



Milwaukee Regional Research Forum

Public Policy Forum Viewpoint Luncheon

“Reaping the Benefits
of Academic Research”

Monday, October 25, 2010

Crowne Plaza Milwaukee West
Milwaukee Regional Medical Center

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Crowne Plaza Milwaukee West in the
Milwaukee Regional Medical Center

Sponsored by:

Clinical and Translational Science Institute (CTSI)
Public Policy Forum
Crowne Plaza Milwaukee West
Whyte Hirschboeck Dudek
Wauwatosa Chamber of Commerce

The MRR Forum acknowledges and appreciates the valuable guidance and assistance of Sara Goetz and Jeanette Bobby of CTSI; and, Crystal McNeal and Kathy Krueger of BloodCenter of Wisconsin in planning, preparing, editing and formatting this booklet. Thank you also to Thomas J. Boldt of The Boldt Company for his assistance with the cost of printing this booklet.

Special thanks to Charles C. Mulcahy for his vision, planning, diligence and thoroughness in helping to bring the MRR Forum together.

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Welcome Message from Dr. Reza Shaker



Reza Shaker, MD

*Senior Associate Dean and Director
Clinical & Translational Science Institute*

We welcome you to this First Annual Milwaukee Regional Research Forum on behalf of all of the Clinical and Translational Science Institute of Southeast Wisconsin (CTSI) organizations: Medical College of Wisconsin, University of Wisconsin-Milwaukee, Marquette University, Milwaukee School of Engineering, Children's Hospital of Wisconsin, Froedtert Hospital, Zablocki Veteran Affairs Medical Center, BloodCenter of Wisconsin, Children's Research Institute, and Blood Research Institute.

We are pleased to be able to bring together the biomedical research community in this region. We thank the partnering institutions for their resources and commitment to working together to create the CTSI and to secure the necessary funding from the National Institute of Health to pursue our mission.

This Forum is a major mechanism for CTSI to reach out to the region and to future partners. Our objectives are centered on improving diagnostics and treatments for human diseases through patient-centered research facilitated by a borderless, collaborative and synergistic environment created by CTSI.

We thank the Medical College of Wisconsin president, Dr. John Raymond, for joining us today and providing leadership and support as we continue the CTSI journey of service to this region. We also thank our media sponsor Milwaukee Journal Sentinel, Whyte Hirschboeck Dudek, Crowne Plaza Milwaukee West, and the Wauwatosa Chamber of Commerce for the important role they provided in successfully creating this Forum. Finally, we thank the Public Policy Forum for organizing the Viewpoint Luncheon portion of today's program.

Reza Shaker, MD, is Joseph E Geenen Professor and Chief, Division of Gastroenterology and Hepatology, Director of the Digestive Disease Center, and Senior Associate Dean and Director of the Clinical and Translational Science Institute at MCW. His research career includes clinical and translational research, NIH and industry sponsored clinical trials, and the development and clinical use of medical devices and endoscopic techniques. He is internationally recognized for his studies of deglutition and deglutition disorders, gastroesophageal reflux disease and cerebral cortical control of gastrointestinal sensory motor function. Continuous NIH funding for the past 15 years has lead to seminal discoveries in the area of airway protection against aspiration which have opened new avenues of investigation and treatment for patients with swallowing disorders. He developed the rehabilitative exercises for treatment of upper esophageal sphincter dysphagia: the 'Shaker Exercises' commonly used in clinical practice. He developed the field of functional interaction between the upper gut and aerodigestive tract that has resulted in discovery of several related reflexes. Dr. Shaker developed the technique of transnasal unsedated upper GI endoscopy for concurrent evaluation of the aerodigestive and upper GI tracts. He is also PI on a T32 training grant in gastroenterology reflecting his long record of training students, fellows and faculty, some of whom currently hold leadership positions. Under Dr. Shaker's leadership as Senior Associate Dean and Director of CTSI, the members of the CTSI Executive Committee successfully obtained a 5- year NIH grant of \$20 million. This grant provides the nucleus for multi-institutional and interdisciplinary biomedical research and training in southeast Wisconsin.

Milwaukee Regional Research Forum

The Milwaukee Regional Research Forum (MRR Forum) was created to inform this community about the Clinical and Translational Science Institute and to communicate the collaborative research activity taking place involving Medical College of Wisconsin, University of Wisconsin-Milwaukee, Marquette University, Milwaukee School of Engineering (MSOE), Children's Hospital of Wisconsin, Froedtert Hospital, Zablocki Veterans Affairs Medical Center and BloodCenter of Wisconsin. The Public Policy Forum, Whyte Hirschboeck Dudek, Crowne Plaza Milwaukee West and the Wauwatosa Chamber of Commerce committed to work with CTSI in forming this annual Forum.

The MRR Forum was also formed to present the Annual T. Michael Bolger Award and Lecture. The Bolger Award and Lecture recognizes the enormous contribution of Medical College of Wisconsin President Emeritus T. Michael Bolger to health care, research and education in this region. Additionally, as part of the Annual Forum, the Public Policy Forum has organized this Viewpoint Luncheon to highlight public policy issues related to research and technology.

The MRR Forum, as a significant community outreach initiative of the CTSI, is committed to identifying and promoting community awareness of the collaborative research activities of the CTSI members. The MRR Forum also serves as a catalyst for research information taking place in CTSI member institutions.

Future Objectives of the MRR Forum

The MRR Forum will continue as an annual event to encourage collaborative research through the CTSI and its member organizations. The 2011 plans are evolving to expand next year's forum to include joint presentations by CTSI members on their collaborative research which results in improved patient care. An annual presentation of the T. Michael Bolger Award will be made to an international, national or regional individual or organization based upon exceptional accomplishment in biomedical research resulting in improved patient care and/or treatment and curing of disease.

The MRR Forum will also encourage and promote collaboration between CTSI members concerning intellectual property protection and the commercialization of research.

Website material on the MRR Forum programs and activities will be available to the general public on the CTSI website.

The MRR Forum, in collaboration with Dr. Michael Gordon, UW-Milwaukee History Department, and Dr. James Marten, Marquette University History Department, will explore the possibility of writing the story of biomedical research in Milwaukee County. Dependent on procuring funding for this project, they are proposing to employ student interns to identify pertinent research sources and begin drafting chapters of this history.

For Additional Information:

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T. Michael Bolger Award



T. Michael Bolger served with distinction and significant accomplishment as the president of the Medical College of Wisconsin from 1990 to 2010. During that period of time, the MCW experienced an extraordinary period of growth including increase for faculty from 400 to 1,100; operating budget increased by 600% to over \$850 million; \$200 million of new facilities including the college's Translational and Biomedical Research Center, Health Research Center and Cardiovascular Center/Anesthesiology research labs; three new doctoral programs; four new masters programs; joint programs with Marquette University and the Milwaukee School of Engineering; and expanded affiliation with Froedtert Hospital, Children's Hospital of Wisconsin, BloodCenter of Wisconsin and Zablocki VA Medical Center.

Bolger achieved these changes and advancements in academic medicine with careful selection of talented people and a management style which created and maintained a positive and achievement oriented atmosphere.

Bolger encouraged and supported MCW faculty to expand funded research of \$20 million in 1990 to over \$145 million in 2010. The research initiative also included the successful creation and funding of the Clinical and Translational Science Institute which received a \$20 million grant from the National Institutes of Health in 2010.

The Milwaukee Regional Research Forum recognizes the humanity and extraordinary accomplishments of MCW President Emeritus Bolger with the creation of the [First Annual T. Michael Bolger Award](#) being presented to Bolger at this Forum.

The T. Michael Bolger Award, in addition to recognizing and preserving the historic accomplishments of Mr. Bolger, will, in the future, be presented to an international, national or regional individual or organization based upon exceptional accomplishment in biomedical research resulting in improved patient care and/or treatment and curing of disease.



The nonpartisan Public Policy Forum, established in 1913 as a good government watchdog, currently focuses its policy research on a broad range of issues affecting southeastern Wisconsin, the state and the nation. This research includes government and finance and economic development policy, education, transportation, public safety, health, public infrastructure and other quality of life concerns.

The Forum serves the public, businesses, government and other interested constituencies by spotlighting trends, defining emerging issues and facilitating productive interaction among local governments and the private sector to promote sound and innovative policy solutions.

Fiercely independent and widely respected for its unbiased research, the Forum is a source of accurate information for local, state and national leaders seeking effective answers to public policy issues.

In addition to publishing annual research reports, Research Briefs, and Regional Reports, the Forum hosts discussions and programs on issues of local and regional interest.

Today's Milwaukee Regional Research Forum and Public Policy Forum Viewpoint Luncheon: "[Reaping the Benefits of Academic Research](#)" is a continuation of PPF programs on public policy issues.

For more information concerning PPF:

[Rob Henken](#)

President Public Policy Forum

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Website: www.publicpolicyforum.com

"Reaping the Benefits of Academic Research"

A new \$20 million federal research grant awarded to Milwaukee-area research institutions to establish the Clinical and Translational Science Institute has generated new hope regarding our region's research prowess. Now, many are asking whether the momentum can be sustained. What will it take to attract more federal research dollars to metro Milwaukee? What is the role of state and local government in promoting university research and encouraging economic spin-off? Can we build the high-tech infrastructure needed to successfully compete for research dollars and effectively reap the benefits of academic research?

Opening Remarks:

Dr. John Raymond
President and CEO,
Medical College of Wisconsin

Panel Discussion:

Dr. John Bayne
Executive Director,
Milwaukee Institute

Dr. Marc Levine
Professor, UWM Center for
Economic Development

Daniel Steininger
Co-Founder,
BizStarts Milwaukee

Tom Still
President,
Wisconsin Technology Council

Moderated by:

Dr. Stephen L. Percy
Acting Dean,
UWM School of Public Health
– Director, UWM Center for Urban Initiatives and Research

Sponsored by:

Whyte Hirschboeck Dudek S.C.



Dr. John Raymond



President and CEO
Medical College of
Wisconsin

John R. Raymond, MD, is the new President & CEO of the Medical College of Wisconsin. Dr. Raymond previously served as Vice President for Academic Affairs and Provost of the Medical University of South Carolina (MUSC). Dr. Raymond was selected by the Medical College's

Trustees to succeed T. Michael Bolger, JD who retired after 20 years of distinguished service.

Dr. Raymond will speak about the importance of academic/community partnerships to facilitate the translation of research into the clinical area for the prevention and treatment of disease. Dr. Raymond will also share his insights on the value of these partnerships as demonstrated in South Carolina, as well as to a broader base of constituencies.

Dr. Raymond received the 2009 Marcy Speer Outstanding Reviewer Award from the National Institutes of Health's (NIH) Center for Scientific Review, the highest honor for extraordinary commitment to peer review of NIH grant applications which annually result in NIH research grants of more than \$20 billion.

Dr. Raymond received his undergraduate and medical degrees with honors from The Ohio State University and performed multiple residencies at Duke University Medical Center.

Dr. Raymond serves on the editorial boards of the American Journal of Physiology-Renal Physiology, and Assay Drug Development Technology.

The Clinical and Translational Science Institute (CTSI)

Who We Are

The CTSI of Southeast Wisconsin represents a unique and transformative collaboration among:

- Medical College of Wisconsin
- Marquette University
- University of Wisconsin–Milwaukee
- Milwaukee School of Engineering
- Froedtert Hospital (Froedtert & Community Health)
- Children's Hospital Health System of Wisconsin
- Zablocki Veterans Affairs Medical Center
- BloodCenter of Wisconsin

The CTSI creates a borderless, collaborative environment in southeast Wisconsin for biomedical researchers, healthcare providers, educators, citizens, and industry to work together synergistically and translate the fundamental discoveries into better health for our citizens.

What We Do

The CTSI is dedicated to implementing a transforming and unifying environment for interdisciplinary clinical and translational research, facilitating research from the bench to the bedside, the clinical practices, and into the community. We offer expertise in medicine, nursing, dentistry, engineering, social sciences, and allied health disciplines for both research and education/career development. We provide opportunities for talented trainees and faculty at all levels to evolve into active investigators able to participate in inter- and trans-disciplinary team research.

Our Goals

- To increase the critical mass of clinical-translational investigators in our environment, including the recruitment of new clinical investigators and merging the diverse group of faculty from the partnering institutions.
- To create new investigators from existing faculty through education, and most importantly, removing the obstacles facing the investigator entering the complex maze of Clinical and Translational research.
- To develop, align, and coordinate infrastructure across institutions to provide our scientists with the resources required for Clinical and Translational research.
- To engage clinical practices and the community in research that enhances public health.

Our Principles

Collaboration - Leveraging institutional strengths and resources to enhance trans-disciplinary Clinical and Translational Research.

Transformation - Creating a culture that fosters interdisciplinary innovation within and among institutions and contributes to the new discipline of Clinical and Translational Science.

Facilitation - Providing core resources to assist investigators in the development, implementation, analysis, and dissemination of Clinical and Translational Research.

Education - Training clinicians and basic scientists in the emerging discipline of Clinical and Translational Science.



The CTSI Team

Front Row (L – R): Syed Ahmed, MD; Ellis Avner, MD; Tom Aufderheide, MD; Reza Shaker, MD; Jane Kotchen, MD; Sally Twining, PhD; Chaunte Erby

Second Row (L – R): Cheryl Maurana, PhD; Michael Dunn, MD; Dean Tom Bray; David Stack, PhD; David Harder, PhD; Allen Cowley, PhD; Marlene Weber; Sara Goetz

Third Row (L-R): Gil White, MD; David Gutterman, MD; John Klein, PhD; Tom Chelius; Jeanette Bobby; Kris Ropella, PhD; Paula Papanek, PhD

CTSI Pilot and Collaborative Research Grants Program

The CTSI Pilot and Collaborative Clinical and Translational Research Grants Program, supported by the Advancing a Healthier Wisconsin program and the NIH, is intended to stimulate inter- and trans-disciplinary translational and clinical research within and among the CTSI partnering institutions. These grants provide: 1) support to new and promising clinical and translational projects; 2) a mechanism for young investigators to focus efforts in clinical and translational research; and 3) a stimulus for collaborative research between bench and clinical investigators within similar thematic areas. These themes are supported by workshops and are allocated designated funds, this year targeting rehabilitation research such as motor rehabilitation, assistive technology, psychosocial and behavioral aspects, addiction and disabilities, and wellness and quality of life.

The funding opportunities are devised commensurately to the promotion of Clinical and Translational research within our environment. These include small pilot projects that explore multidisciplinary and/or clinical potential of promising mechanistic findings; translational opportunity grants to attract industrial partners that would support exploration of novel discoveries for clinical use; and projects to support and facilitate the education and training of individuals in programs leading to advanced degrees in Clinical and Translational Research.

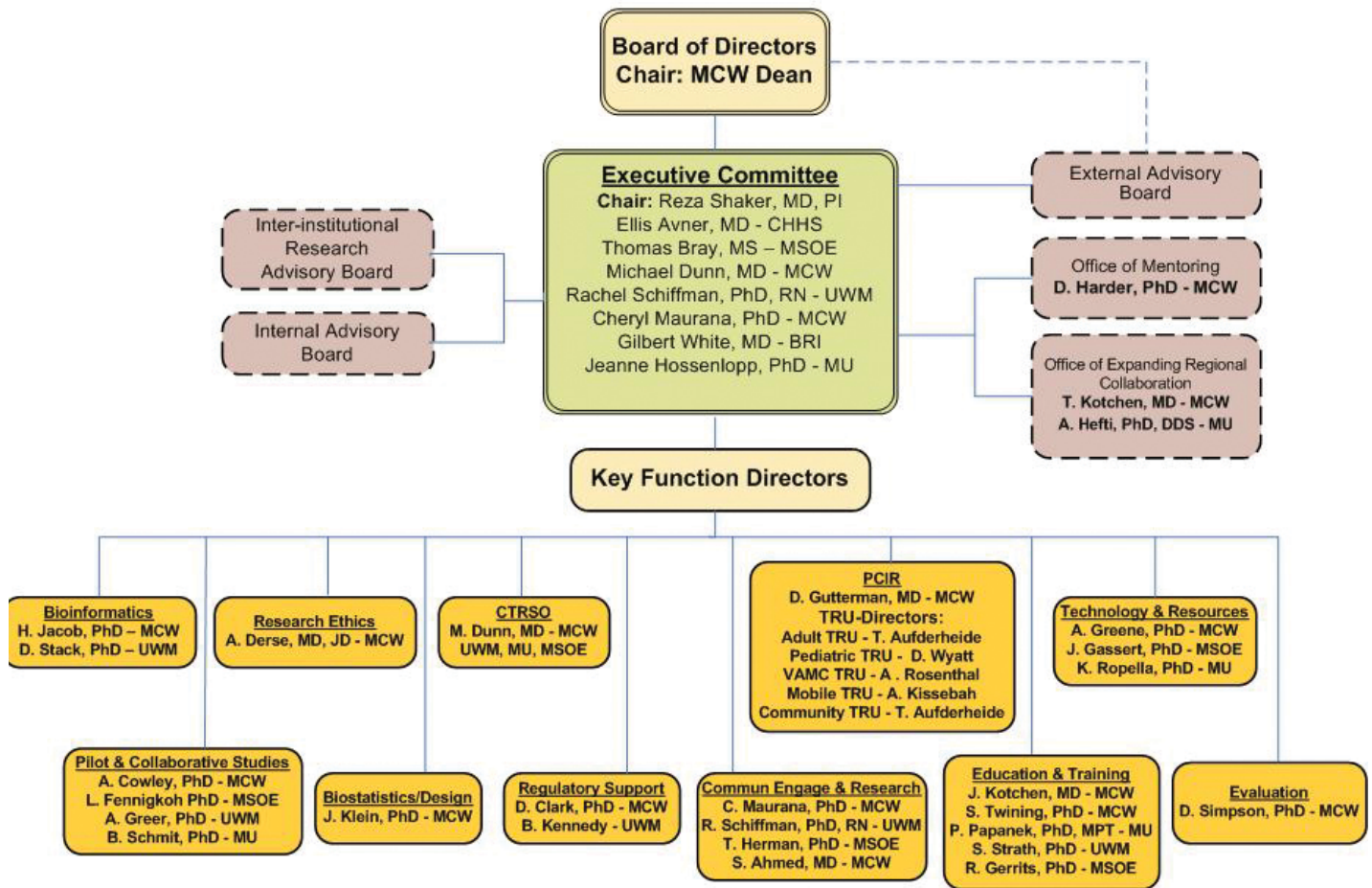
CTSI Scholar Program (K12)

The goal of the CTSI Mentored Clinical/Translational Research Career Development Award (K12) is to provide training opportunities for investigators working in clinical/translational research to become competitive, independent investigators. The mentored activities for the K12 scholar are designed around core themes and each clinical-translational research scholar works closely with a mentoring team to apply these themes to his/her own research and career, making each scholar's research the major vehicle for learning. Curriculum design for each trainee is a joint undertaking involving the trainee, his/her mentors, and the K12 program director. The individually tailored curriculum is based on an assessment of the unique needs and the articulated learning goals and objectives of the scholar, and a performance and evaluation plan for the scholar. The curriculum is broad in scope, both in terms of opportunities available and length of training. It involves coursework, including a leadership training course, structured interactions with the CTSI Translational Research Units and with the leadership of MCW's multidisciplinary centers, and the opportunity to participate in a multidisciplinary research project under the guidance of a mentor. Each K12 scholar selects existing MCW and partnering institutional resources in order to create a training program, tailored to individual training needs. The expectation is that the K12 curriculum will provide each scholar with sufficient background and experience to lead a multidisciplinary research team.

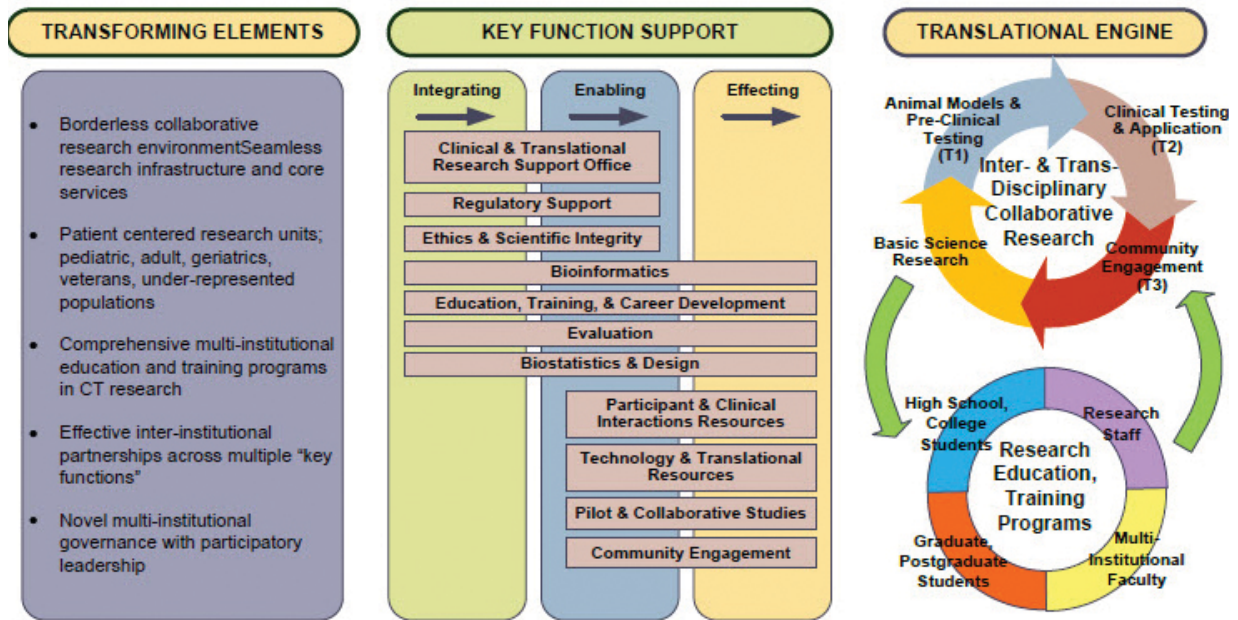


Kathleen Schmainda, Ph.D., professor of radiology and biophysics, utilizes MRI methods capable of measuring the micromolecular movement of tissue water (i.e., diffusion), to demonstrate the potential to track tumor progression and, possibly, invasion. She is seen mentoring Melissa Wagner Schuman, graduate student in the Medical Scientist Training Program. Inset — Diffusion Tensor Imaging, MRI of white matter tracts. (Photo by Mark Derse)

CTSI of Southeast Wisconsin ORGANIZATIONAL CHART



CTSI TRANSLATIONAL RESEARCH PLATFORM



Clinical & Translational Science Institute of Southeast Wisconsin :
Medical College of Wisconsin, University of Wisconsin-Milwaukee, Marquette University, Milwaukee School of Engineering, Children's Hospital of Wisconsin, Froedtert Hospital, Zablocki Veterans Affairs Medical Center, BloodCenter of Wisconsin, Children's Research Institute, Blood Research Institute, Southeast Wisconsin Community, Community-Based Practice Networks

CTSI Partnering Institutions



The Medical College of Wisconsin, founded in 1893, is a national, private, academic institution dedicated to leadership and excellence in its fourfold mission: Education, Discovery, Patient Care and Community Engagement. Its core competency is medical knowledge, which underpins every aspect of its mission. As a major national research center, Medical College faculty receive approximately \$142 million annually in external support for research. It is home to nine national research centers and is recognized as a world leader in research in such areas including heart disease, genetics, obesity, medical imaging and bone marrow transplantation. The Medical College of Wisconsin is at the forefront of discovering the genetic influences of complex diseases such as hypertension, renal failure and cancer. The Medical College's almost 1,200 faculty physicians, along with its physician assistants, nurse practitioners and psychologists, provide care to more than 390,000 patients annually.

The Medical College of Wisconsin is represented by the CTSI Board of Directors Member:

Jonathan I. Ravdin, MD

Dean and Executive Vice President
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University of Wisconsin-Milwaukee is today a very successful urban research university undergirding the development of the communities in South East Wisconsin. It has its roots in the Milwaukee Normal School (founded 1885) which merged with University of Wisconsin Extension Milwaukee to become University of Wisconsin Milwaukee (UWM) in 1956. The institution has two goals:

- Student access to high quality education
- Excellence in research

The commitment to access is ingrained into the culture of UWM as it serves the diverse population of Metropolitan Milwaukee. UWM has experienced tremendous growth with today over 25,000 undergraduate students in 87 programs. In fact, UWM educates more Wisconsin residents than any other school. The numbers of graduate students has increased to over 5000 students in the fall of 2010. From its first doctoral program in 1963 (mathematics), the number of graduate programs has continued to increase rapidly with 52 masters and 31 doctoral programs, today. Last year, UWM awarded 153 doctorates placing it among the top tier of universities.

Today, UWM is building on the strengths of the faculty in research in such disciplines relevant to the CTSI as the following:

- Addiction and Behavior Health
- Bioengineering/Imaging
- Drug Discovery
- Children's Environmental Health
- Freshwater Sciences
- Materials/Manufacturing Engineering
- Nursing Research

In fiscal year 2010, research expenditures were about \$70 million. This represents a growth rate of 27% compared to the previous year. UWM's commitment to developing research and educational partnerships is exemplified by its linkages to the CTSI and its component institutions; international alliances/collaborations in Europe, Asia, Africa and Latin America and new university industry centers/consortia in energy, water technology and transportation.

The University of Wisconsin-Milwaukee is represented by the CTSI Board of Directors Member:

Johannes Britz, DPhil

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Marquette University, Wisconsin's largest private higher education institution, is a nationally ranked Jesuit university located in the downtown Milwaukee area. Founded in 1881, the university has more than 110,000 alumni around the world, creating a global professional network. The university's current enrollment of more than 11,500 students includes approximately 3,500 graduate and professional students from throughout the United States and 53 countries.

Marquette offers Ph.D. degree programs in a broad range of disciplines, including sciences, engineering, social sciences, nursing, and the humanities and is classified by the Carnegie Foundation as a research university with high research activity. In addition, there are four professional doctorates and more than 35 master's degree programs. Marquette also has Wisconsin's only School of Dentistry and one of only two law schools in the state.

Marquette is nationally ranked in a number of graduate programs, including biomedical engineering, business, law, nursing, physical therapy, and physician assistant studies. Federal, state, foundation and corporation research awards all increased in fiscal year 2009, and corporate research dollars increased more than 50 percent from the previous fiscal year. Externally funded research awards increased significantly again in fiscal year 2010, including major research instrumentation grants from the National Science Foundation to support Marquette's computing infrastructure and protein structural analysis capabilities. Technology commercialization efforts also continue to grow, with a 44% increase in licensing revenue in fiscal year 2010 relative to the previous year.

Entrepreneurial activities on campus are catalyzed by work of the Kohler Center for Entrepreneurship in the College of Business Administration. In addition, Marquette recently became the 10th higher education institution bestowed with the Changemaker Campus title by the Ashoka Institute, a leader in social entrepreneurship — the practice of applying sustainable business models to solve social problems.

Research and educational activities in biomedical sciences span the spectrum from basic science to clinical and translational work, including providing health services to the community, and are housed in the Colleges of Arts and Sciences, Engineering, Health Sciences, and Nursing, as well as the School of Dentistry. As a member of the Clinical and Translational Science Institute (CTSI), Marquette's research activities include

exploration of novel methodologies such as implantable vascular stents for pediatric applications, development of novel imaging methodologies for cancer detection, rehabilitation robotics and devices, magnetic resonance compatible technologies for evaluating sensory-motor function in stroke and spinal cord injuries and for imaging the blood vessels in the lungs, landmark studies of muscle wasting in astronauts, and the development of hardware/software for stimulus presentation and image analysis for functional imaging.

In collaboration with other area institutions and industries, Marquette is a partner in a number of regional research initiatives, including the Clinical and Translational Science Institute (CTSI), the Wisconsin Energy Research Consortium, the National Science Foundation funded Industry/University Cooperative Research Center (I/UCRC) on water technology, and the Southeast Wisconsin High Performance Computing Consortium.

Marquette University is represented by the CTSI Board of Directors Member:

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Milwaukee School of Engineering is an independent university offering 17 bachelor's degrees and 10 master's degrees in the engineering, engineering technology, computer, business, nursing, health-related, architectural engineering and building construction fields. MSOE has a national academic reputation and is best known for its applications-oriented curriculum and longstanding ties to business and industry.

Through the university's Applied Technology Center™ (ATC), faculty and students focus on applied research, bringing engineering technology and principles to scientific, biomedicine, government and medical applications. There are several nationally-recognized centers of excellence in the ATC, including the Rapid Prototyping Center, Center for BioMolecular Modeling and Fluid Power Institute™.

MSOE and its ATC contribute critical capability to the CTSI by:

- Transferring knowledge from the research laboratory to the patient bedside
- Producing unique, individualized orthotics
- Producing MRI-compatible devices and mechanisms
- Supplying engineering and physics capabilities to the EPR Center at the Medical College, especially in microwave and digital signal processing
- Contributing engineering, rehabilitation and automation to provide a wide variety of automated systems and unique devices benefitting war victims, aging populations and hospitalized patients
- Providing several community outreach programs including: SMART Teams and biotechnology programs for high school students, and Science Cafés for the general public
- Offering a Master of Science degree in Medical Informatics (joint offering with the Medical College)
- Offering a Bachelor of Science degree in BioMolecular Engineering (the only such program in the state of Wisconsin)

The Milwaukee School of Engineering is represented by the CTSI Board of Directors Member:

Frederick Berry, PhD
Vice President of Academics
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Children's Hospital of Wisconsin is one of the nation's top pediatric facilities. It is a Level I Pediatric Trauma Center verified by the American College of Surgeons. The hospital is designated a Magnet® hospital by the American Nurses Credentialing Center, a national honor that recognizes nursing excellence.

Founded in 1894, Children's Hospital serves children with all types of illnesses, injuries, birth defects and other disorders. Private, independent and not-for-profit, Children's Hospital is a major teaching affiliate of The Medical College of Wisconsin and has relationships with more than a dozen schools of nursing.

The 296-bed hospital is one of the busiest pediatric hospitals in the nation, with more than 24,000 inpatient admissions. More than 330,000 visits to the hospital's specialty outpatient and urgent care sites are made annually. In 2009, the Emergency Department/Trauma Center treated more than 66,000 children and nearly 16,000 surgical procedures were performed. In addition, the primary care clinics of Children's Medical Group had more than 232,000 patient visits last year.

More than 70 specialty clinics provide outpatient diagnoses and treatment for a wide variety of pediatric disorders. Children's Hospital is a leader in providing care for critically ill newborns and children with congenital heart disease and blood and marrow transplants, particularly between unrelated donors and recipients.

Children's Research Institute, an affiliate of Children's Hospital, advances state-of-the-art pediatric health care practice through dedicated laboratory and clinical research. Based on the concept of translational research, the institute is designed to take clinical problems from patients' bedsides to study in the laboratory. Laboratory discoveries then are converted into new treatments, preventions, therapies and cures for patients. Last year, there were nearly 1,000 active clinical studies, supported by nearly \$30 million in extramural funding.

Children's Hospital of Wisconsin is represented by the CTSI Board of Directors Member:

Peggy Troy
President and CEO
(414) 266-3032
ptroy@chw.org

Froedtert Hospital

In collaboration with the Medical College of Wisconsin, Froedtert Hospital (FH) is eastern Wisconsin's only adult academic medical center and only adult Level 1 Trauma Center, and ranks among the top 10 academic medical centers nationwide. Staffed by Medical College faculty, Froedtert Hospital is the Medical College's primary adult hospital affiliate. The enduring collaborative relationship between the two organizations supports a deep commitment to patient care, clinical and translational research, and medical education.

Froedtert & The Medical College of Wisconsin serve as a regional referral center for advanced medical care in nearly 40 specialties and subspecialties, including cancer, heart and vascular diseases, brain and spinal cord injury and disorders, transplant, digestive diseases and urology, and are at the forefront of new treatments and technologies in many areas. With more than 130 cancer physicians who also conduct research and teach, Froedtert & The Medical College Clinical Cancer Center offers expertise and treatment for every kind of cancer, provided in an optimistic healing environment where specialists work together as a team. It also houses the Center for International Blood and Marrow Transplant Research which maintains a clinical database with information on more than 220,000 transplant recipients worldwide.

Froedtert Hospital is represented by the CTSI Board of Directors Member:

William Petasnick

CEO
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Zablocki Veterans Affairs Medical Center located five miles from the MRMC is one of the busiest comprehensive centers operated by the DVA serving a veteran population of 234,953 in SE Wisconsin. It provides 168 acute care hospital beds, 113 nursing home care beds, and 356 domiciliary beds that are the focus of programs in substance abuse and psychiatric rehabilitation, and care of Post Traumatic Stress Disorder. A mobile clinic improves access to primary care for veterans. ZVAMC records more than 500,000 outpatient visits annually. Physicians on staff are all full-time MCW faculty. ZVAMC attracts approximately \$15 million annually in research funding; over 50% of these funds support patient oriented research.

The ZVAMC Translational Research Unit (TRU) opened its doors in April, 2009 and occupies 3 large multi-purpose rooms and 1200 square feet of space on the 5th floor of the main hospital building. These rooms are fully equipped for multiple purposes and contain exam tables, a hospital bed, infusion chairs, and several computer stations. There is ample room for large equipment, such as exercise equipment or special machines necessary for some protocols. Joan Banks, RN, staffs this facility and brings many years of research nursing experience to this unit. While the ZVAMC TRU focuses on specialty geriatric and veteran populations, such as injuries/rehabilitation, metabolic syndrome, spinal cord injury, and prostate disease, to date, it has hosted a wide range of protocols. Currently, 11 studies are actively using the ZVAMC TRU. Several of the ongoing studies at the ZVAMC TRU involve collaborative rehabilitation programs between MCW and MU and involve OEF/OIF veterans. With the continuing combat in the Middle East and the increasing prevalence of limb loss, post-traumatic stress disorder, and brain injuries, the ZVAMC TRU will serve a critical need to expand rehabilitation efforts and facilitate translation of basic research to advances in patient care. We look forward to a busy future at the ZVAMC TRU and know that we will make important contributions to medical progress that will improve the lives of the men and women of our armed services.

Zablocki VA Medical Center is represented by the CTSI Board of Directors Member:

Michael Erdmann, MD

Chief of Staff and Associate Dean
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michael.erdmann@med.va.gov

BloodCenter of Wisconsin

Since 1947, BloodCenter of Wisconsin (BCW) has been serving Wisconsin communities by providing life-saving blood products to community hospitals across the state. The private, not-for-profit organization specializes in blood collection and distribution, diagnostic testing, medical services and research.

Research has always been a vital part of BCW's mission. BCW's Blood Research Institute (BRI) researchers have made numerous medical breakthroughs that have helped people in the community, across the nation and around the world. The BRI is home to over 120 physicians, scientists and technologists who work in 20 investigative laboratories in the areas of:

- heart disease and stroke
- stem cell and cancer biology
- immunology
- blood disorders
- transfusion medicine

In 2009, the Medical Sciences Institute was created to enhance clinical research at BloodCenter. Through this newly expanded focus on clinical care, BCW will integrate additional investigators dedicated to clinical research, education and patient care.

The National Institutes of Health have recognized BCW's research excellence with more funding than any other blood center in the country. The Blood Research Institute is also the third highest NIH funded entity in the state. In addition to governmental grants, BRI regularly receives funding from the American Cancer Society, American Heart Association, the National Multiple Sclerosis Society and the Leukemia and Lymphoma Society. BRI's research is also supported by corporations and private foundations. The caliber of BRI's research and its international reputation help contribute to the quality of life of the metropolitan Milwaukee area and secure its stature as a desirable place for business.



It is BCW's pleasure and privilege to serve as the blood experts to other research endeavors in the region. Located on the grounds of the Milwaukee Regional Medical Center, we collaborate with Medical College of Wisconsin and Children's Hospital Research through joint academic appointments and resource sharing.

Some important research achievements made at the Blood Research Institute include: decreased post-surgical bleeding, safer pregnancies, improved transplant outcomes, more effective and safer treatments for hemophilia, sickle cell disease and platelet conditions, safer transfusions, and an extended blood supply.

BloodCenter of Wisconsin is represented by the CTSI Board of Directors Member:

Jacquelyn Fredrick, MBA
President & CEO
(414) 937-6390
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Milwaukee Regional Medical Center

The Milwaukee Regional Medical Center (MRMC) represents the nucleus of health care, medical education and biomedical research in southeastern Wisconsin. MRMC is the result of a unique social compact between Milwaukee County government and the non-profit health care organizations on the campus. Milwaukee County Executive John L. Doyne and Rudolph Schoenecker of the Greater Milwaukee Committee were two of the driving forces working with public officials and medical, community and business leaders in creating MRMC.



The geographic members of the MRMC include the Medical College of Wisconsin, Froedtert Hospital, Children's Hospital of Wisconsin, BloodCenter of Wisconsin, Curative Care Network, Milwaukee County Behavioral Health Division as well as numerous businesses located in the Milwaukee County Research Park.

The success of the MRMC is the direct result of yesterday's vision: Milwaukee County set aside land for this purpose in the 1920's. The Medical College of Wisconsin (the successor to the College of Medicine at Marquette University) along with other health care organizations including the Froedtert Trust (later the Froedtert Memorial Lutheran Hospital) provided leadership and resources in the 1970's, and thereafter, to establish the center as a hub for health care, research and education, providing one standard of care for all.

In 2009, the MRMC injected \$2.964 billion into the area economy. MRMC is a major engine of job growth employing over 13,500 on the campus. The MRMC invested \$1.6 billion over the past 38 years, becoming a synergistic cluster of health care, education, research and public/private development. MRMC is also a major research funding magnet with the Medical College of Wisconsin and BloodCenter of Wisconsin receiving research grants in excess of \$170 million per annum.

While MRMC institutions are non-profit and tax exempt, the economic activity they generate contributes an estimated \$502.4 million in tax revenue. This includes

estimated state tax revenue of \$143.4 million, federal income tax revenue of \$230.1 million and, in the four county Metro region, \$128.9 million in local property taxes.

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Milwaukee County

Through the vision and wisdom of Milwaukee County officials, going back to the 1920's and 1930's, the County acquired and preserved the land for what is now the Milwaukee Regional Medical Center (MRMC). In the 1970's, county officials, led by John L. Doyne, negotiated with various health care entities, including initially what is now the Medical College of Wisconsin and with what is now Froedtert Hospital. Today, MRMC contains the Medical College of Wisconsin, Froedtert Hospital, Children's Hospital, BloodCenter of Wisconsin with



affiliations through the Clinical and Translational Science Institute (CTSI) with Marquette University, University of Wisconsin-Milwaukee, Milwaukee School of Engineering, Zablocki Veterans Affairs Medical Center and Community Based Practice Networks. With approximately 14,000 employees, the MRMC is an exemplary force in patient care, research to provide care and cure disease; and economic development.

Several key and long term county employees provided distinguished service as the County Institutions grounds went through the transformation to become the MRMC.

A significant number of those county employees, now deceased, have been recognized posthumously for their meaningful contributions to the development of the MRMC in the historic medical theme of commemorative plaques recognizing them in the Crowne Plaza Milwaukee West:

- John L. Doyme: Milwaukee County Executive from 1960-1976
- William F. O'Donnell: Milwaukee County Executive from 1976 to 1988
- Dr. William L. Coffey: Director of the Milwaukee County Institutions for 31 years
- Dr. Joseph King: Director of Surgery, Milwaukee County General Hospital for 34 years
- Dr. John R. Petersen: Milwaukee County Director of Medical Services, 1967 to 1993

These county officials symbolize the extraordinary contributions of hundreds of Milwaukee County employees who, working together, planned and staffed significant portions of the MRMC and provided one standard of care for all residents in the region. Milwaukee County provided the land and supportive leadership to bring MRMC to fruition.

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Milwaukee County Research Park

The Milwaukee County Research Park Corporation (MCRPC) is a non-profit organization created to manage the development of a university-related research park on 175 acres of Milwaukee County owned land in Wauwatosa, Wisconsin. The Research Park nurtures technology based companies, strengthens Milwaukee County's business base, creates new employment opportunities and facilitates technology commercialization. MCRPC accomplishes this by bringing together the substantial academic, intellectual, business and entrepreneurial resources of the metropolitan Milwaukee area in a physical environment conducive to such activities.



The Research Park is located in the City of Wauwatosa, the geographic center of the metropolitan Milwaukee area and all of southeastern Wisconsin. The 175 acre Research Park lies within a larger, 1100 acre expanse called the Milwaukee Regional Medical Center which is also called the Milwaukee County Grounds.

The Research Park is affiliated with four universities: Marquette University, Medical College of Wisconsin, Milwaukee School of Engineering and University of Wisconsin-Milwaukee. Tenants of the Research Park have access to these universities and their faculties, students, laboratories, libraries and specialized equipment. Several Technology Innovation Center tenants have commercialized innovative technology developed in university laboratories. Additional resources are available from the Milwaukee Area Technical College (MATC).

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Wauwatosa Chamber of Commerce

The City of Wauwatosa is a suburban city with a charming and historic village area at its heart. Wauwatosa is a diverse community of approximately 47,000 residents who enjoy friendly, tree-lined neighborhoods; a respected school system and local government; and many fine restaurants, hotels, and thriving businesses that serve people from throughout the metropolitan area.

Wauwatosa is home to the Milwaukee Regional Medical Center, Milwaukee County Research Park, convenient shopping areas and Mayfair Mall. Wauwatosa offers easy access to home games of the Milwaukee Brewers at Miller Park, the Milwaukee Bucks, Milwaukee Admirals and Marquette University men's basketball in the Bradley Center. Wauwatosa is also adjacent to the nationally recognized Milwaukee County Zoo. The City of Milwaukee Theater District is a 12-15 minute drive from Wauwatosa. Lake Michigan, located 15 minutes away, has beautiful beach areas, the Milwaukee County War Memorial, the Milwaukee Art Museum and the Discovery World Museum.

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City of Wauwatosa

The City of Wauwatosa is a suburban city with a charming and historic village area at its heart. Wauwatosa is a diverse community of approximately 47,000 residents who enjoy friendly, tree-lined neighborhoods; a respected school system and local government; and many fine restaurants, hotels, and thriving businesses that serve people from throughout the metropolitan area. The city is home to a major regional medical center, an expanding technology and research park, and a premier regional mall. Its convenience to the Milwaukee metropolitan area offers easy access to major league sports, nationally recognized zoo, and abundant cultural and social activities.

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ASI Signage Innovations

ASI provided the vision, planning, manufacture and installation of the historic medical theme plaques in the Crowne Plaza Milwaukee West in the Milwaukee Regional Medical Center. The historic medical theme, coupled with the state of the art facilities of the Crowne Plaza, provides the perfect setting for annual MRR Forum.

The MRR Forum will work with ASI in developing a plaque to welcome people and highlight the MFF Forum, the Regional Medical Center and CTSI, to further advance the historic medical theme of the Crowne Plaza. The historic medical theme of the Crowne Plaza is the only one of its kind in a hotel located in a regional medical center in the world.

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Crowne Plaza Milwaukee West

The Crowne Plaza Milwaukee West is the geographic host of the First Annual Milwaukee Regional Research Forum (MRR Forum). The Crowne Plaza, with its historic medical theme documented in eight conference rooms, is the ideal setting for this event in the Milwaukee Regional Medical Center (MRMC).



The eight Crowne Plaza conference rooms honor the MRMC contributions of Curtis Froedtert (Froedtert Hospital), John L. Doyne (Milwaukee County), Governor Warren P. Knowles (State of Wisconsin), Emelie Nunnemacher (Children's Hospital), Virginia Brooks Jefferson (BloodCenter of Wisconsin), Joseph Heil (Greater Milwaukee Committee), Dr. William Coffey (Milwaukee County) and Dr. Joseph King (Milwaukee County) and Dr. Martin Luther King Jr. (who inspired African American county supervisors Calvin Moody, Isaac Cogg, Terrence Pitts, Clinton Rose and Bernice Rose).

Robert T. Teske, St. Thomas More High School, Chairs the Historic Medical Theme Committee of the Crowne Plaza.

The Crowne Plaza, as the gathering place for meetings involving the MRR Forum, is committed to making a continuing contribution to the MRR Forum now and in the future.

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Whyte Hirschboeck Dudek

Whyte Hirschboeck Dudek (WHD) provided the initial funding for the creation of the Milwaukee Regional Research Forum fund which is the backbone of the MRR Forum. For over 40 years, WHD attorneys have played an active role from the planning to the development of the Milwaukee Regional Medical Center.

WHD's Emerging & Entrepreneurial Companies Team is a dedicated group of experienced professionals serving growth companies and investors. We represent companies at all stages of development and in a wide range of industries, including biotechnology, health care services, information technology, medical device, pharmaceutical, software, stem cell, and nanotechnology, as well as more "traditional" markets with rapid growth potential. WHD enables companies to navigate the legal challenges of regional, national and global growth.



Entrepreneurs understand the passion, energy, sacrifice, and dedication needed to foster a growing business. They want lawyers who will invest the same kind of commitment in

them and their future, who are entrepreneurs themselves. They want an entrepreneurial law firm like WHD.

What is an "entrepreneurial" law firm? It means that WHD approaches the practice of law and client service in the same way as an entrepreneur, with energy, excitement, and a strong drive to succeed. The WHD entrepreneurial approach to the practice of law provides meaningful and practical advice for the unique challenges of growth companies. Whether the current needs of the company are corporate counseling, finance, intellectual property, mergers & acquisitions, human resources, or government affairs, the WHD entrepreneurial spirit is uniquely suited to growth companies.

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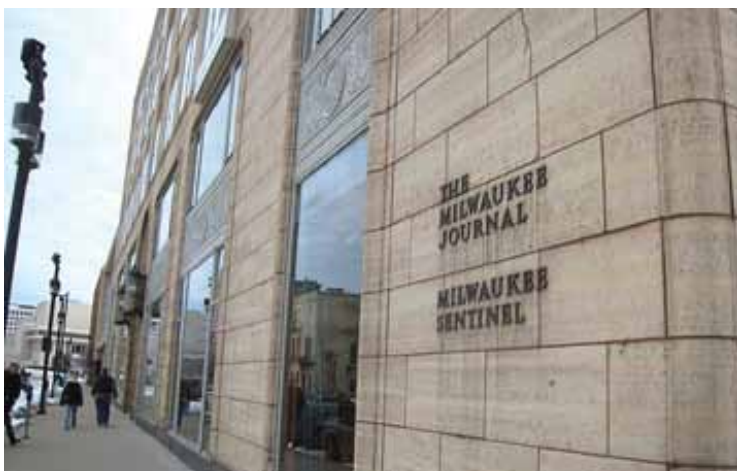
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Milwaukee Journal Sentinel

One of the most important roles of any newspaper is to be the eyes, ears and voice of the public at large. By asking questions, analyzing data, and verifying information, the newspaper is responsible for pursuing knowledge that advances the community it represents.

Our greatest priority is serving our readers with the news and information that is important, useful and relevant to them. It's a commitment that has led our reporters to decipher complex chemical equations, study the biology of invasive lake species and unravel the complicated systems surrounding county pension scams and childcare fraud. The quality of that work merited national recognition including the 2008 and 2010 Pulitzer Prize



for Local Reporting; led to significant changes at local, regional and national regulatory agencies; and, in the case of our "Chemical Fallout" series, exposed the dangers of common household chemicals like Bisphenol A and brought about changes to help protect consumers in the U.S. and Canada.

We know only too well how research can shape the future of our community. It's what leads to new ways of thinking and new ways of doing, and it's why we're proud to be the media sponsor of this year's Milwaukee Regional Research Forum.

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