



## Reinhart's Ellen Persik Named Wisconsin Hero

MILWAUKEE – First Lady Tonette Walker honored Ellen Persik of [Reinhart Boerner Van Deuren s.c.](#) (Reinhart) as the December 2012 "[Wisconsin Hero](#)." Walker presented the award to Persik during a recognition event at Reinhart's Milwaukee office. Each month, Walker presents the Wisconsin Hero award to one outstanding Wisconsin resident for his or her willingness, compassion and commitment to the betterment of the state.

Persik, a legal secretary with Reinhart, was recognized for more than a decade of volunteer efforts, including the launch of the firm's "Chemo Caps" program. The caps provide warmth and comfort to women receiving chemotherapy.

[Jerome M. Janzer](#), Reinhart's CEO, nominated Persik for the award. In his nomination, Janzer remarked, "Ellen's efforts have been not only heroic, but also creative and imaginative—with a vision for easing the pain and frustration of women undergoing breast cancer treatment. I cannot think of a more deserving person—someone whose charitable vision has provided comfort to thousands of women, and someone who has dedicated so much of her time, effort and talents in service to others."

In 2002, Persik developed the idea for a "Chemo Cap." Persik shared some ideas with her Reinhart co-workers, who quickly signed on to help, and "The Reinhart Chemo Cap Crew" was born. Persik and the Chemo Cap Crew created a few caps and tied it into Reinhart's 2002 "Making Strides Against Breast Cancer" campaign. To date, more than ten thousand caps have been donated to hospitals, oncology clinics and individuals.

Persik was also recognized for her work with the American Cancer Society's (ACS) "Making Strides Against Breast Cancer" Walk. She has served as chairperson of Reinhart's Making Strides Committee since 2001 and will do so through the May 2013 walk, then turn over the reins to another committee member. Since 2001, Reinhart, as one of the ACS "Making Strides Against Breast Cancer" flagship sponsors, has raised more than \$400,000 to fight breast cancer.

Persik has been a spokesperson for several ACS events: Making Strides, Wine Stomp, Bark for Life and others. She is also a member of the American Cancer Society's State Leadership Council.

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