

## A Lifetime of Rotary Achievement: Bill Randall

By Liz Keuler

At Rotary's 2013 holiday luncheon, Rotarians gathered with the friends and family of Bill Randall to celebrate Bill's nearly 55-year Rotary history with the presentation of the RCM Lifetime Achievement Award. Bill was toasted by his friends, family and colleagues and thanked for his contributions to Rotary and the community. Bill closed out the program with the words he lives by, given to him on the day of his high school graduation:

It's not what you get but what you give  
Not what you say but how you live  
Living a life of noble deeds  
Giving the world the love it needs  
Strong for the good, the light, the true  
These are the things worthwhile to you.



Bill Randall and family at the Lifetime Achievement Award program

The Lifetime Achievement Award honors the significant achievements of a club member who has made lasting contributions to the culture of the club, the local community and Rotary International. The award recognizes members who exemplify the club's motto of "Leaders Making a Difference," and who have had an outstanding impact on the club. In every way over the last 55 years, Bill has said "yes" to Rotary and given generously of his time, talent and treasure to help keep Rotary evolving and growing.

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## A New Way to Support Rotary: the Sustaining Membership

By George Mosher (Sustaining Member #1)  
and John Bernaden (Sustaining Member #2)

Rotary membership is a very good value. If one spreads the cost of membership over the year, the cost is less than \$24 per week. This includes lunch, parking, a great program and the opportunity to connect with fellow Rotarians on a weekly basis. We offer monthly networking hours and Tyrotarian tours as well. And that is just the beginning—we create a platform to make a difference in our community and around the globe.

Rotary has many strengths including a committed membership base, strong volunteer leadership and an outstanding staff. In our opinion, the dedicated executive leadership makes the difference between a good club and a great club. The effort to keep dues affordable has resulted in a squeeze on the financial resources available for our many good works.

We must continually balance the need to keep dues affordable with the need to grow revenue. To this end, at the suggestion of the Finance committee, the RCM Board created a "Sustaining Membership" category—an opportunity for those with the means and the inclination to support the Club above the usual dues payment. Sustaining members will be given some special recognition. For example, the Sustaining Members will have a unique name badge and will be listed on the donor board near the registration table. From time to time, they will be recognized in the newsletter.

Semi-annual dues for a Sustaining Member will be \$995. Dues for "Exempt" Sustaining Members will be \$595. Choosing to be a Sustaining Member will not lock you in for life – you can always return to regular membership status in a future billing cycle. Five of your fellow Rotarians have already signed up by word-of-mouth news to support the Club as Sustaining Members. For more information or to sign up, contact the Rotary office. 🌀

## Rotarians Honored for Outstanding Participation in 2013

Once again it's time to celebrate those with 100% participation in 2013 - those who have attended 50 or more Rotary activities throughout the year. Members can earn participation credits by attending social, tyrotarian and volunteer events, as well as committee meetings or make-ups at other clubs. You can make-up here in Southeastern Wisconsin or around the world! In 2013, here are just a few examples of international make-ups by our members: Fred Bersch attended Rotary in Russia, Leni Siker made up in Indonesia, and John Bernaden spoke at a Rotary meeting in Romania. You can locate local and international clubs at [rotary.org](http://rotary.org).

### 44 Years

Paul Meyer

### 26 Years

Sister M. Camille Kliebhan

### 24 Years

By Foster

### 23 Years

Jim Ford

### 18 Years

Jim Hunter

### 17 Years

Harry Drake  
Larry Clancy

### 12 Years

Jackie Herd-Barber  
Chris Jaekels

### 11 Years

Fred Bersch  
Joe Caruso  
Dick Hackl  
Ted Hutton  
Detlef Moore

### 9 Years

George Liberatore  
John Wermuth

### 8 Years

Tom Angerer  
Jim Barry, III  
Larry Bonney  
Bill Hattendorf  
Ron Kuramoto  
Jim Miller  
Jim Milner  
Ellen Redeker  
Thelma Sias  
Phil Vollrath  
John Walker

### 7 Years

Tom Gale  
Charlie James  
Rick Mandel  
Jill Pelisek  
Jeff Remsik  
Barbara Velez

### 6 Years

Bill Coleman  
Bill DeLind  
Kathie Eilers  
Dan Nelson  
Jeff Nelson  
Sister Kathleen O'Brien

### 5 Years

Jon Dehlinger  
Chris Meyer

### 4 Years

David Baum  
Dave Carter  
Dan Fetterley  
John Hein  
Eric Isbister  
Dave McClurg  
Bill Rotter  
Kim Schaffer  
Leni Siker

### 3 Years

Bob Slater  
Dennis Tamcsin  
Arthur Wasserman  
Rick White

### 2 Years

John Beckwith  
Jean Casey  
Beth Fetterley Heller  
Wendy Werner

### 1 Year

Steve Chevalier  
Pam Evason  
Kent Lovern  
Jack Marringa  
Chris Muellenbach  
Ann Navin  
George Solveson



Kent Lovern, Chris Muellenbach and Harry Drake earned participation credit for attending the Arboretum opening. Kent also volunteers at Brown Street Academy; Chris is an Arboretum docent; and Harry is an active member of the Partners in Education committee - just a few of the ways that Rotarians can earn participation credit!

# PHOTO gallery



Jerry Stepaniak, Rob Sholl and Dave McClurg raised a glass at our 2013 Holiday Networking Hour. Many thanks to Kelly Skindzelewski and Potawatomi for hosting!



Ella and Dara Erisa Supandi (shown here with Rotarian Leni Siker) visited our club from Indonesia and spoke to the World Community Service committee in December.



Members braved the chill to ring bells for the Salvation Army in December, always a popular Done-in-a-Day event! Clockwise from below: Karen Forrer & Joanne MacInnes Grunau, Paula Penebaker & Leslie Hauser, Wendy Werner and Pam Evason.



## A Lifetime of Rotary Achievement: Bill Randall *continued from page 1*

Bill joined Rotary in 1959 at the age of 29, while his father, Cliff Randall, was serving his term as Rotary International President. Bill served as president of our club 1966-67. His proudest moment as president was when the club introduced its first executive director and two new members - the first Catholic priest and the first African American member. Randall considers that first step toward membership diversity to be the most memorable of his nearly 55-year Rotary career.

Bill has continued to provide direction and leadership to the club, especially in our large projects. He provided guidance and fundraising assistance for Second Harvest, now Feeding America, and the Health Education Center. He fondly remembers working directly with kids at Camp Enterprise, a Rotary-sponsored weekend camp for high-school students in the 70s. His leadership continues up to this day, as he provides invaluable input as a member of our Arboretum Preservation Fund campaign cabinet.

Bill is a Paul Harris Fellow +4 and a Harry Franke Fellow. He has

attended a dozen District conferences and chaired the District Conference in 1962. He is a champion fundraiser who has had a hand in nearly every large Rotary project. He is a wit and poet who contributed memorable writing to Rotary news bulletins and top-secret Past President dinner programs.

Bill's community involvement outside of Rotary has been equally impressive. He helped found and was the first president of the United Performing Arts Fund. When chairman of the Education Committee of the Greater Milwaukee Committee, he helped found the Greater Milwaukee Education Trust. He has served as president of the Dartmouth College Alumni Council and on the board of Alverno College. Other organizations Randall has served include: Milwaukee Academy of Science, Performing Arts Center, Boys & Girls Clubs of Greater Milwaukee, Milwaukee Art Museum, Sharp Literacy, McBeath Foundation, and Milwaukee School of Engineering.

Thank you, Bill, for your lifetime of Making a Difference! 🌟

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## SPEAKER *schedule*

**JANUARY 7th - Mike Knetter**, President and CEO of the University of Wisconsin Foundation, will provide a short term and long term outlook for both the US and Wisconsin economies. He will also identify the major risks to his forecast and some thoughts on the most helpful policy actions that could increase our standard of living nationally and locally.

**JANUARY 14th - Rotarian Rob Henken**, President of the Public Policy Forum, will present his organization's comprehensive analysis of the financial and physical needs of public and privately-owned arts, cultural, recreational, and entertainment institutions in Milwaukee County. The report, which was released in mid-December, has received widespread media attention and is being used to inform the deliberations of a special task force that will be considering new strategies to support the region's cultural and entertainment assets. Rob's presentation will summarize the study's key findings and explain how those findings may impact specific funding approaches and governance structures the community may wish to consider.

**JANUARY 21st -** The USOC, US Speedskating, international cycling, and major league baseball: **Mike Plant** has been a leader in all of those, and each would be a fascinating topic. Milwaukee has a singular legacy in speedskating on the former outdoor Olympic Oval, where Mike trained for the 1980 Winter Games, and, since 1992, in the Pettit Center. On the "eve" of the 2014 Winter Games in Sochi, Mike will share his candid perspective on the sport of speedskating, his recruitment to be President of the US Speedskating Board, the role of the Pettit Center, plus his experience as US Chef de Mission for the 2010 Winter Games.

A December 28th article in the *Milwaukee Journal Sentinel* ("Wisconsin flavor permeates the U.S. Olympic speedskating trials") profiles four Olympic hopefuls with Wisconsin ties - a timely read before our January speedskating program.

**JANUARY 28th - TBD**



**Alisha Adkins**  
*Devon Seafood + Steak  
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Alisha is a restaurant manager at Devon Seafood + Steak located in the Bayshore Mall. Devon is an upscale seafood restaurant offering a wide variety of fresh fish flown in daily from around the world. Becoming part of the Milwaukee Rotary Club has allowed Alisha to add three different Rotary Clubs to her resume all by the age of 30. Along with Rotary Alisha served on the Board of Directors for United Way of Leavenworth County and also served on their budgeting and planning committee. In her spare time you can find Alisha shooting hoops at Gold's Gym downtown or enjoying a nice glass of cabernet on the eastside. When Kansas basketball games are on she is decked out in KU gear cheering them on with other Kansas Alumni at the Irish Pub.



**Tony LaPorte**  
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Tony LaPorte is the Environmental Branding Director at Kahler Slater, a global architecture and design enterprise based in Milwaukee. Tony specializes in helping businesses leverage their physical environments to tell their unique stories in order to attract new talent and improve the customer experience. His skill in translating culture and brand into meaningful communications has helped many organizations position themselves uniquely in the minds of their visitors. Some of his recent clients include the Grant Thornton, Global Water Center, Bradley Corporation, Samsung, Mesirow Financial and Astellas Pharma.



**Jennifer Sevenich**  
*Progressive Community  
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 CEO  
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Jenni Sevenich is CEO of Progressive Community Health Centers, which provides primary medical and dental care at two locations in Milwaukee's central city to roughly 8000 patients annually. Currently she is overseeing the construction of a 42,000 square foot clinic that will replace Progressive's Lisbon Avenue facility and serve an 11,000 additional people. Jenni's career includes director of mission integration with Ministry Health Care and executive director of Agape Community Center. She is on the board of the Wisconsin Primary Health Care Association and Froedtert Hospital. Jenni and her husband have three children. She enjoys challenging herself through triathlon competition.

## BOARD APPROVES NEW MEMBERS

*At its recent meeting, the Board of Directors welcomed seven new members and expressed thanks to the proposers:*

**Christopher Corley**  
**Corley Real Estate**  
 Residential Real Estate  
*Proposer: Tom Bentley*

**Candace Hennessy**  
**Curative Care Network**  
 Healthcare  
*Proposer: Chris Holmes*

**Dan Jennings**  
**Salvation Army**  
 Human Services  
*Proposer: Roger Ross*

**Ajay Singh**  
**K. Singh & Associates, Inc.**  
 Engineering  
*Proposer: Peter van den Kieboom*

**Angela Diamani**  
**NEWaukee**  
 Association  
*Proposer: Andrew Kranick*

**Neil Hoffman**  
**MIAD**  
 Education – Private College  
*Proposer: Ryan Daniels*

**David M. Mitchell**  
**Monarch, LLC**  
 Manufacturing  
*Proposer: Eric Isbister*

We also welcome back returning members **David Bishop** (Johnson Controls), **Dave Edwards** (WUWM), **Linda Graebner-Smith** (Accounting Principals) and **Bob Mandel** (Mandel Company).

## Spotlight on the Good Works of the RCM Community Trust:

### *Reading is Fundamental*

RCM has been involved in the Reading is Fundamental book distribution (RIF) program for over 20 years, distributing books to kids kindergarten through 8th grade. Past President Rick Luedke remembers gathering in Jack Lindsay's warehouse to sort through thousands of books during the early days of the program. Today Rotarians are the face of literacy to many Milwaukee school children, distributing RIF books and sharing how reading is important in their own lives.



Kids at Escuela Vieau School show off the books they received through the Reading is Fundamental program.

RCM has been funding the RIF program through annual gifts of \$10,000 for well over a decade. In the past Rotary's annual \$10,000 contribution was matched 3:1 by the federal government, but in 2012, federal funding for the program disappeared. Dedicated Rotary volunteers were determined to continue the program for Milwaukee's kids, especially RIF chair John Connelly. The Milwaukee Brewers stepped up as our partner and pledged a three year commitment at \$10,000 per year to help provide free books to students in fourteen Milwaukee schools historically supported by Rotary. We are now in the second year of the Rotary-Brewers funded program.

Each student at our 14 schools will receive two free books this

year through RIF, distributed by Rotarians. Often these books are the only books students actually own. At the book distributions, kids pick out a book of their choice and hear from Rotarians on the importance of literacy. The program also demonstrates to the kids that their community cares about their education and success.

This partnership would not be possible without the hard work of several dedicated Rotarians, including the members who volunteer as school coordinators and book distributors. This is one of Rotary's most popular volunteer opportunities, and it's not difficult to see why! New member Pat Swanson recently volunteered with RIF for the first time and had a wonderful experience that she plans on repeating, saying: "The kids were delightful. I will definitely sign up to do RIF again!"

And after each book distribution, hand-made thank you cards pour in from the recipients – look for recent examples on the tables at an upcoming January luncheon. After the December book distribution at Escuela Vieau School, Daniel wrote to us, "RIF is the best – free books, free smiles!"

To learn more about Reading is Fundamental or to volunteer at a book distribution this year, please contact the Rotary office. ☻

### **Straight from RIF recipients...**

RIF kids tell us they love reading because:

- It helps me relax
- It calms me down when I am mad
- Reading makes me feel as though I am on an adventure
- It helps me do better in school
- It's fun and keeps me from being bored

And one recipient told us he doesn't like to read, but he'll read his RIF book "because we paid for it!"