

## Message from President John



John Bernaden

During my President's training this Spring, a Rotary International board member addressed an interesting and important question. "What's the value of being a Rotarian?"

A large club like ours in Buffalo formally studied this question and the answer seems to evolve over time. During the first five years in a club, most Rotarians value the professional development and networking opportunities. In

the next 5 to 20 years, members then strongly value doing local community service projects and serving the greater humanitarian mission of Rotary. Last but not least, those members in clubs for 20-plus years tend to value most the social activities and friendships developed over a lifetime.

As your next President, I certainly intend to improve and strengthen all three of these reasons why you may value our great Rotary Club today and add one more.

First, we will continue to produce provocative weekly programs about current events, public policy or other timely topics. The opportunity to hear from top rate speakers often draws many guests which expands our network of influence and can increase yours too. We'll also schedule more Tyrotarian tours and other professional development activities to fulfill your desire to learn and grow as leaders.

Second, we'll maintain the many ways that you can serve the Milwaukee community through your good works, whether it's done-in-a-day projects, the Scholarship Golf Classic, youth services, military support and other service activities. In addition, hands-on international projects like constructing water systems in Guatemala really exemplify a new model for personal world service that I'd like to see us repeat again this year.

Third, our LIVE @ the Lakefront concerts and other superb

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## LIVE @ the Lakefront Starts July 9th

The seventh season of RCM's summer concert series, LIVE @ the Lakefront, begins July 9th. This year the series, held in the outdoor Rotary Amphitheater at Discovery World, runs eight weeks, ending August 27th. Concerts are 5:30 to 9:00 pm each Wednesday.

Whatever your musical tastes, the lineup for the 2014 concert series has an event that will appeal to you:

July 9th	TBD
July 16th	The Empty Pockets - Rock 'n Roll
July 23th	TBD
July 30th	Los Ciegos del Barrio - Latin Jazz
August 6th	Natty Nation - Reggae
August 13th	Finbar MacCarthy - Irish music & comedy
August 20th	Reverend Raven & the Chain Smokin' Altar Boys - Blues
August 27th	Nabori - Salsa



LIVE @ the Lakefront 2013. Photo by Chris Winters.

We'd like to extend a big thank you to our 2014 sponsors! Our season sponsors include Bartolotta Restaurants, Discovery World, Harbor House, MillerCoors and Zip Car. Event sponsors include Park Bank, Wiscraft and Beyond Vision, and PIA Anderson Dorius Reynard & Moss.

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## LIVE @ the Lakefront Starts July 9th *continued from page 1*

The Rotary Amphitheater at Discovery World features a 350-person seating arena and a stage overhanging Lake Michigan. Seating is available on a first come, first served basis. Guests are also invited to bring chairs or blankets to enjoy the concerts on the patio and lawn overlooking the amphitheater. Concerts will be performed RAIN OR SHINE and can be held indoors on the Discovery World Promenade or inside the Sponsor Tent in the event of inclement weather.

Bartolotta's will once again be providing their renowned food and beverage services, including a full cash bar and wine by the bottle,

as well as steak sandwiches, salads, brats, burgers, an evening special and other snacks.

The Rotary Amphitheater is located at 500 N. Harbor Drive on Milwaukee's lakefront between the Milwaukee Art Museum and Summerfest. Discounted parking is available for \$5 in the Discovery World garage. Dock space is also available for boaters.

All Rotarians and their friends, family, and guests are invited! For more information, go to [www.LiveAtTheLakefront.com](http://www.LiveAtTheLakefront.com). 🌟

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## Message from President John *continued from page 1*

social events will hopefully continue to kindle those club friendships. But I know some of you simply value the opportunity to regularly share a meal and treasured conversations with those friends that you meet here each week. So – as the old proverb says – we'll make sure there's "good bread" for you to break together.

However, in what some have already said may become the legacy of my year as President, I'm working to unleash a possible fourth value proposition for being a Rotarian. And with it a possible fourth reason to join our downtown Rotary Club.

It's called the **Global Milwaukee Committee** (GMC).

As an executive at Rockwell Automation, I know that most manufacturers today are thinking about going global. The irony is that more than 90 percent of them do zero exports. One root cause that prevents them from even getting started is this stereotype that the world isn't a trustworthy or friendly place to do business.

As you know, we are all members of the world's largest and oldest service organization that's been built upon a foundation of trust, high ethical standards and our four-way test. With that common bond, you can walk into almost any one of the 27,000 Rotary Clubs outside the U.S.A. and one of the nearly one million Rotarians in those international clubs will greet you almost as if you're old college buddies. Some of you know exactly what I'm talking about because you've already visited clubs in Europe, Asia, Latin America and Africa.

The GMC objective is to see whether we can leverage this untapped international value of being a Rotarian. For example, President-Elect Dan Vliet wonders if he has a client looking for a labor lawyer in Brazil, could we make it easy for him to contact a fellow Rotarian in Brazil to discuss a few trustworthy recommendations? For members who travel internationally for business or again for manufacturers who hope to grow globally, could we make it easy to visit clubs in other countries to network and develop valuable professional relationships, possibly even friendships? To increase bi-lateral economic development, could we send key Milwaukee area executives out on a speaking tour to offer provocative programs for other clubs around the world? For example, as you may know, solving the world's fresh water problems is one of Rotary's five strategic initiatives. Thus, these global clubs might welcome an executive from Milwaukee's new Water Council coming to speak to their members about our community's collective efforts to help study and provide new products to solve the world's freshwater problems.

By being more relevant again to the "Captains of Industry" who played a much bigger role in the history of our club, I believe we can inspire them to rejoin us for all three of those traditional reasons as well as for the added global value to being a member.

That's why I'm especially looking forward to the year ahead.

John A. Bernaden  
President 2014-15 🌟

# PHOTO gallery

## 2014 Scholarship Golf Classic



Rotaract volunteer Janine Kolbeck and auctioneer extraordinaire Tom Gale.



Scholar Aaliyah Rodgers, who spoke about the RCM Scholarship program at the dinner, along with her mentor Jim Ford.



Tom Angerer, Dennis Tamcsin, Bill Rotter and Scott Schwertfeger.



Active bidding - and drinking - during the cocktail hour and silent auction.



Joe Miotke, Pat Cronin and Cameron Yazdani.

## SPEAKER *schedule*

### NO MEETING JULY 1st

**JULY 8th - Teig Whaley-Smith** was appointed by County Executive Abele as the Economic Development Director in 2013. Milwaukee County's Economic Development Department is responsible for the delivery of land and economic data, together with managing the County's significant Real Estate Portfolio, including Milwaukee County Grounds, the Park East and properties near the Lakefront. Director Whaley-Smith will provide an overview of the role Milwaukee County plays in economic development and provide an update on the recently announced Park East RFP.

**JULY 15th - Gary Grunau** is a prolific and award-winning developer of the urban scene, instrumental in many of southeastern Wisconsin's most innovative urban projects, including the Wisconsin Center, Time Warner, Manpower's World Headquarters, Schlitz Park, Discovery World, Milwaukee RiverWalk and the Hyatt Regency. Using Schlitz Park as an indicator of change, Gary will describe Milwaukee's 30 year evolution, dissecting both successes and missed opportunities. Looking ahead, he will share his vision of projects that can propel Milwaukee forward or, in their absence, cause it to stagnate and slide. Gary is well known for sharing his opinion on current affairs so we can expect his entertaining insight on these projects.

**JULY 22nd - Reed Hall**, CEO and Secretary of the Wisconsin Economic Development Corporation (WEDC), will present an overview of the history and operations of WEDC. He will outline WEDC's areas of emphasis, areas of concern with the conversion from the former Department of Commerce, audits, and changes made at WEDC. In addition, Mr. Hall will discuss: the vehicles available to assist Wisconsin businesses and communities and the jobs impacted; the recruitment of Amazon to Kenosha County; WEDC activities going forward; and changing perceptions of Wisconsin.

**JULY 29th - Bill Burnett**, Director of the Global Cities Initiative (GCI) for the M7 region will talk about the impact this initiative will have on the region and how Rotary may play a key role in creating success for the people who live here. The fundamental GCI goal is to develop a globally fluent region, rich in international business capabilities, where global engagement informs our plans for economic growth. By growing the international marketplace for our goods and services we seek to create a more robust and sustainable economy and thereby improve the lives of the people living in the M7 region.

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## BOARD APPROVES NEW MEMBERS

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

**Jeff Brown**  
**Taylor Dynamometer**  
Manufacturing  
*Proposer: Jim Ryan*

**Dave Clark**  
**Foley & Lardner**  
Law Practice  
*Proposer: Larry Bonney*

**Jason Engeldow**  
**Community Bank & Trust**  
Banking  
*Proposer: Dave Carter*

**Alan Petelinsek**  
**Power Test**  
Manufacturing  
*Proposer: Dan Meyer*

**Nicole Sheldon**  
**Milwaukee County District**  
**Attorney's Office**  
Law Practice  
*Proposer: Janet Protasiewicz*



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Sequoya Borgman is a Tax Partner with McGladrey LLP in Milwaukee. Prior to moving to Wisconsin, he was a member of the Rotary Club of Honolulu. He currently serves on the boards of Bel Canto Chorus and The Franklin Education Foundation as well as several professional organizations. He is married to Nicole and has twins, Aiden and Avery.



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Jonathan is an attorney and shareholder in Godfrey & Kahn's Milwaukee office. He practices litigation, representing businesses and entrepreneurs in a broad array of disputes, including banking and financial institutions, trusts and estates, and employment litigation. He enjoys providing legal advice to a wide variety of non-profit organizations on a pro bono basis. Jonathan likes to spend his free time with his wife and three children – camping, fishing and exploring the country.



***Maria Kreiter***

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Maria is a shareholder in the litigation group of Godfrey & Kahn, S.C. Her practice focuses on complex business litigation, primarily in the areas of banking and financial services, business torts, corporate governance, contracts, and consumer claims. Maria is member of the board of directors of the Milwaukee Bar Association and the Milwaukee Bar Association Foundation, the charitable arm of the MBA. She is also vice chair of the American Bar Association's commercial and business litigation committee, which is the largest committee in the litigation section. Maria enjoys hiking, boating, cooking, and spending time with her sons.



***Dan Snyder***

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Dan is the Senior Director - Wisconsin Market for GAI Consultants, Inc., a consulting engineering firm. Prior to their acquisition in 2013, Dan was CEO of Crispell-Snyder, Inc. providing municipalities throughout southeastern Wisconsin with engineering, surveying, planning and construction for nearly four decades. Dan oversees all GAI business functions within the seven office Wisconsin market. Dan received his BS in Civil Engineering and MS in Engineering from Marquette University. He has served on educational and public boards and was a youth athletics coach for many years. Dan enjoys running (30 marathons), biking, landscaping, and playing with his three grandchildren.

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

### RCM Partner Schools

By Dave McClurg, Partners in Education Chair

The Partners in Education Committee focuses its efforts on Oliver Wendell Holmes (“OWH”) and Brown Street Academy (“BSA”) in the hope that our concentrated attention will lead to meaningful improvements in these two severely challenged central city schools. Thanks to the work of our volunteers and the outstanding efforts of BSA liaison Barbara Velez and OWH liaison Roger Schroeder, our efforts are paying off. We recently received a letter from BSA Principal, Ava Morris, conveying her heartfelt thanks for our work and confirming that our strategy is having a far reaching and extremely positive impact.



The Mad Hot Ballroom and Tap program. *Photo by Lacy Landre.*

Our greatest impact has been through the volunteers we have encouraged to assist with the Rotary Reading Program at BSA and the Homework First and tutoring programs at OWH. As a result of Barbara Velez’ efforts, over 100 UWM students and 11 Rotary members participated in the BSA Reading Program, providing volunteers in almost every classroom. The work of these dedicated volunteers helped contribute to amazing increases in the students’ MAP (Measure of Academic Progress) scores. Anywhere from 75% to 95% of the students in the classes that our volunteers worked with significantly improved their MAP scores during the course of the year.

We also provided six Rotary volunteers and an equal number of UWM volunteers at OWH to tutor students in reading, math and science. We expect to maintain the number of volunteers at BSA in the 2014/15 school year, and hope to increase the number of volunteers we are able to place at OWH through increased participation by UWM students and new volunteers from Cardinal Stritch University.

Although the personal interaction between the volunteers and students provided the most visible form of our support, the RCM Community Trust also provided significant funding for a variety of worthwhile programs at OWH and BSA. Our support allowed students at both schools to attend the Urban Ecology Center Science Module and participate in dance groups at the schools. We also provided funds used to purchase prize awards for the most improved readers in each class at BSA, and to support the Behavior Incentive and Attendance Programs at OWH. Total Rotary funding for the programs at these schools for the 2013-14 school year was approximately \$22,000.

As we come to the end of my second term as Chairman of the PIE Committee, I am extremely pleased to announce that JoAnn Weishan and David Baum have agreed, with the blessing of incoming President John Bernaden, to lead the Committee forward as co-chairs for the upcoming year. Please give them your support. ☺



Homework coaching at Brown Street Academy. *Photo by Lacy Landre.*