

In the pink

Julie Kaiserling, CPA joins the fight against breast cancer

At 3:30 a.m., Sunday, Sept. 23, 2007, most of us were fast asleep, dreaming about what the new day would bring. But CPA Julie Kaiserling has been awake for hours, reviewing her notes to make sure the 2007 Komen Milwaukee Race for the Cure® is a big success.

As she approaches downtown Milwaukee, there's a quiet chill in the air. Kaiserling is energized, determined to make the event run smoothly. As race chair, she is responsible for overseeing all aspects of planning and executing the race, from soliciting sponsors for cash and in-kind donations, to recruiting volunteers to help plan and execute the event. About 40 volunteers help plan the event and more than 400 volunteers participate on race day.

Besides soliciting volunteers, Kaiserling is responsible for securing race course permits, overseeing operational functions and scheduling deliveries.

"There's a multitude of things we need to take care of pre-race as well as on race day," she said. "With dedicated volunteers on the committee, we divide and conquer to make it happen."

On race day, Kaiserling's agenda includes:

- Setting up the cones along the race course.
- Accompanying the lead pace bike driver (the pink Harley) over

a quick spin through the race course.

- Setting up the start and finish lines.
- Greeting and introducing the honorary chairs and guests.
- Making sure the pre-race script stays on track so the race begins on time.

Post race, she responds to media interviews and appears on stage at Veterans Park for the awards and post-race activities.

The 2007 race drew more than 10,600 participants and 168 teams and raised more than \$855,000, compared to 9,100 participants, 109 teams and more than \$100,000 in 2006.

Humbled by the experience, Kaiserling isn't ready to pass the baton quite yet. In fact, she will serve as race chair in 2008.

"This organization has a great group of volunteers. The individuals you meet are amazing," Kaiserling said. "Each person brings a different talent to the table, but everyone's common goal is to promote breast cancer awareness and end breast cancer forever."

Kaiserling's motivation stems from her strong family values and her employer's commitment to community service.

"My mom taught me early on that it's important to share your talents and give back to your community," she said.

Her employer, SC Johnson & Son in Racine, is also a strong community advocate. The company offers flexible scheduling to accommodate its employees' community service roles.

"I was able to attend planning meetings during the day thanks to my employer's encouragement," said Kaiserling, who is a corporate accounting supervisor at SC Johnson.

Though she hasn't been personally touched by breast cancer, Kaiserling is passionate about the organization's mission, which is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. Active since 2005, Kaiserling brought the Pink Ribbon Shop online and then served as affiliate treasurer on the Board before assuming her current position as race chair.

"I'm fortunate enough that no one in my family has had breast cancer," she said. "I hope through my volunteer efforts and the volunteer efforts of those here today and everywhere across the U.S. and the world that it will remain that way for the rest of my life." ● ● ●

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