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Dear Clinic Friends,

It seems like just yesterday that I joined Marshfield Clinic, yet in June I will celebrate ten years with the Development Department. Recently I wondered, when other people hear “philanthropy,” what do they think? And do they realize the impact philanthropy has at Marshfield Clinic?

Philanthropy is something we learn at a young age. I have three children and recently, my five-year-old daughter and eight-year-old son were talking about my job. It was a cute conversation and I just had to ask them, “What do you think Mom does at her job?” Their answers amazed me. They said, “Well mom, you help raise money for sick kids. And you do events and other projects to help people who have cancer or are sick.” I was pretty impressed.

When I talk to people about my job, I tell them how I get to connect with people who want to make a difference. I work with patients who want to show appreciation for their care, I engage with businesses who want to support the Clinic’s mission, and I help individuals who are dedicated to providing hope for future generations.

I am amazed and humbled by your support. Your generosity has helped to shape my philosophy on philanthropy. Clinic friends have impacted philanthropy in recent years at Marshfield Clinic by:

• Supporting new initiatives like the Child Advocacy Center, the Pediatric Angel Fund and juvenile diabetes awareness efforts.
• Being “Called to Action” to organize volunteer fundraisers to support our mission. Clinic supporters are golfing, running, biking, walking, dressing in pink, baking and expressing creativity.
• Helping support the future of medicine through the Laird Center for Medical Research.
• Engaging in special events like the Auction of Champions, which has raised more than $2 million for the work of the National Farm Medicine Center since its inception 30 years ago.
• Helping neighbors by contributing to local cancer care funds, which help patients in Rice Lake, Minocqua, Eau Claire, Wisconsin Rapids, Stevens Point, Rhinelander, Wausau/Weston and Marshfield.
• Encouraging their sports teammates to host a pink night to raise funds for breast cancer awareness.
• Paving the way for the next generation by contributing to endowments and establishing gifts in their estates for long-term support of research, education and patient care initiatives.

The impact of philanthropy at Marshfield Clinic is amazing. We are truly grateful for the generous support of our donors, employees, volunteers and friends. As you think about your philosophy of philanthropy, contact us if we can help you discover how you can make a difference.

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Wenzel: The right choice

So proclaimed an editorial in the Marshfield News-Herald in 1976, commenting on the appointment of Frederick (Fritz) Wenzel as Marshfield Clinic’s new executive director. The unusual endorsement proved to be correct.

At age 81, this dynamo of a man is still teaching at two universities and yet remains remarkably involved with the Clinic as a member of two new groups, the Emeritus Committee and the Development Committee (see page 14). In fact, he’s the only member of both groups, reflecting his unique perspective on Marshfield Clinic. If this were the Academy Awards, he surely would have received the Lifetime Achievement Award by now.

A native of Marshfield, Wenzel earned his undergraduate degree from the University of Wisconsin-Stevens Point, then his master’s degree from the University of Chicago Graduate School of Business. His long association with Marshfield Clinic began in 1953 as a laboratory and research assistant. He gradually assumed additional responsibilities and in 1964 became executive director of what would become Marshfield Clinic Research Foundation. He served at that post until 1977, a full year after being appointed executive director of the Clinic itself in 1976.

He remained executive director until 1993, when he retired and almost immediately was asked to head the Medical Group Management Association, a national organization based in Denver. That term was supposed to be for one year but ended up being for three.

Wenzel pointed to these major highlights under his leadership of the Clinic:

- Continued strong support of research
- Establishment of an outreach program, which included sending physician specialists from Marshfield to other communities, as well as a reference lab service
• Creation of the first regional satellite clinic in rural Greenwood, Wisconsin, which would be followed by more than 50 other regional clinics

• Taking sole control of the Greater Marshfield Community Health Plan, which had been a partnership among the Clinic, Blue Cross/Blue Shield of Wisconsin and Ministry Saint Joseph’s Hospital. The insurance plan became Security Health Plan in 1986, another huge success story (See page 11.)

• Establishment of a community health service arm, which today is the Family Health Center, a federally qualified health center providing health care services to economically disadvantaged people. This Center now includes eight dental clinics

Wenzel and his wife, Mary Ann, a retired nurse, also raised six successful children.

In 2006, they made a generous donation to endow the Fritz Wenzel Science Conference. Every year the conference hosts high school teachers and students to showcase how basic science is used in today’s medicine.

“I never really lost my engagement with Marshfield Clinic,” he said. “The Clinic was really my life. My first priority was to my family and the second was to the Clinic, but I did spend a lot of time at the Clinic.”

Fritz Wenzel (right) is shown in a 1967 meeting with two of the first Ph.D. researchers at the Research Foundation. They are Drs. Ron Roberts (left) and Duane Tewksbury.

Wenzel is excited to be part of the new Emeritus and Development Committees. The Emeritus group consists of retired doctors and administrators of the Clinic, who Wenzel said are being asked to share their wisdom about the Clinic’s past and its “patient first” culture.

The Development Committee consists of key community members and clinicians from throughout the Clinic’s service area, aimed at advancing philanthropy at the Clinic. (see page 14)

The Wenzels live in the Madison area now to be close to two of their daughters. The location also makes it convenient for Fritz to attend meetings as a board member of the University of Wisconsin Medical Foundation and as a public member of a joint group between the Foundation and the UW Hospitals and Clinics. He also works as a consultant to Holzer Health System, a group in southeast Ohio that has merged a clinic and a hospital. And he continues to teach health care management classes in person at the University of St. Thomas in Minneapolis and the University of Colorado in Denver. He enjoys sailing and downhill skiing.

“People ask me when I’ll retire, but I have no idea,” he said. “I like what I’m doing. I’ve been told that people need wisdom from someone who has been in business a long time. So as long as people think I’m good at doing it, I will continue.”
When a family is grateful for the care a loved one received, there are no geographical limits.

An amazing example of this is the Elizabeth A. Crary Fund in memory of Thomas H. Crary, held at the Ann Arbor Area Community Foundation. This endowment fund will provide annual support for lung cancer research as well as care for lung cancer patients at Marshfield Clinic. It was established by Elizabeth Crary upon her death, in honor of her brother, Thomas. Thomas Crary was the son of a professor at the University of Michigan in Ann Arbor. According to Thomas’ sister, Rachel Crary, Thomas lived in the Grand Marsh area south of Wisconsin Rapids, Wisconsin. In 2000, he became ill and was eventually referred to Marshfield Clinic, where he was diagnosed with metastatic adenocarcinoma of the lung, the most common type of lung cancer. He saw William Hocking, M.D., an oncologist/hematologist who Rachel remembered as kind and personable.
“He took all the time needed to answer questions and talk with Tom, and those of us who were also there,” she said. “He was very patient in explaining everything and had a manner when he was talking to you that made you feel you were the only person who mattered.”

Twelve years after seeing Thomas, Dr. Hocking remembers him well.

“He was a soft-spoken man who was previously healthy until he developed lung cancer, which had metastasized widely by the time of his diagnosis,” Dr. Hocking said. “This is a major problem with lung cancer; it is often diagnosed at a late stage when a cure is not possible.”

Tom’s family took turns visiting him, including sister Elizabeth (Beth), who lived in Massachusetts. Tom died of his cancer just six months after his first visit to the Clinic. Ironically, an older sister, Martha, died of the very same cancer four years later, in Philadelphia.

“Beth would have wanted to do something in their memory,” Rachel said. “I think she chose Marshfield Clinic because she had spent time there and was impressed with it. We all thought he was in good hands there.” Elizabeth set up the endowment in Ann Arbor because that is where all the siblings grew up. Even though she lived in Massachusetts, she continued to conduct business transactions in her hometown, Ann Arbor.

Elizabeth died in 2010, also of cancer. Marshfield Clinic was not aware that the endowment fund had been established until contacted by the Ann Arbor Area Community Foundation in late 2010. Besides Marshfield Clinic, Elizabeth established funds for four other organizations, including a church, two humane societies and a hospital.

With the first annual endowment distribution to arrive in early spring this year, Marshfield Clinic staff has been planning how to best use the funds annually for the benefit of lung cancer patients and their families.

One-half of the distribution will be applied to lung cancer research through the Marshfield Clinic Community Clinical Oncology Program (CCOP), where about 14 percent of the patients participating in clinical cancer trials are lung cancer patients.

“While we have made some recent progress in lung cancer, research in this area has lagged behind some other cancers, and much more needs to be done to reduce the burden of this disease,” Dr. Hocking said. “This is an important area of investigation at Marshfield Clinic.”

The Clinic is one of the centers involved in the National Lung Screening Trial that has demonstrated that lung cancer mortality can be reduced by screening high risk populations with low-dose CT scans.

“The Crary Fund will help us to continue working in this area, and will have a major impact on patients in our region,” Dr. Hocking said. “These funds will aid us in providing the best possible care for patients with lung cancer as well as supporting further research directed at reducing the suffering caused by this disease.”

Elizabeth Crary, an animal lover, posed with her brother Thomas’ dog, Harriet. Thomas took the dog in after it showed up in his Grand Marsh area yard.
Hundreds of volunteers were called to action in 2011, taking up their passion to make a difference in health care by supporting research, patient care and education at Marshfield Clinic. More than $257,000 was generated at more than 35 events and several Marshfield Clinic employee activities.

Volunteer fundraisers remain a vital part of the Development Department’s philanthropic efforts for Marshfield Clinic. Here are some of those stories.

Mike’s Run
The sun came out and so did the runners on June 25. Mike’s Run was a huge success; 323 runners and walkers participated, and with the support of sponsors, raised $34,630 to help support mental health services.

“Through Mike’s Run, we are making a long-term commitment to the mental health of our community,” said Al Nystrom, an event co-organizer. “We hope to build on last year’s success, touching more lives and creating hope among those who battle mental illness.”

“The collaboration between Development, Behavioral Health and community organizations was amazing,” said Michael Field, Marshfield Center Behavioral Health nurse practitioner and a Mike’s Run participant. “We look forward to using the money raised to remove the stigma surrounding mental illness while further educating ourselves and the public on the subject.” The 2012 event will be on June 23.

Duathlon
The Hub City Days Duathlon brought together 450 athletes, along with numerous family, friends and community members who cheered them on. The inaugural event organized by the Riedel family raised about $25,000 for Marshfield Clinic’s Youth Net program.

On a very hot morning of July 30, participants arrived in Marshfield to compete. The athletes, ranging in age from 7 to 73, could choose to compete in a relay team or as individuals. The course consisted of a 2-mile run, a 15-mile bike ride and another 2-mile run. The top individual finished the course in 59 minutes.

Youth Net is an after school development program serving youth aged 8 to 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. Mark your calendar for July 28, 2012.
Cruise for a Cause

After receiving a double dose of bad news with his mother being diagnosed with breast cancer, followed by his wife a few months later, Dan Neve of Marshfield was called to action. He turned his brand new Ford Mustang Shelby into a moving billboard for local businesses and for breast cancer awareness.

Throughout 2011, Neve sold space on his car to area businesses and their logos were printed on the car in hot pink. Neve’s efforts generated close to $1,000 for the Catherine Fonti Angel Fund at Marshfield Clinic, which provides mammograms to women in need.

Neve attended community events all around central Wisconsin. The culmination of his Cruise for a Cause was a trip to Wisconsin Dells for his annual car rally, then a longer road trip to Las Vegas, where his car was on display during a national rally.

Trout Lake Golf Club Ladies Golf Event

On June 23rd the ladies league at the Trout Lake Golf Club in Minocqua hosted “Let’s Tee off Against Breast Cancer” golf outing. The event raised $5,033 for breast cancer research at Marshfield Clinic which was twice the amount raised in 2010.

The event featured an 18-hole scramble, door prizes, silent auction, raffle, and reception.

For more information on the Trout Lake Golf Outing, please contact event organizer Karen Lewis at (715)-588-1273. Ladies, save the date - June 21, 2012.

Abbottsford Girls Basketball Shooting for a Cure

The Abbotsford girls’ basketball team conducted a benefit to support cancer research at Marshfield Clinic and their efforts scored almost $2,500. The girls organized penny wars to involve the entire school and also sold raffle tickets, bracelets, pins and had bake sales at the boys and girls home basketball games.

Riley Standeven, a player, stated “We chose Cancer Research at Marshfield Clinic because a lot of people close to us are receiving treatment at Marshfield Clinic.”

The Sports Den’s Breast Cancer Awareness Ride and Run/Walk

Joan and Denny Riedel, of The Sports Den in Marshfield, and their volunteers have made this event a huge success. In its fifth year, the event continues to attract returning participants and new supporters.

The Sports Den hosts the Breast Cancer Awareness Ride and Raffle each October in conjunction with Trek Bicycle Corporation’s nationwide campaign for breast cancer awareness. In 2011, The Sports Den recorded the second largest turnout of all the Trek dealers nationwide, with 174 riders participating in the bike ride. An additional 137 runners/walkers joined the event participating in the 3, 6 or 12 mile run/walk. The more than 50 volunteers and overwhelming community support are key to this event.

In total, their efforts raised more than $17,000 for breast cancer awareness with the majority supporting Marshfield Clinic’s Mobile Mammography Unit. Save the date for the next ride and run/walk on October 6, 2012.

Shooting for a Cure

The annual pool tournament, held in early April in Wisconsin Rapids, celebrated its 11th year with a bang, raising $32,000 for breast cancer research at Marshfield Clinic.
The event continues to grow, attracting more than 200 participants for the women’s and men’s pool competition. Participants enjoy great competition, raffles and camaraderie. Doris Laskowski, Brandon Jacoby and a committee of several other volunteers organized the 2011 event which involved multiple locations in Wisconsin Rapids. The 2012 dates will be March 31 and April 1.

Pink Heart of WI
Kathy Schwoch, Connie Skubal and Susie Jecevicus firmly believe that every woman needs routine mammography screening. So they did something about it, staging the event that is a combination of raffles, wine tasting, live music, vendor displays and camaraderie raffles. They have raised nearly $50,000 in the last five years to help other women receive mammograms. Pink Heart visitors also toured Marshfield Clinic’s big Mobile Mammography Services unit that travels regularly to rural locations throughout northern and central Wisconsin.

“We live in a rural area,” Skubal noted. “We have a lot of farmers and people who don’t have good insurance that covers mammograms. But breast cancer is such a preventable disease. We wanted to raise money so people who couldn’t afford a mammogram could get one.”

The money supports the Catherine Fonti Angel Fund, which provides assistance to Marshfield Clinic patients who are unable to pay for mammograms and other breast cancer prevention services. This year’s event will be on September 28, 2012 at the Eagles Club in Marshfield.

Strike Out Breast Cancer
The 7th Annual Softball Tournament and Bean Bag Tournament to Strike Out Cancer raised $2,775 in September at the Marshfield Fairgrounds. Proceeds benefit breast cancer research at Marshfield Clinic. Thirty-three softball players and 64 bean bag throwers participated.

Connie Greenwald of Marshfield organizes this annual event, with the Marshfield Softball Association’s support. The event started as a way to assist fellow Marshfield softball players battling cancer. Each year, if there was a softball player with breast cancer, the association would give a portion of the proceeds to her to help defray medical costs. The other portion would support Marshfield Clinic breast cancer research.

This year’s softball and bean bag tournament will be on September 15 at the Marshfield Fairgrounds.

Roth Family Fundraisers for MS Research
The Roth family of Stevens Point continues to improve upon their past success in raising funds for multiple sclerosis research. With a golf event last year in September and a bike ride in October, the Roth family, their friends and supporters raised more than $8,900 for MS research at Marshfield Clinic Research Foundation.

Nancy Roth-Mallek and her family began their fundraising efforts in 2006 so they could show their support of siblings, three of whom have MS, as well as others who suffer from it.

Books for a Better Cause
The Pediatrics Department at Marshfield Center got a wonderful delivery from an 11-year-old girl who isn’t even a patient. Lily Eichorst, of Washburn, accompanied by her mother, Dala, came to Marshfield to donate 150 children’s books to the department. Calling her work, “Books for a Better Cause,” the youngster is an avid reader who got the idea when her grandmother called to say she had...
a neighbor girl with leukemia and wanted book suggestions for her.

Eichorst fulfilled that request but then decided there must be others in the same situation. She started collecting new and used books to donate to places that can put these children’s books to good use.

“We will give them to kids with financial needs as well as complex health care issues,” said Jenny Podevels, R.N., pediatric case manager. “We’ll also put some of them in the waiting areas. The pediatric oncology nurses have also asked for books that kids can use during their long treatment procedures. Lily was awesome and her mom said she came up with this all on her own.”

**Diane Weber-Louze Memorial Fundraisers**

Dale and Charlotte Weber of Tomahawk have become seasoned fundraisers, hosting events in their daughter’s memory for nearly 10 years. They have hosted golf events, dart tournaments, pool tournaments, horseshoe tournaments and a poker run, all to raise funds for lupus research.

In 2011, their golf event generated more than $1,729 and their pool tournament raised an additional $1,540. Their daughter, Diane Weber-Louze, died in 1997 at age 40 after battling lupus.

**Once Upon a Pedestal – Beth Albee and Kathy Bittorf of Marshfield continue to use their creativity for good. They started their efforts in 2009, turning plates into pedestal creations. Each year, they host sales at Marshfield Clinic and at area events. Proceeds from their sales benefit cancer research and the Oncology Angel Fund, which provides support to cancer patients.**

**Bev’s Saddle Mound Tap** in Pray generated $1,500 for breast cancer research at its annual Labor Day Celebration, which featured bingo, raffles and lots of fun games throughout the weekend.

**Paint the Farm Pink**

Marathon Feed stores in Marathon and in Wausau hosted “Paint the Farm Pink” days in October to raise funds and awareness for breast cancer research as they feel it is important to promote breast health awareness for rural women because they might not otherwise have access to the information.

More than $1,247 was raised at the two stores. The event included raffles, tours of Marshfield Clinic’s mobile mammography unit, wagon rides, pumpkin painting, and other family-fun activities.

**Hagen’s Friends Helping Friends**

Jim Hagen organized a music festival that was held on September 3, 2011 in rural Rhinelander to benefit children with cancer. The event hosted three bands from the local music scene and raised $4600, and the proceeds were directed to Children’s Oncology Research. The event for 2012 is being planned now and is slated for September 15 at the Taj Mahal, Rhinelander.

**10 year old Steps Up**

Austin Hafermann, Wisconsin Rapids, is a unique and special 10 year old boy. Instead of rewarding himself with a new video game, he decided he would rather give his money earned from getting good grades “to help kids feel better and have fun.” With his family’s help, Austin gave $226 to pediatric needs right before Christmas. He had heard of others donating money to help kids at Christmas time and he wanted to do the same. Austin understands every gift helps.

**Clinic Employees Give Back**

Marshfield Clinic employees are called to action year-round by hosting fundraisers and participating in Clinic events.
Their generous support of the Clinic’s mission is extremely valuable. Below are some of the funds supported by the creative and philanthropic spirit of our employees.

**Angel Funds**
In addition to the wonderful care they provide to patients, many employees demonstrate a higher commitment by supporting Angel Funds through the Employee Giving Campaign or by organizing events like bake sales and raffles.

**HOPE Fund**
The HOPE Fund (Help Our Priceless Employees) was started several years ago to provide a source of assistance for Marshfield Clinic employees facing financial difficulties because of illness, emergencies or other unexpected change. The HOPE Fund Committee spends countless volunteer hours organizing the annual basket raffle. Departments from across the Clinic system donate incredible themed baskets for the raffle. A total of 40 baskets were donated including electronic readers, bike and helmet, gift card packages and many more unique baskets. The raffle generated $11,591 for the HOPE Fund.

**Reach Out and Read**
Marshfield Clinic employees are called to action to support our Reach Out and Read efforts. Reach Out and Read is a national program to help prepare children to succeed in school by partnering with doctors and support staff to prescribe books and encourage families to read together. Employees host book sales, raffles and other fundraisers to help with the purchase of books.

**Pink Days**
Marshfield Clinic employees across the system offered overwhelming support for the October Pink Day Promotion, raising more than $5,726 for breast cancer prevention and care, just by wearing pink.

Departments in every region and nearly every center have participated by hosting a Pink Day. Participating employees were asked to make a $1 contribution. Departments pooled their contributions and selected a cancer care fund at Marshfield Clinic to support. Some departments took it one step further by hosting bake sales and other promotions to increase their donation.

Several local businesses also hosted Pink Days, including Marshfield Medical Center Credit Union and Century 21 in Marshfield.

**Blue Days for Child Abuse Awareness and Prevention**
Marshfield Clinic employees across the system offered overwhelming support for the “Dress in Blue Day,” raising $1,338 for the Marshfield Child Advocacy Center (“MCAC”).

More than 800 employees dressed in blue on several days throughout the month of April 2011 to show their support for child abuse and neglect prevention at Marshfield Clinic. Departments from throughout the service area participated; employees were asked to make a $1 contribution. Employees also donated tie blankets, book bags and school supplies, which are given to each child that comes to the Advocacy Center. Many employees along with area service clubs, such as Marshfield Sunrise Rotary, generously provided backpacks and school supplies for the children served through the MCAC.
Security Health Plan ratings reflect strong partnerships with providers

Strong partnerships with Marshfield Clinic and other health care providers, along with a vision for controlling costs by investing in quality, have led Security Health Plan of Wisconsin, Inc., to be among the top rated health plans in the nation.

It was one of only two health plans in the nation to be recognized in both 2011 and 2012 with the highest possible five-star rating for its Advocare Medicare Advantage plans from the Centers for Medicare and Medicaid Services (CMS).

All of Security Health Plan’s insurance programs, most recently its Medicaid program, have earned an “Excellent” Accreditation from the National Committee for Quality Assurance (NCQA), a private, non-profit organization dedicated to improving health care quality.

In addition, the Plan’s Medicaid program ranked sixth in the nation out of more than 213 Medicaid health plans in NCQA’s Health Insurance Plan Rankings 2011-2012. It was the only Medicaid plan in Wisconsin to be listed in the rankings. Security Health Plan was also listed among NCQA’s Health Insurance Plan Rankings for commercial and Medicare plans for 2011-2012.

“These ratings are a good reflection of the service we provide our members,” said Steve Youso, chief administrative officer of Security Health Plan. “We are committed to controlling costs by making sure our members receive high quality care when and where they need it. But we can’t do that without the strong partnerships we have with the physicians, clinics, hospitals and others in our network who are providing excellent care for our members.”

The health plan’s chief medical officer agrees.

“People look for a health plan that will assist them in getting the care they need and help them improve their health and lower their costs,” said Steven Szebenyi, M.D., M.M.M., chief medical officer of Security Health Plan. “We also recognize our responsibility to keep premiums as low as possible by investing in provider initiatives that support high quality care such as rural dental services, mobile mammography, medical research and more.”
Dental informatics research: usability of electronic dental records

Electronic medical records (EMRs) provide multiple benefits to clinical care, patient outcomes, efficiency and research. Marshfield Clinic was one of the pioneering health care organizations to develop its own electronic medical record.
Recently an electronic dental record module was integrated within the Clinic’s EMR, making it one of the very few integrated record systems in the nation. Marshfield Clinic’s Dental Informatics research group, along with Information Systems staff, have been working closely to improve the medical-dental record systems.

To test the usability of the existing electronic dental record module, the Clinic turned to its friends at the Dental Clinic of Marshfield, a major contributor to the capital campaign for the Laird Center for Medical Research. The Laird Center is the home of the Biomedical Informatics Research Center (BIRC).

“We’ve been developing a system called Cattails Dental, which could talk to the Clinic’s EMR, CattailsMD” explained Amit Acharya, B.D.S., M.S., Ph.D., a dental informatics scientist at BIRC who is also trained as a dentist. “This system is one of the few in the country designed to be integrated with an EMR. We wanted to find out how usable it really was and improve on the design based on the external feedback.” A group of dentists and dental hygienists at the Dental Clinic of Marshfield were ready and willing to help.

“This was a very interesting thing for us to do,” said William Berry, D.D.S., a dentist and member of the Dental Clinic’s board of directors. “We’ve had our own dental record system, so we were interested in seeing what a completely new program would be like.” Dentists and physicians have agreed that a system that could cross between dental and health records would be advantageous for both disciplines and for patients. The problem is that many different dental record systems are used at dental practices.

“When we have questions about a patient’s medical records, we have to call the physician or make the request in writing, which can be very slow,” Dr. Berry noted. “If we had access to all of those things through the combined dental and health record, it would be fantastic.”

We’re not there yet, he said, as the nine dentists participating in this research gave valued improvement ideas to reduce the complexity of the current version of Cattails Dental. The dentists also were given a demonstration of BIRC’s usability lab and equipment and experienced an eye tracking system, which showed clearly how their eyes were moving as they gazed at the computer monitors.

“You don’t really notice it at the time, but when we went back and they showed us where our eyes were looking, it was fascinating. Obviously, they want to arrange things on the computer monitor where the eye tends to look,” Dr. Berry said.

Their eye movements were charted and aggregated to produce a cluster map that clearly shows the areas of most interest. This information will be used to produce the next version of Cattails Dental, and for a scientific paper being published by Dr. Acharya and his colleagues at BIRC, Sara Engler, a dental informatics intern, and Andrea Mahnke, a usability analyst.

“I’m very interested in seeing what they come up with next,” Dr. Berry said. “I would think it will be easier to use.”
Marshfield Clinic is bringing together the talents of business and community leaders, physicians and staff to create a new committee dedicated to advancing philanthropy at the Clinic.

This 20-member panel will work to build awareness not only of the Clinic’s legacy of providing accessible, high-quality patient care, but also of its nationally recognized medical research program and its extensive education offerings.

“This will greatly improve our relationships with the communities we serve,” said Brian Ewert, M.D., Marshfield Clinic president. “We have invited the committee members to visit the Clinic to learn more about us and the amazing things going on here that might not be readily apparent to people outside the Clinic. We’ll provide them with key background information so they can go back to their communities and accurately answer any questions they may hear.”

Teri Wilczek, chief development officer at the Clinic and committee secretary, said the committee members are all leaders in their communities. They understand the importance of philanthropy and the tremendous need for the vital services provided by Marshfield Clinic, she said.

“The dedication, leadership and inspiration that they bring to this effort will help us reach a whole new level of giving,” Wilczek said.

Chair Terry Frankland, president of V & H Heavy Trucks, Inc., in Marshfield, said correcting rumors may be a key component of the committee’s work.

“As a business person in the community, I hear things about the Clinic,” he said. “Somebody says they heard this or heard that, and I can tell them no, that’s not true. Here’s what is really going on at Marshfield Clinic. I feel strongly that citizens need to step up to help the Clinic and be its eyes and ears.”

The committee represents a major change in the way Marshfield Clinic pursues philanthropy.

“The Development Committee brings together our internal leaders and community members,” Wilczek said. “They can help us in many ways with establishing donor relationships. We value their input and seek their guidance. We want to know what our donors are thinking, what kinds of projects they would be interested in supporting, and really get the full community perspective.”

Dr. Ewert noted that many people, in and out of the Clinic, are probably unaware that the Clinic is a nonprofit organization that relies on community support. They may not know about the world-class research underway, the WINGS program for cancer survivorship and other activities the Clinic could not adequately do without charitable support. As people become aware, it will help ensure that the Clinic is top of mind when someone is considering making a gift to a health care organization.

The committee consists of individuals with varied professional and volunteer experience. It has a large number of Clinic physicians because physicians are integrally involved in all operations of Marshfield Clinic.

“We need physician input, buy-in and support, and physician champions for efforts taking place within the Clinic,” Wilczek said. Members include representatives from throughout the Clinic’s broad service area.
advancing philanthropy

At-large members are:

- **Terry Frankland**, V & H Heavy Trucks, Inc., Marshfield, chair
- **Al Nystrom** of M&I Bank, Marshfield, vice chair
- **Mark Bradley, J.D.**, of Ruder Ware, Wausau
- **Eric Callaghan, M.D.**, musculoskeletal radiologist
- **William (Bill) Fonti** of Furniture & Appliance Mart, Stevens Point
- **William Hocking, M.D.**, oncologist/hematologist
- **Robert Marsh** of Marsh Insurance Services, Rice Lake
- **Tammy Meissner** of Norm-E-Lane Farm, Marshfield
- **Trygve (Trig) Solberg** of T.A. Solberg Co., Minocqua
- **Steven Szebenyi, M.D.**, chief medical officer, Security Health Plan
- **Frederick (Fritz) J. Wenzel**, Monona, Wisconsin
- **Sue Zahrbock**, Cumberland, Wisconsin

Appointed members from Marshfield Clinic are:

- **Christopher Cold, M.D.**, pathologist, trustee of Marshfield Clinic Research Foundation
- **Dan Erickson, M.D.**, family medicine physician, Rice Lake, Clinic board member
- **Brian Ewert, M.D.**, nephrologist, Marshfield Clinic president
- **Richard Leer, M.D.**, family physician, interim director of medical research
- **Ronald Martin, M.D.**, general surgeon, Clinic board member
- **Laura Nelson, M.D., M.B.A.**, internal medicine specialist and chief medical officer
- **John Przybylinski, M.D.**, internal medicine physician, Clinic board member
- **Todd Stewart, M.D.**, pediatric intensivist, Clinic vice president
- **Teri M. Wilczek, M.S., CFRE**, chief development officer

“I feel strongly that citizens need to step up to help the Clinic and be its eyes and ears.”

Terry Frankland, V&H Heavy Trucks
Philanthropy runs deep

Marshfield Clinic’s new president has a deep appreciation for philanthropy and the importance of charitable support at the Clinic.

“Many of us want to be charitable, but charity can be challenging,” said Brian Ewert, M.D., a nephrologist who was elected president in January 2012. “It takes a sophisticated process to handle gifts well, in a way that honors the giver.”

People who make gifts to Marshfield Clinic often say they were deeply moved by their experience here.

“They may be grateful for the care they or a loved one received, whether it was from a doctor, the doctor’s assistant, or someone who escorted them in their wheelchair through the Clinic,” he noted. “They want to express their gratitude but wonder how much a single individual’s donation can make a difference. But in fact their gift, combined with gifts of other supporters, can make a significant impact.”

Dr. Ewert said that gratitude and compassion motivate him and his wife, Kathleen, to give. “We are grateful for the resources entrusted to us and recognize we are in a position to respond to the suffering of others.”

No matter what a person’s motivation for giving, it’s the Clinic’s responsibility to handle their gift with the utmost respect. “The Development Department, under the direction of Teri Wilczek, has a great appreciation for how to tend to the needs of donors, and is an excellent steward of their gifts,” he said.

Dr. Ewert noted that philanthropy in health care goes back to its roots, when care was typically provided as a charitable act by government or religious orders. Most physicians are still attracted to the profession in order to alleviate suffering of others, he said.

“We need to remind ourselves that taking care of patients, as well as doing research and training tomorrow’s providers, continues to be at the root of philanthropy at Marshfield Clinic,” he noted, “which is a great way for people to reinvest in the communities we serve.”

Interested individuals can work with the Development team to learn about how they can support a fund that is most meaningful to them.
Sebold earns Heritage Award

D. David “Dewey” Sebold was recently honored as the 14th recipient of Marshfield Clinic’s Heritage Award recognizing his many outstanding contributions to the community.

At Marshfield Clinic, Sebold is best known for the Gwen D. Sebold Research Fellowship Award, which he established in 1987. Since then, a $5,000 fellowship has been presented annually by Sebold to an outstanding researcher in support of further research studies at Marshfield Clinic Research Foundation. Sebold created the award in honor of his older sister, Gwen, whom he has described as “one of the most important and influential figures in my life.”

Dewey Sebold is a former president and CEO of Tombstone Pizza, a company he helped guide to become the No. 1 brand of frozen pizza in America. Over the course of his career, he has also served on the boards of many organizations. He is one of the original members of Marshfield Clinic’s National Advisory Council, a group of 20 business, medical and community leaders from across the United States. The group meets regularly and consults with Marshfield Clinic leadership on a number of important business issues.

The Heritage Foundation was established by the Clinic in 1997, working with Marshfield native, former Congressman and Secretary of Defense Melvin Laird. The Heritage Foundation owns Secretary Laird’s memorabilia and artifacts, on display in the Laird Center for Medical Research.

In addition to acting as steward to this collection, the Foundation annually honors an individual for outstanding contribution in the fields of government, civic leadership, literature, education, medicine, law, social sciences or business.

Congratulations to Dewey Sebold on his selection for this honor.

Dewey Sebold accepts the Heritage Award from Karl Ulrich, M.D., M.M.M., former Clinic president and CEO.
Every day, friends of Marshfield Clinic remember and honor relatives and others by making contributions that support the Clinic's mission of high-quality health care, research and education.

Gifts received October 2011 to January 2012

In memory of

Barbara A. Adams
Agnes Adamski
William Adshead
Robert T. Ahles
William “Bill” Allen
SSGT Joseph J. Altmann
Frederick Amacher
Patricia A. Anderson
Roger Anderson
Robert J. Antoniotti
Steven Arendt
George Ashbeck
Robert C. Austin
Germaine Bachinski
Arsenius H. Baltus
Sharon A. Baltus
Suzanne Baltus-Zecherle
Justina G. Basel
Roman Batt
Peter C. Bauer
George Baumgartner
Dr. Thomas J. Beck
Bonnie Becker
Corrine Behrens
John Behringer
Mr. & Mrs. Ed Beining, Sr.
Marlene Below
Benedict Bembeneck
Mary Bierman
Lawrence Billings
Darwin Blanke
Roy V. Blomberg
Agnes I. Bloom
Barb Bong
William Boulieu
Lorraine Bourcier Cleland
Charles E. Brandt
Audrey Branstad
Ruby B. Brantner
Harold Buchholz
Walter Buchkowski
Brian Buckli
Heidi Buckli-Lavinski
George Burke

Dr. John L. & Mrs. H. Pauline Burns
Betty M. Campbell
Phillip V. Cardinal
Norman Carlson
Orville Carlson
Samuel Case
Mark Casper
Jens & Agnes Casperson
Troy Casperson
Mary Castaneda
Joseph P. Charron
James Cherney
John Clanton
Ruth A. Cole
Gene Cook
John Cota
John Czinsky
Richard G. Derfus
John Derge
Dolores C. Draeger
Adolph A. Drews
Laverne M. Drews
Dawn Dupee
Tom Ebenreiter
Becca Ede
Michael Ederer
Ellen C. Ehrike
Richard Eibergen
Mary Emkow
Otto Engel
Dr. Stephan Epstein
Baby Esselman
Samuel Emil Esselman
Alfred J. Hoffman
Clifford Horstman
Thomas Huebner
Linda Hughes
Michael L. Hughes
Michael Isaacson
Dr. Daniel Jacobson

Walter & Adeline Janssen
Donald H. Jenkins, DVM
Lavergne Joern
Bette Johnson
Delmond Johnson
Donald W. Johnson
Helen M. Johnson
John E. Johnson
Martha Joy
Albert Kay
Stephaine Kay
William Keddel
Ambrose Kay
H. Lloyd Keller
Kathleen A. Kellahofer
Isabelle F. Kennow
Wildor W. Kennow
Lawrence Keppert
Dr. M. Qaseem Khan
Lloyd Kieffer
Mary Kieffer
Mary Beth Kieffer
Dorothy Kleinschmidt
Mike Kline
Mrs. Millicent J. Kloess
Larry D. Knutson
Timothy J. Knutson
Gordon Koch
Karl R. Koch
Andrew Korntved
Suzanne Kozial
Wallace W. Kracht
Jackie Krause
Gloria C. Kreutzer
Michael Kriescher
David Krultz
George Kubica
DuWayne Kudinger
Joan Ladowski
Joyce LaGasse
Harold Lake
Dale Larson
Dennis Larson
Logan Larson
Raymond C. Larson
Kay Latton
Stella Lau
Irene Leick
Bruce Lemery
Carol Ann Leonhardt
Jerry Lettkeman
Russell Lewallen
Dr. Russell Lewis
Lillian M. Lieders
Deloris A. Leitzow
Patricia "Pat" Lightfoot
Gail L. Lindahl
James P. Lingford
Irene Lohmeier
Duane & Shirley Londgren
Eileen L. Longmore
Richard C. Lorenz
James R. Lotzer
Diane Louze
Eric M. Ludwig
Erwin B. Lueck
Evelyn & Henry Luthe
Frederick J. Luther
Jean Lyon
Elizabeth Arndt Maier
Vance “Benji” Malm
Ernest Mancl
Elmer J. Manlick
Helen Marinich
Jacob & Mary Marinich
Mr. & Mrs. C. R. Martin
Georgiana Martin
Gerald A. Martin
Esther E. Masephol
Wilbur Mason
Daryl Mayenschein
Eric M. Ludwig
Erwin B. Lueck
Evelyn & Henry Luthe
Frederick J. Luther
Jean Lyon
Elizabeth Arndt Maier
Vance “Benji” Malm
Ernest Mancl
Elmer J. Manlick
Helen Marinich
Jacob & Mary Marinich
Mr. & Mrs. C. R. Martin
Georgiana Martin
Gerald A. Martin
Esther E. Masephol
Wilbur Mason
Daryl Mayenschein
Arlene McAuliffe
Joan McClyman
Kenneth McGrath
Lillie McLendon
James McNamara
Dale E. Mears
Alfred Meidl
Ruby A. Meihack
Karl W. Merkel
Joseph P. Michela
George Michels
Robert Missing
Byron Moen
Ken Momsen
John F. Moore
Edward Mozdzierz
Lauretta Multerer
Shari Nate
June S. Nelson
Laura Neville
Dr. H. James Nickerson
Helmut Nielsen
Timothy Nikolai
Frank L. Nikolay
Ruth J. Noeldner Machtan
William O. Nye
Eugene C. Nytes
Todd Nytes
Alois S. Okray
Mildred A. Oleskow
Doris E. Oleson
Wayne H. Oleson
Marilyn Olichvier
Cecilia T. Olson
Conrad I. Olson
Tom J. Olson
Marian Palmerton
Avila H. Paul
Jonathan Paulson
Doris Pederson
Margaret Peissig
Gary Peters
Ron Piwarski
Mary K. Plamann
Emil Plautz
Joseph & Agatha Plucinski
Margaret Polansky
Lisa Pomputis
Joe Prestebak
Sylvia E. Prince
Donald Propson
Suzanne Provost
Ronald G. Rasmussen, Jr.
Anthony Rekowski
Theodor P. Repholdt, Sr.
Carla Reyes
Cesar Reyes, Jr.
Mary Kay Riese
Vincent & Emily Ring
Paul Roman
Glenn & Marie Romig
Joseph & Carol Rose
Margie A. Rose
Norman Roth
Marlene Rottler
Daryl & Dee Rowley
Joyce Rueth
Mary Ann Rusch
Kim Russell
Mary Schaeffer
Irene Schaller
Marcella Schellinger
Burt Scheunemann
Robert “Bob” Schiferl, Sr
Ed & Margaret Schill
Marie H. Schmidt
Laura A. Schmitz
Kenneth R. Schneider
Albert Schrage
Irene Schrage
Evelyn Schraunfagel
Milton “Bob” Schraunfagel
Jack Schrauth
Allen Schreiber
Carolee Schueller
Lester K. & Mary S. Schulz
RoseMarie Schwonek
Gwendolyn “Gwen” Sebold
Warren “Jim” Secard
Lois Seefeldt
David A. Seidl
Trudy Seiter
Jeff Severson
Jana Shortess
Elmer Shudarek
Leland Skoglund
Dawn S. Sladek
Cathy V. Smith
Josephine A. Smith
Marlyn Smith
Dorothea Snyder
Simeon So
Frank & Rosalie Sommers
Stanley Sondelski
Gary C. Spiech
Apollonia C. “Appy” Spindler
Richard “Dick” Spindler
Robert St. Louis
Thomas L. Staedt
Esther Stava
Bertina Stecker
Shirley Steib
Richard J. Stenz, Sr.
Janet A. Stover
Frederick A. Strombom
Donna Stroozas
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George Sutor, Sr.
George Sutor, Jr.
Marian Sutton
John Swinick
Michael Swinick
Lorraine Szynmankowski
Patricia Theis
Vernon & Amelia Thiry
Robert & Lucille Thomas
Rolie Thomas
William “Bill” G. Thomas
Robert Thomasgard
Dover Tjugum
Helen Tjugum
David J. Treutel
LeRoy E. Treutel
Ted C. Trierweiler
Norman Fritz
Gerhard “Gay” & Otilia “Tillie” Vandenbergen
Harold “Vandy” Vandenbergen
Otila “Tillie” Vandenbergen
Gerald Varsoke
Faith Vine
Robert Vollbrecht
Gerriann R. Von Besser
Donna M. Vruwink
Robert Wirkus
Dr. Alice Wywialowski
Jean Yeager
Ernest Zdun
Tom & Marla Zerger
Elsie Ziese
Harold & JoAnne Zopfi
Alvin Zugier

In honor of

Eric D. Bohl
Darlys K. Bremness
Vicki J. Brostowitz
Sue Buehler
Dr. Edna O. DeVries
Charles & Lois Djock
Lee A. Dressendorfer
Peggy Driessen
Jennifer L. Esker, N.P.
Elizabeth Farley
Justin Farley
Dr. Thomas H. Garver
Marian Giese
Barbara L. Grzybowski
Lynese Gulczynski
Helen E. Haessly
Dr. Leslie P. Harrison
Dr. Robert Haws
Dr. John Hayes
Dr. Amy L. Herbst
Dr. Elizabeth A. Hilbelink
Celeste M. Jackson, N.P.
Bonita R. Johnson
Dennis & Roberta Karlen
Michelle Kultgen
Joan Ladowski
Dr. Kristin Lieberman
Father Logan
Dr. George Magnin
If you or a family member had a Marshfield Clinic caregiver or staff member who made a meaningful difference in your experience at the Clinic, we’d like to hear from you. Please consider recognizing him or her by making a gift in their honor through the Shining Star program.

“A gift to Shining Star may be made in honor of a physician, nurse, medical assistant, receptionist, volunteer or anyone who has provided exceptional care.

“In addition to honoring those who’ve made an impact on their care, giving a gift through the Shining Star program is an opportunity for Clinic friends to support priority areas in patient care, education and research,” said Teri Wilczek, chief development officer.

Unless otherwise designated, gifts to the Shining Star program support Marshfield Clinic’s Area of Greatest Need Fund. These gifts are unrestricted and allow the Clinic to allocate the funds to its highest priority areas within patient care, research and education.
Eric Callaghan, M.D., Marshfield Clinic radiologist and a member of the Development Committee, said “philanthropic support from our patients and community is invaluable to furthering the mission of Marshfield Clinic. I sincerely appreciate the generosity of our patients and their families, whose contributions provide essential support for research, education, clinical programs and support for patients in need.”

When a gift is made to the Shining Star program in honor of a staff member, the staff member is notified that a gift was made. He or she is presented with a specially designed lapel pin, which can be worn with pride.

For information on the Shining Star Program, contact Tiffany Halan at 800-858-5220 or visit www.marshfieldclinic.org/giving.
In the Spotlight

going back decades, Dr. Lin and his associates at BIRC have plenty of raw data to mine. They’re looking at genetic (one gene at a time) and genomic (all genes collectively) data that can help identify an individual’s risk for disease, as well as the most effective treatments.

“This can be very valuable to cancer patients in particular, and newborns with inherited diseases. But right now there are very few institutions pushing this into clinical areas.” A recent addition to Marshfield Clinic’s physician staff, Ariel Brautbar, M.D., has background as a medical geneticist and clinical lipidologist, who studies blood fats. Dr. Brautbar believes genetics will soon influence clinical decisions and therapy for patients with narrowed blood vessels caused by fats in the blood, a common problem in north central Wisconsin.

Dr. Brautbar was drawn to the Clinic by the prospect of working with Dr. Lin as well as Murray Brilliant, Ph.D., director of the Center for Human Genetics. All are excited about the Clinic’s growing capacity to pattern a patient’s medical treatment as an individual by analyzing DNA.

“We want to move this into patient care but we need a lot of research to make it happen,” Dr. Lin said, “Currently, we are extracting clinical knowledge from terabytes of data (1 terabyte equals the storage capacity of 1,370 CD-ROMs) and we envision exabyte (1 exabyte equals one million terabytes) capability in five years.”

Donations can help expand the pace of research. To find out more, visit our website at www.marshfieldclinic.org/giving, or visit us on Facebook at www.facebook.com/marshfieldclinicdevelopment.
Meet the People of Marshfield Clinic

Wesley Kurszewski
Physical Therapist
Center: Wisconsin Rapids
Years at Marshfield Clinic: 5

Wesley (Wes) Kurszewski has been actively involved in philanthropy at Marshfield Clinic, most notably with the annual Savor the Flavor Cancer Survivors Day celebration in Wisconsin Rapids.

This year Wes is chairing the event. He and a planning committee are expanding the June 2 event by bringing in local food vendors and calling it “Savor the Flavor.” The event includes a five-mile run and two-mile walk, with proceeds going to a patient care fund to assist cancer patients.

“My motivation for being on the committee comes from wanting to support cancer survivorship,” he said. Cancer has touched him personally because his grandfather is a survivor of prostate and throat cancer, and his mother-in-law is a survivor of breast cancer.

“Because she’s a survivor, she’s been able to continue having a strong influence on our young son, and he has come to know his ‘grammy,’” Kurszewski said. The event also gives him a chance to promote the Wisconsin Rapids Center and the services it provides.

He and his wife, Jill, have donated generously to the Clinic’s Employee Giving Campaign. They also attend many of the Clinic’s special event fundraisers.

As a physical therapist, Kurszewski sees patients who are battling cancer or are survivors going through rehabilitation. Many of these people need help to reduce pain, and regain their balance or strength.

“It’s very fulfilling work,” he said of being a therapist. “We help people live more comfortable, functional and happy lives.”

He enjoys participating in fundraising events like Mike’s Run and the Hub City Days Duathlon.

Kurszewski has also been a Big Brother since 2009 and is part of a group forming a scholarship committee at his alma mater, D.C. Everest High School in Schofield, Wisconsin.
Leah Alters and Sandy Thoma join Development staff

Leah Alters brings considerable experience, and a special appreciation for patient care at Marshfield Clinic, to her new position as annual giving and special events coordinator for the Clinic’s Development Department. In addition, the department hired Sandy Thoma as gift entry and donor records coordinator.

Alters will be responsible for coordinating annual fundraising events organized by the department, assisting volunteer organizations staging 25 to 30 events per year, and managing the annual giving programs.

Her experience includes running the Uptown Art Fair and the City of Lakes Loppet, a cross-country skiing event, both in Minneapolis. She then served as executive director of Wausau Area Events and River District Main Street, both in Wausau, and most recently directed the Columbus Arts Festival in Columbus, Ohio. She is a member of the International Festival and Events Association.

“It’s really great to be coming back to Wisconsin,” said Alters, a native of Wausau who earned her bachelor’s degree from Minnesota State University-Mankato. “I missed that hometown Wisconsin feeling, and this position is an ideal fit for me.”

Alters experienced Marshfield Clinic care firsthand last year when her husband, Kyle, was diagnosed with blastomycosis, an infectious disease caused by exposure to a fungus found in central Wisconsin.

“It gave me a greater appreciation for the great care Marshfield Clinic and its affiliates provide,” she said. “It also caused me to realign my passions and use my skills and talents to help others.” Most of the Clinic’s events not only raise money to support a great cause, but also create a positive atmosphere and great memories for participants, she added. That’s especially true for events organized in someone’s honor.

She and Kyle live in Wausau, where they have a “four-legged kid,” an English chocolate Labrador retriever that they take duck and pheasant hunting. She also enjoys reading, working out, and traveling to other communities to see how they stage special events.

To reach Alters, call her at 715-389-5146 or toll-free at 1-800-858-5220, or email her at alters.leah@marshfieldclinic.org.

Thoma takes pride in her role entering gifts. She has extensive donor records experience at Columbus Catholic High School in Marshfield and at Calvary Lutheran Church in Neillsville, Wisconsin.

“We have an excellent protocol that we follow regarding gift entry and sending thank-you cards,” she said. “It is important that we get the thank-you cards out in a timely manner as it means so much to us when we receive a gift.” Since joining Marshfield Clinic in October 2011, she has been amazed at the generosity of donors.

Thoma is a native of Rice Lake, Wisconsin, and graduated from Wisconsin Indianhead Technical College there. She and her husband, Jeff, live in Neillsville and have two children. They enjoy traveling, walking, biking and watching their son’s high school basketball games.

“We are both so fortunate to have Leah and Sandy join our Development team. Both bring great individual experience and are very dedicated,” said Teri Wilczek.
Q: Do I get a tax deduction for gifts I make to Marshfield Clinic?

A: First, the short answer. Yes, gifts made to Marshfield Clinic do typically qualify for a charitable deduction for tax purposes. For a more complete answer, however, keep reading!

“Gifts” come in many forms and are valued in different ways. Here are some examples:

• You make a cash gift of $100 to Marshfield Clinic. Your available tax deduction is $100.

• You gift 100 shares of ABC stock to Marshfield Clinic. Your available tax deduction is the mean value (average of the high and low) on the date the stock is received by Marshfield Clinic.

• You create a sculpture and donate it to Marshfield Clinic. Your available tax deduction is limited to the cost of your materials. If you donate art and you are not the artist, your tax deduction will be the fair market value of the artwork.

• You transfer assets from your IRA to Marshfield Clinic. This gift may not be deductible because the distribution from the IRA may not be taxable to you. We are waiting to see if the law regarding “qualified charitable distributions” for IRA gifts for those persons age 70-½ or older will be extended to 2012.

• You enter into a $10,000 charitable gift annuity with Marshfield Clinic. A portion of the $10,000 is considered a gift, which is determined based on your age and the applicable discount rate at the time of the gift.

• You gift your house or other real estate to Marshfield Clinic, but continue to have the right to use the property during your lifetime. Based primarily on your age, a portion of the value of the property is a gift.

• You include a gift to Marshfield Clinic in your will or trust or name Marshfield Clinic as the beneficiary of an insurance policy or bank account. You will not receive a current income tax deduction for this gift, but your estate will receive an estate tax deduction.

For questions on other types of gifts or a specific item you are considering gifting to Marshfield Clinic, please contact me and/or consult with your tax or financial advisor.
Save the date for upcoming 2012 wellness events

### Savor the Flavor Cancer Survivorship
Marshfield Clinic
Wisconsin Rapids Center,
June 2

### Mike’s Run
Hackman Field,
Marshfield, June 23

### Hub City Days Duathlon
UW Marshfield/Wood County, Marshfield, July 28

### Sports Den’s Breast Cancer Awareness Ride, Run/Walk & Raffle
Marshfield, Oct. 6

Register online at marshfieldclinic.org/giving-events
For more information, please contact Leah Alters, Marshfield Clinic Development Department at 1-800-858-5220.