

Current and Upcoming Events and Offers

"Some Days..." by Andy Koehn

Andy Koehn of West Bend, WI wrote and published "Some Days..." in April of 2007 after his wife, Laura, was diagnosed with breast cancer. The book, initially written for their four children, carries a strong message that is applicable to many different walks of life. Andy will be donating one-half of the proceeds from his book sales to the Komen Milwaukee Affiliate now through October 2009. Please visit www.somedaysbook.com to purchase your copy of "Some Days..." and to read Andy and Laura's personal story.

2nd Annual Golf Par-Tee

The 2nd Annual Golf Par-Tee will take place on Saturday, June 27, 2009 at Ironwood Golf Course in Sussex. The event will include a golf outing, dinner, silent auction, and mini-live auction. Please contact Kelly L. Meyer of the F. Lynn Ertl Memorial Foundation at flynnertlmf@yahoo.com or kellybtdtr@yahoo.com for more information on this wonderful event. Last year the outing generated \$7,000 for the Komen Milwaukee Affiliate!

Special 2009 Brewers Ticket Package to benefit the Milwaukee Affiliate of Susan G. Komen for the Cure®

The Milwaukee Brewers Baseball Club and Brewers Charities will offer fans an opportunity to purchase four game tickets to one of four select Friday home games. In addition to the four game tickets, fans will also receive four pink Brewers caps, with 25% of each ticket package directed to the Komen Milwaukee Affiliate. Game dates offered will be May 29, June 26, July 24, and August 8, 2009. Fans can choose from 4 Loge Infield Seats/caps for \$144 per package or 4 Terrace Reserved Seats/caps for \$56 per package. Packages sold at Brewers.com and Milwaukee Brewers Ticket windows.

Letter from the President

As I near the close of my term as President for the Milwaukee Affiliate of Susan G. Komen for the Cure® and reflect on the experiences over the past two years, I am struck most vividly by the passion of the volunteers and dedication of our staff in this organization. I am enormously grateful for the opportunity granted to me to lead the Affiliate in my role as chair of the Board of Directors. It has been a time of exciting growth for the Affiliate and a time where I also grew both professionally and personally. My personal experience was a benefit I never anticipated when I took on this role.



Janet Zylstra


The Affiliate has made great strides in the growth of the organization, both in our operating structure and our revenues. In September 2008, we surpassed the million dollar mark for fundraising through the annual Komen Milwaukee Race for the Cure.® With those funds and the generosity of both individuals and third party event organizers, we are able to fund nearly one million dollars in community health grants to support our promise to save lives and end breast cancer.

In the past year, we have added two staff members to increase our effectiveness in spreading the mission. We hired a Community Outreach Coordinator to provide more structure and oversight to the education and grant areas, the heart of our Mission. In order to better support our Executive Director and Outreach Coordinator, we also hired an Administrative and Finance Assistant so that our professional staff is able to devote their time and energies to activities which further the efforts to accomplish our Mission.

As our country faces the challenges of the current economic situation, it is even more important to continue to support the efforts of this organization. More and more individuals and families are being impacted by job cuts and resulting decreases in or termination of insurance coverage. This will directly affect the access to preventative health care, including breast health screenings. The dollars we raise go to fund screening, diagnosis and treatment for those individuals. In our recently completed Community Profile, a needs assessment of breast health and breast cancer in the eight county service area in southeast Wisconsin, it was not surprising that we found one of the populations we need to serve are just those individuals mentioned above.

Please keep this need as a priority when you consider your time and resources as a gift you can share with those in need. When you give to an organization which supports people in need, you will not only benefit those we serve, but also the personal reward you will gain is priceless.

As I step down from my current role, I am looking forward to the opportunity to work more closely with our volunteers "on the ground," the heart of our organization. Thank you all for the time, energy and personal resources you share with the Komen Milwaukee Affiliate to help us work towards fulfilling our Promise to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

My thanks to you all for the opportunity to serve such a worthwhile organization and I hope that you will all share our Vision of a world without breast cancer. 

– Janet Zylstra, Komen Milwaukee Affiliate President



Komen Gives Back More Than \$900,000

The Milwaukee Affiliate of Susan G. Komen for the Cure® awards annual community health grants. The purpose of these grants is to raise awareness about breast cancer, increase screening rates and reduce barriers for individuals who are facing a diagnosis. These grant funds are truly last resort funds when there are no other options for individuals which need access to breast health services. For instance, a woman who can't pay her deductible, therefore can't have a mammogram done. Or the couple that just lost their insurance because they have been laid off. These funds cover costs related to screening and diagnostic testing to ensure a woman's breast health needs are met no matter what uncertain economic times we are facing.

These community grants are intended to provide services not otherwise available to residents in Milwaukee, Waukesha, Racine, Kenosha, Ozaukee, Washington, Jefferson and Walworth counties. As a direct result of these grant programs, the uninsured and under insured are receiving treatment and financial assistance — individuals do not have to choose between paying their bills and paying for a live saving mammogram or radiation — and mothers, daughters, wives, and friends are surviving.

Congratulations to the 13 community partners have been awarded more than \$909,000 in:

- Aurora Sinai Medical Center
- Columbia St. Mary's Foundation
- Community Memorial Foundation – Community Outreach Clinic
- Milwaukee Catholic Home
- Milwaukee Health Services
- Milwaukee Lesbian, Gay Bisexual and Transgender Community Center
- ProHealth Care – Oconomowoc and Waukesha Memorial Hospital
- Southeastern Regional Breast Care Fund
- UW – Milwaukee College of Nursing
- Wheaton Franciscan Healthcare – All Saints Foundation
- Wheaton Franciscan Healthcare – Elmbrook Memorial Foundation
- Wheaton Franciscan Healthcare – Foundation for St. Francis
- Wheaton Franciscan Healthcare – St. Joseph Foundation 

Announcing Karen's 106 Check Ups for Chicks!



It's been six years since Karen Dalessandro, of the FM106.1 morning show, hosted her first annual mammogram party at the Aurora Women's Pavilion. Karen was able to invite five women each year, who would not have qualified for a life-saving mammogram, to receive their screening free of charge and enjoy a special day of pampering.

In honor of her mother, Karen wanted to expand this program so more women in need of a mammogram would have access to one. Through a partnership with Komen Milwaukee, Wisconsin Well Woman Program and the Southeastern Regional Breast Care Fund, Karen's dream has become a reality. This year, 106 mammograms will be provided to uninsured and underinsured individuals in southeastern Wisconsin.


On behalf of these 106 women, Komen Milwaukee would like to thank all of our donors that made it possible for us to grant money

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Komen is Stepping Up to the Plate During this Economic Crisis

As the rate of unemployment grows, so does the number of men and women who no longer have access to health insurance or lose the means to be able to afford insurance. Economic hard times not only affect those losing their jobs but also those who are just trying to pay their basic living expenses with less money. The burden of having to pay for medical bills related to health care can be overwhelming and can lead to some individuals foregoing life-saving breast screenings, diagnostic tests and even cancer treatments.

In response to an unprecedented need for financial support during this economic crisis, the Komen Milwaukee Affiliate has granted \$40,000 to the southeastern Regional Breast Care Fund. The recipient's mission is to provide financial assistance to low income, uninsured and underinsured men and women in Southeast Wisconsin in need of breast health services or have incurred bills related to breast cancer screening, diagnosis and treatment.

This unprecedented need is supported by stories of the individuals seeking assistance from the Southeastern Regional Breast Care Fund (SRBCF). Stories as the one told by 64-year old Marlene. As a single woman fighting her battle with breast cancer, Marlene needs to make payments towards her medical bills before receiving additional testing. Marlene's income, which is not enough to support her basic living expenses, can't begin to cover her annual deductible and her 20% co-insurance. Marlene's story is just one example of how donations to the Susan G. Komen Milwaukee Race for the Cure® donations are helping to eliminate barriers for women in need of life-saving breast cancer treatment. 

Triple Negative Breast Cancer

When Nancy Block-Zenna was diagnosed in 2005 with the rare and aggressive form of breast cancer known as triple negative breast cancer, two of her friends created the Triple Negative Breast Cancer Foundation (TNBCF) with just \$9,000 to raise awareness and funds for the disease. TNBCF is now a major advocacy organization for women with this form of the disease.

Many of us at Susan G. Komen for the Cure® have admired TNBCF's work, and are delighted to formalize our relationship recently with a partnership that is the harbinger of even more promising collaborations to come.

Triple negative breast cancer accounts for about 15% of all cases in the U.S., which means that approximately 25,000 women are diagnosed with the disease every year. It disproportionately affects younger women and women of color and has a higher mortality rate than other breast cancers.

Today, we know breast cancer isn't just one disease with one type of treatment. The disease takes many forms, and is generally described based on the presence or "expression" of three receptors known to fuel most breast cancers: estrogen, progesterone and human epidermal growth factor 2 (HER2).

Triple negative breast cancer does not express HER2, or the estrogen or progesterone receptors. That's why it's called "triple negative." At some point in the near future, we hope to describe triple negative breast cancers based on what they are, not based on what they are not.

Many treatments for breast cancer available today use the HER2, estrogen receptor or progesterone receptor as a target. But because those receptors just aren't present or active, hormone treatments and HER2-targeted therapies won't work for TNBC patients.

Currently, various types of chemotherapy, and perhaps the anti-angiogenic drug bevacizumab (Avastin) are the only effective

systemic therapies for TNBC. Chemotherapy is usually given after a woman has initial breast surgery, but it may be given prior to surgery as well.


And while chemotherapy actually works better in TNBC cases than in other forms of breast cancer, it doesn't work for everyone and doesn't work well enough for some patients. Many women also receive radiation in addition to chemotherapy.

Some people have thought that TNBC is an automatic death sentence. However, most women with TNBC do quite well, even years after beginning treatment. The problem, however, is that a substantial minority do not do as well.


Komen began funding Promise Grants in 2008 to accelerate the pace of research with the hope of delivering cures more rapidly. The first grants were targeted to inflammatory breast cancer (another highly challenging form of breast cancer), to understanding how obesity may affect the progression of breast cancer, and to development of new treatments for estrogen receptor-negative breast cancer.

Komen is making it clear to researchers around the world that we want to do more about TNBC. Researchers are asked to submit grants that specifically focus on the triple negative breast cancer issue. Such a signal is bound to increase research in this area.

The partnership between Komen and the Triple Negative Breast Cancer Foundation is emblematic of what needs to be done more often as we move toward the goal of a world free of breast cancer. Advocacy groups wherever – and whenever – need to combine their financial as well as intellectual resources to produce better results faster.

For more information about Susan G. Komen for the Cure, breast health or breast cancer, please visit www.komen.org or call 1-877 GO KOMEN. And, to learn more about the Triple Negative Breast Cancer Foundation, visit www.tnbcfoundation.org. 

Milwaukee Fire Department Event Summary

For the month of October 2008, the Milwaukee Fire Department wore and sold specially designed pink t-shirts in place of their standard navy blue uniform. The \$10 pink t-shirts featured the fire department's logo on the front and "Milwaukee Fire Rescue" on the back. The Milwaukee Fire Department placed their first order for 500 shirts, anticipating the total donation to the Komen Milwaukee Affiliate to come to about \$3,400. The shirts quickly became wildly popular within the community, and the total donation to the Milwaukee Affiliate came to a total of \$27,256! Big thanks go out to the Milwaukee Fire Department! 






Susan G. Komen Race for the Cure®



Please join us for the 2009 Komen Milwaukee Race for the Cure and experience...

- New tailgate area for teams to enjoy
- New and improved Race course
- Exciting post Race events

Please mark your calendars and watch your email!

We will be emailing out Save-the-Date information to all 2008 participants to announce our Race date, Sunday, September 27, 2009. The Race Committee is actively pursuing a new and improved course for the 2009 Race and more activities to reward and thank all participants and teams. Last year was another record-breaking year with 12,870 participants, 280 corporate and community teams and 897 survivors. Thanks to corporate sponsors, donors and participants, the 2008 Race raised \$1.1 million dollars. Seventy-five percent of these funds stay in southeastern Wisconsin to fight breast cancer through breast health education, screening and treatment programs. The remaining 25% helps support the Komen Foundation Award and Research Grant Program, which funds groundbreaking breast cancer research. We encourage all 2008 participants to sign up for this year's Race and encourage friends, family and co-workers to do the same. The 2009 Race has become significantly more important as the economy has continued to decline and insurance companies have begun to cut preventive mammograms from their programs. Help us continue to fight breast cancer and visit www.KomenMilwaukee.org for more information regarding the Komen Milwaukee Race for the Cure. 

Check Ups for Chicks (continued from page 2)


to the Southeastern Regional Breast Care Fund (SRBCF). The SRBCF removes barriers standing in the way of individuals getting a life-saving mammogram, follow-up diagnostic testing and treatment as needed. Your continued commitment and support of Susan G. Komen for the Cure® is helping provide needed mammograms in our community. Your dedication to the cause is sincerely appreciated.

For more information about Check Ups for Chicks, please contact Jennifer at jenniferfrahm@komenmilwaukee.org or 414-805-4904. 

2009 Milwaukee Bucks Bowl for the Cure®

On Friday, January 23rd, the Milwaukee Bucks hosted the 2009 Milwaukee Bucks Bowl for the Cure. A total of 500 bowlers came together to raise over \$25,000! Top fundraisers were Jennifer Haufschildt with \$5,610, Eric Buckhouse with \$3,210 and Jason Hildreth, who raised \$585.

Special thanks to the following organizations: Milwaukee Harley-Davidson had 22 teams totaling 132 bowlers, and raised over \$10,000 for the Komen Milwaukee Affiliate. The Women's Bowling Association and Greenfield Classic graciously provided teams and volunteers at the event. Lakeside School of Massage offered relaxing massages to all bowlers. Also on site were the Bucks' wives, Energee!, Bango – the Bucks mascot, and Bucks employees. AMF Bowlero provided complimentary shoe rentals for all bowlers. Last, but not least, FS Wisconsin, 103.7 KISS FM and 99.1 WMYX did a fabulous job of promoting the event.

Special appreciation to Amanda Wilfer and Trisha Rasberry of the Milwaukee Bucks organization for doing an incredible job of putting together this wonderful event! 



Left to right: Lynn Nikoley, Donna Ross, Elaine Rebatzke and Lori Koch. Lynn and Elaine are both Survivors, and Elaine is also a Bowling Hall of Famer!