

BenchMarks

A publication of Marshfield Clinic

Summer 2016



• 2016

the present



The new Comfort & Recovery Suites located in Eau Claire, Marshfield and Wausau

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BenchMarks – Summer 2016

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Cover photo: *The opening of the Comfort & Recovery Suites in the Eau Claire Center*

A message from:

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



Teri Wilczek with daughter Sophie

When I was on maternity leave with our daughter Sophia, it was such a unique time. We had just become a family of five -- my husband Ron and I were now officially outnumbered -- and life felt a bit overwhelming. A friend shared a quote that stuck with me ever since, she said, "The days may be long, but the years fly by."

The years sure do fly by. Many of us here at Marshfield Clinic can hardly believe we are celebrating our 100 year anniversary. It seems like we've been planning for this milestone celebration for a long time and here we are, in the midst of our 100th year. While we honor the past and the amazing contributions of our physicians and staff over a century of service, we are also looking to the future and how we are shaping health care for generations to come.

Our organization is changing rapidly. In this issue, you'll read about the creation of our new cancer center in Stevens Point; the building of a cancer center and hospital in Eau Claire; how we will individualize health care through our precision medicine research; and our creation of a new philanthropic foundation for Marshfield Clinic Health System. Leading us through these strategic initiatives are two amazing individuals, Dr. Susan Turney and Dr. Narayana Murali, featured on the cover. Their passion to serve our communities and commitment to improving health care while reducing costs is admirable.

While we celebrate our past and look forward to our bright future, this issue of BenchMarks reminds us to celebrate today -- the present. We celebrate our leadership, our donors and volunteers, our physicians and staff, and most importantly, our patients.

As you go about your busy day, remember today may seem long, but the years are going to fly by. Take a moment to celebrate today -- celebrate your health, your family, and all the blessings around you. Celebrate the difference Marshfield Clinic has made in your life.

We are truly grateful for your support today and always!

Happy 100 years,

Teri

Teri

Laying a new Foundation

Marshfield Clinic Health System charts broader philanthropic mission

Saving lives.

Few philanthropic missions resonate with as much passion and urgency as the work 37,000 Marshfield Clinic donors have put in to supporting patient care, education and research in Wisconsin over the last several decades. Today, that legacy stands at nearly \$100 million.

As Marshfield Clinic Health System moves forward into new service lines and geographies, a new organizational structure for philanthropy will help support those efforts, but the mission remains the same. A newly created Foundation, with a dedicated board of directors, will continue the Marshfield Clinic legacy of support.

Serving a region with median income of \$40,000 and average medical debt of \$3,000 underscores the critical role philanthropy must play as MCHS grows, according to Dr. Susan Turney, chief executive officer of MCHS.

“As a mission-driven organization, our top priority is to improve the health of our community, and do so in a way that is fiscally responsible for our patients,” Turney said.

Bernie Patterson, chancellor of the University of Wisconsin-Stevens Point and a MCHS board member, said the new organization will provide a cohesive framework to bring together donor support for research, patient care and education.

The new model positions the organization to assume new fundraising responsibilities and

“The Clinic has a wonderful reputation in medical research, education and patient care, and it’s that achievement people want to honor and support.”

Steve Yorde
Former chief development officer of Marshfield Clinic

strategic initiatives for the system, said Teri Wilczek, chief development officer. Formal adoption of the new entity, with the working title of Marshfield Clinic Health System Foundation, is pending government approvals, Wilczek said. Recruitment of Foundation directors has also begun.

“One of the biggest opportunities in this change is having a board dedicated to philanthropy,” Wilczek said. “The Health System is changing. We are building cancer centers and planning to build a hospital and buy another. We need a dedicated Foundation board that considers our geography and that taps the expertise of dedicated individuals

who are keenly interested in advancing our mission.”

The organization’s first fundraising efforts date back to as early as 1959, when physicians would donate their winnings from card games to support the Clinic.

Over the ensuing decades, thousands of individuals, businesses and foundations built the Marshfield Clinic Research Foundation and the Division of Education into a powerhouse that has supported nearly \$100 million in medical research and clinical support.

That long history will be essential for advancing the health system’s philanthropic mission going forward, said Steve Yorde, the former chief development officer of Marshfield Clinic who helped lead fundraising efforts to build the Laird Center for Medical Research.

“Unifying under Marshfield Clinic Health System is going to be a true benefit because the Clinic name has years of success and proven accomplishment behind it, and that will be something people have confidence in supporting,” Yorde said. “The Clinic has a wonderful reputation in medical research, education and patient care, and it’s that achievement people want to honor and support.”

Creating a formal Foundation will solidify community involvement in setting the future direction of philanthropy and ensure the organization remains committed to its mission, Yorde added.

"The fact that people want to support that mission is not going to change. What will change is how people are invited to support those goals," he said.

Moving forward, the new Foundation will build on this history to promote giving across the MCHS service area and in all three disciplines, according to Dr. William Hocking, chair of the MCHS development committee.

"Our current structure under the Research Foundation becomes somewhat confusing to people who are interested in philanthropic support but don't know our history as well," said Dr. Hocking. "Support for direct patient care, for example, has grown tremendously over the last decade and the new model positions us to leverage that in the future using the best practices in transparent philanthropy."

The new structure unifies philanthropic efforts for the whole of the Marshfield Clinic Health System, with direct oversight that gives donors a transparent picture of where their dollars are going, Dr. Hocking explained. It also allows for identification of priorities for fundraising across the system.

For donor Bob Marsh of Rice Lake, the move helps support the Clinic System's broad goals at a critical time for Wisconsin.

"It's important for everyone to have excellent care in their community, from doctors they respect," he said. "And to keep philanthropic dollars in our state is essential."

The birth of philanthropy at Marshfield Clinic

By Ralph A. Mueller, Director of Development 1984-2002



The first conversation I had with Richard (Bud) Sautter, M.D., the Director of the Marshfield Medical Research Foundation (MMRF) he said, "I don't care how many hours you spend working each day, just raise money! That was in October of 1984." It was then that fundraising was put into focus. Our facilities were small, crowded, and old. After a few years under Dr. Sautter's leadership, the MMRF Board of Directors and the National Advisory Council took action to build a new facility on the Clinic's main campus. Since the goal of MMRF was to gain respect and recognition for its scientific research and education, all leading to better patient care, it was time to launch a major capital campaign - the first such effort at Marshfield Clinic.

We launched the campaign in honor of Dr. Ben Lawton, a long-time Clinic physician and leader, setting a \$5-6 million goal, all to be raised from the private sector. Thanks to the community, Clinic patients, physicians, staff, employees and businesses from throughout the area, we met our goal. Just take a look at the donor wall in the Lawton Center...give thanks for their philanthropic spirit.

A few years later, a group of physicians, members of the National Advisory Council, and other staff flew to Minneapolis to meet with Melvin Laird, seeking his approval to launch a second capital campaign, this time honoring him. He responded, "Let me think about

it. I have never allowed my name to be used on anything, not even a golf tournament."

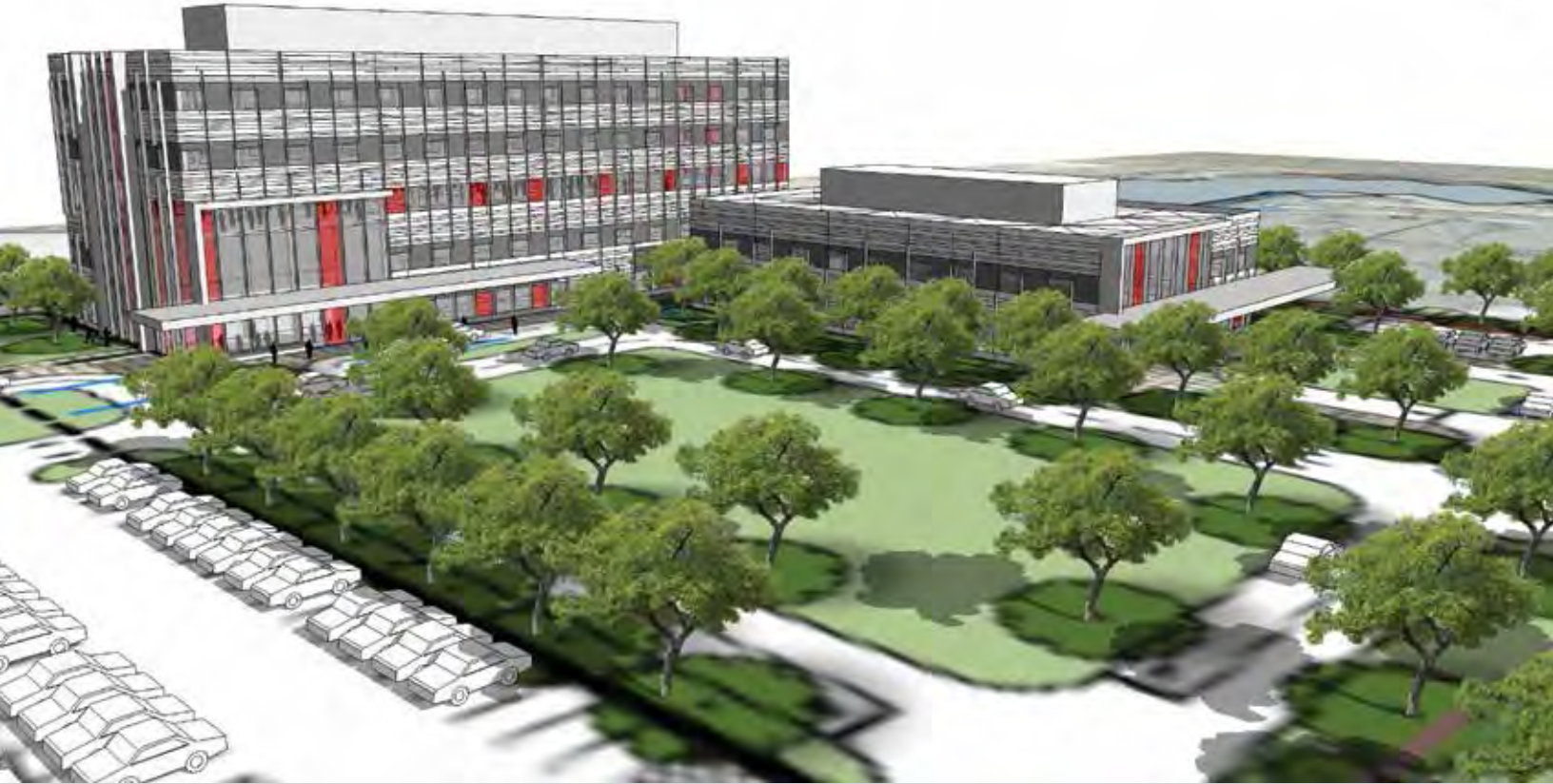
It was then that Drs. Magnin and Lewis stood up and said, "Mel, it's about time to honor you for all you have done for medical care and research at Marshfield Clinic. We want to recognize you!"

Several weeks later, Bob Froehlke received a letter from Mel giving his permission to move forward with the Melvin Laird Center for Research and Education (now part of the Laird Center for Medical Research). Also enclosed was a list of 40-50 names of his friends, who he suggested we "get on board" immediately.

Bob and I and several others started making calls. Again, the goal was to raise the money from the private sector, no government funds for construction. And we did! We traveled from coast to coast again, just take a look at the Laird donor walls to see how far reaching this campaign was.

It is true that funds were raised long before these two campaigns and put to good use as directed by donors. But believe me, philanthropic support continues to grow due to these two successful campaigns, which have led to ongoing support of patient care, research, and education. Giving is good!

Being the Development Director for these two capital campaigns was the answer to a fundraiser's dream.



UP+RUNNING

New Facilities Will Bridge Care, Lower Costs, Strengthen Communities

Building on its legacy of excellence in patient care and research, Marshfield Clinic Health System recently announced major construction projects designed to serve patients more cost effectively throughout Wisconsin and solidify its investment in its communities.

A state-of-the-art hospital and cancer care center in Eau Claire; comfort and recovery suites for ambulatory surgery patients in Marshfield, Eau Claire and Wausau; and a comprehensive cancer facility in Stevens Point are underway. Comfort and recovery suites for ambulatory surgery patients in Marshfield, Eau Claire, and Wausau are completed.

Launching the “Caring for the Chippewa Valley” initiative in June, Dr. Susan Turney, MCHS CEO, said the efforts will help the organization offer the highest level of care locally while having more control over the cost and quality of care it has provided in the region for more than two decades.

The initiative “makes us a truly integrated local health care system and allows us to maximize efficiencies and start reducing patient costs while providing even higher quality care and a great patient experience,” Turney said in announcing tentative plans for opening the cancer care center in 2017 and the hospital in 2018 on Clairemont Avenue in Eau Claire.

Meanwhile, Comfort and Recovery suites in Marshfield, Eau Claire, and Wausau all opened in the last nine months. The suites provide 24-hour care and are staffed with physicians and nurses dedicated to caring for patients of the Ambulatory Surgery Centers at MCHS.

“Taken together, these investments in the future of Wisconsin represent the culmination of a century of caring for our communities,” said Susan Turney, MCHS chief executive officer. “Job creation and other positive economic benefits from the projects add additional community appeal. In addition, the facility will incorporate green space and use environmentally responsible materials, as well as the latest technology in electronic record keeping, communications and patient care.”

Already, the comfort and recovery suites across the system are making a difference for thousands of patients.

“We systematically focused on patient safety and quality as we brought patients in for care. We started to crawl, walk, and now are running.” said Narayana Murali, M.D., chief clinical strategy officer.

“These locations allow us to transfer surgeries from the hospital to the outpatient setting. Since the costs are much lower, it is a win-win for the patients in terms of cost of care and quality,” he said. “In addition to lower costs and improving customer experience compared with traditional in-patient hospital stays, the suites are also projected to lower the risk of infection because patients are not exposed to the spectrum of illness found in hospital settings. When we reduce infection risk and the risk of falls because it is a well-designed facility, we reduce complications and therefore total costs go further down.”

Early patient-experience surveys have been overwhelmingly positive, Dr. Murali said.

“Overall scores, reflecting everything from quality of care to food and communication skills of physicians and nurses, have been very strong,” he said. “It is a superb experience, with high-touch service, lower cost and lower risk.”

Lengths of stay have also decreased as physicians in the facilities adopt new techniques in post-operative care and pain management, said David J. Simenstad, MD, orthopedic surgeon.

“Many total joint replacements are now a one- to two-night stay, down from our initial estimate of three or four days,” he said. “By not having to manage the facility around the needs of a tertiary care facility, it’s possible to have a culture that is much more patient-focused.”

The substantial improvements in the overall facility experience are resulting in much happier patients, Dr. Simenstad said.

“The hospitals these facilities are replacing were for the most part outdated, so patients are now more comfortable, and they’re receiving higher quality food, all while we continue to make improvements in the surgical process,” he said. “It represents a paradigm shift in that our entire culture is now focused on getting the patient home from replacement surgery in a way that is efficient and completely focused on his or her recovery.”

In addition to new pain-medicine techniques in knee replacement surgeries – which have been studied and shown to result in faster recovery and fewer subsequent falls – physicians and staff continue to make process improvements in procedures performed in the ambulatory surgery centers served by the recovery suites, he said.

The systematic approach to bridging new surgical techniques with dramatically improved healing environments is already making a substantial difference in patients’ health, Dr. Murali said.

“We’ve made sure patient safety and patient needs come first,” he said. “We succeeded in creating a premier total experience, and our donors helped us do it. The key is that this is seamless and under one roof.” ■

Expanding Cancer Care: Stevens Point

New facility to open early in 2017

Responding to patients' need for the most advanced cancer care at a local level, Marshfield Clinic Health System will open a 24,000-square-foot cancer treatment facility in February at its Stevens Point Center.

The investment, including 15,000 square feet of new space, will create medical oncology and hematology services that feature private chemotherapy infusion suites, a high-dose radiation brachytherapy suite, access to clinical trials and holistic cancer care support services.

The facility builds on the Clinic's 26-year commitment to the Stevens Point area and expands the technical capabilities available to the area. The Varian TrueBeam linear accelerator is one example. This machine uses image-guided technology, allowing for adjustments to tiny movements by the patient or tumor, to deliver radiation treatments that are highly precise.

"This precision lets us decrease the involvement of healthy surrounding tissue," said Conrad Mitzel, service line administrator, radiation oncology, for MCHS. Coupled with the HDR brachytherapy suite, which involves temporarily implanting a radiation source in or near the tumor so treatments can be completed in a few minutes over a few sessions, physicians will be able to deliver faster, more accurate therapies, he added.

"We now have the best technology available in the marketplace and, with highly qualified physicians in



the region, there is truly no need to go anywhere else for cancer care," said Mitzel.

Patient-centered amenities will surround the technical capabilities. A retail oncology boutique with prosthetics, wigs and skin-care products, an outdoor healing garden, nurse navigation services, a library and a pharmacy capable of dispensing medications that are often difficult to find at retail centers will complement the facility, according to Jeron Jackson, MHA, system medical oncology service line administrator.

Bert Boscamp, whose late parents were patients under the care of nationally recognized physician-scientist Dr. Adedayo Onitilo, expressed strong support for continuing and expanding Marshfield Clinic's presence in the community.

"My parents were excited knowing that Dr. Onitilo is involved in cancer research that will benefit future patients," Boscamp said.

"My father found that the research drug he used helped eliminate some of the secondary effects he'd previously experienced. My mother's wish was for researchers to continue developing better cancer treatments and, eventually, find a cure."

With the addition, nearly one-third of the space at Stevens Point Center will be dedicated to cancer care. Marshfield Clinic as a whole is the only provider of some vital cancer services in Central Wisconsin. Those include bone marrow transplants; specialty pharmacy capabilities; genetic evaluation, testing and counseling; and board-certified sub-specialists in neuro-oncology, pediatric oncology, surgical and gynecologic oncology, mammography and palliative care.

For more information, or to support the Stevens Point Cancer Center, contact Teri Wilczek, Chief Development Officer at 1-800-858-5220 or wilczek.teri@marshfieldclinic.org. ■

Advances in Precision Medicine use DNA to pinpoint correct dosages faster

Patients are getting better drug treatments, faster, thanks to work by Marshfield Clinic Research Foundation scientists, and support from donors to Precision Medicine initiatives.

Using blood samples from 750 volunteer patients, researchers studied how three commonly prescribed drugs would affect patients differently based on their genetic makeup. They might need more or less of a dosage, or a different drug altogether, for example.

Today, when physicians see those patients and generate a new prescription for certain common drugs, they get an automatic, electronic alert about possible adverse drug interactions based on their genetics. They can then prescribe an alternative so the patient responds faster, rather than starting with the original drug or dose and switching after it is proven ineffective.

“This is a great example of implementing precision medicine into the clinical practice,” said Murray Brilliant, PhD, director of the Center for Human Genetics at the Research Foundation. The drugs studied are used mostly for controlling cholesterol and as blood thinners, but Brilliant said researchers in the future will apply the concept to many other drugs.

“Donor support for advances in genetic research has been essential to discovering better diagnostic tools and treatment

“Donor support for advances in genetic research has been essential to discovering better diagnostic tools and treatment in the clinical setting.”

**Jill Kurszewski,
development officer
for research**

in the clinical setting,” said Jill Kurszewski, development officer for research. “And because this research can be translated into actual patient care quickly, as opposed to waiting for lengthy clinical drug trials, for example, donors can actually experience the impact of their gift and the difference they are making in advancing healthcare.”

Translating the genetic research into patients’ electronic health record so doctors could quickly act on it involved informatics specialists, who worked on how to best present the data, said Peggy Peissig, PhD, director of the MCRF Biomedical Informatics Research Center.

Though the study group was relatively small and thus, so is the rate of alerts, they have been helpful to physicians, said Ram Pathak, MD, chair of endocrinology at Marshfield Clinic and the director of the Diabetes Education Program.

“We have long known the side effects of drugs for the overall population, but now I can tell a patient more specific information,” said Dr. Pathak. “Sometimes patients are afraid of side effects, but if high cholesterol is left untreated there is a high risk of strokes and other problems. If I have genetic data about them with a more specific assessment of their risks, the patient has more reassurance.”

Dr. Pathak recently saw a patient with elevated cholesterol who he wanted to be put on one of the drugs from the study, but when a window popped up on his tablet with the warning, he switched to an alternative.

“It was a little more costly, but it can prevent a heart attack, it is worth the extra \$10 a month,” he said. “Right now these alerts cover a limited number of drugs, but my hope is that years from now these will be quite widespread.”

For more information, or to support Precision Medicine at Marshfield Clinic, contact Jill Kurszewski at 1-800-858-5330 or kurszewski.jill@marshfieldclinic.org. ■

Spirit of Giving

More than 200 people packed Froehlke Auditorium, Marshfield Center, May 10 for the Spirit of Giving Awards presented by Marshfield Clinic Development.

“Spirit of Giving is one of my favorite nights of the year,” said Teri Wilczek, Chief Development Officer. “I love that we have an evening completely dedicated to recognizing our donors and volunteers. The camaraderie shared by guests and the true joy in the air is contagious.”

The event is also a time for Development to say thank you to every donor the Clinic has.

“Often our donors will say ‘you really don’t have to recognize me, we don’t expect the limelight, that’s not why we give,’ and we understand that,” Wilczek said. “However, saying thank you and sharing appreciation is part of who we are at Marshfield Clinic. The awards are one of our opportunities to properly say thank you and recognize donors’ commitment to our mission. It’s about us enhancing our culture of gratitude through stewardship and celebration.”

The Legacy of Philanthropy Award is designed to honor those who are widely recognized as community philanthropists and have a long history of making a significant impact to Marshfield Clinic and the community.

The late Bob Froehlke and his wife Nancy were honored with a Legacy of Philanthropy Award this year.

Their first gift to the Clinic was in 1987 to help build the Lawton Center. Bob also chaired the fundraising campaign to construct the Melvin R. Laird Center for Medical Research, now part of the Laird Center for Medical Research, at the Clinic, which raised \$13 million. A few close friends of the Froehls accepted the award in their honor.



A family friend accepts the Legacy of Philanthropy Award for the late Bob Froehlke and his wife, Nancy.

The Legacy of Philanthropy award was also presented to Joe Mazza, M.D., and his wife, Ginny. Dr. Mazza, a retired hematologist/oncologist, a senior research scientist for Marshfield Clinic Research Foundation and Director of Medical Education from 1992-1999, has been a philanthropic leader with his wife for years.

Dr. Mazza and Ginny are members of the Doege Legacy Society, Visionary level members of the 1916 Society, annual Promise Circle members of the Circle of Friends and Loyalty Society members with more than 40 years of consecutive giving.

“My professional life has been fulfilled with a wonderful, gratifying environment to practice excellent medicine and fulfill my aspirations with respect to education and research,” said Dr. Mazza. “Because we have been so fortunate to have had this experience, we felt very strongly about the opportunity to give back. Additionally, the community of Marshfield has provided us with a great place to live and to raise and educate our four children. Marshfield has truly become our home.”



Joe Mazza, M.D., and his wife Ginny accept the Legacy of Philanthropy Award.

Calendar

August 16

Golf for Research

Lake Arrowhead Golf Club, Nekoosa

August 18

Laughs on the Lake

Reulands Catering Center, Minocqua

August 27

ALS Steps for Hope

Wildwood Park, Marshfield

August 29

Fore a Cure

Wausau Country Club, Wausau

September 15

Auction of Champions

RiverEdge Golf Course, Marshfield

September 30 – October 1

Cruise for a Cause

Chula Vista, Wisconsin Dells

October 8

Breast Cancer Awareness Ride, Run, or Walk

The Sports Den, Marshfield

October 9

Pedal for a Cure

The Bar, Stevens Point

October 10 - 14

Legacy Week

Marshfield Clinic, Marshfield Center

The third award of the night for “Outstanding Philanthropic Organization” was given to Delta Dental. This award is designed to honor an organization that has demonstrated exceptional commitment to Marshfield Clinic and the community. More than 1.8 million subscribers and their family members choose Delta Dental for their dental insurance needs. At the Clinic, Delta Dental’s support has helped develop an advanced education in general dentistry residency program. Delta Dental has also helped create DentaSeal, a sealant registry software program, and provided for cancer patients and their families through sponsorship of the Comedy Against Cancer and Dueling Against Cancer events.



Members of Delta Dental accept the Outstanding Philanthropic Organization award.

Donors also appreciate the feeling created at the Spirit of Giving Awards.

“The Spirit of Giving Awards banquet has become one of our favorite evenings of the year,” said Jeffery Hill, a Marshfield Clinic donor. “My wife and I leave the event each year inspired by the stories of the honorees. It can be so easy at times to push aside the request to participate in fundraising requests. It is difficult to leave the event without thinking, ‘We have to try to help more.’” ■

“Marshfield Clinic is one of - if not ‘the’ - best places for health care for patients and for Wisconsinites to work. I’ve included the Clinic in my estate plan in a generous way because of my overall admiration for the organization. Congratulations to the Clinic and all of its stakeholders on 100 years of extraordinary success in service-above-self.”

- Todd Penske, Director of Telecommunications for Marshfield Clinic between 1987 and 1996



CALLED TO ACTION

Volunteer Fundraising for Marshfield Clinic

Ridin' for a Reason

Nothing raises awareness, and a few eyebrows, like a mile-long group of leather-clad, burly bikers wearing pink rumbling through the rolling hills of Eau Claire and the Chippewa Valley. On June 4, 112 bikers and nearly 100 others braved the rain and gathered to ride in the fight against breast cancer. Ridin' for a Reason raised over \$20,000 this year to support Marshfield Clinic's mobile mammography program, providing convenient access to breast cancer screenings for women in the most rural areas of Wisconsin.

"What's better than having a great time and knowing you're making a difference in someone else's life," said Mike Keil, Ridin' for a Reason organizer. "What Marshfield Clinic is doing is great, and we love coming out and supporting this cause."



Strike Out Cancer

For the last twelve years, members of the Ladies Night Out Bowling League from Eagle Lanes in Eagle River, WI have organized a fundraiser to honor friends and family fighting breast cancer and celebrate survivorship.

"Many of the members of our organizing committee have had personal experiences with cancer," said Susie Erickson, Strike Out Cancer chair. "My fellow bowlers and I feel a very personal need to do something to help eliminate breast cancer in our lifetime."

This year's event held special meaning as the group paused to remember two league members who lost their battle with cancer in 2015. The ladies raised nearly \$15,000 to support the Northwoods Cancer Care Fund and provide for community members who are currently undergoing cancer treatment.

Let's Tee Off Against Breast Cancer

Since 2011, a group of women with two things in common—a love of golf and a desire to make a difference for breast cancer patients in the Northwoods—have raised more than \$70,000 through a ladies-only golf tournament at Trout Lake Golf Club in Arbor Vitae, WI.

Through bucket raffles, hole sponsorships, and many individual donations, they added \$18,500 to that total in 2016.

Let's Tee Off Against Breast Cancer proceeds have provided for countless breast cancer patients, including starting a program where women undergoing treatment receive a wig and complimentary salon styling service to help them feel their best, and creating a community conference for breast cancer survivors to learn more about available resources.





Girl Scouts Serve by Example

Members of Girl Scout Brownie Troop 6088—Casey Springer, Keely Ann Lipke, Hannah Loucks, Charlotte Bradley, Kira Lindsey, Sophia Doss, and Addison Visger—wanted to find a way to help other children. Through the Brownie World of Girls Journey, they created a special project to support the Child Advocacy Center (CAC) at Marshfield Clinic.

The troop organized a goods drive and placed collection boxes throughout the Plover and Stevens Point area. Three months later, the girls had collected over \$2,000 worth of clothes, backpacks, personal hygiene items, blankets, and toys. The items collected were used to create care packages for the children seen in the CAC.

When the troop delivered the items, they took a tour of the CAC and learned firsthand how their hard work and donations will make a positive impact on the lives of other children.

Dance for Diabetes

The inaugural Dance for Diabetes event raised over \$26,000 this February with a night filled with dancing and fun for the whole family.

Volunteers Tina Becker, Sheri Meissner, Dara Luangprasaut, and Annette Woller organized Dance for Diabetes to help raise awareness of Type 1 Diabetes and support children and their families navigating the disease. Each one of these ladies has been personally affected by this chronic autoimmune disease and understands the daily challenges of caring for oneself, friends, or family members with diabetes.

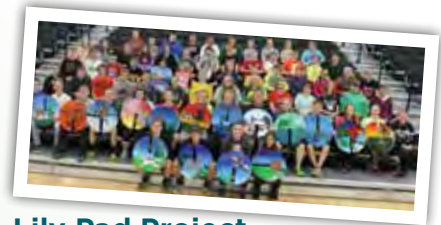
Event activities included dancing to a DJ, Zumba dance instruction, face painting, a photo booth, refreshments, and raffle baskets. The special “T1D Wall of Fame” featured photos of children, teens, and adults who described what they could still do after being diagnosed with Type 1 Diabetes.

Proceeds benefitted the Marshfield Clinic Neal Family Pediatric Diabetes Angel Fund, which supports the financial challenges of families living with Type 1 Diabetes and empowers children with diabetes to pursue their dreams.



Painting and Wine Party Fundraiser

Wausau artist Pounh organized a painting and wine party this January which raised \$160 for Pediatric Cancer Research. Pounh guided attendees through creating a simple, yet beautiful “Red Trees” painting, and \$10 from every ticket sold went directly to the Pediatric Cancer Research Fund. Pounh hopes to host more of these parties throughout the year.



Lily Pad Project - Edgar Middle School

After seeing an inspiring post on Facebook about Nick Konkler, a 17-year-old cancer patient in Washington, Kristine Federwitz, teacher at Edgar School District, was inspired to take action.

Federwitz wanted to recreate the IV pole “lily pad” boards that Konkler designed for Marshfield Clinic pediatric patients. The boards are skateboard-like devices that allow patients to get around the hospital more easily when they’re connected to IVs.

Kristine, her fellow co-workers, and their students joined together to create 16 Northwoods-themed lily pad boards for patients at Marshfield Clinic and Ministry St. Joseph’s Hospital. These beautiful boards will provide comfort for many Marshfield Clinic pediatric patients.

Easter Baskets

Since 2011, A&B Process Systems employees have held an annual “Helping” food drive competition which has benefitted more than 25 charities throughout the Marshfield area. This year, the group raised over \$3,000 and created 21 Easter baskets for pediatric oncology patients at Marshfield Clinic.

Denise O’Shaughnessy of A&B Process Systems said that each child deserves special holidays, and they hoped the baskets would bring smiles while taking a bit of pressure off families going through difficult times.



Dueling Against Cancer

The 6th annual Dueling Against Cancer attracted nearly 350 guests and raised over \$35,500 to benefit Marshfield Clinic’s Stevens Point cancer center and the WINGS cancer survivorship program.

Dueling Against Cancer once again featured the popular Deuces Wild Dueling Pianos – two comical, improvisational entertainers performing with two pianos and no script to a room full of engaged and excited guests. The event was hosted for the second year in the beautiful Sentry World in Stevens Point.

As always, Mike Smith and his associates at Ameriprise Financial went above and beyond to make the event successful. Many

members of the Ameriprise team have been touched by cancer in some way, so being a part of the fight against cancer is meaningful and motivating to the group. They are already looking forward to planning the 7th annual event in March of 2017.



Assumption High School Fundraiser

Volunteers from Assumption Catholic Schools in Wisconsin Rapids donated six care baskets to the kids in Marshfield Clinic pediatrics. Each basket contained a hand-tied blanket, two books, a stuffed animal, and a coloring book with crayons. The baskets brought smiles to the children’s faces and comfort to their families.



Shooting for a Cure

This year marked the 15th anniversary of the Shooting for a Cure pool tournament.

A team of friends and family led by Doris Laskowski and Brandon Jacoby organize the weekend event each year in Wisconsin Rapids. Over 150 people attended this year’s event April 1-3 and raised \$20,000 to support Marshfield Clinic breast cancer research.

After 15 years, Shooting for a Cure supporters have raised nearly \$400,000 to fund breast cancer research at Marshfield Clinic. Many of the participants have been involved since the beginning and continue to participate each year—some because of tradition, others to celebrate survivorship, and still others to honor the memory of a loved one. ■



SPECIAL EVENTS

Rich Seubert Celebrity Trap Shoot

On April 16, a record 213 shooters got fired up at the Eau Claire Rod and Gun Club for the 8th Rich Seubert Celebrity Trap Shoot. The trap shoot was started on the heels of the New York Giant's 2008 Super Bowl victory. Since then, the event has raised over \$1.2 million for cardiology research at Marshfield Clinic, adding \$162,000 to the total this year.

Seubert, a former New York Giants player and Rozellville native, has created the Celine Seubert Endowed Chair in Cardiology to honor his grandmother's legacy and advance cardiology research at Marshfield Clinic. His grandmother, who suffered from heart disease and had a heart transplant, lived much longer than expected, thanks to the care she received at the Clinic.

To support cardiology research and improve the lives of other families, Seubert hosts the shooting event. "To me, this is just giving back to the community," he said. "I got to spend an extra 20 years with my grandma. I was 9 years old when she received her heart; she received care from Marshfield Clinic. To me, if I didn't have those 20 years, I never would have known her."

This year's attendees included former Giants Jacob Ballard, Kevin Boothe, Jerald Ingram, Brandon Jacobs and Adam Koets; and retired Green Bay Packers and University of Wisconsin player Bill Ferrario. Many volunteers helped make the event successful, including members of Seubert's family.



Fore the Kids

Eleven years and \$1.3 million after its founding, the Steven Meissner Memorial Classic "Fore the Kids" continues to promote youth initiatives and keep the memory of a beloved community member alive.

On June 14, nearly 200 golfers, sponsors, and volunteers came together to raise \$90,000 to support a child life specialist position, pediatric needs, and the Center for Community Outreach's Youth Net Program at Marshfield Clinic, which provides year-round services to 300 youth ages 8-18.

Diane Meissner and Jodi Westerhausen of High Street Salon Spa & Travel of Marshfield were awarded this year's Fore the Kids Volunteer Service Award. The business has been involved since the inception of the event. Westerhausen, Meissner and other High Street staff members have greeted each golfer with a smile and a complimentary massage at Hole 18 since 2006 earning the nickname of High Street Fun Hole.

The success of Fore the Kids relies on the hard work of event organizers Dave and Tammy Meissner, their family, and generous sponsors. They in turn credit more than 50 volunteers who work for months leading up to the event.



Record crowd turns out for Mike's Run 6th Anniversary

The 6th annual Mike's Run was held Saturday, June 25th at Jack Hackman Field in Marshfield. Over 350 participants, 60 volunteers and a number of sponsors came together to raise \$30,000 in support of mental health awareness and services at Marshfield Clinic.

Funding from Mike's Run has been used for community education, professional conferences, mental health support groups, suicide prevention training and many other services through Marshfield Clinic's Psychiatry & Behavioral Health Department and Center for Community Outreach.

Since 2010, friends and family of Hackman have partnered with Marshfield Clinic to raise more than \$215,000 to support mental health education.

"Mike's Run is a statement that you need not battle mental illness alone," said Al Nystrom, Mike's Run volunteer chair. "Mental illness is poorly understood and often stigmatized in our society. This event helps us educate our community, which will lead to more compassion and care for those who are struggling with this illness." ■



100 YEARS *a look back*

Throughout the three issues of BenchMarks created in 2016, we'll be featuring timelines that highlight certain parts of the Clinic's history. This timeline highlights some of the Clinic's greatest medical advances over the last 100 years.



Drs. Karl W. Doege, William Hipke, Victor Mason, Walter G. Sexton, H.H. Milbee, and Roy P. Potter sign an agreement on December 23 to join in group practice and form Marshfield Clinic.

1916



Marshfield Clinic Research Foundation becomes incorporated for medical research. Dr. Stephan Epstein is the first Research Foundation president and Dr. Lee Schloesser is vice president.

1959



Marshfield Clinic physician Dr. Richard 'Bud' Sautter designed and patented the RDS oxygenator, a heart-lung pump which takes over the functions of the heart and lungs during a chest operation and allows for open heart surgery.

1964



The Internal Medicine Residency Program established with residents.

1975

1926

A preceptorship program begins with the University of Wisconsin Medical School with Drs. K.W. Doege and W.G. Sexton as the teachers, starting Marshfield Clinic's visionary medical education program.

1960

Marshfield Clinic Research Foundation receives its first National Institute of Health (NIH) grant. This allowed Dr. Dean Emanuel to study farmer's lung disease.



1965

Marshfield Clinic purchases its first computer, a "Burrough's Magnetic Tape Date Processing System," ushering in the electronic data processing era.



icine
am is
four



Electronic medical records are implemented—one of the first electronic medical records in the U.S.

1994



First mobile mammography vehicles are used to bring care to patients in rural areas.

2007



Marshfield Clinic's Institute for Oral and Systemic Health (IOSH) is created, investigating the effects of oral health on the human body.

2014

1981

The National Farm Medicine Center is established in response to occupational health problems seen in farm patients coming to Marshfield Clinic.



2003

13-year Human Genome Project declared complete with the help of Marshfield Clinic researchers Dr. Jim Weber, Ph.D. and Dr. Michael Caldwell, Ph.D.



2013

The Farm MAPPER project begins through philanthropic efforts in the National Farm Medicine Center. Farm MAPPER is a new, interactive web tool that explores using Quick Response tags (QR codes) to provide emergency responders onsite information about hazards and physical layouts of agricultural operations.



2015

Marshfield Clinic Health System opens comfort and recovery suites in three communities: Eau Claire, Marshfield and Wausau.



Mindfulness series strikes a chord

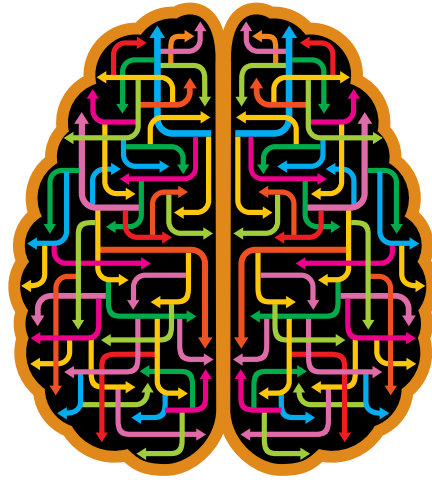
With mental health concerns reaching alarming proportions - the World Health Organization estimates 450 million people suffer from mental or neurological disorders - a recent lecture series on mindfulness drew large crowds to Froehle Auditorium and online.

More than 1,200 people attended or viewed *Everyday Mindfulness: A Community Wellness Series*, which was presented by the Center for Community Outreach and the Psychiatry and Behavioral Health Department. Feedback was overwhelmingly positive.

The four-part series was made possible by The Edward J. Okray Foundation and Mike's Run, a run/walk event hosted in partnership with Marshfield Clinic to support mental health awareness.

Topics covered stress and sleep management, emotional intelligence and the practice of mindfulness. Mindfulness is a growing practice that involves focusing an individual's attention on the present moment in a non-judgmental way.

As the *Huffington Post* wrote last year, "mindfulness has migrated from spiritual retreat centers to medical facilities. The National Institute of Mental Health is getting serious about investigating mindfulness as a complementary treatment for a range of mental health conditions."



“As RESEARCH has mounted in recent years, MINDFULNESS has migrated from spiritual retreat centers to MEDICAL FACILITIES.”

Huffington Post

Here at home, the series was an outgrowth of work already being done at Marshfield Clinic on a variety of mental health issues, said Jennifer Michels, Ph. D., a clinical psychologist in the Psychiatry and Behavioral Health Department.

“Mike’s Run has been enormously successful in generating funds for behavioral health issues. The series came about as we contemplated ways to broaden the scope from suicide prevention to mental health in general,” Michels said.

Partnering with the Center for Community Outreach, the department presented free public lectures on SMART (Stress Management and Resilience Training) Concepts by Edward Krall, M.D. and Mindy Gribble, R.N.; Emotional Intelligence by Jami Kaiser, A.C.C.; Sleep Management by Joseph Chojnacki, Ph.D.; and the Science and Practice of Mindfulness, by Michels.

“We’re trying to get at the foundations of emotional wellness that will keep people out of the crisis areas,” Michels said. “Medications only go so far, but introducing behavioral interventions that make people feel more in control of their destiny can lead to far better outcomes.”

For more information, or to support the Integrative Wellness Medicine Program, contact Matt Faber, development officer at 1-800-858-5220 or faber.matt@marshfieldclinic.org.

To view the series online, go to <http://marshfield4youth.org/resources/>. ■

Gordon Edwards

Department: Chief Financial
Officer

Center: Marshfield

Years at Marshfield Clinic: 1

A chance to join Marshfield Clinic Health System's executive team as it transitions into new lines of care lured Gordon Edwards back to Wisconsin.

Edwards grew up in the Pacific Northwest and most recently worked for a health system covering Alaska, Washington and Oregon, but earlier was with a health system in La Crosse.

It was that experience that called to Edwards and his wife, Theresa, when Theresa's father lost his battle with cancer.

"We had gone back to the Northwest when his cancer returned, but my wife always said Wisconsin felt like home," he said. "A lot of our family vacations involved coming back to visit friends."

And so on the day an offer came to join MCHS as chief financial

officer - the same day his father-in-law passed away - the couple couldn't help but feel a bittersweet call to return.

"One door was closing and another opening," he said. "We've always believed that life is about leaping, and so we did," he said.

Edwards officially joined in September 2015, becoming a Clinic donor on his first day. His role in the organization includes overseeing the Health System's finance, accounting, supply chain, revenue cycle, and treasury functions. These duties include representing the Health System to potential investors as it secures capital for its future, a job he feels is made easier by the Health System's position as a physician-led organization moving into hospital care, rather than the other way around.

"We aren't a hospital-centric system, so we see our job as



keeping patients out of the hospital to drive better outcomes at a lower cost. There's a strong demand for that today."

Theresa and Gordon live in Marshfield with their children, Mo, 13; Jo, 11 and Walter, 3. ■



"When I first arrived in 2001, there was discussion about forming an initiative to honor the great history of the Marshfield Clinic. We began involving emeritus physicians as a group to honor their accomplishments and significant achievements with the Clinic. That was the beginning of a way to celebrate the history of the Clinic, and I truly appreciated being able to participate in that with these emeritus physicians. It's fun today to see the fruits of that early initiative."

- Steve Yorde, Chief Development Officer for Marshfield Clinic between 2001 and 2009

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 February 2016 to May 2016

In memory of

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 Lee J. Accola
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 Clifford L. Anderson
 Joe & Donna Arbelovsky
 Steven Arendt
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1916 Society

Established in honor of the year Marshfield Clinic was founded, the 1916 Society provides a unique opportunity for generous supporters committed to a mission of medical excellence in patient care, research and education.

Donors who make cumulative gift commitments of \$10,000 or more to Marshfield Clinic become distinguished members of the 1916 Society. Membership is more than a prestigious designation though - by having the compassion and conviction to give at this level, members of the 1916 Society demonstrate leadership in meaningful and impactful giving that inspires others to make good happen.

We recognize six levels within the 1916 Society:

Philanthropist:

\$5,000,000 and above

Humanitarian:

\$1,000,000 - \$4,999,999

Visionary:

\$250,000 - \$999,999

Champion:

\$100,000 - \$249,999

Benefactor:

\$25,000 - \$99,999

Friend:

\$10,000 - \$24,999

Members of the 1916 Society are recognized on the donor wall located on the west side of Marshfield Clinic Marshfield Center's main lobby and are also listed in this issue of BenchMarks.

For more information about recognition within 1916 Society, contact Mary Beth Knoeck at 715-389-3258 or knoeck.marybeth@marshfieldclinic.org.

PHILANTHROPIST

\$5,000,000 and above

Frank R. & Betty J. Koller

HUMANITARIAN

\$1,000,000 - \$4,999,999

Anonymous (2)
Badger Housing Associates III
Children's Miracle Network
William D. & Jane M. Connor
Delta Dental of Wisconsin
ERDMAN
Chester Krause
Lockheed Martin Corporation
Ministry Health Care
The David and Lucile
Packard Foundation
Security Health Plan
The Wallace Foundation

VISIONARY

\$250,000 - \$999,999

Alexander Charitable
Foundation, Inc.
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Diabetes Educators
Foundation
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CHAMPION

\$100,000 - \$249,999

Anonymous (2)
Emily Bell
Eugene J. & Ethel A. Belter
Leonard & Lillian Bethke
Jane Bickford
BMO Harris Bank
The Boldt Company
Robert & Barbara Bromberg
Dr. John N. & Ann Browell
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100th Anniversary Legacy Book

In celebration of the 100th anniversary of the founding of Marshfield Clinic, Clinic friends were asked to make a special gift to sustain the patient care, research, and/or education mission into the next century. Those who made these remarkable Centennial gifts were invited to share their story. The following are some excerpts from the Centennial Legacy Book that will be available for purchase beginning in October:

Submitted by Gene Krutza, Rudolph, WI.

“Marshfield Clinic was only 15 years old when I was born during the depression in Portage County. I learned from my parents how to trade, barter, and make a little money. I attended a one room grades 1-8 school and was paid 30 cents per day to keep the fire burning in the furnace. I was able to buy a used bicycle with my earnings. While in school, was awarded a good citizen award from the county.”



Gene has been an active member of the Rudolph Volunteer Fire Department since 1955.



Dr. Lee's grandson, Luke.

Submitted by Barb Lee, PhD, writing about the National Children's Center for Rural and Agricultural Health and Safety at the Marshfield Clinic National Farm Medicine Center.

“In consultation with Drs. Dean Stueland, Dean Emanuel and Bob Intress, I secured my first grant of \$20,000 from the W.K. Kellogg Foundation and hosted the Childhood Agricultural Injury Prevention Symposium in 1992. Our intention was merely to look at the problem from many perspectives and identify areas for further research. But this invitational event, with high profile participants, including the National Institute for Occupational Safety and Health (NIOSH) Director, put Marshfield on the map as the hub of childhood farm safety – and set up expectations that we would lead the charge to address the problem with national strategies including research, education, public policy and media communications.”

Submitted by Dr. George Magnin, retired physician and namesake of the George E. Magnin Medical Library.

“I am proud of the physicians trained here. They provide the Clinic, St. Joseph's Hospital, the state and nation with high-quality patient care, research and education. I am sorry that space does not provide me with the opportunity to mention all the physicians, patients and people I was fortunate to know and who supported me. They are all dear friends.”



Dr. George and Anna Magnin.

Submitted by Mary Kier, writing about her mother, Marie Zoellner, who worked in the Medical Records department at Marshfield Clinic.

“We remember a story where one of the very senior physicians needed a record and they couldn’t locate it, and he was very irate about it. Mom asked one of his nurses if she could come up and look for it and, sure enough, she found it buried among other things on the doctor’s desk. She handed it to him when he came in, and quietly went back to her department. It was all just part of her job. But she told us that after this the doctor always went out of his way to be nice to her. She never forgot his kindness – she never forgot anyone’s kindnesses.”



Marie Zoellner in the Medical Records department during her employment between 1969 and 1986.



Mark Bugher and his wife, Kate.

Submitted by Mark and Kate Bugher. Mark is the current chairman of the board of Marshfield Clinic Health System.

“We’ve designated our legacy contribution to the ongoing support for cancer research because, like so many others, our lives, too, have been impacted by the disease. All four of our parents were afflicted with forms of cancer at various points in their lives and received excellent treatment and care throughout their ordeals.”

Family of Dr. Victor A. Mason, one of the six founding physicians.

“The occasion of the 100th anniversary of the founding of the Marshfield Clinic provides an excellent background to honor the legacy of Dr. Victor A. Mason and his family in the development of this remarkable institution. It is noteworthy that Victor, his son Robert W. and his grandson Robert D. each had distinguished careers at the Clinic and each suffered from health issues, which led to death at a relatively young age. Without doubt they would have benefitted from the cutting edge medicine – prevention, diagnosis and treatment – available at the Clinic in 2016.”



Victor A. Mason, circa 1905

“Thank you to all who participated in the Centennial Legacy Book project. We are grateful for your support of the mission and especially for sharing your stories with us.” Karen Piel, Planned Giving Officer, Marshfield Clinic Development.

Celebrating Legacies

The Legacy of Gwen Sebold

In 1955, Gwen Sebold began her career in as a stenographer at Marshfield Clinic. She was 23 years old, living with her parents and two younger brothers in Dorchester, Wisconsin. Each morning, she made the 30 mile drive to work. Each evening, her family waited for Gwen to return home before sitting down for dinner. At dinner, they got their daily briefing on the happenings at Marshfield Clinic.

The Clinic was located on Central Avenue in Marshfield at the time and employed just a fraction of the physicians and staff that it does today. Gwen worked with Drs. Ben Lawton, Russ Lewis, George Magnin, Joe Ousley and Nelson Moffat, to name a few. She spoke highly of everyone at the Clinic and greatly enjoyed her work.

Sadly, Gwen passed away from cancer in 1974. She was just 42 years old.

In 1988, Gwen's brother, D. David (Dewey) Sebold, started the Gwen D. Sebold Fellowship for Outstanding Research to honor Gwen's memory and service to the Clinic. The Fellowship award is given annually to one individual at Marshfield Clinic in recognition of their research efforts. Each year is, therefore, an opportunity to celebrate the great research being conducted at Marshfield Clinic while honoring Gwen's legacy.

To ensure that Gwen will be remembered long into the future, Dewey Sebold recently established the Gwen D. Sebold Fellowship for Outstanding Research

Endowment. The endowment will provide annual support for the Sebold Fellowship in perpetuity.

The 29th Gwen D. Sebold Fellowship for Outstanding Research will be presented this October in conjunction with the celebration of the 100th anniversary of Marshfield Clinic. A reunion of past Sebold Fellowship recipients will also be held on that day. Gwen will be remembered in a special way at the celebration for her years of service to the Clinic and her legacy of support for research at Marshfield Clinic. ■



Dewey Sebold and his wife, Danielle, pose by the plaque honoring Gwen Sebold in the main lobby of the Marshfield Center.

Congressional Changes to IRA Gifts

Since 2006, individuals over the age of 70 ½ have had the opportunity to make charitable gifts from their individual retirement account (IRA). These gifts, referred to as IRA Charitable Rollovers, allowed individuals to support their favorite causes and not have to report the distribution from their IRA as taxable income.

However, nearly every year Congress made the decision to allow these gifts in late December. Since most people had already taken their required minimum distribution by that time, it was not always possible to take advantage of the IRA Charitable Rollover option.

The great news is that Congress decided to make IRA Charitable Rollovers a permanent provision in the tax code. This means that individuals over the age of 70 ½ can direct up to \$100,000 annually from their IRA accounts to one or more charitable organizations. If the distribution to the charitable organizations is equal or greater than the individual's required minimum distribution (RMD) for the

year, no additional distribution is required to be taken from the IRA. If the charitable gifts are less than the RMD, then the individual would need to take the remainder of the RMD as a taxable distribution.

Now is a great time to think about how you will use your RMD if you are over 70½. An IRA Charitable Rollover may be right for you if any of the following are true:

- You plan to make charitable gifts this year.
- You do not need all or a portion of your IRA income this year.
- You do not itemize deductions.
- You are paying too much in taxes and looking for ways to reduce your taxable income.

It is important to note that to qualify as an IRA Charitable Rollover, the distribution must be made directly from the IRA plan administrator to the charitable organization (though the check made payable to the charitable organization may be mailed to

you). You cannot receive your RMD personally and then decide to use a portion of that distribution to make a charitable gift.

To make a charitable gift from your IRA, contact your IRA plan administrator to learn their procedure. In most cases, a letter of instruction is needed. If your plan administrator does not have a standard form for this purpose, we can assist you with a sample letter.

To learn more about how you may benefit from an IRA Charitable Rollover, please contact your financial or tax advisor. You can also visit our website at www.marshfieldclinic.org/legacy for more information.



For more information about gifts from IRAs or to learn more about naming Marshfield Clinic as a beneficiary of your IRA, please contact:

Karen Piel, J.D., C.P.A., CFRE
Gift Planning Officer
715-389-3868
piel.karen@marshfieldclinic.org



Marshfield Clinic Legacy Week

October 10-14, 2016

HONOR THE PAST | CELEBRATE THE PRESENT | LOOK FORWARD TO THE FUTURE

Celebrate 100 years of enriching lives at Marshfield Clinic's Legacy Week. Activities will be held throughout the week at Marshfield Clinic, including presentations, history exhibits, clinic tours, and city tours. Daily activities in Froehlke Auditorium and Erdman Lobby will be free and open to the public.

OCT
10

Monday

Legacy Week kickoff celebration

OCT
11

Tuesday

Evening: 2016 Gwen D. Sebold Fellowship for Outstanding Research Recipient reunion and presentation (by invitation)

OCT
12

Wednesday: Education Day

Daytime: Presentation including invited speaker: Dr. Robert Golden
Evening: Emeritus Reunion at Hotel Marshfield (by invitation)

OCT
13

Thursday: History Day and Marshfield Clinic Day in Wisconsin

Daytime: Presentation including invited speaker: Professor Shauna Devine
Evening: Founders' Dinner at Hotel Marshfield (by invitation)

OCT
14

Friday: Research Day

Presentations and research exhibits

For more information on Development's 100th anniversary activities, please contact Maree Stewart, Special Events Coordinator for the 100th anniversary, at (715) 389-3257 or stewart.maree@marshfieldclinic.org.