyn Searer  
 Gwen Sebold  
 Erland Shelley  
 Virginia "Ginny" Sherman  
 Carole Sizer  
 Ignatius & Anne Sladich  
 Grant Smazal  
 Russell Snortheim  
 John & Virginia "Gin"  
 Snowbank  
 Neil Spatz  
 Edward Spletter  
 Myra Shaiken Steiner  
 Margaret K. Sternweis  
 Dr. C. Todd Stewart  
 Dr. Dean T. Stueland  
 Warren W. Sutton  
 Arvid Svennes  
 Fred Swant  
 David E. Tester  
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 Marian Van De Loo  
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 Ronald Vruwink  
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 Michael Warzinik  
 Oscar Weigel, Jr.  
 Wanda L. Weiler  
 Gerald A. Welch  
 Arnold "Skip" Widde  
 Victor A. Wiesman  
 Dawn Williams  
 Bonnie Wittman  
 Lawrence Wittman  
 Frank Wojcik  
 Helen Wojcik  
 Lola M. Yde  
 Alois Zank  
 John R. Zwiefelhofer

**In honor of**

Abby Adler  
 Lois Bayerle  
 Benny Bendixsen  
 Erv & Mary Binger  
 Sue Buehler  
 Barbara Bugar  
 Sarah Cantarella  
 Alan Chandler  
 Bill Cherek  
 Asher Rowen Colbenson  
 Anne-Grethe R. Cook  
 Elynn Dahnke  
 Margaret A. Decker  
 Ginny Detterbeck  
 Thomas & Laura Drendel  
 Avery M. Faber  
 Sophie L. Faber  
 Dr. Justus Fiechtner &  
 Karlene Gehler  
 Declan Fisher  
 Quentin Gannigan  
 Sharon Gary  
 Robert & Arletta Goldamer  
 Virgil Hartje  
 Ty Hendricks  
 Dr. Julio Hochberg  
 Aubrey Hollen  
 Hailey Hudson  
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 Samantha Kimmons  
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 William E. Krause  
 The Honorable Melvin Laird  
 Rose Lauer  
 Dr. Thomas Leifheit  
 Len Luedtke, Jr.  
 Jean MacHart  
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 George & Letha Michels  
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 Roselee Siegler  
 Joseph Stannis  
 Michele Steines  
 Brittany A. Stoller  
 Agnes Strigel  
 Lisa K. Taylor  
 The Wenzel Family  
 Anna Trzinski  
 James Vander Wyst  
 Allen M. Voelz  
 Bud Weber  
 Francis & Nancy Weisenbeck  
 Fritz & Mary Ann Wenzel  
 Ruth A. Wenzel  
 Tyler West  
 Teri Wilczek  
 John Wilkinson  
 Marjorie Wilkinson  
 Owen Wintercorn  
 Women Living With Hope  
 Barbara Wood  
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Richard A. Anderson  
 Susan K. Asplund  
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 LMC Hospice Team  
 Jon D. Marion  
 Marshfield Clinic Staff  
 MC Bloomer Center  
 MC Cancer Care Center  
 - Eau Claire  
 Marshfield Oncology Staff  
 MC Park Falls Primary Care  
 Nurses & MA's  
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 Dr. Michael J. McManus  
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 Sara Strasser  
 Dr. Patcharin  
 Tanawattanacharoen  
 Stacy M. Thom  
 Dr. Michael Thomasgard  
 Peggy Van Gorden  
 Randall Wecker  
 Rebekah Wierzchowski

# Q & A

## Dr. William Hocking incoming Development Committee Chair



Dr. Hocking has spent more than 30 years serving Marshfield Clinic, including roles as an oncologist-hematologist and researcher who cared for countless breast cancer and other patients, as Clinic President, and a longtime donor. He and his wife, Karen, have three grown children: Erin, Daniel and Adam.

“We are delighted to welcome Dr. Hocking as our Development Committee chair. His passion for Marshfield Clinic Health System, along with his clinical experience and community engagement will be so valuable in this role,” said Teri Wilczek, chief development officer.

*Benchmarks* recently caught up with Dr. Hocking, sporting a pink silicone bracelet in support of breast cancer research, to hear about his latest role leading the Committee.

**Q: This is the Pink issue, so first tell us about how you chose oncology as your career.**

**A:** I went to an extremely strong academic high school in Hawaii, where I had some very good role models. Once I got into medical school the thing that influenced me to do oncology was again some great mentors. There were three physicians at Tulane who were just fantastic doctors and I knew right when I started to work with them that I wanted to do the same thing they were doing. This was in the early 1970s so you didn't have a lot to offer patients, other than compassion. I learned a lot about compassionate care from these doctors. I also liked the combination of bringing science to the bedside. All of those things for me just came together and influenced me.

Almost half of my practice at Marshfield involved breast cancer patients and I've probably worn one of these bracelets for about 20 years now.

**Q: You lived in Hawaii and California - how did you end up in Central Wisconsin?**

**A:** Karen and I decided we didn't want to raise our kids in Los Angeles, so we were looking for a place that met our needs in terms of family interests but also from a career standpoint. I really liked the multispecialty group idea, so the Clinic really appealed to us, despite the fact that neither of us had ever lived in the Midwest. We just decided to give it a try and it worked out. We raised three kids in Marshfield and we think it's a great place for families.

**Q: Your predecessor on the Development Committee was Al Nystrom of BMO Harris Bank in Marshfield. Having served with Al on the committee, what do you think he brought to the task?**

**A:** Al has done a wonderful job. He's been a very strong advocate for the Clinic, but also one that is very honest about directions he felt should be taken. He has also led by providing an example to the rest of us on the importance of supporting causes that you believe in.

**Q: As you contemplate the significant changes Marshfield Clinic has undertaken in the last couple of years, how is that impacting development efforts?**

**A:** Having Marshfield Clinic Health System leadership take a strong and clear direction for its future and for the future of providing healthcare in our marketplace is really important and I'm very supportive of the direction the Clinic is taking. And I think that while it is going to be a challenging three or four-year period, in the long run we will see this as a good decision for Marshfield Clinic and for healthcare delivery. The board we have now has individuals, some of whom were on the National Advisory Council, and others, with broad areas of expertise who can really provide great direction. There is a lot of talent there.

**Q: With the new structure, will there be changes ahead for Development?**

**A:** I think there may well be and we've started to have some discussions about that. As a Development Committee we're

studying some potential changes to Development's structure, but the overall emphasis is looking at this function as a system-wide effort.

**Q: What are your goals for the Committee?**

**A:** One of the things we really want to focus on is clinician engagement. Not the idea of having doctors going out asking for money, but establishing a system to engage clinicians so they are aware of the process involved in raising money for research, education and also clinical programs. When you look down the hall at Treyden's Cabin and what was done there you can get an idea about the kinds of things that are possible when physicians connect with their patients in a fundamental way. That will be one of the things we want to focus on. Another is to be sure we've engaged the development committee fully in the life of the Clinic.

**Q: What is the value proposition for Marshfield Clinic donors today?**

**A:** One of my personal goals is not just to get people interested in giving to Marshfield Clinic, but to get them interested in supporting something they believe is important. What would I say about, 'Why give to Marshfield Clinic?' If you want to have assurance the money is going to stay in your community and go toward the care of people you know or live around, Marshfield Clinic gives you that option. Donors can also choose to support cutting-edge, nationally recognized research. Whatever they chose, they'll be supporting an organization that has a track record in research and in helping people close to

## Calendar

Thursday, January 28  
*Comedy Against Cancer*  
Hotel Marshfield

Thursday, February 25  
*Duel It Fore the Kids*  
Holiday Inn, Marshfield

Thursday, March 3  
*Dueling Against Cancer*  
SentryWorld, Stevens Point

Saturday, March 12  
*Strike Out Cancer*  
Eagle Lanes, Eagle River

Saturday & Sunday, April 2 – 3  
*Shooting for a Cure*  
Goose's Pub, Wisconsin Rapids

Saturday, April 16  
*Rich Seubert Celebrity Trap Shoot*  
Eau Claire Rod & Gun Club

home and is very efficient in the use of donated funds. That appeals to many people.

**Q: Any other observations as you begin this role?**

**A:** I've been here 32 years and I have to say our current development staff is doing a spectacular job under some very difficult circumstances with all the change the system is undergoing. It's a very tough time to be engaging donors when people feel unsettled, yet I think the staff has continued to have a very high level of success. And that has to do with their ability to demonstrate how valuable the community support is to our patients and to important Clinic programs.

# Doing good while looking good



*National Farm Medicine Center staff at the 2015 Auction of Champions*



*Ann Sommer (left) and Dr. Jessica Wernberg (right) enjoy the social hour at the 2015 Comedy Against Cancer event*



*Travis and Cassie Kurtzweil, along with their son Axety, sit in the transformed Pediatric Oncology waiting room that was named in memory of their son Treyden*

Submitted photo



Young athletes rush from the starting line at the first ever Kids Duathlon



Rainy weather supporters at the 2015 Mike's Run event



Janice Janusz (center) along with Kim Angell (left) and Mike Smith (right) from Mike Smith & Associates celebrate the newly opened Shine On Boutique in Oncology at Marshfield Clinic



Luedke family poses for a photo after completing the 2015 Hub City Days Duathlon

Submitted photo



Jo Duller, Chris Simpson, Cheryl Bowen, and Bev Kebrdle pose to show off their positive energy while decked out in pink attire at the Let's Tee Off Against Breast Cancer event.

Submitted photo



Cheryl Heiman volunteers on a hole with her daughter Mariah and friend Amanda at the 2015 Fore the Kids golf outing



Scott Schoenherr at the 2015 Rich Seubert Celebrity Trap Shoot

# CALLED TO ACTION

## *Volunteer Fundraising for Marshfield Clinic*

### **Aim for a Cure**

Back for the fourth year, Aim for a Cure celebrated the life of Richard Lepak on Saturday, August 1st and Sunday August 2nd at the Blackhawk Archery Club in Custer. Richard Lepak spent a lot of time with a bow in his hand, enjoying the art of archery. He worked very hard to build the Blackhawk Archers Club as it stands today. Unfortunately, he was diagnosed with cancer and was taken from his family and friends much too early.

In his honor, Blackhawk Archers take pride in hosting a public archery shoot. The shoot offers access to the club's newly-designed outdoor range, which features 20 targets and a practice range up to 50 yards.

Event organizer Laura Lauer, like so many people, has felt the pain cancer can have on individuals and families. But as an oncology research nurse at Marshfield Clinic, she also sees advances being made every day to save lives. That's why she helps organize Aim for a Cure, supporting cancer research at Marshfield Clinic Research Foundation.

This year's event featured a beautiful, sunny weekend, t-shirt sales, exciting prizes and eager archers. Proceeds totaled nearly \$2000.



*Submitted photo*

*Kids Duathlon participants compete in the bike portion of the competition*

### **Fore A Cure**

This year's event included a full course of golfers and many sponsors who boosted the event's total to \$1.4 million since its inception 12 years ago.

The golf outing is a very personal event for the Fonti family. Bill Fonti, president of Furniture & ApplianceMart, along with his siblings, Joe, Laurie and Vince, Jr., created this event with the goal of making services available to any individual who would otherwise not be able to afford them. The Fonti siblings' grandmother, Catherine Fonti, beat breast cancer twice.

Fore a Cure golf outing raises money for breast cancer services at Marshfield Clinic, including the Clinic's Mobile Health Units which provide mammography and primary care services; the Catherine Fonti Angel Fund which helps women in need pay for mammograms; and juvenile diabetes.

The Catherine Fonti Angel Fund provides approximately 100 mammograms to women a year. The Clinic's Mobile Mammography Units screen around 6,000 women annually. Additional funding for juvenile diabetes care programs was inspired by Vince Fonti III, who was diagnosed with diabetes when he was 8 years old.

Golfers had to deal with a little light rain, fog and temperatures that didn't even reach 60 degrees, but still enjoyed the camaraderie and fun associated with the event.

In addition to golf, participants enjoyed a dinner, expansive silent and live auctions, fines from the "breast cancer police" and more. One lucky golfer was selected for a chance at the \$10,000 Mid-State Truck "Putt your money where your mouth is" challenge. He came close to sinking the long putt, as the ball hit the pin and bounced off.



## Hub City Days Duathlon

Ranging in age from 10 - 72, competitors came from all over the state and throughout the country to compete in the Hub City Days Duathlon. Hundreds of participants lined the start corral on Saturday, July 27 at the University of Wisconsin Wood County/Marshfield eager to record a personal best time, beat their buddy, or become a "finisher". Participants faced a two-mile run, followed by a 14-mile bike ride, and ending with another two-mile trail run.

Presenting Sponsors, Ralph and Sharon Bredl and Harmony Ho Registered Holsteins, could not have said it better when Ralph encouraged, "please capture and hold dear the "fitness for life" spirit that pervades this event and others like it. Please lever this "spirit" as a catalyst to create, embrace and shape a life of health and well-being."

New this year was the 1st annual Kid's Duathlon, sponsored by Security Overhead Door. Duathlon organizers and volunteers were ecstatic to welcome 75 competitive, smiley, balls of energy! With ages ranging from 3 to 13 years old, all participants crossed the finish line in less than 20 minutes. The event featured a ¼ mile run, 1.5 mile bike and another ¼ mile run. Participant medals and freezy pops greeted the young competitors at the finish line.

Over \$30,000 was raised for the Center for Community Outreach's Youth Net program at Marshfield Clinic, a youth development program serving youth ages 8 - 18 in the Marshfield area. The program targets educational and academic success; development of personal and social skills; and participation in recreational activities and supervised community service opportunities.



*Len Luedtke, Jr. and family were guests of honor at Golf for Research*

*Submitted photo*

## Golf for Research

The 17th annual Golf for Research presented by Solarus was held Tuesday, Aug. 18, at Lake Arrowhead Golf Course in Nekoosa. The event featured 124 golfers who shot six holes each of scramble, best ball and alternate shot, and helped raise over \$64,000 for adult and pediatric cancer research at Marshfield Clinic.

Research is critical to saving lives in communities in the Clinic's service area. Golf for Research has made a big impact by providing more than \$900,000 in funding since the event's inception for cancer research at Marshfield Clinic Research Foundation.

Special guests Len Luedtke, Jr., his wife, Ali, and their four children, Lucy, Audrey, Axel and LeeAnn were honored at this year's event. Luedtke was diagnosed in November, 2014 with multiple myeloma and since has battled cancer with treatments available at Marshfield Clinic.

Luedtke urged people at the event to focus on positive things in life

and praised having a state-of-the-art medical facility a few blocks from his home. "I'm a Christian, husband, father, son, brother, friend, teacher and a coach and I have cancer," Luedtke said. "The way we're taking it is that it's just another challenge in life."

"Len did an amazing job sharing his story," said Tiffany Halan, manager of operations and special events. "The strength he and his family showed is an inspiration to all who personally or have loved ones who have battled cancer."

Luedtke's family greeted golfers on the 18th hole while his two young daughters peddled raffle tickets to golfers who were more than eager to contribute.

This event once again featured a team of 40 event volunteers who kept the event lively and fun greeting golfers on the course, grilling hot dogs, selling margaritas and memorializing loved ones and all touched by cancer

## Pedal for a Cure

Kathy and Ray Pliska along with Mark Pliska and Melanie Hoffman, organized a record-breaking Pedal for a Cure event on a beautiful afternoon in October. The tenth annual bike run to benefit Multiple Sclerosis research at Marshfield Clinic featured over 200 enthusiastic bikers and participants. The event, held on Sunday, October 11 and hosted by The Bar on Cty Rd. C in Stevens Point, was complete with an afternoon bike tour of local establishments, an expansive selection of prizes, a potluck lunch and plenty of pedaling. Pedal for a Cure presented Marshfield Clinic with a check for \$11,100 for MS research.



*Submitted photo*

**Bikers take off on a beautiful fall day for the 10th annual Pedal for a Cure.**

## Stepping up for pink



*Submitted photo*

*Dan and Linda Neve stand behind his upgraded "Hope"*

## Cruise for a Cause

Ford enthusiasts from across the country stampeded to Wisconsin Dells for the Fall Cruise for a Cause weekend held October 2-4. The event featured golf, cruises, track time and a car and truck show, along with banquet and auction.

Dan Neve started Cruise for a Cause in 2010 when both his wife and mother were diagnosed with breast cancer within months of each other. Proceeds generated from this event support breast and prostate cancer research being done right here at Marshfield Clinic, as well as mobile mammography.

New this year was Dan Neve's new traveling partner, his upgraded "Hope". In early 2015, Ford Motor Company and Roush Performance put Dan behind the wheel of a brand new Roush Stage 3 Mustang to travel the country in. Cruise for a Cause organizer Neve works throughout the year delivering hope wherever he goes.

## Breast Cancer Awareness Ride/Run/Walk

The 8th annual Breast Cancer Awareness Ride/Run (BCARR) was hosted at The Sports Den on Saturday, October 10. 350 participants and volunteers were met with a stunning fall day as they ran, walked, or biked around Marshfield to support breast cancer screening and research at Marshfield Clinic. Together they raised over \$21,000.

For the second year in a row, participants signed up as teams and encouraged their friends and family to join them in raising awareness for breast cancer. 16 teams signed up and were each recognized at the event.

## V&H Pink Truck

A creative fundraising idea resulted in an auction for a pink boom truck and crane. The result? A \$205,000 donation to Marshfield Clinic for breast cancer research.

Marshfield-based V&H Trucks, Inc., has supported the Clinic's cancer research program for more than 35 years. Tim Wolf, general sales manager at V&H, said the company used its expertise in fabricating construction vehicles to support Marshfield Clinic Research Foundation and the important work of diagnosing and treating breast cancer.

The boom truck was exclusively designed by V&H Trucks and has an estimated value of more than \$312,000. V&H auctioned the one-of-a-kind "Reaching for a Cure" pink boom truck April 29 during the 2015 Intex Expo in Long Beach, California.

Gypsum Management and Supply (GMS), based in Tucker, Georgia, offered the more than \$500,000 winning bid.

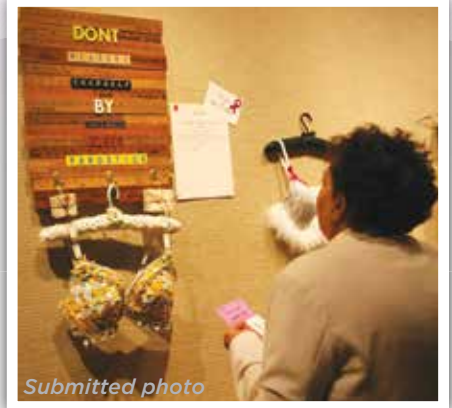


*Submitted photo*  
**V&H Pink Truck**

Steve McCune, GMS corporate fleet manager, said the boom truck, which has the phrase "The driving force in breast cancer awareness" and pink ribbons printed on its sides, will travel the U.S. and be displayed at trade shows to promote breast cancer awareness.

## Pretty in Pink

The 3rd annual Pretty in Pink: A Night of Art & Awareness was hosted on October 23 and 24 at the WOWSPACE in downtown Wittenberg. The event was created by The Pink Ladies - Laura Hunt, Chanda Kersten, Tammy Antone, Elaine Knab, and Tarrie Beran - to support local women fighting cancer.



*Submitted photo*  
**One of the many "artful bras" available for purchase.**

The event showcases "Artful Bras" - hand-crafted pieces of art that are created to honor and remember loved ones with breast cancer. Friday's event featured a public showcase of the bras with the opportunity to place a secret bid on the bras. Saturday night's ladies-only cocktail party featured specialty cocktails, hors d'oeuvres, raffles, and a final opportunity to bid on the bras.

Nearly 100 women attended the Saturday evening festivities, helping to raise over \$10,000 for the Wausau/Weston Cancer Patient Cancer Fund.



*Submitted photo*  
**Team Jogging for Jodi gathers under The Sports Den pink arch.**



*Submitted photo*  
**The Pink Ladies - Chanda, Elaine, Laura, Tarrie, and Tammy - organize and host this annual event.**



As Marshfield Clinic Health System (MCHS) prepares to celebrate Marshfield Clinic's 100th anniversary, I can't help but wonder if our founding physicians - Drs. Karl W. Doege, William Hipke, Victor Mason, Walter G. Sexton, H.H. Milbee and Roy P. Potter - ever considered just how their vision would evolve.

As MCHS chief executive officer, it is humbling to know we stand on the shoulders of these founders and many great physicians, researchers and staff that over the last century have helped move this vision forward. I look forward to celebrating this milestone achievement in the coming year and would ask you to watch for opportunities you will have to join the celebration.



Health care is ever-changing and dynamic and I am excited about what our second century has in store. Marshfield Clinic is well positioned to continue its great legacy of innovation in patient care; engaging in research that is helping prevent, diagnose and treat disease impacting our patients and their families; and training the next generation of health care providers to ensure the provision of high-quality care for residents of Wisconsin and beyond for many years to come.

Thank you for your support and for playing a role in Marshfield Clinic's rich and wonderful history. I am excited about our next century and the impact our organization will make to benefit our patients, communities and the future of health care and I especially look forward to celebrating with you.

Sincerely,

A handwritten signature in black ink that reads 'Susan L. Turney'.

Susan L. Turney, M.D., FACP  
Chief Executive Officer  
Marshfield Clinic Health System

## Molecular Breast Imaging

### Leading a mobile race to reach rural patients

The world's first mobile molecular breast imaging system now rolls among Marshfield Clinic facilities in Wisconsin, a feat accomplished with help from many Clinic donors. The LumaGEM® Molecular Breast Imaging (MBI) system travels to Clinic sites in Rice Lake, Eau Claire, Minocqua, Wausau and Marshfield. The system is a secondary screening technology used to detect early breast cancer in patients with dense breast tissue or certain high-risk factors.

MBI can significantly increase cancer detection rates, eliminate the need for some biopsies and allow physicians to customize screening tools for patients, said Dr. James Kinsella, a Marshfield Clinic radiologist.

“This tool is an important part of a new comprehensive, personalized plan that takes into account a woman’s personal risk for breast cancer and the density of her breast tissue,” Kinsella said. Patients with certain genetic predispositions, family history of breast cancer, cosmetic augmentation or who cannot undergo other diagnostic tests could be candidates for MBI.

Myron Gadke, mobile services manager, said the project will result in a system that saves patients from having to drive great distances for their screening. The MBI unit sits inside a 53-foot-long trailer designed with robust stability to keep the machine safe during travel and a chiller to keep the unit from overheating in the trailer. Inside, the trailer looks



similar to any other medical office, with a changing area, cabinetry for supplies, soft colors and a small portable sink.

“With this mobile solution we can deliver care across multiple sites at much lower cost than putting the technology permanently at each facility,” Gadke said.

As with the Clinic’s entire mobile fleet, donor support played a vital role in getting the MBI equipment on the road, said Matthew Schneider, development officer.

“We’ve had some time on this project, which was supported through several special events, memorials and other donations,” he said. “The Fonti family and Furniture & Appliance Mart, along with many other donors made this happen. It’s particularly inspiring because we have seen the direct result of being able to bring

mammography, bone density, and now MBI to patients in their local community.”

The Clinic’s mobile fleet has served roughly 11,000 patients and diagnosed 69 breast cancer cases in the past two years.

Unveiling the MBI unit in October (breast cancer awareness month), Marshfield Clinic Health System CEO Dr. Susan Turney urged health systems across the country to expand their mobile medical programs.

“Bringing screening to patients results in quicker, more effective diagnosis and therefore treatment can begin sooner, helping them return to better health and enjoy life,” Dr. Turney said. ■

*From illness comes understanding*

## **Celebrating Legacies: Eugene R. Krutza**

Walk into the new Gene and Mary Ann Cancer Support Library at Marshfield Center and feel the serenity. Touch the stones with words of inspiration written by fellow patients and search the library's database to find knowledge, not just information, about cancer. This is Gene Krutza's legacy of healing, a gift to Marshfield Clinic that emerged from his own battle with cancer and other diseases that affected him and his family.

"There have been so many times in my life when the Clinic was there for me and my family. When I had back surgery in 1994, I thought I would be disabled the rest of my life, but I've never had a problem since. I had a grandson in the neonatal intensive care unit who was cared for by Marshfield Clinic physicians for two months who wasn't expected to make it, and he's now a 16-year-old ball player," Krutza said. "My wife (Mary Ann) had serious health issues and I've had my own battle with cancer. All those experiences led me to think about doing something for Marshfield Clinic."

Close community ties have been a signature of Gene's life. After growing up on a farm between Stevens Point and Rudolph, Wis., he began a long career in community banking with Farmers & Merchants Bank in Rudolph, with farmers as his key customers. Across the road from the bank was a volunteer fire department, and in the early days he routinely fought fires in his banker's white shirt and tie. He has spent more than 60 years with the volunteer department and was a director for the Wood County Telephone Company for 47 years. In fact, at the unveiling of the Cancer Library,



***Gene Krutza (center) surrounded by his family at the ribbon cutting of the library***

some of his fellow board members from the company, now Solarus, were in attendance. As a longtime Marshfield Clinic patient, he views his relationships with his medical team in the same way he has always embraced community and business friends.

"It was amazing to have former colleagues at the ribbon-cutting ceremony, as well as all my doctors," Krutza said. "The space turned out beautifully and will be a place where patients can sit down and relax and gather information they are going to need. As cancer patients we come with so many questions. Hopefully, through this they'll find some answers."

"The space, historically, was a lab for cancer patients getting blood draws and other services. When that function was moved to the first floor at Marshfield Center a few years ago, plans were begun to make it an area for patient relaxation and education," said Mindy Gribble, R.N.,

WINGS survivorship program coordinator for Marshfield Clinic Oncology/Hematology. "Now it offers music therapy for infusion patients receiving chemotherapy, a computer to use during treatment breaks and a wealth of printed materials and online cancer information resources available in English and Spanish."

"The first thing we learn at nursing school is the value of a nurturing environment in healthcare," Gribble said. "In a space where there are no external windows, and we can't have live plants because many of our patients are immunosuppressed, color, artwork and lighting can enhance an evidence-based design that will make patients and families much more comfortable. That's so important because they spend so much time here getting treatment. The diagnosis of cancer is an experience that rocks your soul, and Gene's gift has helped us acknowledge the spiritual and emotional side of the journey." ■

## When to update your will or trust

If the most common question asked of estate planning attorneys is, “Do I need a will?” then the second most common question may be “Do I need to update my will?”

Most of us prefer to believe our estate plan will not be needed for a long time into the future, and so we often delay addressing the very important task of creating or updating our planning documents. Perhaps what is needed is the motivation to find the time and energy to do so. Here are some common indicators that it is time to put estate planning on the priority list:

- **You don’t remember what is in your will or trust.** If you last looked at your documents so many years ago that you cannot recall who you named to handle your affairs or receive your collection of classic rock albums, it is time to dust off your documents for a review.
- **Your marital status has changed.** Getting married, ending a marriage or the passing of a spouse all warrant a careful

review of your estate planning documents. Not only might these life events cause you to rethink the distribution of your assets, spouses are also often named for important tasks like making health care decisions for you or paying bills if you are not able to do so.

- **Your family tree is growing.** The arrival of children means designating a guardian in your will is necessary. The arrival of grandchildren may result in slicing the proverbial pie into more pieces to include your grandchildren as beneficiaries in addition to your children, charitable organizations and other beneficiaries.
- **You have a few more assets than you did forty years ago.** Many people create a will when their first child is born and never update it. Your will likely doesn’t address what to do with the business you own with your best friend, the hunting land you inherited from your parents a few years ago and your large retirement account.

- **Your health has changed.** Health issues often cause people to take a look at many aspects of their life, including their financial and estate plans. Reviewing and updating your plan regularly will help prevent the need to address your estate plan at the time you need to focus your time and energy on a health issue. If you are experiencing health issues, knowing your planning is in order should your documents be needed is often of great comfort.
- **You want to leave a legacy.** Getting older typically causes people to think about their place in the world and how they can have a lasting impact. In addition to providing for your loved ones, supporting a cause in your estate plan that has been near and dear to you during your lifetime can be part of your legacy.



**For more information about making a future gift to Marshfield Clinic through your will or trust, please contact:**

***Karen Piel, J.D., C.P.A., CFRE***  
***Gift Planning Officer***  
***1-800-858-5220***  
***piel.karen@marshfieldclinic.org***

## What words do you use to convey the emotions surrounding this holiday season?



### Hope... Healing... Compassion... Promise

Marshfield Clinic uses those words to describe our Circle of Friends, a group of leaders whose dedication to our mission is backed by strong financial support each year.

Consider making a gift of \$1,000 or more this year-end to join our Circle of Friends. For more information, visit [www.marshfieldclinic.org/giving](http://www.marshfieldclinic.org/giving) or call 715-389-3530.