

Welcome to the 19th Annual Benefit for ALS

ROCKIN FOR A CURE

Saturday, April 27th, 2019



Wyndham Garden Madison Hotel
Three Live Bands – A Huge Silent Auction
Food & Drinks...and YOU!



**Brought to you by ROCKIN4ALS, Alumni and Friends of the
MADISON SCOUTS DRUM & BUGLE CORPS &
The ALS Association Wisconsin Chapter**

19th ANNUAL ROCKIN FOR A CURE

WELCOME! We're so glad you're here. Last year we raised more than \$10,000 and this year's goal is \$20,000 so please enjoy the live music, the food and libations and know you're helping support services for ALS patients right here in Wisconsin. Please visit our Silent Auction tables and BID HIGH! We're thankful for your support. Your Master of Ceremonies is Glenn Moralez.

PROGRAM SCHEDULE

6:00 p.m. SILENT AUCTION TABLES OPEN

6:00 p.m. CRAIG MASON COMBO - Music

7:00 p.m. FORWARD! MARCHING BAND - Music

8:00 p.m. **Golden Ticket Winner Announced**

8:30 p.m. GUEST SPEAKERS **JOHN JAECKEL**, PATIENT ADVOCATE, AND **MELANIE ROACH-BEKOS**, EXECUTIVE DIRECTOR OF THE ALS ASSOCIATION WI CHAPTER

8:50 p.m. "YOU'LL NEVER WALK ALONE" MADISON SCOUTS

9:00 p.m. THE BIG PAYBACK - Music

9:15 p.m. **Silent Auction - Table A Closes**

10:00 p.m. **50/50 Raffle Winner**

10:30 p.m. **Silent Auction - Table B Closes**

11:30 p.m. Thank You! – Exit through lobby and travel home safely



*John Jaeckel
Guest Speaker*

THE SILENT AUCTION: HOW TO WIN!

Bid on over 100 unique items. Bid on items and follow the increments listed on each sheet for the starting amount. Remember to check what time bidding closes on your item and watch it closely so it doesn't get away from you.

The Highest Bidder must be present to win so check in at the Silent Auction a few minutes before closing time, so you can make that crucial last-minute bid to win. You may pay with cash, credit card, or check. Stay with the auction item and a volunteer will assist you and help you check out. Good luck!





For the first time in Rockin For A Cure History, you can purchase a Golden Ticket for \$25 and if your ticket number is picked, you get to take home one item of your choosing from the Silent Auction!

That's right ANY item!

The Rockin For A Cure Silent Auction has a long tradition of featuring more than 100 items with dozens of one-of-a-kind treasures, high-end items, and price-less gems. ‘

- Your golden ticket has a 1 in 25 chance of winning any item you want.
Buy two and double your chances!
- Only 25 Golden Tickets for sale! Get them before they are gone!
- **The Golden Ticket Winner will be announced at 8 pm**
- Winner MUST be present to win! Winner must remove the Silent Auction Item at time of drawing, so check out the items and plan to WIN!
- Buy Golden Tickets while they last at the Check-In Table by the entrance.

BUY YOUR ROCKIN T-SHIRT

\$20 ea.

At the Check-In Table
by the entrance



P.O. Box 258141 Madison, WI 53725
(414) 704-0209 Email:
info@Rockin4ALS.org Website:
Rockin4ALS.org

Rockin4ALS is a not-for-profit 501(c) 3 organization consisting of a community of volunteers who raise funds to directly support patients diagnosed with ALS in Madison, Dane County and throughout Wisconsin. We also consistently raise awareness about ALS and are proud to work in conjunction with The ALS Association Wisconsin Chapter. All net funds are donated to The Chapter. We raise funds via contributions from caring individuals and businesses all year long and through three annual community events:

Rockin' For A Cure-4/27/19

A musical celebration featuring three diverse bands, a huge Silent Auction with something for everyone and additional festivities.

Drop the Puck On ALS-1/26/19

A Hockey-themed event including a pregame tailgate, a Madison Capitols game and much more.

Strike Out ALS-7/20/19

An evening of Madison Mallards Baseball beginning with a tailgate and very special extras.

Board of Directors

*Mike Anello, Director
Frank Gonzales, Member
Renee Gonzales, Member
Kelley McKenna, Member
Glenn Moralez, Secretary
Dave Peters, Treasurer
Tim Spilde, Member*



LEARN MORE AT ALSAWI.org

GUEST SPEAKERS:

JOHN JAECKEL & MELANIE ROACH BEKOS - 8:30 p.m.



John is a patient advocate with the ALS Association Wisconsin Chapter

John returns for his 4th year as guest speaker for Rockin For a Cure and he was also our speaker at Drop The Puck on ALS in January. You will see John at multiple events throughout the year, including the Jaeckel 5K in Hayward, WI, on August 24th. He is a close friend of ours and we are honored to have him again, tonight. Follow him on Facebook at @TeamJaeckel.

Left: John Jaeckel and his wife Deanna.

Melanie is the executive director of the ALS Association Wisconsin Chapter

Melanie has worked hand in hand with Rockin4ALS to guide our growth as a partner of The ALS Association Wisconsin Chapter. She returns for her 7th appearance at Rockin.

Right: Melanie and patient advocate Jim Eutizzi (1963-2016).



TEAMING UP: THE ALS ASSOCIATION WISCONSIN CHAPTER AND ROCKIN' FOR A CURE

**Together,
We Rock!**



Rockin For A Cure is proud to have formed an alliance with The ALS Association Wisconsin Chapter. Headquartered in Milwaukee, the organization provides patient services throughout Wisconsin as well as the Medical College of Wisconsin. After 9 years, we're delighted that our partnership has helped bring people together throughout the ALS Community in Madison and Southeastern Wisconsin.

Rockin4ALS would like to thank everyone at the ALS Association Wisconsin Chapter, and especially John Jaeckel, Melanie Roach-Bekos, Susie Reed and Addie Prochnow. For information, call (262) 784-5257.



Executive Director Melanie Roach-Bekos with former patient advocate Jim Eutizzi, who passed away due to ALS in 2016, and Rockin4ALS representatives, who presented a check to the ALS Association Wisconsin Chapter.

**Mark the Date! Come WALK THE WALK AND MAKE A DIFFERENCE
MADISON WALK TO DEFEAT ALS: SATURDAY, OCTOBER 26
Registration 8:30 a.m. Walk begins 10 a.m. Vilas Park, Madison**

Visit alsawi.org for more information.

THE ENTERTAINMENT

The Big Payback - 9 p.m.

The Big Payback is an award-winning jazz-rock band featuring the soulful vocals of Leah Isabel Tirado and a smoking horn section. Mixing ambitious original tunes that challenge even the most talented musicians with classic covers the band's live show never fails to get the crowd moving. The Big Payback was nominated one of Madison's favorite dance bands by Isthmus readers in 2016. The entire band consists of: Lead vocalist Leah Tirado, saxophonist Tony Barba, trumpeters Jon Schipper and Eric Siereveld, trombonist Jamie Kember, guitarist Kyle Rightley, keyboards Peter Beggenstoss, drummer Tim Patterson, bassist Jeff Weiss and saxophonist and vocalist Dave Buss. www.thebigpayback.com



Forward! Marching Band - 7 p.m.



Forward! Marching Band is a large group which performs a variety of musical styles. Features many familiar musicians from Madison Scouts Alumni and Friends. An eclectic collection of musical approaches and instrumentation, Forward! Marching Band will definitely

"Play It FORWARD!"



The Craig Mason Combo - 6 p.m.

Madison Scouts Drum Corps Alum Craig Mason and his very popular septet will set the mood with a fabulous mixture of songs representing musical styles including swing, jazz standards, bebop, cool and Latin.

ARE YOU READY TO VOLUNTEER? LET'S MAKE A DIFFERENCE TOGETHER!

PLEASE JOIN US AT OUR NEXT VOLUNTEER MEETING

FOLLOW US ON FACEBOOK.

MEETINGS ARE AT DREAMLANES:

Dream Lanes

13 Atlas Court

Madison, WI 53714

(608) 221-3596

GET MORE INFO ON VOLUNTEERING AT

WWW.ROCKIN4ALS.org



THE MADISON SCOUTS DRUM & BUGLE CORPS

For 81 years the Madison Scouts Drum & Bugle Corps has developed and shaped young men's lives through musical enrichment and performance arts. Values such as honesty, integrity and accountability are taught and practiced through the activity that is modern day drum & bugle corps. A commitment to personal excellence and altruism serves as the foundation for the ultimate goal of teaching our members important life changing skills which will guide them now and in the future. The Madison Scouts are under the direction of Chris Komnick and Dann Petersen. For more information visit www.madisonscouts.org.

“You’ll Never Walk Alone” is a Song with Very Special Meaning

The Madison Scouts played You’ll Never Walk Alone as part of their repertoire in 1953, 1954, 1955, 1958, 1960-66, 1969, 1970 and 2013. The Scouts began singing the song in the 1950s and we will sing it again tonight. The song exemplifies the brotherhood of the Madison Scouts and reminds us that no matter what we experience as individuals, we gain the experience, friendships and character learned as part of the brotherhood which helps us persevere as we walk through life’s challenges. “



THE HONOR GUARD

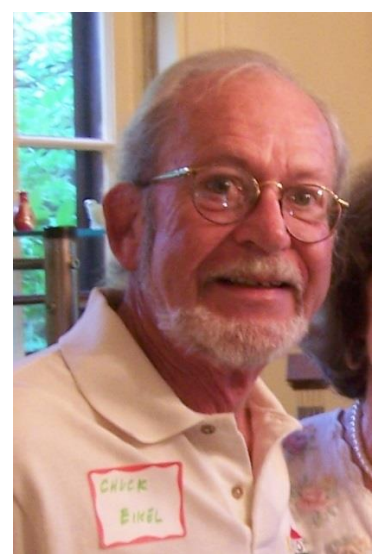
HONORING THE MADISON SCOUTS WHO LOST THEIR BATTLE WITH ALS



Steve Weekes with son, Zach



Mike McKenna



Chuck Eickel

HISTORY OF ROCKIN FOR A CURE

Rockin For A Cure was launched in 1999 as a musical benefit shortly after Steve Weekes was diagnosed with ALS. While waiting with his siblings Monica and John Weekes for treatment at an ALS clinic Steve came up with the idea of creating a live music benefit for ALS. A drummer with the band Wall of Sound, Steve's band members were immediately supportive of the idea and agreed to help. The Madison Scouts Drum & Bugle Corps also played a pivotal role, contributing drum corps performances, silent auction donations, promotions, and generating an atmosphere of camaraderie among the audience. Alumni of the Corps bring their enthusiasm and financial support each year.

During the first 4 years of the benefit, the Muscular Dystrophy Association of Southeastern Wisconsin sponsored and organized the event. These first years were important for establishing the brand of the event, which centered on performances by the high-energy, brass-inspired music of Wall of Sound, and the Madison Scouts playing and singing "You'll Never Walk Alone." In 2005, Rockin' For A Cure partnered with a novel organization, ALS Therapy Development Association. This non-profit pharmaceutical, dedicated to ALS research, had humble beginnings that started in the basement of two brothers of an ALS patient. The company developed the first mouse model of ALS and continues to contribute important methodologies to ALS research. In 2010, Rockin' For A Cure began donating funds locally by partnering with The ALS Association Wisconsin Chapter. The Chapter, headquartered in Milwaukee, supports research and provides patient services throughout Wisconsin.

ROCKIN4ALS 2017 - What started as an annual Live Music event in 2000, has grown over the years and become a community of support for ALS patients and their families in Madison and surrounding communities. Along the way, we added multiple events, and the organization lends its volunteer assistance to help other ALS Association benefits throughout Wisconsin. To accommodate the growth, the organization changed its name in 2017 to "Rockin4ALS." The new name reflects the umbrella structure of the organization, which now manages three signature events: **(1) Rockin For A Cure Live Music Benefit, (2) Drop the Puck on ALS Hockey Benefit, and (3) Strike Out ALS Baseball Game and Tailgate Benefit.**

501 (c)(3) Non-Profit Status

Rockin4ALS, Inc. is a 501(c)(3) organization that is exempt from federal income tax. Donors can deduct contributions under IRC 170. Rockin4ALS can receive tax deductible bequests, devices, or transfers under section 2055, 2106, or 2522. Please consult your accountant for full information on tax deductible contributions. For more info, contact info@Rockin4ALS.org or call 414.704.0209

ONE BIG FAMILY: Volunteers & Family Members Ensure Rockin4ALS Keeps on Growing



Rockin4ALS Volunteers include: April Anello • Michael Ausman • Jenny Bolton • John & Sue Burmeister • Chuck Cournoyer • Kelly Crandall • Mark & Heather Dahl • Kristin Erickson • Shawna Hess • Andrew & Sandy Joudrey • Pam Kexel Peters • Patty Pellmann • Craig Mason • Kristin Mathews • Tom Mcinville • Amanda McKenna • Steve Moralez • Chris Reott • Todd Shucha • Scott Stewart & Junko Stewart • Deb Anderson Treinen • Bonnie Utech • Mike Voves • Cristin McKenna Weekes • John Weekes • Karl Weekes And, special thanks to the Weekes and McKenna families for their continued support! Kemp Weekes, Maureen Weekes, Beth Anne Bell, Karl Weekes, Kathleen Nenigar, Susan Mellmer, Monica Weekes, John and Cristin Weekes, Mary McKenna, Kelley McKenna, Tom & Kelly Jo McKenna, and Joe McKenna. We're also looking for new volunteers. Go to Rockin4ALS.org for more information.

The Weekes and McKenna families with Mike Anello, Frank Gonzales and Melanie to Rockin4ALS.org for more information. Roach-Bekos, executive director of the ALS Association Wisconsin Chapter.

GET YOUR TICKETS TO THE MADISON MALLARDS

STRIKE OUT ALS

Date: Saturday, July 20th, 2019 5:00 p.m.

Enjoy an evening of baseball and support ALS among friends and family. The fun starts at 5:00 pm with Tailgate Activities along the third base line.



\$27/ticket - All You Can Eat Ballpark Food with bottomless Pepsi products and bottled water, and three tabs to use to redeem draught beer, spiked seltzers, wine, or use for kid's games.

\$32/ticket - Includes All You Can Drink Beer.

All You Can Eat and Drink lasts from 5:00pm through the 7th Inning.

\$5 of each ticket donated to The ALS Association Wisconsin Chapter.

Ballpark Food includes burgers, brats, hotdogs, cranberry walnut chicken sandwiches, grilled chicken sandwiches, specialty brats, veggie burgers, potato salad, cookies, chips, coleslaw.

Purchase Tickets at the Registration Table or Online at ROCKIN4ALS.org

