

April 2017 - volume 103 - number 10

Live @ the Lakefront's 10th Season



Photo courtesy of Chris Winters, Discovery World.

"Milwaukee's lakefront is one of the gems of this great city. When Summerfest stops, LIVE @ the Lakefront begins. The lawyers at Laffey, Leitner & Goode LLC have been annual sponsors of LIVE @ the Lakefront since 2014. Blessed by the natural venue, a literal smorgasbord of food options through Bartolotta's Catering, and the festive sounds coming from the Rotary Amphitheater through the diverse regional acts booked to play, LIVE @ the Lakefront is a wonderful place to hold a corporate event. It brings together the very best of Milwaukee at the height of summer in what is always acclaimed as one of our best corporate parties of the year."

- Joseph S. Goode, Managing Partner, Laffey, Leitner & Goode LLC

LIVE @ the Lakefront would not be free for the people of Milwaukee without the generosity of our sponsors. We ask that you and your company consider a sponsorship during our tenth summer concert series this summer starting on July 12th. Sponsors can host incomparable employee and customer appreciation events in a private tent along with great exposure and recognition from the stage.

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Rotary District 6270 Conference

Mark your calendars and join us at Rotary District 6270's annual conference from June 1st - June 3rd, 2017 at Potawatomi Casino and connect with Rotarians from the 54 clubs in our district.

Keynote speakers include Julio Grazioso, District Governor from Guatemala, Billy Riggs, motivational speaker and magician, and Bethany Lerch, Rotary Ambassadorial Scholar. There will be fellowship opportunities at some of Milwaukee's favorite restaurants and iconic locations.

Our club is excited to host a clean-up at the Milwaukee Rotary Centennial Arboretum as one of the conferences' afternoon bus tour activities on Friday, June 2nd. A special Milwaukee County Zoo Run and Walk for the entire family is scheduled for Saturday, June 3rd.



Rotarians from around Southeastern Wisconsin will pitch in for a spring cleanup at the Arboretum.

We would love to have a good turnout from our club, so please check out conference information at Rotary6270.org. Early bird registration closes May 1st. Contact the Rotary office for more information! 🌀

Live @ the Lakefront's 10th Season *continued from page 1*

Not sold on becoming a sponsor yet? Here's another testimony from a proud continuing sponsor:

"Park Bank has been a sponsor of LIVE @ the Lakefront for many years. We typically entertain 400-500 customers each year with music, drinks, food and networking on the grounds of Discovery World. From the customer feedback we receive and the high attendance rate, we know it's their favorite annual event. The lakefront, music, food and overall ambience play an important role in their experience. At an event like LIVE, we're able to make connections for our clients with other customers or bank employees. It is an investment that's justified since we maximize the experience for our clients and the bank."

- Kim Schaffer, Park Bank, Senior Vice President

Special thanks to those sponsors who have already committed to support our 2017 season: Discovery World, Bartolotta Restaurant Group, Harbor House, Park Bank, Beauchamp Maleki Group, Laffey, Leitner & Goode LLC and Beyond Vision.

Sponsorship fees may be made payable to the RCM Community Fund, a 501(c)3 charitable organization allowing sponsors the option to treat this as a charitable donation or as a business expense. Sponsorship opportunities run from \$3000 to \$5000. If you would like to learn more about becoming a sponsor, please contact the Rotary office now as only a few open dates remain! ☸

Scholar Corner - Lily Samudio



Lily Samudio

Lily Samudio is a sophomore at Alverno College studying Music Therapy. It is a surprise for many people to learn that Music Therapy is among the most difficult majors at Alverno. There are few people that graduate from the music therapy program in four year as it requires a student to take 17-18 credits every semester.

But Lily is determined: *"I love music therapy and I am determined to graduate on as soon as I can."*

Lily's main instrument is guitar and she is learning many other instruments to support her major. Lily also has two on-campus jobs. She works in the Admissions office where she gets to tell everyone how much she loves Alverno. She is also a community advisor in the residence hall. In addition to being a resource to the 45 students on the floor, Lily plans regular events to build a sense of comradery and connection.

Lily's RCM mentors are Jackie Herd-Barber and Mary McCormick.

When asked about her experience in the RCM Scholarship Program Lily said:

"The scholarship program has given me a lot of support not only through my mentors but through other Rotary scholars. Other Rotary scholars, especially the seniors, support me by showing how a student who has hardships can still grow into a strong person and overcome those hardships. All of the support has helped me realize that I should never give up. When I stumble, the support of the Rotary program is there to lift me backup. I believe the connections and support will continue to help my academic success and continue to support me after graduation. The Rotary Scholarship Program is an amazing experience that will be with me for the rest of my life." ☸

Home Hosted Dinners - Join Us!

The Member Engagement Committee is always looking for new ways to engage Rotarians and strengthen their bond to the Club. To encourage Rotarians and guests to connect outside of Tuesday luncheons in an informal setting the committee created RCM's Home Hosted Dinners.

Since our first set of home hosted dinners in April 2016, we have had over 100 people participate in seven parties on two evenings. By signing you and a guest up to attend, you will be assigned to gather for dinner in the home of one of our Rotary hosts. Parties range from intimate gatherings as small as six people to larger socials with up to 30 people.

Our next set of Home Hosted Dinners will be on Friday, April 21st. Contact the Rotary office with questions and to register. 🌀



Rotarians mixed and mingled during RCM's Home Hosted Dinners.

Sheboygan Rotary Club Centennial Celebration

In 1916, a group of thirty members of the Rotary Club of Milwaukee traveled on a bus together to officially charter the Sheboygan Rotary Club. It was a grand celebration and for 100 years, the Rotary Club of Sheboygan has made a positive impact on their city.

The Sheboygan Rotary Club invites all members of the Rotary Club of Milwaukee to join them at their Centennial Celebration on May 12th at Pine Hills Country Club in Sheboygan, WI. Guest speakers include Ed Futa, Past General Secretary and Chief Operating Officer of Rotary International and Judge Tommy Webb of Kansas. The cocktail reception starts at 5:30 pm and dinner will follow at 6:30 pm.

We hope that you will join the celebration of 100 years of Rotary in Sheboygan. Contact the Rotary office for more information and to register. 🌀

Johnsons Park Nominated for a 2017 MANDI Award

Every year the Milwaukee Awards for Neighborhood Development Innovation (MANDI) celebrates the successful efforts of those who revitalize neighborhoods and strengthen our community. This year Johnsons Park, a major initiative of the Rotary Club of Milwaukee, was nominated for a 2017 MANDI "Brewers Community Foundation Public Space Award" that recognizes a public space that helps build the community. The winner will be announced at the annual dinner on Thursday, April 6th. 🌀



Children played in the new park at the grand opening ceremony in June 2016.

Rotary International Committees

Ian Riseley, 2017-18 President-elect of Rotary International (RI), has appointed our club's Past President John Bernaden to serve as Vice Chair Rotary International's Communications Committee and Todd Bentley, Vice President of Bentley World Packaging, to serve on the Rotary International's Finance Committee, effective July 2017 until June 2018.



John Bernaden

Serving on the Communications Committee, John Bernaden will help guide and advise Rotary International on effective ways to communicate what Rotary is and does to the 1.2 million Rotarians worldwide as well as the general public. In addition, Past President John will continue his current role as Chairman of the Communications Subcommittee guiding the Rotarian magazine and other RI magazines worldwide.



Todd Bentley

Serving on the Finance Committee, Todd Bentley will advise Rotary International on its finances. The committee recommends the annual budget and five-year financial forecast, reviews financial statement activity, monitors revenues and expenses, recommends investment policies, and monitors the performance of investment managers.

Congratulations to John and Todd for making a difference by taking leadership roles with Rotary International! 🌟

SPEAKER *schedule*

APRIL 4th - In the early years of the 20th century, before they had a big league team to cheer for, most Milwaukee baseball fans followed their favorite sport in the form of semiprofessional sandlot teams representing schools, workplaces, neighborhoods, or ethnic groups. The Kosciuszko Reds, the pride of the Polish-American South Side, were one of the best known and most successful of these squads. **Neal Pease**, who teaches a course on baseball in American history at the University of Wisconsin-Milwaukee, will recreate the colorful story of the "Koskys" with PowerPoint illustrations.

APRIL 11th - The MKE United Greater Downtown Action Agenda (MKE United) is a comprehensive planning and civic engagement process that will create a shared vision and action agenda for Downtown Milwaukee and ten adjacent neighborhoods. Hear from MKE United lead consultant, **Toni L. Griffin**, as she shares the latest project updates, including an inclusive process to draft key "transformative directions and

imperatives" that will be the foundation for creating the Greater Downtown Milwaukee plan.

APRIL 18th - More information coming soon!

APRIL 25th - **Rob Henken**, President of the Public Policy Forum and Senior Researcher **Joe Peterangelo** will provide an overview of their recent study *The Last Mile: Connecting workers to places of employment*. This research suggests that flexible forms of transit service – and perhaps new strategies linked to partnerships with ride-hailing companies like Lyft and Uber – could help address the region's elusive "last mile" problem, which can arise when fixed-route transit services stop short of bringing commuters all the way to their job sites. This will be followed by a panel discussion that includes Waukesha County Board Chair **Paul Decker** and **Cory Zetts**, the Executive Director of Menomonee Valley Partners.



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Will Ruch is a business owner, strategist, author, speaker and entrepreneur. As CEO of Versant, he leads a client-centric firm providing strategic marketing, branding, advertising, and communications services. His high-impact campaigns help clients attract, engage and retain customers and talent, while strengthening their brands and organizations. Will serves the community as a board member to the ACG Wisconsin chapter and a board member of two non-profit organizations, Guest House and Neighborhood House, which serve the central city. Will resides in Bayside with his wife Marilyn and is a father of four. Will's father Dr. Donald Ruch was a long time Milwaukee Rotary Member.

Board Approves New Members

At its recent meeting, the Board of Directors welcomed two new members.

Andrew Hardin
Three Harbors Council
Human Services
Proposer: Rob Sholl

Angela Romersi
Scribner, Cohen and
Company, S.C.
Accounting
Proposer: Ryan Daniels

Rotary's New Future Milwaukee Alumni Affinity Group

Are you a Future Milwaukee Alumni? If so, we are pleased to announce that the Rotary will be creating a wonderful opportunity for you – a Future Milwaukee Alumni Affinity Group. This is not a standing committee but rather a space where Rotary members can engage with fellow alums, offer ideas for upcoming Future Milwaukee alumni events, discuss ways in which alumni can engage with current students, and participate in discussions on topics of interest. With Future Milwaukee's 40th Anniversary on the horizon, Rotary's Future Milwaukee Alumni Group can even help craft the event!

Affinity sessions will be facilitated by Rotarian Christine Hill, Executive Director of Future Milwaukee. Rumor has it that Christine is adamant about staying on time and on point so meetings should be fun, energizing and productive.

We hope you will check out this newest addition to the Rotary's offerings. For questions or to express interest, please contact Christine Hill at christine.hill@marquette.edu. 🌐

Spotlight on the Good Works of the RCM Community Trust:

Inclusion, Racial Equity and Jobs Committee Support of The Last Mile Study

About two years ago, the RCM Board supported a request from club members to form the Inclusion, Racial Equity and Jobs Committee. Chaired by Rotarian and Chief Deputy District Attorney Kent Lovern, committee members have explored ideas for “how to shape a more just and equitable future for all in our community through greater employment availability.”



Members of the inclusion committee meet the third Monday of every month at 3:30 pm in room 411.

The committee has met with leaders across the community such as retired judge Jim Gramling who focuses his efforts on helping people acquire or regain a driver’s license and agencies working in this space including Milwaukee JobsWork, the YWCA and WRTP/Big Step.

The committee spent time learning about how Northwestern Mutual took action to ensure that company’s \$450 million office tower project expanded opportunities for city residents. Those goals included hiring Milwaukee residents to work 40 percent of the construction site hours during the project and to use small businesses or those owned by women or minorities for 25 percent of the design and construction costs.

Last fall the committee met with Kerry Thomas of MetroGo, an important player in regional transit. MetroGo recognizes that transportation is a top employment obstacle. Some quick facts:

- 15% of households in Milwaukee do have access to even one car.
- 50% of participants in major workforce programs in Milwaukee do have a driver’s license.
- Job growth has been focused in the suburban areas while the largest underused workforce is in Milwaukee.

MetroGo engaged the Public Policy Forum to undertake a study of best practices of breaking down fundamental employment barriers and improving systematic access to jobs. At Rotary on April 25th Rob Henken, President of the Public Policy Forum and Senior Researcher Joe Peterangelo will provide an overview of the completed study *The Last Mile: Connecting workers to places of employment*.

This research suggests that flexible forms of transit service and perhaps new strategies linked to partnerships with ride-hailing companies like Lyft and Uber – could help address the region’s elusive “last mile” problem, which can arise when fixed-route transit services stop short of bringing commuters all the way to their job sites.

Here is a preview of some of the policy recommendations:

- Build on recent efforts to improve transportation connections in the Milwaukee area through shared-ride taxi services and bicycle services and amenities.
- Develop and implement an official MCTS mobile application with robust capabilities.
- Pilot a flexible transit and/or on-demand transportation service in metro Milwaukee.
- Consider how benefits provided by innovative last mile strategies can extend to broader populations of transit users.
- Cultivate intergovernmental collaboration and private sector involvement to address last mile challenges in lower-density areas of metro Milwaukee.

Believing that as Rotarians we have a responsibility to be a positive part of this regional discussion, the RCM Community Trust committed \$2,500 to fund the public outreach portion of the study and has worked with Waukesha County Board Chair and Past District Governor Paul Decker to engage other Rotary Clubs. 🌟

