

July 2017 - volume 104 - number 1

Greetings from President JoAnne Anton

By JoAnne Anton



Dear Fellow Rotarians,

Not too long ago at President-elect training, I was asked a seemingly simple question: What is your Why?

The question hit me like a ton of bricks. Did my life have purpose? Passion? Inspiration? Had I been wandering aimlessly through the wilderness? I took a deep breath and contemplated how to answer this tricky question as well as allay ensuing doubt. The

exercise was incredibly meaningful. It forced me to sort through a lot of clutter and noise and speak to my Why – that thing that gets me out of bed in the morning.

Everyone has a Why. It's the purpose, cause or belief that inspires us. Yet, all too often it can get, well, complicated.

Then luckily, Tuesday comes. For nearly fifteen years, Rotary has provided me with a deep sense of purpose, inspiration and understanding. It has also quite literally gotten me out of bed in the morning – those 7:30 a.m. meetings will do it every time! My Rotary experience has brought me closer to people I might never have known and given me the chance to be part of lasting change in our community and abroad.

Preparing to become President of our amazing club has helped me realize all the different ways that Rotary is such an important part of my answer to this question and I hope, part of yours too. As Rotarians, we are united by a desire to connect and give back. We enjoy networking, fellowship and engagement. Through our programs, committees and volunteer opportunities we get to challenge our mind, heart and spirit and hopefully, make our community and world a better place too.

Continued on page 4

Live @ the Lakefront Starts July 12th

The tenth season of RCM's summer concert series, LIVE @ the Lakefront, begins July 12th. This year the series, held in the outdoor Rotary Amphitheater at Discovery World, runs eight weeks, ending August 30th. Music begins at 6:00 pm.



Photo provided by Chris Winters, Discovery World.

Whatever your musical tastes, the lineup for the 2017 concert series has an event that will appeal to you, with a great mix of new acts and old favorites:

July 12th - Sam Llanas Band

July 19th - Naborí

July 26th - Willy Porter & Carmen Nickerson

August 2nd - Los Ciegos del Barrio

August 9th - Mad Rocksteady

August 16th - Reverend Raven & the Chain Smokin' Altar Boys

August 23rd - VIVO

August 30th - Natty Nation

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.

Continued on page 2

Live @ the Lakefront Starts July 12th *continued from page 1*

We would like to extend a big thank you to our 2017 sponsors!

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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.

No Rotary Dues Increase!

We are very glad to tell you that Rotary dues will not increase in 2017-18—in spite of a 15% mid-year increase in the cost of food and parking. Only the cost of guest and exempt lunches will increase from \$17.50 to \$20.00.

We hope that you agree that Rotary membership is a very good value. If one spreads the cost of membership over the year, the cost is less than \$26 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

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.



A full crowd, including a boat, gathered to listen to great music at Live @ the Lakefront.

All Rotarians and their friends, family, and guests are invited! For more information, go to www.LiveAtTheLakefront.com. 🌐

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.

We are grateful for our Rotating Sponsors and our Sustaining Members who provide additional revenue to the club. In addition, we appreciate all who actively recruit new members—the best strategy for insuring a strong and vibrant Rotary Club. 🌐

2017 Scholarship Golf Classic

We hosted our annual Scholarship Golf Classic at the Wisconsin Club on Monday, June 19th. And although the day started out quite beautifully, the golfers were driven off the course by lightning in midafternoon. As we have come to expect, our club showed true sportsmanship and many people stayed through dinner. And many of our dinner only guests adjusted their schedules to arrive early. We are optimistic that financially we at least did as well as last year—which would mean that we cleared \$65,000.

Many thanks to our chairs—Chris Corley and Patrick Fennelly and to all the members of the golf committee. And, thanks to all of our generous sponsors and those who golfed, dined, donated or shopped at the event. Your support is transforming the lives of young students by providing them financial support and mentoring from Rotarians. 🌟

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RCM scholar graduate Mayra Alaniz spoke at the dinner .



Golfer putting on the course.



Rotarians Andy Sawyer, John Hein and Frank Gimbel.

Greetings from President JoAnne Anton *continued from page 1*

Now, as I'm about to stretch my leadership boundaries and strengthen my place in the Rotary family, I want to sincerely thank President Nancy for her leadership, Mary for her vision and each of you for this privilege and opportunity. I want to challenge our club's members to answer the question – and more importantly, **Find your Why**. My hope is that it will be found every Tuesday at 12:00 pm; that you will search for it as you get more involved in service opportunities, take on responsibilities of committee work and commit to our new 2020 Project, the Lincoln Avenue Stable; and that it will get you out of bed in the morning ready to fulfill The Four-Way Test and live our mantras to be leaders who make a difference, put service above self and connect for common good.

I pledge to never lose sight of my Why and look forward to learning more about yours in the process. Together, let's continue to grow our club with more dedicated leaders like you, our minds through thoughtful, diverse programming, and our hearts by helping improve villages in Guatemala, students get to and succeed in college and of course, our mission to eradicate polio.

Let's be inspired, have some fun and work together to create lasting friendships and impact through our Rotary Club of Milwaukee. 🌟

Board Approves New Members

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

Tanya Atkinson
Planned Parenthood of
Wisconsin
Human Services
Proposer: Harry Drake

Joyce Rubenstein
Capstone National Partners
Consulting
Proposer: JoAnne Anton

SPEAKER *schedule*

JULY 11th - Join us to celebrate the end of **Nancy Sennett's** term as RCM President at our 2017 Toast! We will also welcome JoAnne Anton as our 2017-18 President. In honor of the occasion, we will have an open bar start at 11:30 am.

JULY 18th - The State of Wisconsin Investment Board invests over \$108 billion- most of it for the Wisconsin Retirement System (WRS) which has over 620,000 members and is one of only two fully funded state pension plans in the country. Their investments are extremely diverse and over the years this has included significant involvement with Wisconsin businesses ranging from small, family-owned companies to billion-dollar manufacturers shipping worldwide. **Michael Williamson**, SWIB's Executive Director, will talk about why the WRS is a national leader, why there is a retirement crisis in this country

and why investments in Wisconsin make sense for the pension plan members and the larger state economy.

JULY 25th - Erika Poethig, Director at the Urban Institute, will discuss the demographic and economic changes that affect future of the Great Lakes region including Milwaukee and Wisconsin. The discussion will center on how these dynamics affect Milwaukee residents' ability to access ladders of opportunity, including education, workforce development, and the social safety net. The discussion will be forward looking, focusing on how Milwaukee can use policy levers to build on existing foundations and address challenges, including economic and racial segregation, in order to create growth and prosperity.



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Mary joined Coakley Brothers in 2000, bringing with her 20 years of sales experience. She graduated from Southern Illinois with a bachelor's degree in communications. Mary's successful sales career includes equipment rental sales in Washington D.C., high tech software solution sales in San Jose, CA and marketing MCI telecommunication solutions in Atlanta. In 2006, Mary was appointed Vice President of Commercial Sales due to her strength in managing, communicating and training others. She also serves on the board for the Office Moving Alliance – an exclusive member owned company of best in class providers of office relocation and related services in the world. Coakley Brothers is a proud founding member.



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Bart Reuter is a partner and a litigation attorney with Foley & Lardner. He is the Vice-Chair of the firm's insurance litigation practice and handles products liability, insurance, and energy matters. Bart has been selected for inclusion in The Best Lawyers in America since 2009 and Wisconsin Super Lawyers – Rising Stars (2006 – 2009 and 2011), and has been named the “2016 Milwaukee Energy Law Lawyer of the Year” by Best Lawyers. He is a graduate of the University of Wisconsin Law School and earned a B.S. from the University of Wisconsin–Madison.



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Angie Tornes has worked to preserve rivers, trails, and natural areas and access to them for 31 years. Prior to joining the National Park Service (NPS) she worked for the Minnesota Department of Natural Resources and The Nature Conservancy in Minnesota; the U.S. Fish and Wildlife Service in Puerto Rico, and The Ohio Department of Natural Resources. She manages the NPS Rivers, Trails, and Conservation Assistance (RTCA) Program Wisconsin Office and the Hydropower Assistance Program in the Great Lake States. She holds an M.S. in Zoology from The Ohio State University and a B.S. in Biology from St. John's University/College of St. Benedict in Minnesota.

Spotlight on the Good Works of the RCM Community Trust: *Lincoln Avenue Stable Selected as Rotary's Next Big Project*

Last fall we asked the members of our club to bring forward suggestions for a new project that would meet the following criteria:

- Match the needs in our community with the philanthropic interests of our members and club.
- Indicate high expected buy-in by club members.
- Have a sustainable financial model.
- Offer Rotary an opportunity for a leadership role in the project development and community recognition for Rotary's effort.

And bring forward projects you did. A committee led by Past President Dan Vliet carefully considered each proposal and in March five of these projects were presented to the club.

We then asked Rotarians to complete a survey and evaluate each project against the criteria. We also asked you to indicate whether or not you would be willing make a personal contribution to the project or volunteer at the site. The project that scored highest on all counts was the Lincoln Avenue Stable.

Dan's committee considered this input as they continued to meet with the project advocates to fully vet and understand each project. **In the end, the wisdom of the crowd prevailed and Rotary Board of Directors committed to raise \$250,000 to make a contribution to the Lincoln Avenue Stable.**

The Lincoln Avenue Stable will be the first facility in the nation to combine Mounted Patrol, equine-assisted therapy and community engagement. This 30,000 square-foot custom-designed center will house 24 horses. Half of the horses will be dedicated to the Milwaukee Police Department's Mounted Patrol and half devoted to an equine-assisted therapy program. In addition there will an active program to engage community members. Stay tuned for more information in the next months in how you can support and be a part of this exciting project!



The stable will be built at the corner of First St. and Lincoln Avenue on four acres of land donated by the City of Milwaukee.

We want to thank each of the teams that brought forward a project. Each was unique and offered an important contribution to the community. We congratulate the Rotarians who advocated for the Lincoln Avenue Stable project: David Buck, Bill Durkin, Kris Hinrichs, Chris Holmes, Kent Lovern, Marc McSweeney, John Ridley and Steve Zimmerman.

Finally, thank you to Past President Dan Vliet and all the members of the committee for their diligent and thoughtful review of all of the projects. The committee members included: JoAnne Anton, Jim Barry, Kathie Eilers, Joanne Grunau, Mary McCormick, Toby Reynolds, John Ridley, Fred Royal, Nancy Sennett, Jerry Stepaniak and Stacy Williams. 🌀



Milwaukee's Mounted Patrol Officers.