



10th Annual Rare Chair Affair: Get ready to boogie!

If you haven't registered for this year's Rare Chair Affair, it's time to go online or call our office to reserve your tickets because you don't want to miss it!

The 10th anniversary of this incredible event will be held Saturday, October 10, at the fabulous Harley-Davidson Museum®. Disco balls will light up the room as you enjoy music and live entertainment, a fantastic silent auction full of unique artwork, trips, event tickets and more, followed by the highlight of the evening – our one-of-a-kind live auction of chairs created by breast cancer survivors. It's a highly-charged and very fun auction, unlike any other in the area. You could take home a very meaningful and lovely piece of furniture!

Our Honorary Chairperson this year is Lisamarie Arnold, of Whitefish Bay. Lisamarie was the first Executive Director of the WBCC and helped conceive and plan the first Rare Chair Affair. Ironically, she was diagnosed with breast cancer two years ago. We are thrilled that she is doing well, and has agreed to join us on October 10 to celebrate survivorship and the work of WBCC.

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New this year, there will be dancing after the auction, featuring all the fun songs you remember dancing to in the 70s, with special VIP Disco Lounge areas. These are very limited in number, and will provide comfortable "lounge" seating for 10, with a dedicated server and signage. Call our office to inquire about availability and pricing. Reserved Corporate Tables are also available with seating for 8 people.

To register, please RSVP with the invitation we sent you, go online to www.rarechairaffair.org, or call our office at 414.963.2103. And then get your dancing shoes on!



*Survivor Artist Pat Skowronski
with her Betty Boop Chair*



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Moving? Please send your address changes to:

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Milwaukee, WI 53217

or email: wbcc@standupandspeakout.org

President's Letter

Time really flies. It was ten short years ago that I first found myself volunteering in the world of breast cancer. Having finished graduate school and looking to fill some of my former study time with something just as productive I began my second – and more important – career as an advocate.

I was drawn to breast cancer because of a family history of the disease, but I could never have known what these ten years would bring: the friends I made along the way, accomplishments we all made together, and the loss of too many remarkable and heroic individuals I had the privilege of calling friends.

In my initial search to find an organization to volunteer with I found the Young Survival Coalition (YSC). The YSC is an advocacy organization based in New York City that is dedicated to the critical issues unique to young women and breast cancer. I began volunteering from a distance on several YSC committees and met fellow Wisconsinite, Karen Maynard. I'll credit Karen – now one of my very best friends – with truly “roping me in” to the Wisconsin Breast Cancer Coalition. We worked side by side as friends and advocates and she introduced me to all the wonderfully talented, dedicated, and extremely passionate individuals we have in the WBCC. Of course with all that inspiration, I was certainly hooked!

I'm amazed when I step back and think about all the accomplishments this organization has achieved in its short 15 years of existence. In just the time I have been involved, some of the things that come to mind are celebrating our 10-year anniversary by bringing Dr. Ernie Bodai in to speak about advocacy; publishing our award-winning book about clinical trials, “*You've just been diagnosed with breast cancer. Should you consider a clinical trial?*”; instituting our annual WBCC State Advocacy Day in Madison; helping to establish the Wisconsin Breast Cancer Research Fund, which raises funds via the Wisconsin state income tax return; our annual trips to the NBCC Annual Advocacy Training Conference and Lobby Day conferences; creating our annual Survivorship Conferences; Breast Cancer Awareness Day at the Ballpark; producing our Beyond the Pink Ribbon Advocacy Training events in legislative districts across the state; helping to formulate the Wisconsin Comprehensive Cancer Control Plan working closely with other organizations across the state and the Wisconsin Cancer Council; and of course our amazing Rare Chair Affair fundraisers. I am honored and humbled to have been alongside you in making all of these initiatives successful.

I had no idea ten years ago that I would be so interested in the legislative process in Madison and Washington, DC, and end up testifying on behalf of certain pieces of legislation, communicating with our elected officials; or that I would have spoken about breast cancer, advocacy, and WBCC at so many events across the state. I could never have imagined that I would have acquired such knowledge about the science of breast cancer, attending countless scientific conferences across the country and becoming a two-time graduate of NBCC's Project LEAD®; or that I would represent WBCC at NBCC Board meetings; even having the honor of attending an event at the residence of Vice President Biden this past spring in Washington, DC. Most of all I am privileged to have served on the WBCC Board of Directors, first as vice president, then as president for the past five years.

I'm sure I nearly drove my family and friends crazy with my constant talking about breast cancer, legislation, and advocacy. I hope somewhere along the line I was able to do some good, inspire someone to volunteer, remind someone to be more vigilant about their own health care, and I hope maybe I helped a little when my own sister was diagnosed with breast cancer.

WBCC bylaws state that no director shall be elected for more than three terms without a lapse of at least one year between terms. I think this is a great rule, giving volunteers a little rest as well as ensuring we always have fresh ideas and new voices. So that means I'll be stepping off the board, but by no means does this lessen my commitment to the organization and its success.

I thank you all for the amazing honor and privilege of serving on the WBCC Board of Directors.

Ellen Vander Heyden

Inflammatory Breast Cancer: Know the Facts

By Mary Land, WBCC Sherry Kohlenberg Scholarship Recipient

Most women are aware of the importance of having a regular mammogram and doing their breast self-examinations, but how many of you know how to spot the symptoms of inflammatory breast cancer?

Inflammatory breast cancer (IBC) is more aggressive and progresses faster than other types of breast cancer. Although it is rare – 6% of all breast cancers, according to data from the Mayo Clinic – it is important for all women to recognize the symptoms of IBC. This type of cancer usually grows in nests or sheets and is often undetected by mammograms and ultrasounds. Sometimes, it is misdiagnosed as a breast infection. Symptoms can develop suddenly, sometimes overnight.

Here are some symptoms to be aware of:

- ✗ Increase in breast size. Swelling, usually sudden, and sometimes as much as a cup size within a few days.
- ✗ Redness, rash, blotchiness, or dark-colored areas on the breast. Sometimes the skin can take on a texture similar to that of an orange rind.
- ✗ Lump, thickening or dimpling of the breast skin.
- ✗ Warmth or tenderness in the breast.
- ✗ Lymph node swelling either under the arm or above the collarbone.
- ✗ Flattening of the nipple or discharge of the nipple, sometimes bloody.
- ✗ Change in color and texture of the areola.

IBC most often occurs in women between the ages of 45 and 55, but may occur in women younger or older. It occurs more frequently and at a younger age in African American women. It can also occur in men.

Treatment starts with chemotherapy until there is enough response to permit surgery. After surgery, radiation follows. In some cases, more chemotherapy or hormonal treatments are prescribed. IBC is resistant to standard chemotherapy drugs.

If you are ever diagnosed with a breast infection that does not clear up after a course of antibiotics, ask your physician to test you for IBC. For more information about IBC visit www.ibcresearch.org.

Source: *Inflammatory Breast Cancer Foundation, Washington Post.*

Staying Healthy After a Diagnosis of Breast Cancer

By Mary Land, WBCC Sherry Kohlenberg Scholarship Recipient

It is a very scary thing to hear the words, “You have cancer.” I know it was a scary time for me. Even though my cancer was found early and my prognosis is good, I still get scared every time I go to my oncologist for a check-up. It is always a relief to hear that you made it to another check-point cancer-free. I just celebrated my second cancer-free year this June!

What steps can we take to better ensure that our cancer does not return? That is the question. Here are some tips that I have learned throughout my cancer journey.

- ✗ If you smoke, please stop. This is sometimes easier said than done, but we must give it our best shot.
- ✗ If you are overweight, lose weight. This is the hardest thing for me to do. I have been unsuccessful so far, but statistics show that if you are overweight, your chances of remaining cancer-free are reduced. Exercise is also important. I have been very good about my aerobic exercises, but the pounds are stubborn!
- ✗ Practice good nutrition. It is important that we know how to eat healthy. It is also best if we can eat organic foods whenever possible.
- ✗ Reduce stress. Sometimes this is easier said than done too. There are always circumstances in all of our lives that cause us stress, but try to avoid it whenever possible.

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Our Voices Do Make A Difference

By Kathi Hansen, WBCC Member and Volunteer

It was April Fool's Day 2009, and I was conscious of not wanting to make a fool of myself. I was seated in the Stansbury Theatre on the Lawrence University campus in Appleton, Wisconsin, one of hundreds who were waiting for their three minutes at the microphone. The occasion was the fifth of six public hearings of the Joint Finance Committee on the Wisconsin state budget.

In February 2009, Governor Jim Doyle had introduced his proposed budget. The budget proposal then went to the Joint Committee on Finance, co-chaired by Sen. Mark Miller (D-Monona) and Rep. Mark Pocan (D-Madison). The rest of the committee is made up of five Democrats and two Republicans from the Assembly and five Democrats and two Republicans from the Senate. The Joint Finance Committee, as part of its work, holds hearings around the state at which representatives of various interests and groups, the citizens of the state, can express their opinions about the budget and endeavor to persuade the committee to retain or increase provisions they favor, or reduce or eliminate provisions they oppose.

I had arrived at the Stansbury Theatre at about 9:15 a.m., hoping to be early enough to get a relatively low number. But the line of people waiting to register to speak was already winding around the lobby and down the hall, and I ended up with number 636. The hearing started at 10:00 a.m. As I sat in the audience, I listened to hours of testimony about the staffing needs of district attorneys' offices, the need for more public defenders, domestic partnerships, prevailing wage requirements, state aid to public schools, autism, the smoking ban in workplaces (particularly bars and taverns), and a number of other topics. There were people in suits and ties, and others in matching t-shirts. There were questions and answers, laughter and tears, but mostly there were lots and lots of words.

As a breast cancer survivor and a volunteer for both the Wisconsin Breast Cancer Coalition and the American Cancer Society

Cancer Action Network, I had submitted written testimony about the Wisconsin Well Woman Program (WWWP), the Smoke-free Wisconsin legislation, the 75-cent tobacco tax increase, and funding for the Wisconsin tobacco prevention and control program. But when my number was called and I stood before the legislators of the Joint Finance Committee, as well as guest legislators from northeast Wisconsin, I was very conscious of the three-minute time limit, so my oral testimony only hit the highlights of my written testimony.

The committee members were unfailingly polite and attentive, given that it was after 2:00 p.m. by the time I testified. Here's what I said:

"Good afternoon, Chairs and Members of the Committee. I'm Kathi Hansen from Wrightstown. Thank you for the opportunity to express my support for certain items in the budget.

Let me begin by addressing the funding of the Wisconsin Well Woman Program. The budget bill under consideration cuts funding for this program by 1%. While I appreciate that it was not more, I encourage you to consider the great need this program serves and the lives it saves.

Over 4,000 women are diagnosed with breast or cervical cancer in Wisconsin each year, and in 2003, I was one of them. My diagnosis of invasive ductal carcinoma at age 48 was the direct result of a screening mammogram. I was fortunate at the time to be employed full-time and have access to health insurance that had paid for such screenings since I turned 40.

Even though my cancer was caught at a relatively early stage, I still endured six months of chemotherapy and three surgeries. Ultimately, I lost my hair, which was temporary, and my breasts, which was permanent. But I didn't lose my life, and with the help of ongoing therapy, I continue to show no evidence of disease.

Thousands of Wisconsin women are not as fortunate as I. Especially in these economic times, the number of uninsured

and underinsured women continues to rise. Without access to mammograms, clinical breast exams, and Pap tests, these women may not discover they have breast or cervical cancer until the cancer is at a much later stage, when it is harder and more expensive to treat and when survival is less assured.

I encourage you to ensure that funding for the WWWP remains in the budget, and I hope you will consider restoring level funding.

The proposed budget also includes a provision for a comprehensive, statewide clean indoor air law, which I strongly support. As a cancer survivor, I am very protective of my health. I want to enjoy patronizing the many dining and entertainment venues across the state without exposing myself to the very real dangers of second-hand smoke. I urge you to listen to over two-thirds of Wisconsinites who support a comprehensive statewide smoke-free workplace law. Thank you."

I don't know if any of the members of the Joint Finance Committee remember me from our meetings in March at WBCC's State Advocacy Day. Certainly the message should have sounded familiar to them, and I have contacted their offices via email twice since then, to remind them of the importance of the Wisconsin Well Woman Program.

Once the Joint Finance Committee completed its work, the Assembly and then the Senate passed their versions of the state budget. A committee met to reconcile the two versions before sending the budget to the Governor for his signature. You may already know that the budget included a small cut to the Wisconsin Well Woman Program, but less than most programs were cut. It also included a tobacco tax increase. Smoke-free workplace legislation was passed separately from the budget and signed into law in May 2009, to take effect in July 2010.

Our voices do make a difference.

Staying Healthy...

Article continued from page 3

Exercise - Both moderate and vigorous exercise reduces your risk of recurrence. Just three hours of walking weekly will improve your health and decrease your chances of recurrence.

Nutrition - It is recommended that we eat 7 to 11 servings of fruits or vegetables (more veggies than fruit) daily. We should also try to buy organic and eat enough fiber. Good foods to eat:

- Green or black tea
- Olive oil
- Flax seed
- Turmeric (spice)
- Walnuts
- Mushrooms, broccoli, cauliflower and brussels sprouts
- Honey

Supplements - More and more, research points to vitamin D levels having a significant role in reducing the risk of breast cancer. One of the best ways to get vitamin D is from sunlight. Ten minutes a day would be beneficial. Be sure to wear a sunscreen to protect your skin.

Folic acid is a supplement we should be especially careful not to take too much of. Recent studies have shown that too much folic acid might fuel certain cancers in some people. It is recommended that you not exceed 1,000 micrograms daily.

For more information on healthful eating you can check out these websites: www.annieappleseedproject.com and www.mdanderson.org.

Stress - What are some of the things that we can do to relieve stress? We can try yoga, acupuncture, meditation, mindful relaxation, or massage. It is also important to have a good attitude; keep up hope. A sense of humor is a good thing. Some people find comfort in support groups or counseling. It is also important that we try to get enough sleep. This seems to get harder to do when we are menopausal. There are some things that we can try to help ourselves sleep better:

- ✗ Increase your melatonin - very small amounts of melatonin are found in foods such as meats, grains, fruits, and vegetables. It is also available as a dietary supplement, though it has no known nutritional value.
- ✗ Consume poppy seeds or pumpkin seeds - like turkey, these seeds have high concentrations of the same compounds that make you sluggish after a Thanksgiving meal.
- ✗ Try dozing off to a sound machine - it may help block out other noises that keep you awake.

Patients who report having a good quality of life have a significantly better overall survival rate.

Mission: Service for a Cure

By Rachel Johnson, Neroli Salon & Spa

Neroli Salon and Spa, an Aveda Lifestyles Salon featuring 5-star, indulgent salon and spa services, is proud to support the WBCC by holding its third annual breast cancer event, on October 24th 2009, bringing together the public, breast cancer survivors, and a collection of speakers that will discuss topics related to breast cancer research and prevention. All proceeds from this event benefit WBCC. The event is complimentary for survivors while friends and family are asked to donate \$50 each to attend.

The event will be held at Neroli Salon and Spa in Bayshore Town Center. It will be an evening of inspiring conversation among survivors, family, and friends. Mini salon and spa treatments, hors d' oeuvres, wine, and beverages will be available, and a survivor will share her encouraging experiences of how cancer has changed her life and contributed to her being a strong

advocate for others battling the illness. Call 414.227.2888 to register.

Neroli will also participate in "Service for a Cure" throughout October, donating \$5 to WBCC for each Reflexology Pedicure, Neroli Signature Massage, or Green Science Anti-Aging Facial service provided during the month. Employees of Neroli can also participate; a \$30 donation to WBCC allows them to wear jeans to work throughout October.

According to Susan Haise, President and CEO of Neroli Salon and Spa, "We are thrilled to continue to work with such a great organization that is locally based and helps both men and women in Wisconsin." Neroli Salon and Spa and the Institute of Beauty and Wellness hope to succeed in raising \$15,000 for WBCC.



WBCC Members meet with Congresswoman Gwen Moore in Washington, DC



2009 Wisconsin Delegation with Senator Feingold in Washington, DC

Health Care Reform: What will it take to overhaul the nation's health care system?

Kathleen Harris, NBCC Field Coordinator, WI

As I write this article, it is early August and Congress is in recess after working marathon days and nights on new health care legislation. Three House committees have approved their own versions: Ways and Means, Energy and Commerce, and Education and Labor. On the Senate side, the Senate Health committee approved a bill, but the Senate Finance committee, which has jurisdiction over taxes and Medicare provisions to pay for the measure, is still working out their issues in an effort to produce a bi-partisan bill.

Members of Congress have much work to do before any new health care legislation gets passed. It surely was a very l-o-n-g, hot August for members of Congress who held town hall meetings in their districts, listening to the American people who have come out in full force to voice their concerns.

With the August recess over and members of Congress returning to Washington, they have to be ready to roll up their sleeves again and dig in! Before a health care bill can be passed in the House, the three versions will have to be merged into one measure and voted on by the full House of Representatives. If the Senate Finance committee completes their version, the two Senate versions will have to be merged into one Senate bill and then it goes to the Senate floor for a full Senate vote. If the House and Senate versions differ, as they do at this point, a House-Senate conference committee tries to work out a compromise. The bill must then be approved in identical form by both the House and Senate before it goes to the President.

President Obama has said he hopes to sign health care legislation by the end of the year. But there are many things that could happen along the way that could prevent health care legislation from being passed.

So, what will it take to make new health care reform legislation a reality? Hard, hard work! This is complicated stuff and health care legislation will affect everyone, in one way or another. At the end of the day, it will take drive from the American people and the will of members of Congress to find a way to make it happen.



WBCB Members with NBCC President Fran Visco



WBCB Members with Congressman Steve Kagen

The New Buzzword: Comparative Effectiveness

Kathleen Harris, NBCC Field Coordinator, WI

Comparative Effectiveness. If you don't know what this means, don't feel bad. Until a few months ago, few Americans had ever heard of it. Comparative effectiveness is a new buzzword many health advocates, the media, and members of Congress use when we talk about health care.

What does it mean? Quite simply, it means comparing two or more treatments for a given condition. According to Consumer's Union, the nonprofit publisher of Consumer Reports, comparative effectiveness tells us which options may produce the best outcome for treating a given medical condition. It can compare similar treatments (such as drug A vs. drug B) or different treatments (such as surgery vs. drug therapy). Well-designed comparative effectiveness research can help identify the most appropriate treatment for a specific population of patients.

Economists might look at comparative effectiveness as a means of reducing spending on inappropriate or even harmful treatments, but what's at stake for the consumer? It is estimated that about one-third of health care spending is wasted on inappropriate, unnecessary, or harmful care. From the consumer's perspective, studying what works best in health care can determine what therapies work best for patients with a given health problem. In addition, I believe it will give us the ability to make better choices; choices made based on their effectiveness and scientific evidence and not based solely on cost.

Comparative effectiveness also has the potential to lead insurers to make coverage decisions based more on evidence for effectiveness rather than cost. Without this kind of information, insurers will continue to make too many decisions based on cost, not on which treatment options work best.

NBCC Advocacy Event for New Advocates to be Held in Neighboring Minnesota

The National Breast Cancer Coalition (NBCC) will offer a SPEAK OUT to End Breast Cancer Workshop on November 14, 2009 at the Sofitel Hotel in Bloomington, Minnesota. This event is free to the public and will include a luncheon, workshops and keynote speakers, Fran Visco, NBCC President and Dr. Douglas Yee, Director, Masonic Cancer Center, University of Minnesota.

The National Breast Cancer Coalition is a network of hundreds of groups (WBCC is a member of the NBCC Board of Directors) and tens of thousands of individuals dedicated to ending breast cancer through research, access to quality health care, and influence. SPEAK OUT to End Breast Cancer is an introductory seminar specially designed for breast cancer advocates new to the NBCC's unique brand of grassroots public policy and research advocacy. NBCC empowers women and men to speak up—and out—about the political, scientific, and health care issues that affect their lives.

WBCC members and supporters are encouraged to attend the event and hear some of the most dynamic speakers in the breast cancer advocacy world talk about why breast cancer is a political issue and how educated advocates can bring their knowledge to bear in the political, public policy and scientific arenas in crucial ways.

SPEAK OUT to End Breast Cancer attendees will learn how the National Breast Cancer Coalition can empower, equip, and enable you to be the most effective breast cancer advocate you can be.

- ✗ Develop the tools needed to address critical issues in breast cancer research, prevention and care.
- ✗ Get trained on the legislative process, the nuts and bolts of Congress and hear an update on Health Care Reform.
- ✗ Add your voice to the thousands of other advocates in our mission to end breast cancer.

Register today for this exciting opportunity and join us for a few short hours on November 14th to learn how effective advocacy can help to end breast cancer. To register, email speakout@stopbreastcancer.org or call 800.622.2838 x592. You may also contact Christine Norton of the Minnesota Breast Cancer Coalition at chrisnorton@msn.com with your questions.

Wisconsin Comprehensive Cancer Control Plan 2010-2015 Underway

The Wisconsin Comprehensive Cancer Control Program has begun to develop the second edition of its Comprehensive Cancer Control Plan for our state. The first plan for the years 2005-2010 was completed in 2004 with the participation of about 100 diverse organizations across the state of Wisconsin.

Why does Wisconsin need a Comprehensive Cancer Control Plan? The hope is that it provides a framework for what needs to be done to reduce the burden of cancer on the residents of Wisconsin. It helps us prioritize cancer-related issues and allows us to develop clear strategies to address those issues. Collaboration is key because it allows us to use limited resources efficiently and ensures that many different perspectives are included in the planning. The plan provides policy-makers, researchers, and program lead-

ers with a clear vision of what needs to be done and the resources that are available to achieve our shared goals.

In addition to covering issues of Disparities, Public Policy, and Workforce Development, the Comprehensive Cancer Control Plan 2010-2015 will include priorities and strategies that cover:

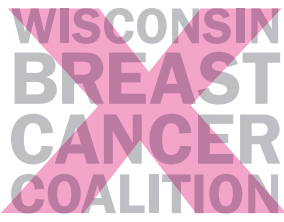
- ✗ Prevention
- ✗ Screening
- ✗ Treatment
- ✗ Survivorship
- ✗ End of Life/Palliative Care
- ✗ Data Collection & Reporting

WBCC members will be participating in workgroups to update the Plan, including Bonnie Anderson (Milwaukee) and Kris Miller (Bailey's Harbor), who will serve

on the Screening workgroup, Rhonda Deneka (Racine), who will continue her service on the Survivorship workgroup, and WBCC Executive Director, Dawn Anderson (Shorewood), who will serve on the Treatment workgroup.

Workgroups will identify and recommend evidence-based strategies in specific areas of cancer control that address the priorities set forth by the Steering Committee. Each of the 6 groups will then submit a report with strategy recommendations for each priority.

The plan will be unveiled in June 2010 at the WI CCC Program's 7th Annual Summit on "Emerging Topics in Cancer Control." For more information on the Wisconsin Comprehensive Control Program, go to www.wicancer.org.



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WBCC MISSION

The Wisconsin Breast Cancer Coalition brings Wisconsin voices together to Stand Up and Speak Out about breast cancer with:

- Education** – spotlighting critical breast cancer issues
- Collaboration** – empowering through strategic alliances
- Legislation** – influencing policy making.

TO CONTACT WBCC

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WisconsinMade.com Supports Breast Cancer Awareness Month

WisconsinMade.com, an Internet-based specialty food and gift store, is donating 10 percent of its Internet sales to the Wisconsin Breast Cancer Coalition the week of October 11-20, to commemorate Breast Cancer Awareness Month and support the fight against breast cancer. Customers who place an order at www.wisconsinmade.com will see a portion of their purchase donated to help fund breast cancer advocacy efforts.

“The Wisconsin Breast Cancer Coalition has contributed so much to raise breast cancer awareness and advocacy in the State of Wisconsin,” said Linda Remeschatis, WisconsinMade.com owner and breast cancer survivor. “I’m pleased to be able to support this great Wisconsin organization for 8 years now and help them fight breast cancer.”

WisconsinMade.com is located in Madison, Wis. and sells exclusively Wisconsin products, made with pride and passion by the artisans of Wisconsin. Offerings include award-winning, quality books, music, food, apparel, and more. For more information, visit www.WisconsinMade.com.

