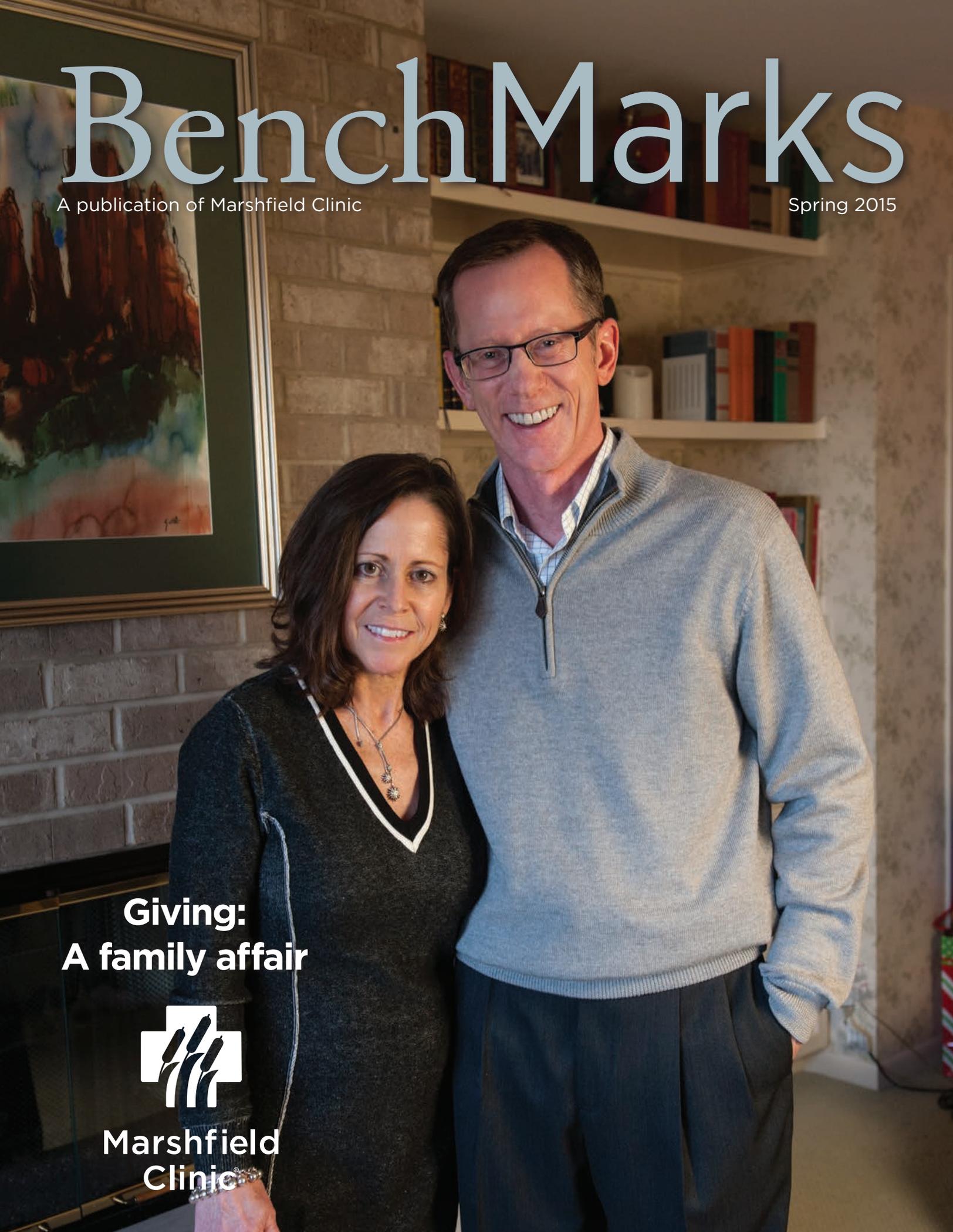


BenchMarks

A publication of Marshfield Clinic

Spring 2015



**Giving:
A family affair**



**Marshfield
Clinic®**



4 Representatives of Ho-Chunk Gaming (l-r) Lynette LeGarde, Greg Garvin, Tris Harris, Casey Fitzpatrick, Barbara Kelley and Adam Estes.

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Cover photo: *Tom and Susan Wenzel*



A message from:
Teri M. Wilczek, M.S., CFRE
Chief Development Officer

Forbes magazine said it best when it called philanthropy a family affair.

“Involving children and grandchildren in philanthropic activities plays an important role in preparing younger generations for wealth and responsibility,” consulting firm founder Betsy Brill wrote. “Philanthropy is an excellent way to teach the next generation about financial stewardship in the context of giving back.”

Our cover story, featuring the Wenzel family, exemplifies the importance of teaching children about philanthropy, sharing values and creating a family bonding experience.

I feel very privileged to work with families like the Wenzels who have created meaningful ways to engage multiple generations in philanthropy. Their recent gifts to Marshfield Clinic to honor their mother are providing lessons about helping others and giving back, while honoring those you love. They are a true inspiration to many.

Ho-Chunk Gaming also values giving back to communities by supporting projects and special events. In addition to sponsoring several Clinic events, they take their engagement to another level by participating, volunteering and helping to create a meaningful partnership.

Also in this issue you’ll read about how your support helps provide the best care to our little patients. As I walk through the Pediatrics Department at the Marshfield Center, I am overwhelmed by how your gifts make a difference. Whether it’s watching toddlers with their faces pressed up to the fish tank, or hearing the giggles of little kiddos as they color on the dry erase sailboat table, or simply seeing our pediatric cancer families sitting comfortably as they wait in Treyden’s Cabin... it’s truly heartwarming to know that philanthropy makes this all possible.

When you consider making your next charitable gift, think about how you can make philanthropy “a family affair.” Involve your children or grandchildren in the discussion. Teach them about giving back; ask for their input. As a mother of three young children, I truly enjoy every opportunity to teach my kids about making a difference.

In gratitude,

Teri

Teri

GIVING: A FAMILY AFFAIR

**A second generation cements
Wenzel legacy of giving**

As friends and family gathered to celebrate the life of Mary Ann Wenzel, the stories invariably gravitated to her devotion to children – her own and others.

As a grandmother, Mary Ann (wife of former Marshfield Clinic executive director Frederick “Fritz” Wenzel), penned a series of tales to delight her grandchildren about a family of ducks growing up near Madison’s Lake Monona.

And as a mother of six, she taught philanthropy by hands-on example. Each child knew that a portion of the weekly allowance went back to the church. She was the Blue Bird leader, a Red Cross volunteer, the mom putting Unicef collection boxes in little hands as they went trick-or-



treating. Amazingly, she also worked as a registered nurse for 40 years.

The children, it turned out, learned well from the parents' example.

Their son Tom Wenzel and his wife, Susan, made a sustaining gift to the Fritz Wenzel Science Conference in 2012, honoring his father's longtime career with Marshfield Clinic and his ongoing passion for basic research that continues today.

And when Mary Ann passed away in 2013 after battling leukemia, it was only natural for the couple to find a way to make a leadership gift that honored her love of children.

Tom and Susan helped create a pediatric hematology-oncology treatment room to complement the Northwoods-inspired waiting room called Treyden's Cabin, at Marshfield Center. The effort is part of a broader Pediatrics department renovation designed to evoke a more child-friendly, engaging atmosphere for patients, said Teri Wilczek, chief development officer.

"They loved the idea of giving children with cancer an environment of hope and healing," Wilczek said.

"It struck such a chord with us," Tom said. "Mom absolutely loved kids, so it all came together."

Susan added: "We felt Marshfield Clinic was creating a wonderful environment for kids who are going through an awfully tough time," Susan said.

Murals in the Pediatrics department first-floor waiting area feature soothing paintings of sailboats and small woodland creatures depicting Fritz and Mary Ann's love of the outdoors and sailing.

"We felt Marshfield Clinic was creating a wonderful environment for kids who are going through an awfully tough time."

Susan Wenzel

"Tom and Susan and the entire Wenzel family embody the true spirit of multi-generational giving," Wilczek said. "There is much discussion today about a generation gap in giving and an idea that younger donors are disinterested in the causes their parents championed. The Wenzel family is one of those shining exceptions."

Putting their own signature on gifts that still honored his parents' legacy was a way for Tom and Susan to express gratitude and pride.

"Dad worked really hard at the Clinic and had a lot to do with where the Clinic is today," Tom said. "The Clinic was a fixture in our lives and not just a job to Dad. There were always folks from the Clinic at our house. It was just part of life growing up as Fritz's son."

All six siblings used to help with holiday parties their parents hosted, and Tom couldn't help noticing the collegiality between physicians and researchers.

"Their mission in everything they did was about the patients," said Tom, an investment professional who lives in the Chicago area. "I've carried that over into my own workplace and made it part of our culture. In our case, it's all about the client, but it's a similar type of commitment."

One of Tom's sisters, Ann, said her earliest glimpse of her father giving back was his service on boards. One of her earliest memories of Mary Ann's service was "teaching us to share what we had with those who were not as lucky as we were."

Several years ago, she remembers their parents asking the children to no longer give them physical gifts, but to make thoughtful donations to different charities.

"Some of us were reluctant about this, myself included, because we loved to see the person's face light up when they opened a gift. We learned that you can get the same effect when you give a charitable gift in honor of someone and then let them know. In fact, I think the smile is even brighter."

For about a decade Mary Ann attended an annual YWCA fundraiser in Madison with daughters Ann and Jane, a tradition the daughters continue even today.

And for their parents' 45th wedding anniversary some years ago, the family made a significant gift to help build the Monona Dream Park, a castle-themed play space for children.

For Tom, his gift to pediatrics is simply a reflection of the life his mother led by example.

"I know Grandma would appreciate this because of how much she cared about kids and family and all," said Alex, one of Mary Ann's many grandchildren. "The space makes people feel more at home and loved."

Like her cherished stories of the ducks and ducklings told to grandchildren, that example lives on. ■



Ho-Chunk Gaming managers taking time for a photo at their Black River Falls location include (from left) Adam Estes, Quentin Allen, Lynette LeGarde, Casey Fitzpatrick, Tris Harris, Barbara Kelley and Greg Garvin.

Lifting their voice

Ho-Chunk Gaming Invests in Healthier Future

Paying homage to their agrarian roots, Ho-Chunk Gaming Wisconsin leaders are stepping toward a healthier future.

The entertainment arm of the Ho-Chunk Nation not only partners with Marshfield Clinic for direct medical and dental care for its employees, it also invests its charitable dollars in medical research that speaks to the most pressing health issues its communities face.



Ho-Chunk Gaming sponsors farm medicine research through the Auction of Champions and cardiovascular advances through the Rich Seubert Celebrity Trap Shoot, among other areas of support.

“We live in rural Wisconsin, where most of our employees and guests either work on a farm or come from a farm family,” said Tris Harris, senior manager for public relations at Ho-Chunk Gaming Black River Falls. “It’s important to us that Marshfield Clinic has a presence at events like farm expos. A lot of farm families never go to the doctor because they’re working from 4 in the morning until late at night, but they’ll go to a farm show once a year and if the Clinic is there doing screenings, it makes a big difference.”

The name Ho-Chunk translates to “People of the Big Voice,” and leaders of the entertainment complex are speaking frankly about changing a legacy of diabetes and cardiovascular disease, beginning with its employees and their families, said Casey Fitzpatrick, executive manager at Ho-Chunk Gaming Nekoosa.

“Our (tribal) life expectancy rates are low, and because of that we are trying to take a positive approach to making our employees and our tribal members more conscious of healthy lifestyles,” Fitzpatrick said.

Employees who score well on health screenings, for example, are rewarded with lower health insurance deductibles. Employee wellness centers include medical care as well as on-site dieticians and exercise facilities.

To a nation of about 9,000 people who are still very involved in farming and cranberry harvesting, preventative health information, safety information and rollover protection equipment for farms from Marshfield Clinic are all part of keeping employees, their families and customers, safe, Fitzpatrick said.



“We recognize you as the experts in medicine. Our people feel assured and comfortable with Marshfield. That speaks volumes about the kind of care we receive at Marshfield Clinic.”

**Casey Fitzpatrick,
executive manager
at Ho-Chunk Gaming
Nekoosa**



“We try to do things in the community that make sense,” he said. “It’s important that whenever we look at an organization to partner with, we look for the ones that provide a return back to the community. We recognize you as the experts in medicine. Our people feel assured and comfortable with Marshfield. That speaks volumes about the kind of care we receive at

Marshfield Clinic. I know in my heart that we’re seeing the quality of life go up through education and prevention. We’re seeing a difference already in our community being more health conscious.”

Echoed Adam Estes, table games operations manager at Ho-Chunk Gaming Nekoosa: “We feel it’s just important to give back, to create a sense of ‘We’re in this together.’”

That kind of attitude showed through immediately to Tiffany Halan, special events coordinator for Marshfield Clinic’s development team, who worked with the Ho-Chunk team on several fundraising projects last year.

“They are completely involved from start to finish,” Halan said of Ho-Chunk Gaming’s sponsorship at events. “They meet everyone involved, offer to help with logistics and try out everything that’s being offered at the event. It’s so much fun to see this level of involvement because they really take ownership of the events and run with it.”

That comes directly from the Ho-Chunk culture, said Lynette LeGarde, senior manager of public relations at Ho-Chunk Nekoosa Gaming.

“We handle all our sponsorships that way, doing it 100 percent.” ■

Lobby tree symbolizes growth of Clinic

For the past year, visitors to the Marshfield Clinic Marshfield Center have been able to sit under the glass leaves of a steel tree “growing” in the main lobby. The tree was one of the final elements added to the remodeled lobby and has become one of the highlights of the space.

Although one can enjoy the tree’s beauty from a distance, to really appreciate the tree and what it symbolizes, one must explore it up close.

The trunk represents the foundation of Marshfield Clinic, established by six physicians in 1916. The branches symbolize the growth of the Clinic over the past nearly 100 years. The glass leaves contain images of the six founding physicians, other prominent leaders who helped the Clinic grow, the original Clinic site, and quotes, passages and various other images for you to explore between appointments or while waiting for a ride.

“It’s a beautiful family tree of Marshfield Clinic, its founders and everyone who has been part of what Marshfield Clinic has become,” said Betsy Tanenbaum, director of New Visions Gallery located next to the Marshfield Center lobby. “People can see a piece of history on the leaves every time they visit.”

The tree was designed and constructed by DJKK, a team of four artists affiliated with the University of Wisconsin-Stevens Point. It is one of two works of art recently commissioned by Marshfield Clinic, with the second located in the atrium of the Marshfield Clinic Stevens Point

Center. (Watch for more on this piece in the Summer 2015 issue of BenchMarks).

Through a generous gift of \$100,000 from Dr. Joe and Ginny Mazza to Marshfield Clinic, the tree was named in their honor; They have been supporters of the Clinic since 1974.

“Our family has been part of the Marshfield Clinic family for more than four decades and the Marshfield Clinic family has taken very good care of the Mazza family,” said Dr. Mazza, a senior research scientist for Marshfield Clinic Research Foundation and a retired Marshfield Clinic hematologist/oncologist. “We have been fortunate to have been part of the growth and success of this great institution.”

“We are grateful for the philanthropic leadership demonstrated by Dr. Mazza and Ginny. Their dedication to the Clinic’s mission and ongoing passion is outstanding,” said Teri Wilczek, chief development officer.

“The addition of the tree to the Marshfield campus has been a great way to start the celebration of the Clinic’s Centennial, which will officially occur in 2016,” added Wilczek. “We look forward to celebrating with patients, staff, retirees who helped grow the Clinic to what it is today, friends, community members and others who have a connection to Marshfield Clinic. We especially welcome those who may not have visited the area for some time and are not aware of the size and scope of the Clinic today.” ■



*Dr. Joe and
Ginny Mazza*

Ned Wolf

Chief Administrative Officer
Center: Lakeview Medical Center
Years at Lakeview: 21

Ned Wolf can click off the services Lakeview Medical Center has in Rice Lake that you might not expect in a small-town hospital: full-time emergency physicians on premises 24/7 and critical care ambulances staffed by paramedics, 67 physicians practicing in 22 specialties, a strong women's health program backed by five obstetrician/gynecologists and other primary care providers, a five-surgeon orthopedics department, a kidney dialysis unit, a highly-regarded home-based hospice program, among others.

"I think the community views our hospital as a treasured resource," said Wolf, who has served as president for the last 21 years. "For a town our size to have facilities and staff like this, if not unique then it's certainly top tier.

"As a not-for-profit, we embrace our mission to enhance the health of the communities we serve. The organization speaks deeply to me, that we do take care of the whole community and care for people regardless of their ability to pay. That makes it inherent on me to also give back. I really do appreciate what we have been given."

Many of the things that make Lakeview special have come from fundraising efforts. Most recently, the community gathered behind a fundraising project to further enhance the way the hospital reacts to emergencies. A critical care ambulance is now equipped as a virtual rolling intensive care unit, and several of the ambulance crew have taken their training to the paramedic level, the highest available.

"People recognize this as a vitally important service, especially when severe weather grounds the helicopter service normally available," Wolf noted. Lakeview transport services are also available to other providers on an as-needed basis.

Two other extremely popular programs for donors are maternity services for people whose lives are beginning, and the home-based hospice program.

The community also supported a campaign to build the beautiful new hospital, which opened in 2011 next to the also-new Marshfield Clinic Rice Lake Center. ■



Ned Wolf

DESIGNING FOR KIDS

NOT LITTLE ADULTS

Pediatric teams often implore their adult-focused colleagues and parents to be aware of this concept, recognizing that children's health issues require their own solutions, and not child-sized versions of what works for adults.

Nowhere is this more evident than in the transformation taking place in pediatrics at Marshfield Center.

With the help of donors contributing to the Pediatric Needs Fund, a long-anticipated department renovation has been dramatically enhanced to incorporate not only new medical equipment, but also nature-inspired décor that promotes healing. A growing body of research supports the notion that design changes in medical facilities can actually lower patients' stress levels and thus, prevent the consequences of stress.

"Because we've been fortunate to have philanthropic support from the community, the renovation project is hugely different from what was first planned," said Cynthia Jurishica, operations manager for Pediatrics, Community Resources and the Child Advocacy Center.

Anchored by Treyden's Cabin - named for Treyden Kurtzweil, who died just after his first birthday in 2013 after battling leukemia - the space features custom-designed murals, large-screen televisions for patients undergoing chemotherapy and other lengthy procedures, and a separate waiting room that doesn't

require a traditional check-in desk for immuno-compromised patients.

"There is a whole movement in interior design about what you can achieve in a health setting just by bringing in elements of nature, texture and color," said Jurishica. "Early on there was a thought about incorporating a wall of water and sand, but that posed some potential hazards and in the end we chose warm wall coverings with wood elements that appear three-dimensional for that textural element. It creates an atmosphere where patients can optimize their ability to heal."

New carpeting throughout the department features "pebbles" that create a stone path running through the space. Several pieces of new technology also enhance the space, including equipment to enable painless placement of catheters, monitors for deep sedation, and multiple pieces of new equipment to expand diagnostic capabilities in exam rooms.

Also, the Child Advocacy Center is making final preparations for upgrading its forensic interviewing capabilities with new video tracking software so that in many more cases child abuse victims can testify electronically rather than in court, said Dr. Kristen Iniguez, CAC medical director.

The Center is also moving forward on building a foster care "medical home," where children entering the foster care system get comprehensive medical and behavioral evaluations, services

that often tend to fall through the cracks, Iniguez said.

"We are creating a health 'passport' that can be given to the foster care system, new foster parents and new physicians to instantly get them up to speed on the issues a child is dealing with," she said. "And on a much more personal scale, we're able to give small items such as backpacks, warm clothes or toys to the kids coming through during this difficult time."

MEET THE CHALLENGE

Car repairs. Heating bills. Rent - the monthly bills never seem to shrink.

For parents with children undergoing cancer treatments, sometimes for years at a time, the bills can grow out of control as lost work time and medical bills mount.

Thanks to donors rising to the challenge, however, oncology patients' families are getting help right away with everyday expenses if they face financial hardship due to their child's condition.

Through the spring, the Krause Family Pediatric Cancer Angel Fund will match up to \$50,000 in donations, and generous donors have already contributed \$30,000, said Teri Wilczek, chief development officer.

With an initial \$25,000 gift, Werner and Sue Krause established the Krause Family Pediatric Cancer Angel Fund in honor of their grandson. Will

Krause, a leukemia survivor, is scheduled to complete his three-year treatment plan in May. The outpouring of more than \$25,000 of support for the fund prompted the Krauses' second \$25,000 gift.

But they haven't stopped there. Werner and Sue are now establishing an endowment to support the fund and will match up to \$50,000 in donations. To date, \$32,000 has already been contributed, said Teri Wilczek, chief development officer.

"It's stressful enough to have a child diagnosed with cancer," said Lorrie Busche, a pediatric social worker at Marshfield Clinic. "Many families have to take off from work to help their children through treatment, then their income declines and they struggle to meet basic needs."

Families can receive up to \$1,500 in support for everyday expenses. For one Stevens Point family with a teenage cancer patient who

drives to Marshfield for treatment, the money is going toward gas cards and car repairs so the family can save up for a second car to help with the transportation logistics around the treatment.

"My parents established the fund as a surprise to us," said Will's dad, David Krause. "You can't be more humbled than when parents step up and set that kind of example."

CHILD LIFE TEAM GROWS

Development efforts at Marshfield Clinic - including a portion of proceeds from the annual "Fore the Kids" golf event - have created an expansion of the Outpatient Child Life Specialist team.

Team member Heather Berndt, CCLS, has joined the team that provides distraction techniques and other support for children undergoing outpatient procedures. Berndt joins Hayley Patoka CCLS CTRS, and Kari Bluhm CCLS, as Marshfield Clinic Child Life

specialists supported by CMN and Marshfield Clinic respectively.

Berndt is already familiar with Marshfield, having worked the past six years as a Child Life specialist at Ministry Saint Joseph's Children's Hospital.

"This position has been funded for one calendar year, with the goal to have additional support to continue into the future," said Teri Wilczek, chief development officer.

Kicking off the expanded coverage was a natural fit for the golf event, said Tammy Meissner, who started "Fore the Kids" in 2006 with her husband, Dave.

"Making this new position a reality is extremely exciting," said Tammy. "As donors recognize how these specialists can dramatically reduce a child's apprehension about procedures and in some cases even prevent sedation, I'm confident these efforts will grow." ■



Nature-inspired murals help create a healing environment in the Pediatrics Department at Marshfield Center. Several of the custom works of art also subtly evoke and honor the lives of patients and staff.



Kurszewski rejoins Development to focus on research

A chance to support research efforts at the vanguard of medical innovation drew Jill Kurszewski back to Marshfield Clinic.

As Development officer for research, Kurszewski will focus primarily on supporting philanthropic initiatives to benefit medical research.

“It’s an exciting time to be a part of Marshfield Clinic,” she said. “With all of the breakthroughs in precision medicine and what that’s going to mean for health care in the future, it’s just mind boggling. And that it’s all happening here in central Wisconsin, I’m just so proud to be part of it.”

Earlier in her career Kurszewski worked as special events and annual giving coordinator for the Development Department.

“It really has been like coming home,” she said.

Most recently, Kurszewski was development director for the Boys

and Girls Club of the Wisconsin Rapids Area, where she oversaw all fundraising efforts for the youth service organization. Prior to that she gained marketing and public relations experience and managed the corporate giving program for a telecommunications company.

“Research has always been important to me,” she said. “I wasn’t born to be a physician or a scientist, but this way I can be a part of making a difference. I have a 5-year-old son (Maksym), and I tell him that Mommy finds money to pay for medicine that helps doctors make people better.”

Kurszewski and her husband, Wesley, also have a daughter, Stella, 2. An avid runner, the Wisconsin Rapids resident completed her first marathon last year with her family looking on.

It is family, in fact, that inspires and informs her career.

Kurszewski’s mother, Judy Steinke of Nekoosa, is a breast cancer survivor; a grandmother suffered from Alzheimer’s Disease. Supporting efforts in research and precision medicine, she said, is personally gratifying.

“My mom was diagnosed about 2001, at a time when there wasn’t as much public attention around cancer as there is today,” she said. “My mom kept it personal and didn’t talk about it a lot. Many people didn’t even know she had cancer. To see the advancements today in how providers are treating the whole patient, physically and mentally, has been great. What drives me now is to make sure we’re doing everything we can to help physicians and scientists treat, and eventually cure, a spectrum of diseases.”

“We are delighted to have Jill back on the team,” said Teri Wilczek, chief development officer. “She will do amazing things to help advance research.” ■

Tobin joins Development staff

Gidget Tobin has joined the Development Department at Marshfield Clinic, as donor records coordinator. She performs data and gift entry, and assists other staff members as necessary.

She has had a variety of customer service and management experience with companies in the Marshfield area, as manager of the Family Video store, fleet manager at Roehl Transport, as a personal banker and assistant manager of Associated Bank, and as executive assistant at Dental Crafters.

“I enjoy the people I work with in Development and knowing that what we’re doing is helping to make a difference in the lives of others,” she said. “It’s also reassuring to our donors to know that donations coming to the department are placed correctly according to their wishes.”

“We are very pleased to have Gidget as a part of our operations team and assisting us with our gift and registration processing for events. She will help make our top-notch events even better,” said Joe Baierl, manager of Development Operations.

Tobin has undergone training through online courses at Northcentral Technical College in Wausau and Star 12 National Seminars Training. She holds certification in management and customer relations, Disney Way Customer Excellence, computer applications and event planning.

You may have seen her in the Marshfield community, in volunteer activities with Girl Scouts, the National Archery in Schools Program and 4-H. She and her husband Cory have three teenaged children. ■



Jill Kurszewski,
Development officer
for research



“I support the Clinic and Research Foundation because they develop the resources that enable the unique, nationally recognized medical and research teams to care for the citizens of Wisconsin, particularly our rural populations who otherwise may be underserved.”

— Jenny King



Gidget Tobin,
Donor records coordinator

Calendar

Wednesday, May 6
Spirit of Giving
Froehлке Auditorium
Marshfield Clinic

Tuesday, June 9
Fore the Kids
RiverEdge, Marshfield

Thursday, June 18
Let's Tee Off Against Breast Cancer
Trout Lake Golf Course,
Arbor Vitae

Saturday, June 20
Mike's Run
Hackman Field, Marshfield

Saturday, July 25
Hub City Days Duathlon
UW Marshfield/Wood County
Marshfield

Saturday and Sunday,
August 1-2
Aim for a Cure
BlackHawk Archers Club
Custer, Wis.

Tuesday, August 18
Golf for Research
Lake Arrowhead, Nekoosa

Monday, August 24
Fore a Cure
Wausau Country Club, Wausau

Thursday, August 27
Laughs on the Lake
Minocqua

Thursday, September 17
Auction of Champions
RiverEdge, Marshfield

Friday-Sunday, October 2-4
Cruise for a Cause
Chula Vista, Wisconsin Dells

Saturday, October 10
*Breast Cancer Awareness
Ride, Walk & Run*
The Sports Den, Marshfield

CALLED TO ACTION

Volunteer Fundraising for Marshfield Clinic

Roth Family Fundraising

For the ninth year in a row, the Roth family of Stevens Point continues to improve upon their past success in raising funds for multiple sclerosis research at Marshfield Clinic. The ninth annual MS golf outing was once again a huge success raising \$2,500 to help fight MS. The golf outing was another amazing afternoon filled with many of the people who have supported this cause from the beginning. Nancy Roth-Mallek, who began these events with her siblings Gary, Dan and Bonnie said, "The people who donate to this cause are all connected in some way. They are good people with huge hearts and tons of compassion."

Pedal for a Cure

Kathy and Ray Pliska, along with Mark Pliska, co-chairs of the Pedal for a Cure MS bike run, presented Marshfield Clinic with a check for \$10,000 for multiple sclerosis research. On October 12, The Bar in Stevens Point hosted the ninth annual bike run, an afternoon complete with door prizes, a potluck lunch and plenty of pedaling. The Bike Run made stops at Saddle Up Saloon, Club 10, Slo's Place and DeWendy's Pub.

HOPE Raffle and Craft Show

The HOPE Fund exists to support Marshfield Clinic employees in times of hardship. Assistance is available to help employees from all centers who are experiencing financial difficulty due to illness, family crisis or other unanticipated time away from work. A committee of volunteer employees reviews requests and grants funding to those in need.

The HOPE Fund Committee spent countless volunteer hours organizing the annual basket raffle and craft show. The event is led by Tamara Spindler and Tammy Simon, and includes present employees and crafters Bernice Mercer, Karen Hornick and Jan Kaiser. Departments from across the Clinic system donated incredible themed baskets and items for the raffle.

A total of 30 baskets or items were donated, including coffee baskets, fitness gear, wine & cheese, gift card packages and many more exciting items. The raffle generated over \$9,000 for the HOPE Fund, bringing the overall total to over \$90,000.



Participants get ready to begin the MS Bike Run.

“Duel It” Fore the Kids

Laughter, tears and togetherness paved the way for another unforgettable evening. For the sixth year in a row, ‘Duel It’ Fore the Kids in Marshfield had a wild and compassionate crowd that pushed proceeds over \$33,000.

About 300 people attended the event at the Holiday Inn where Deuces Wild Dueling Pianos rocked the crowd and put on another high-energy, fun-loving performance through comedy, music and improvisation. Proceeds raised will go toward Youth Net and other pediatric needs at Marshfield Clinic. Event organizers Dave and Tammy Meissner continue to be humbled by the community’s generosity.

“It’s the continued support from friends, family and local businesses that push us to keep looking out for the youth in our community,” they said. Fore the Kids golf outings and dueling pianos events the past nine years have raised more than \$1.1 million in support of Marshfield Clinic pediatric initiatives.

Bright Horizons Daycare Center Fundraising

Linda Crass made a difference in the lives of children daily, teaching at Bright Horizons Childcare Center of Ministry Saint Joseph’s Hospital and Marshfield Clinic. Her optimism, generosity and fun-loving spirit touched her co-workers and the families she looked after. Linda lost her courageous battle with breast cancer in June 2013, but continues to be remembered fondly.

When the daycare center announced they would be holding a fall festival in October, parent Melissa Mitroshin and the daycare center staff thought it would be great to hold a fundraiser and donate the proceeds to something in Linda’s memory. Melissa and Linda shared a love of pies which Melissa would periodically bake for Linda, so a pie and ice cream sale seemed fitting. Knowing Linda was a proud member of Marshfield Clinic’s Women Living with Hope support group, it was decided to donate the funds to that group.



Pictured from left are Julene Diedrich, NP, Oncology; Janice Janusz, support group member; Melissa Mitroshin, Bright Horizons parent; Holly Strey, Linda’s co-teacher; and Theresa Fischer, program director.

The event raised \$600 for Women Living with Hope. Julene Diedrich, coordinator, and Janice Janusz, support group member, accepted the check on behalf of the group. “We still miss Linda dearly. The group is much quieter without her,” Diedrich said.

Pray Days Community Event

Each Labor Day weekend, community members in Pray, Wis., gather for their annual Pray Days events. Bev’s Saddle Mound Tap leads a weekend full of activities such as bingo, golf chipping, and a chicken dinner. The weekend events have raised nearly \$9,000 through the years.

With several family, friends and neighbors living with a cancer diagnosis, the community chose to support breast cancer research with the hope that one day, everyone can live without a fear of cancer.

Hub City Jazz

Hub City Jazz performed their “Jazz Through the Ages” concert in November of 2014 to support the “With Wheels, Will Win!” campaign, a program to provide sports wheelchairs to the Marshfield Area YMCA. The five-piece band, founded in 2011, heard about the program from Dr. Jill Meilahn, a pediatric physical medicine specialist at Marshfield Clinic.

Dr. Meilahn’s patients regularly benefit from the Y’s local wheelchair sports program that is directed by former U.S. Paralympian Tony Iniguez. Fundraisers like “Jazz Through the Ages” hope to make the program bigger and better by purchasing additional technologically-updated sports wheelchairs.



Shown from left to right are Brianna Varsho, Madelyn Andreae and Cameron Berry. Not pictured is Alani Carter.

Play 4 Pink

The University of Wisconsin – Marshfield/Wood County women’s volleyball team hosted their fourth annual Play 4 Pink game to help raise money for breast cancer research at Marshfield Clinic. The team competed against University of Wisconsin – Baraboo, who also helped support the fundraising efforts by wearing their pink jerseys.

Since the event was created in 2011, the team has raised nearly \$13,000 to support various breast cancer initiatives, such as breast cancer research, the Catherine Fonti Angel Fund, and the Women Living With Hope breast cancer support group.

Washington Elementary School Christmas Committee Fundraiser

Four Washington Elementary sixth grade students in Marshfield wanted to try new ideas to promote school spirit while helping others during the holiday season.

Brianna Varsho, Alani Carter, Madelyn Andreae and Cameron Berry worked for several weeks during recess to organize festivities that included a holiday bake sale and an Ugly Sweater Contest for students in fourth, fifth and sixth grades. More than 40 students competed in the contest which generated lots of giggles and good cheer.

The students (and their parents) spent several nights making cookies, bars and snack bags. They loaded up their snack carts and went room to room, selling goodies for 25 cents.

In addition to the bake sale, the girls received donations from parents. Some students even donated their extra change. The students learned that helping others is fun and benefits everyone. The day before winter break, the girls donated \$250 to the Marshfield Clinic Pediatric Angel Fund.

McMillan Fall Fest

The McMillan Fire Department near Marshfield raised over \$1,000 at their annual Fall Fest event to benefit Marshfield Clinic’s WINGS program.

Fire Chief Kevin Schmidtke and the rest of the fire department

raised the money through a silent auction and selling pink T-shirts at the September festival. The funds will be used to provide educational resources to patients with cancer and for iPads with games for children to play while a parent receives treatment.

Having a successful fundraiser at Fall Fest, which also raised funds to purchase equipment for the volunteer fire department, meant a lot for the Schmidtke family. In December, Kevin’s wife Kendra will be breast cancer-free for four years.

Pretty in Pink

The 2nd annual Pretty in Pink event hosted by The Pink Ladies at the Birnamwood WOW Space was just as spectacular as the first year. Complete with their signature Artful Bra auction, Elvis impersonator, and pink champagne, this event has no trouble selling out to the 100 women that joined the party. In addition to all the fun, Marshfield Clinic’s Breast Care Coordinator, Amanda Boreen, was at the event with breast health awareness materials to remind the guests of the important cause they were there supporting. By the end of the evening, Pretty in Pink raised nearly \$13,000 to benefit Marshfield Clinic Cancer Care in Weston. ■



McMillan Fire Department members pose with a pumper.

Clinic helps students, teachers learn about health careers at Wenzel Science Conference

Eager students and educators from across Wisconsin attended the 29th annual Fritz Wenzel Science Conference Saturday, Feb. 21.

The day-long event at Marshfield Center gave participants an opportunity to learn a great deal about health care.

Former Marshfield Clinic Executive Director and conference founder Frederick “Fritz” Wenzel welcomed students and their teachers.

He also acknowledged the work and contributions over time to the conference by Marshfield Clinic Pathologist Christopher Cold, M.D. Dr. Cold, who retired recently, has been one of the most popular speakers at the conference with his workshop that includes learning about the morgue, types of deaths reported to the coroner, purpose and history of autopsies and a tour.

Marshfield Clinic Health System CEO Susan Turney, M.D., as keynote speaker talked about developing a career path, benefits of having a mentor and boldly thinking outside the box in a presentation called “Dream It, Do It: Navigating the Path.”

Students and teachers also participated in workshops including heart matters, robotics in health care, splinting sports injuries, the Clinic’s simulation lab, high-tech psychiatry, information technology in health care and Lab tour.

“Fritz is a true inspiration,” said Heather Roth, continuing medical education specialist. “His passion and dedication to education is unmatched. I couldn’t respect his kindness, knowledge and contagious zest for life more. Assisting Fritz with this conference is a true honor and privilege.

“Thanks to the generosity of Fritz and family, Wisconsin high school students and teachers are offered this opportunity at a very minimal cost. We host top-notch, high level presenters whose desire to educate and inspire participants is evident. Not only do participants get to enjoy quality presentations but also to learn more and ask questions about health care careers, day-to-day responsibilities and preparation advice.”

Former Clinic geneticist and Prevention Genetics founder James Weber, M.D., was the closing keynote speaker. ■



Frederick “Fritz” Wenzel

Cultural anthropologist aims to prevent farm

Translating decades of rural safety research into practical tools relevant to today's farmers takes a guy like Casper G. Bendixsen, Ph.D.

The rodeo rider-turned-cultural anthropologist grew up on an Idaho farm and ranch and today serves as an associate research scientist for the National Farm Medicine Center.

How he got from there to here is a story that involves his grandfathers, a scar from an

old rodeo injury that a careful eye can still spot through his hair and seven years of graduate study in social-cultural anthropology.

"I'm kind of blending the backgrounds of my grandfathers," said Bendixsen, known as Cap. "One is a nuclear physicist and the other is a farmer. On my mother's side were several scientists. On my father's side, I'm the first namesake to leave the farming profession, and that weighs heavy."

That personal history gives Bendixsen an understanding not

only of how traditional farmers respond to new best practices in safety, but also led to his intellectual curiosity about how to reach others who weren't raised on farms, including urban minorities and military veterans working on small, less regulated farms.

"Using what we know about the social and cultural fabric of all types of farmers, we're helping move best practices forward in a non-regulatory framework to bring about voluntary safety enhancements," he said.



Casper G. Bendixsen, Ph.D.

injuries

After coming to Marshfield in late 2013 with his wife, Jill, a Marshfield Clinic internal medicine nurse, he began a five-year study of attitudes among beginning and under-represented farmers about children's safety.

He invites associations representing first-generation and minority farmers to recruit members to participate in studies, a method designed to bring entire organizations along in the educational process rather than trying to reach one farmer at a time. The Farm Center funds the work through grants awarded by the National Institute for Occupational Safety and Health (NIOSH).

"The average age of a farmer is at least 58, so there are a lot of efforts to recruit beginning farmers and ranchers, and we wanted to study the attitudes of those groups toward children working on, living and visiting farms," he said. "And if you can prove to an organization that health and safety issues matter, the organization will take that on" as a cause, he said.

"We know that children are an especially vulnerable population on farms. There are child deaths in farm-related accidents every week in this country. I don't think a lot of farmers know that."

Another current project involves working with Native American tribes to produce a training manual

teaching adolescents to safely work in wild rice harvesting, which involves navigating canoes while standing up. Yet another provides safety guidelines for urban farming to an association of African American women in Atlanta.

He also helped secure funding through the Upper Midwest Agricultural Safety and Health Center to interview farmers about how they are influenced by various groups.

One example of the findings was confirmation that farmers rated health and safety workers highly for their knowledge, but less so on how quickly they would implement recommendations for change.

Veterinarians, however, scored highly as influencers, which illuminated the notion that safety workers could get better results working through vets for outreach programs rather than always going directly to farmers.

Dr. Bendixsen said he also looks forward to his future research, which will explore both the merits and potential concerns around recruiting military veterans into farming.

And what about that old scar?

Bendixsen says it happened when he was riding in a rodeo. He was hung up in his bareback rigging and thrown underneath the bronc, and was kicked in the head. Today

it's a permanent reminder of his ranching heritage and the lessons it taught him growing up.

"Being involved in rodeo was fun it was a character-building time of my life. It produced friendships and taught me how to deal with setbacks and injuries as well as lessons about dealing with money coming up short."

It also cemented his passion for studying rural communities and their views towards health.

"I not only want to research rural populations, but I want the fiber of my being to be rural because that's the way I grew up," he said.

For more information on supporting the efforts of the National Farm Medicine Center, contact Matt Faber at 715-387-5901. ■

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.

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"Circle of Friends recognizes those donors who dedication to Marshfield Clinic is backed by strong annual financial support," said Rikki Starich, annual giving officer. "Gifts of all sizes are important to accomplishing our mission. However, we would not be successful without leaders who are willing to make outstanding philanthropic commitments each year."

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Jakel Plumbing, Heating	Dr. James Mazza & Ms.	Dr. Sanjay & Mrs. Naina Rao	Wood County WI
and Electrical, Inc.	Elizabeth Dexter-Mazza	Dr. Douglas Reding &	Marshfield
Dr. Nathaniel & Pansy Jalil	Dr. Charles & Jill McCauley	Janet Crossley	Town of McMillan
Dr. Matthew & Susan Jansen	Dr. & Mrs. Fergus McKiernan	Regnier Consulting Group,	Mr. & Mrs. David Trierweiler
Drs. Mansur & Bushra Javaid	McMillan Electric	Inc.	Richard & Elizabeth Uihlein
JHL Digital Direct	Dr. Rafael Medina-Flores &	Retirement Wealth	Lois Umhoefer
Joe's Refrigeration, Inc.	Mrs. Belen Depalma	Solutions, LLC	Jeff Hamus -
Dr. & Mrs. Peter Johnson	Norman & Elaine Meissner	Karen Reyes	V & H Automotive
Mr. Lloyd Jones	Dr. John & Linda Melski	Rice's Capitol Carpet	Dr. & Mrs. Fabio
Dennis M. Joy	Dr. & Mrs. Joseph Mennen	Riiser Energy	Valenzuela Sosa
Joyce and Donald	Merrill High School	River Country Co-op	Dr. Victoria Vande Zande &
Rumsfeld Foundation	Basketball Teams	RMM Solutions	Mr. Gary Wosic
Junction City Cancer Walk	Milwaukee Delivery Service,	Dr. Mirela Sandru &	Dr. & Mrs. Alfonso Velasco
Dr. Yusuf Kasirye	Inc.	Mr. Florin Sandru	Dr. & Mrs. Purushotham
Drs. Matthew Keifer &	Ministry Home Care, Inc.	Dr. Craig & Barbara Santolin	Veluvolu
Susan Kline	Dr. Lisa Mink	Dr. Charito Santos &	Dr. Dieter & Ruth Voss
Eileen R. Keller	Dr. Philip Mofle	Mr. Lester Santos	Dr. Stephen &
Drs. Charles & Heidi Kenney	Dr. James Mullen	Michael & Elizabeth Sautebin	Patricia Wagner
Christopher & Diane Kessler	Drs. Narayana & Hema Murali	Dr. & Mrs. Ivan Schaller	Mr. Daniel Wald &
Dr. David Kim &	Drs. Rana Nasser &	Verlyn & Mary Schalow	Mrs. Jane McDonald
Dr. Kajal Sitwala	Camille Torbey	Drs. David Schifeling &	WAOW TV9 - ABC
Dr. S. Paul & Chungwha Kim	Dr. & Mrs. Subramanian	Joan Hamblin	Weekly Timber & Pulp, Inc.
Gertrude Koch	Natarajan	Peter Schmeling &	Dr. Kelli Wehman-Tubbs &
Dr. & Mrs. Roderick Koehler	Mr. & Mrs. Ryan Natzke	Kathy Kurth	Mr. Jason Tubbs
Gregory Koepel & Tamara	Dr. John Neal &	School District of	Dr. Joseph Welter
Kronenwetter Koepel	Dara Luangpraseut	Owen-Withee	Dr. Jessica Wernberg &
Kountry Home Builders	Nelson-Jameson, Inc.	School District of Stratford	Mr. Kurt Wernberg
Mr. & Mrs. Kyle Kozik	Dr. Thanhcuong Nguyen &	Schwab Charitable Fund	Mr. & Mrs. David Wickham
Dr. Edward & Eileen Krall	Edward Boedecker	Dr. Mark Schwartz	Dr. Robert Wiedbusch
Mr. & Mrs. Steven Krause	Dave & Kelly Noreen	Dr. Anna Seydel &	Ron & Teri Wilczek
Krause Angel Fund	North Central Equipment	Mr. Gerald Seydel	Dr. Richard Wilkinson
Fundraisers	Northern Highland AHEC	Dr. Param & Sudesh Sharma	Wipfli LLP, Marshfield
Charlotte Kruse	NRG Media	Dr. Gene & Annie Shaw	Wipfli LLP, Wausau
Kulp's of Stratford	Dr. Uzoma Okorie &	Dr. Lori Shepherd &	Wisconsin Visual
Dr. Julia Kyle	Dr. Asha Okorie	Mr. Scott Howells	Artists Guild
Dannie & Lorraine LaGrandier	Dr. Warren Olds	Sheridan Properties LLC	Ronald & Joyce Wiskerchen
Raulf & Kristina LaMarche	Dr. David Olson	Dr. Teresa & Myron Silberman	Wiskerchen Cheese Inc.
Dr. Jeffrey & Janet Lamont	Dr. & Mrs. John Olson	Dr. David & Martha Simenstad	WJFW
Dr. & Mrs. Benjamin Lawler	Dr. Adedayo & Bolaji Onitilo	Allen & Mary Singstock	Dr. Craig Wolfe &
Dr. Grace Laynes	Christopher & Melissa Owens	David & Jennifer Smith	Dr. Lori Remeika
Dr. Barbara & James Lee	Lorraine Pagel	Dr. Philip Smith	Dr. Michael &
Dr. & Mrs. Chong Lee	Dr. & Mrs. Brandon Parkhurst	Trygve & Tula Solberg	Kathleen Wood
Dr. Frank Leon, Jr.	Peoples State Bank	Mr. Charles Stewart	Marvin & Audrey Worzella
Lincoln County Rodeo Days	Mr. & Mrs. Timothy Peterson	Dr. Erik & Elizabeth Stratman	Dr. Suzanne Wright
Greg Loescher	Physician Wealth Strategies -	Dr. Efrain Sueldo &	Dr. Paul & Nina Writz
Alan & Marie Malm	Eric & Jodi Heiting	Dr. Martha Hidalgo	Dr. William & Carolyn Yanke
Marion Body Works, Inc.	Mike & Karen Piel	Symbol Mattress	Richard Zidek &
Drs. Jeffrey Marquardt &	Dr. Timothy & Kara Pitchford	Tavern League of	Nancy Christien-Zidek
Janice McClelland	Plum Creek Foundation	Barron County	Mr. Thomas Zwaschka

Clinic physicians reach shining star milestones

What do you do to say “thank you” when someone has exceeded your expectations? If you’re like the 285 patients who have participated in the Shining Star program, you make a gift to support Marshfield Clinic’s mission in honor of those who make a difference in their patient experience.

“The Shining Star program is an opportunity for grateful patients to say thank you to anyone who has made their Marshfield Clinic experience special,” explains Rikki Starich, annual giving officer. “The program is rewarding for both the donors and the honorees. The donors know they are making a difference through their giving and the honoree realizes their daily work matters so much.”

In the three years since the program launched, nearly 350 physicians and staff members in 25 departments have been recognized for their outstanding service through this program.

Many of Marshfield Clinic’s Shining Stars have been honored multiple times but only a few physicians and departments have reached important milestones through the program.

In recent months, both Dr. John Przybylinski and Dr. Roxann Rokey received their fifth Shining Stars. With that honor they are now recognized as Silver Level Shining Stars. Dr. Adedayo Onitilo, the staff at Marshfield Clinic at James Beck Cancer Center in Rhinelander and the staff at the Stevens Point

Cancer Care Center previously reached the silver recognition level.

Last winter, Dr. Douglas Reding also reached a new milestone after receiving his tenth Shining Star. He is now recognized as a Gold Level Shining Star and is only the second physician to reach that level. Physician emeritus Dr. William Hocking received his tenth Shining Star honor in 2013 and currently has 18 Shining Stars.

For more information about the Shining Star program, contact Starich at 715-389-3530.

SHINING STAR

In addition to traditional giving options, the Shining Star program offers patients and their loved ones the opportunity to recognize a physician, staff member or department who has made a meaningful difference in their experience at Marshfield Clinic.

Grateful patients can make a gift honoring their Shining Star.

The following individuals or departments were recognized with Shining Stars from October 2014 through January 2015.

- Dr. Vijay H. Aswani
- Dr. Brenda Banaszynski
- Pamela J. Bathke
- Carrie M. Becker
- Daphne R. Benbenek
- Gail A. Bloch
- Julie K. Boehm
- Dr. Barbara J. Boyer
- Crystal N. Braker
- Sheryl-Lynne Brodt-McGregor
- Dr. Michael D. Caldwell
- Amy J. Clark
- Rita K. Correll
- Dr. Barbara Crapster-Pregont
- Dr. Linda Daly-O’Neill
- Rebecca L. Davis
- Sandra Dieck
- Dr. Julie C. Dietz
- Dr. Jill M. Dillon
- Dr. Anne J. Drewry
- Lavonne L. Dums
- Dr. Victor S. Ejercito
- Dr. Abdou Elhendy
- Marcy M. Elwood
- Dr. Scott S. Erickson
- Dr. Donald L. Evans
- Dr. Kathleen M. Finta
- Dr. Daryl L. Fish
- Holly Fitzgerald
- Troy K. Frey
- Dr. Sandra J. Frohling
- Sara L. Gadke
- Brenda L. Garrigan
- Daniel J. Geldernick
- Dr. Kristin M. Gerndt
- Dr. Gregory L. Gill
- Dr. Ellen M. Gordon
- Dr. Viktor Gottlieb
- Christal D. Hartness
- Suzanne N. Havican
- Dr. John J. Hayes
- Dr. David J. Heegeman
- Andrea J. Heller

- | | | | |
|---------------------------|-----------------------------|--------------------------|------------------------------|
| Dr. William G. Hocking | • MC Stevens Point | • Maureen Robus | • Dr. Gary P. Van Oudenhoven |
| Dr. James J. Holt | • Oncology Staff | • Dr. Roxann Rokey | • Linda Volovsek |
| Dr. Stephen T. Holthaus | • MC Weston Ctr Oncology | • Bethany Rustad | • Dawn M. Wanless |
| Jacqie V. Jerome | • Staff | • Sharon R. Rybski | • Kelli Wehman-Tubbs |
| Dr. Peter C. Johnson | • MC Wisconsin Rapids Staff | • Dr. Thomas D. Sandager | • Kathleen A. Weix-Klippel |
| Judy L. Johnston | • Dr. Gwen Martin | • Karen Schluter | • Dr. Jessica A. Wernberg |
| Dr. Jian Khamo-Soskos | • Jennifer L. Martin | • Amy A. Schoenfuss | • Diane White |
| Patricia A. Koch-Shelton | • Shannon L. Martin | • Sara G. Scholten | • Dr. Jason A. Wilson |
| Dr. Monica Koehn | • Dr. Maria A. Mascola | • Amy R. Schwantes | • Rebecca J. Zellner |
| Nancy J. Kowalski | • Robin R. Mateer | • Dr. Linda Seale | • Holly C. Zopfi |
| Dr. Kathryn Krohn-Gill | • Dr. Fergus E. McKiernan | • Dr. Michael Seelen | |
| Tammy Koepel | • Dr. Michael J. McManus | • Danine Sell | |
| Dr. Ewa Kubica | • Dr. John Melski | • Dr. Alpa Shah | |
| Becky L. Kubista | • Dr. Richard Mercier | • Nell A. Slinkman | |
| Dr. Moira M. Lancelot | • Dr. Juan E. Mesa | • Dr. Ann Smith | |
| Carol J. LaPorte | • Dr. Jennifer Michels | • David T. Smith | |
| Dr. Dale M. Larson | • Kristin L. Mocadlo | • Lisa M. Smith | |
| Dr. Patricia Lillis | • Dr. Jeffrey Moore | • Lori S. Smith | |
| Amy C. Limberg | • Mary E. Moser | • Ann K. Sommer | |
| Dr. Charles A. Lonsdorf | • Kathy L. Moyer | • Laurel A. Sorensen | |
| Carrie J. Magnuson | • Kelley S. Natzke | • Kandise L. Sporer | |
| Marshfield Clinic Staff | • Amy E. Nikolai | • Jill S. Sternitzky | |
| MC Cancer Care Center - | • Dr. Uzoma Okorie | • Dr. Kenneth D. Stone | |
| Eau Claire | • Erica L. Ott | • Dawn Strack | |
| MC Mfld Appt Coordinators | • Tracy L. Pankratz | • Dr. Elena A. Stringer | |
| MC Marshfield | • Dr. Brandon L. Parkhurst | • Lindsay Sydow | |
| Heart Failure Center | • Dr. Scott Paulman | • Dr. Patcharin | |
| MC Marshfield | • Dr. Kristen Polga | Tanawattanacharoen | |
| Internal Medicine | • Dr. Rajender Polireddy | • Diane Tatrow | |
| MC Marshfield OB-GYN | • Dr. John Przybylinski | • Dr. Paul A. Thompson | |
| MC Marshfield | • Dr. Christopher J. Rall | • Dr. Wayne Thorne | |
| Ophthalmology | • Dr. Sanjay C. Rao | • Tammi Timmler | |
| MC Marshfield Staff | • Douglas E. Reckner | • John D. Tracy | |
| MC Physicians | • Dr. Douglas Reding | • Dr. Andrew C. Urquhart | |
| MC Minocqua Center | • Sheila Reichel | | |



“The Clinic has been my professional home for over 30 years, and I feel that giving back is important. As a pediatrician, as well as the mother of a child with a chronic illness, I wish to support the institution that has helped us. Research support can help find treatments for our patient families and ourselves.”

– Dr. Jody Gross

A Century of Caring

Share Your Story. Leave a Legacy.

As Marshfield Clinic prepares to mark its 100th anniversary in 2016, a unique opportunity now exists to both honor its history and help shape its future.

A key part of the Centennial Celebration will be the publication of a high-quality, leather-bound book featuring 100 legacy stories from physicians, patients, researchers, administrators and community leaders who built Marshfield Clinic into a nationally recognized center of excellence.

Each story and accompanying photographs will share defining moments in the lives of people who received care, who provided care, who mentored the next generation of healthcare providers, who advanced the field of medicine.

The legacy book is not a telling of the Clinic's history in full. Instead, we hope the stories will be 100 examples of the impact on people, families and communities that started with six visionary physicians in 1916 who believed in practicing high-quality medicine in a rural setting.



Your story may be about your connection to Marshfield Clinic as a patient, employee or community member. Your story may be an opportunity to honor or remember a family member who benefitted from care provided by a Clinic physician, and the life they were able to lead because that care was available to them. Your story may be a tribute to a family member, friend, colleague or mentor who spent their career working to further the Clinic's research, education or patient care mission.

Beyond the pages, this book will represent the coming together of generations of friends to sustain Marshfield Clinic's patient care, research and education mission

long into the future. Each individual, family, business or other donor who pledges \$10,000 or more to any new or existing endowment will be included in the legacy book.

Marshfield Clinic Development staff will guide you in creating your personalized page, which will be uniquely designed for you with your narrative and photos. Samples of other submissions for the Centennial Legacy Book are available for review to guide in the creation of your page.

To reserve your page or for more information about the Centennial Legacy Book project, please contact Karen Piel at 715-389-3868.



“We are grateful for the community we live in and the resources Marshfield Clinic provides. Giving back is our way of supporting the great care provided at the Clinic, as well as supporting the physicians and those who benefit from their knowledge and expertise. We are honored to be a small part of Marshfield Clinic's mission.”

– Jeff and Rochelle Hill

Northern events have positive impact on patients

For many volunteers who organize fundraisers for Marshfield Clinic, there is a personal connection to the cause they are supporting. That is certainly the case for the women who organize two fundraisers held in the Northwoods each year: Let's Tee Off (Against Breast Cancer) and Strike Out Cancer.

"Several of the women in our ladies golf league battled breast cancer," says Karen Lewis, co-chair for Let's Tee Off, a women's-only golf tournament. "This was something we could do to show our support."

Susie Erickson feels the same way. "I do this event because so many of my loved ones have been affected by cancer. In 1994, my sister Roselie passed away from cancer. 13 months to the very day later, my father died from cancer as well. I believe everyone deserves a long happy life and this event helps give them that." Erickson chairs Strike Out Cancer, a family-friendly bowling tournament.

Both Let's Tee Off and Strike Out Cancer originally designated their proceeds to national charities and switched to partnering with Marshfield Clinic instead. "We wanted our gifts to stay local," said Lewis. "This way we know our communities are benefiting and that our donations are being put to good use."

Through the generosity of the communities in which they live, and the countless hours put in by event committees, these events raise a combined total of more than



Left: Karen Lewis (center, in striped shirt) co-chair for "Let's Tee Off," is joined by participants in the women's-only golf tournament.

Right: Susie Erickson, wearing the pink wings, shares a laugh with participants in "Strike Out Cancer," a family-friendly bowling tournament that Erickson chairs.



\$20,000 each year to support Marshfield Clinic cancer patients. Both groups have supported patients being treated at the Marshfield Clinic Minocqua Center and James Beck Center in Rhinelander.

In 2013, Strike Out Cancer raised enough money to purchase televisions to be mounted in each chemotherapy bay at James Beck Cancer Center. Patients are able to choose their own programming to provide distraction, making treatment more comfortable.

Proceeds from the 2014 Let's Tee Off event, provide breast cancer patients wigs and salon services. These services help women look and feel their best during chemotherapy and radiation treatment, providing a more positive patient experience and overall outlook to their treatment.

Gifts from these events are also put to use providing survivorship programs, comfort items, and

education to patients being treated for many different kinds of cancer. The list of what has been provided to patients thanks to the generosity of volunteers is endless.

With Strike Out Cancer just taking place in February, and Let's Tee Off scheduled to take place again on June 18, the impact of this year's events remains to be seen. One thing is for sure though - the efforts of Erickson and Lewis, along with their committees from the Ladies Night Out Bowling League and Trout Lake Ladies Golf League respectively, will be put to good use to make a difference for patients in the Northwoods.

"I am extremely thankful to the women who organize these events. Their support touches patients after a difficult diagnosis, inspires women to have a positive outlook, and empowers them to take a proactive approach to their health care," says Shellie Donovan RN, Breast Care Coordinator. ■

Making surgery much less of a pain

Let's face it. Surgery is a major pain, or at least it used to be.

Through a powerful combination of advanced techniques in anesthesia, more patients are going home on the same day of surgery without the notorious side effects caused by powerful narcotics.

Using peripheral nerve blocks and ultrasound, doctors are dramatically controlling post-operative pain.

About 15 years ago, a group of anesthesiologists in the southeast United States started developing a method of delivering continuous pain relief, said Dr. James Conterato, an anesthesiologist who took an interest in what was happening.

"They were placing a small catheter about the diameter of a heavy fishing line, and blocking the nerves to the surgical site to free the patient from pain," he added.

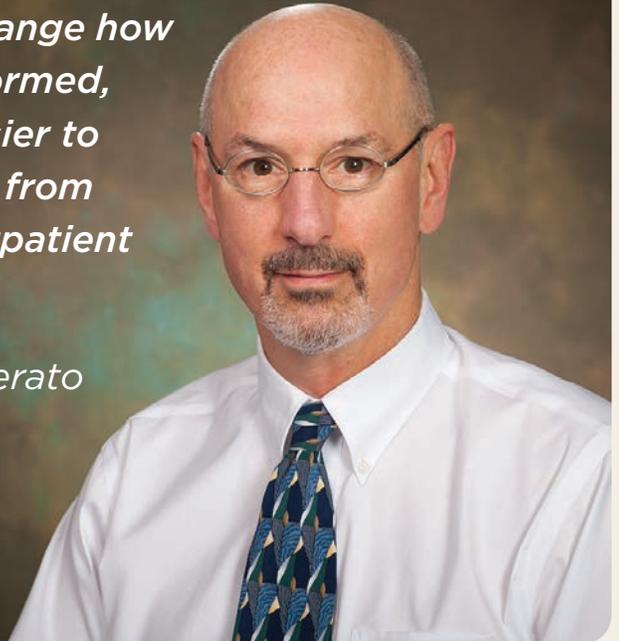
Dr. Conterato completed a year-long fellowship in regional anesthetics in Florida and has since trained several Marshfield Clinic colleagues in the new technique.

More recently, a new use of an existing technology - ultrasound - complemented nerve blocks. Ultrasound allows the anesthesiologist to accurately see around internal structures to avoid hitting them with the catheter. This makes the anesthesia even safer to use.

Again, Dr. Conterato sought training in this new procedure,

"We've been able to dramatically change how surgery is performed, and make it easier to move surgeries from inpatient to outpatient locations."

Dr. James Conterato



from a mentor in Utah. He returned to train several of his colleagues.

"Marshfield Clinic is really cutting edge in doing this," he said. Many other large centers are not yet offering this combination, for lack of qualified expertise. "We've been able to dramatically change how surgery is performed, and make it easier to move surgeries from inpatient to outpatient locations." Patients are discharged with a small pump that delivers a set amount of anesthesia; they can augment it if needed.

The nerve block program has grown at the Clinic to include some of the most painful orthopedic surgeries, including knee surgeries, foot and ankle reconstructions, ACL repairs, upper extremity surgeries of the

shoulders, hands, and wrists; and even some total hip and total knee reconstructions in select cases. It is also available for women having a breast removed.

Word about nerve blocks has circulated among patients, especially those who underwent surgeries with the narcotics years ago. Many have been reluctant to come back for subsequent surgeries because of the pain, nausea, vomiting, constipation and other unpleasant complications they previously experienced.

"Additionally, many patients will tell me they heard someone talking about nerve blocks at the barber shop or other public settings and they're coming in and asking for this new procedure. We've had tremendous word of mouth on these." ■

Celebrating Legacies

The legacy of Dr. Margaret Ives Leonard

Dr. Margaret Ives Leonard passed away at the age of 96 on October 28, 2014, leaving behind family, friends, former colleagues and the chemistry and biochemistry students she taught at the University of Wisconsin Marshfield/Wood County campus. She also left behind an amazing legacy.

Dr. Leonard (“Margy” to many) earned an undergraduate degree in chemistry in 1940, a master’s degree in biochemistry in 1943 and a doctorate degree in biochemistry in 1945. She began a long and productive career that spanned the public and private sectors, working as a biochemist, toxicologist, researcher, tenured professor, and consultant at various points in her career.

Dr. Leonard was a champion for women’s rights in the workplace and in education, undoubtedly paving the way for many other women to further their education and explore non-traditional careers.

Encouraging students to pursue careers in science and research was important to Dr. Leonard. She established a scholarship fund in her late husband’s name to help students further their education in science and medicine. The scholarship fund continues.

Many organizations benefitted from Dr. Leonard’s time, talent and treasure over the years, including the Marshfield Clinic Research Foundation. Beginning in 1985, Dr. Leonard became an annual supporter of medical research. She participated in the campaigns to build the Lawton and Laird Centers, the research buildings on the Marshfield Clinic campus.

In 1999, Dr. Leonard contributed four properties to Marshfield Clinic in exchange for a Charitable Gift Annuity. While the Charitable Gift Annuity provided annual income to Dr. Leonard, she provided future support for research at Marshfield Clinic. With her passing, the balance of the Charitable Gift Annuity will now be designated by the Marshfield Clinic Research Foundation Board of Trustees to further the research efforts of the Clinic. *(See facing page for more information about Charitable Gift Annuities).*

When asked earlier last year what inspired her gift, Dr. Leonard replied, “I have seen the good work of the Clinic and want to help preserve it”. She also stated she hoped the impact of her gift would be to arouse interest in research in Clinic employees, patients and the community.

Dr. Margaret Ives Leonard’s legacy gift will certainly help continue the research mission and we do hope it arouses interest in research in others.

You are invited to join Dr. Leonard and the other 300+ members of the Doege Legacy Society.

Please consider including a legacy gift in your estate to honor or remember someone who has impacted your life and to make a difference in the lives of others through your support.

To discuss your legacy or to learn more about the Doege Legacy Society, contact Karen Piel, Gift Planning Officer, at (800)858-5220, by email at piel.karen@marshfieldclinic.org, or visit www.marshfieldclinic.org/giving/legacy.



Dr. Margaret Ives Leonard

Make a gift that pays you income

Did you know you can make a gift to Marshfield Clinic that makes payments back to you each year?

A Charitable Gift Annuity provides generous benefits to you, while also providing you the opportunity to support your favorite fund or program at Marshfield Clinic.

Here are some frequent questions people ask about a charitable gift annuity (CGA):

- **What is a Charitable Gift Annuity and how does it work?** A CGA is a contractual agreement with Marshfield Clinic. You transfer cash, securities or real estate valued at a minimum of \$10,000 to the Clinic. You receive an income tax deduction for a portion of the value of the gifted property. Each year you will receive an annuity payment from Marshfield Clinic, a portion of which is tax-free.
- **How is the amount of the annual annuity payment determined?** The payment amount is determined based on your age at the time you entered into the annuity agreement with Marshfield Clinic. A joint annuity

for spouses or any two people uses both ages to determine the annuity amount. The annual payment remains the same each year. For example, the current payment for a person age 75 is 5.8%, or \$580 annually for a \$10,000 gift annuity.

- **How long do the payments continue?** The payments continue for your lifetime or for the lifetime of you and your spouse or other person if you select a joint annuity.
- **When do I get the payments?** Payments can be made quarterly, semi-annually or annually. Most people elect to have their payments deposited directly into their bank account.
- **How much of each payment is tax-free?** The amount of each payment that is tax-free is determined at the time you enter into the annuity agreement. You will receive an IRS Form 1099-R each year to remind you of the portion to report as taxable income.
- **How is the income tax deduction determined?** The IRS provides monthly rates that determine,

along with your age, the income tax deduction you will receive in the year of the gift. The deduction represents the amount anticipated to be remaining after all annual payments have been made to you. For a person age 75, the current income tax deduction for a \$10,000 annuity is approximately \$4,500 in the year of the gift.

- **Where does the remaining balance go?** At the time you enter into the gift annuity agreement with Marshfield Clinic, you select the fund or program to receive the remaining balance of your gift annuity.
- **How do I know if a CGA makes sense for me?** We are happy to provide you with an illustration that will help you make that determination. Generally, persons age 65 and older receive the most favorable annuity rates, especially when compared with the income they may currently be receiving in the form of interest from a CD or money market account or dividend payments from stocks they own.



For your personalized Charitable Gift Annuity illustration or for additional information on Charitable Gift Annuities or other planned gifts, please contact:

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

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Save the date for these 2015 events



Mike's Run
June 20, 2015
Hackman Field Marshfield



Hub City Days Duathlon
July 25, 2015
UW Marshfield/
Wood County
Marshfield



**The Sports Den
Breast Cancer Awareness
Ride, Run/Walk**
October 10, 2015
The Sports Den
Marshfield



Registration opens April 1 at marshfieldclinic.org/giving/running-cycling-events

For more information, contact Tiffany Halan, Marshfield Clinic Development Department at 1-800-858-5220.



..... Don't just live. Shine.