

RCM Community Trust Dollars at Work...

The Partners in Education (PIE) committee focuses on developing deep relationships with two partner schools: Oliver Wendell Holmes (OWH) and Brown Street Academy (BSA). Rotary volunteers mentor, do homework coaching, participate in daily literacy programs, and more.

As part of these partnerships, funds from the RCM Community Trust pay for the participation of BSA and OWH students in the Urban Ecology Center's Neighborhood Environmental Education Project (NEEP). Our Trust contribution of \$8,400 allows almost all of the students at OWH and BSA to make two trips to the UEC each year for classes 2-3 hours in length.



The NEEP program in practice

Programs are tailored to grade levels from K4 through high school, and include service learning and conservation lessons as well as science education. Third graders might learn about water conservation on a hike by the river, while seventh graders might practice sampling techniques while studying the biodiversity of multiple ecosystems represented in Riverside Park. All grade levels are offered opportunities to give back to the community through service learning field trips that deepen their connection to their neighborhood green space.

"The NEEP program does an amazing job of packing in a lot of education in a couple of hours," says BSA teacher Joanne

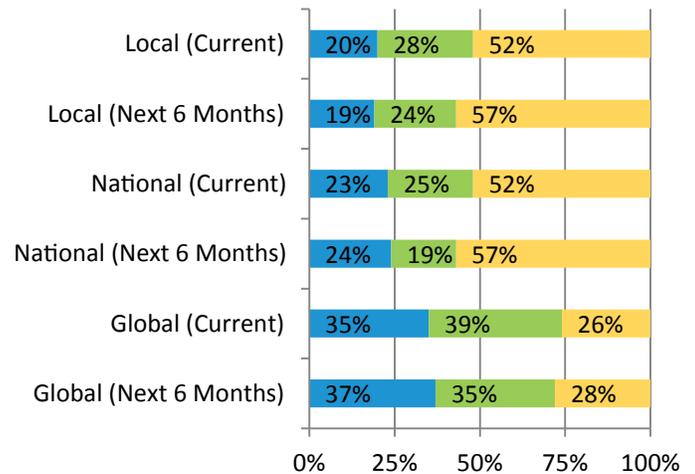
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Rotarian Confidence Index

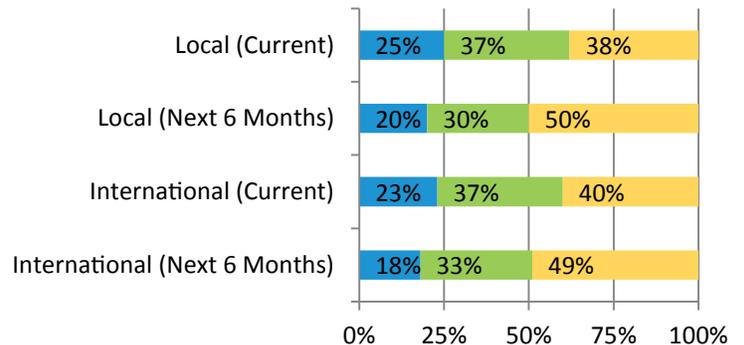
Over 100 Rotarians responded to our Rotarian Confidence Index Survey. While Bruce Bittles was unable to use the results in his program due to time constraints, the results show that Rotarians are generally feeling fairly positive about business and employment conditions locally and nationally, but are less certain about a global outlook.

■ Negative ■ Neutral ■ Positive

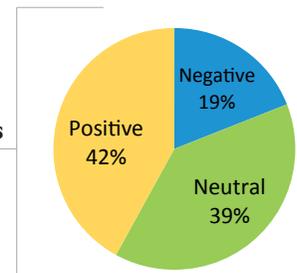
Business Conditions



Employment Conditions



Outlook on Total Family Income Over Next 6 Months



RCM Community Trust Dollars at Work...*continued from page 1*

Shields, “And it really lines up with what I’m teaching in the classroom.” In fact, teachers can request a custom NEEP program to meet a specific educational goal. “We’re always looking for the opportunity to incorporate more exploration for our kids – this is an amazing source of hands-on learning that the kids can’t get anywhere else.”

The NEEP program provides a critical venue for science and environmental education for BSA and OWH students through the UEC’s outdoor classroom – an outdoor classroom that is growing with the creation of the Milwaukee Rotary Centennial Arboretum. The arboretum increases the amount of land available for field trips from 14 acres in Riverside Park to 40 acres.

“The arboretum will significantly increase the plant and animal biodiversity of our Outdoor Classroom and aid in cleaning up the Milwaukee River, increasing the quality of the ecosystems we are teaching in and about,” says UEC Environmental Education Manager Sarah Rohe. “We will be able to offer programs on land restoration, brownfield redevelopment and the oak savanna ecosystem which is being planted in the newly created green space.”

The UEC requires an adult chaperone for every 13 students. Brown Street Academy has a need for volunteer chaperones – a great way to interact with kids from a RCM partner school while exploring RCM’s centennial gift to the community. Contact PIE chair Dave McClurg for more information. ☺

SPEAKER schedule

MARCH 5th - In an op ed in the January 24th edition of the Milwaukee Journal Sentinel, **Richard Thieme** wrote about the “Milwaukee Malaise.” Mr. Thieme, a resident of Milwaukee for 25 years, is an author and professional speaker focused on the deeper implications of technology, religion, and science for twenty-first century life. He will expand upon the theory set forth in his op ed and discuss proactive responses.

MARCH 12th AND 19th: Joint Programs with the Public Policy Forum

It has now been two years since the adoption of Wisconsin Act 10. Now that the dust has cleared, what do we know about the law’s financial and programmatic impacts on local governments and school districts? Has the strife that surrounded Act 10 subsided, and what are the lasting political ramifications. As part of our respective 100th anniversary celebrations, the Public Policy Forum and Milwaukee Rotary Club are jointly hosting a pair of back-to-back luncheons that will revisit and shed light on the impacts of Wisconsin Act 10. Due to space constraints, no guests will be allowed on March 12th or 19th.

On **March 12th**, we will receive a firsthand account of the Act 10 battle and reflections on its consequences from Milwaukee Journal Sentinel statehouse reporters **Patrick**

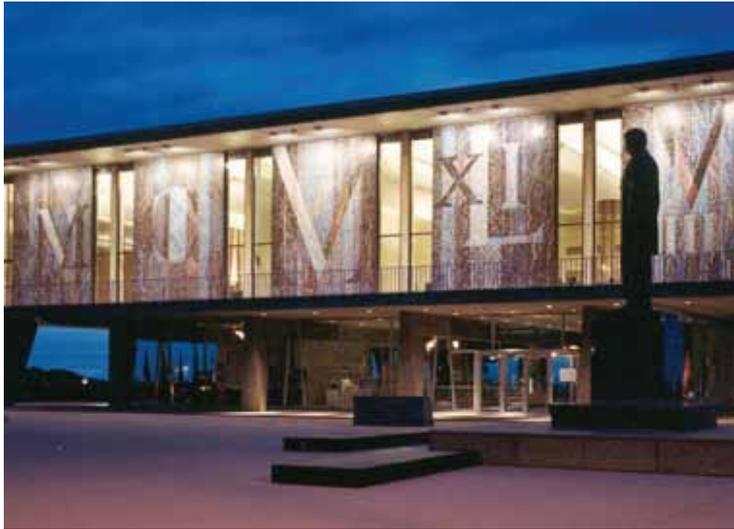
Marley and Jason Stein, authors of a soon-to-be-released book entitled *More than They Bargained For: Scott Walker, Unions and the Fight for Wisconsin*. Forum President Rob Henken will moderate the discussion.

On **March 19th**, we will learn how Act 10 has affected school district finances, administration and performance from a panel of local school superintendents: **Dr. Kathleen Cooke**, Hamilton School District; **Dr. Deborah Kerr**, Brown Deer School District; **Dr. Demond Means**, Mequon-Thiensville School District; **Dr. Gregory Thornton**, Milwaukee Public Schools. David Haynes, Editorial Page Editor, Milwaukee Journal Sentinel will moderate the discussion.

MARCH 26th - The University of Wisconsin-Milwaukee is dynamically growing in new and innovative ways that are not limited to its traditional home on Milwaukee’s East Side. The university’s expansion projects throughout the metro area, enrollment initiatives beyond the boundaries of Wisconsin and academic growth online all signal a new era for Wisconsin’s second-largest university. **Michael R. Lovell**, who became UWM’s eighth chancellor in 2011, will share the story of the university’s recent successes and plans for the future.

Rotary 1957-65

In 1957, Rotary moved to the newly-completed War Memorial Center with its \$50,000 mosaic attached to the façade. Consisting of five tons of marble with 1,440,000 pieces over 18,000 square feet in 197 colors--the mosaic was the largest art project in Wisconsin history.



The mosaic adorning the front of the War Memorial Center.

The year 1958 is distinguished by the election of Milwaukee's Clifford A. Randall as President of Rotary International. In his first 6 months in office, Mr. Randall visited 16 countries. That same year, several Rotarians accepted leadership roles in the campaign to construct the Performing Arts Center.



Cliff Randall with international Rotarians during his year as RI President

In the early sixties, RCM made contributions to start the Music for Youth program and the Rotary Low Vision Clinic at Curative Workshop.

In 1965, Club members with businesses enjoying global expansion funded the International Student Center on Prospect Avenue in Milwaukee. That year, Club members enjoyed a private tour of the new Milwaukee Public Museum facility and dubbed the Streets of Old Milwaukee as their favorite exhibit.

During this era, Rotarians enjoyed great programs such as:

- In 1957, representatives of the Milwaukee Art Center presented plans to increase their annual budget from \$100,000 to \$250,000 and to double the art purchase budget to \$60,000.
- In 1958, William Randolph Hearst spoke on Russia Revisited after the launch of Sputnik.
- Rotarian Elmer Winter, founder of Manpower, spoke on recovery progress in Europe after his 7-week tour.
- Harry Bradley of Allen-Bradley sponsored a series of luncheons on Communism.
- In 1959, a reporter for the Milwaukee Journal spoke on his first-hand experiences covering the Cuban Revolution.



Gaylord Nelson

- When Governor Gaylord Nelson addressed the Club in 1960, it was noted members were unable to identify Democrats to sit with him; instead, the most recently admitted members were placed at his table.
- In 1961, several luncheon programs were dedicated to sharp criticism of President Kennedy and his New Frontier programs.

- Films were shown to profile the extent of damage that would occur if the country were attacked by the Soviet Union.
- In 1962, Rotarians were told about plans to reduce welfare rolls by teaching people skills; at the time, one-third of Milwaukee County's \$95 million budget was designated for supporting 40,000 welfare recipients, or 4% of the population.
- In 1963, a UW-Milwaukee professor warned about a brain drain to both coasts and the southwest due to huge government defense contracts. That same year, the UW-Milwaukee Chancellor discussed the impact of emerging expectations that most of the population would pursue a college education.
- A 1964 luncheon recognized that business competition is no longer national but international.
- Club members received predictions in 1965 from the President of Beloit College about sweeping changes in higher education; as more federal money became available, the

curriculum would be modernized to accommodate a more diverse base of students.

Milwaukee and the World 1957-65

In 1957, the first electric watch became available, the 22 year-old Mr. Presley bought Graceland, and President Eisenhower sent federal troops to Little Rock to escort African American students into a white high school. A U.S. Government report called for additional missiles and fallout shelters; by 1962, Milwaukee had 400 public fallout shelters storing 1,000 tons of disaster supplies.

In 1958, the S.S. Edmund Fitzgerald was launched as the world's largest lake freighter and Pope John XIII became the 261st Pope. For the first time, more passengers crossed the ocean by air than by sea.



The S.S. Edmund Fitzgerald

In 1959, the St. Lawrence Seaway opened for shipping; by 1961, Milwaukee's port managed 686,000 tons, compared with 67,000 tons prior to the Seaway. Frank Lloyd Wright's Guggenheim Museum opened a few months after his death.

The first human with HIV died in the Congo.

The year 1960 brought recognizable change everywhere. Since the end of World War II, Milwaukee absorbed 327,000 new housing units. In North Carolina, four African American college students were refused service at a Woolworth's lunch counter, triggering similar actions throughout the country; six months later, they were served lunch. U-2 pilot Frances Gary Powers was shot down as a CIA agent flying over the Soviet Union. John Kennedy defeated Richard Nixon for President.

In 1961, The Berlin Wall was constructed, President Kennedy

delivered the first live press conference, and Barack Obama was born. The Marine Bank building – now Chase Tower – became the first new construction downtown since before the start of the Great Depression. It was designed by the architect of the United Nations building in New York.



Construction of the Marine Bank building
From the Milwaukee Public Library Historic Photo Collection

By 1963, Coca-Cola introduced Tab as the first diet soda, push-button phones were first available, and zip codes made their first appearance. Martin Luther King, Jr. delivered his "I Have a Dream" speech, Kennedy his "Ich bin ein Berliner" speech, and Kennedy was, of course, later assassinated.

In 1965, Tokyo surpassed New York as the world's largest city, Winston Churchill's funeral attracted the largest assembly of statesmen in history, and President Johnson announced the Great Society program in his State of the Union speech. The first combat troops were sent to Vietnam; Medicare and Medicaid came into existence; and the riots in Watts took place just weeks after the Voting Rights Act passed. ☼

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George & Julie Mosher





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Bill is an Architect and partner in architecture/interiors firm Engberg Anderson. His projects include public libraries, healthcare and hospice, restaurants and retail, corporate and religious facilities. He holds a Masters degree in Architecture from UWM. Bill serves as a member of the Milwaukee Arts Board and co-chair of their Public Art subcommittee, as well as on the Foundation Board of the Wisconsin Library Association, and the Wauwatosa Village BID. He is also involved with the Episcopal Church, serving as a member of the Standing Committee of the Diocese of Milwaukee. He and his wife, Amanda and two teenage children live in the village of Wauwatosa, where his hobbies include bicycling and fitness, reading and woodworking.



Paul Westphal

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Paul provides comprehensive wealth management strategies as Director of Private Wealth Management for Robert W. Baird. Prior to joining Baird, Paul held positions with UBS Financial Services Inc. and Smith Barney. He graduated with a B.B.A. in finance and real estate from UWM. Paul is active in community service through his support of the Milwaukee Community Service Corporation, the Boys and Girls Club, and Big Brothers and Big Sisters organizations. In 2004, he was named chairman of the Piper Jaffray Midwest Community Involvement Council, which provided charitable grants to strengthen communities. Paul and his wife, Lisa, reside in Milwaukee. He enjoys travel, golf, hunting, gardening and boating.



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Cameron has over 12 years of experience providing professional services to major corporations. His range of experience includes internal audit, supply chain management and strategic planning, in the manufacturing, retail and financial services industries. Cameron also has an extensive background providing tools and strategies for continuous improvement (CI). He is a Six Sigma Black Belt who is trained to lead and implement the Six Sigma philosophies and principles. Cameron has served on the Board of Directors for SHARE of Wisconsin and the Institute of Internal Auditors.

BOARD APPROVES NEW MEMBERS

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

James Feil
Urban Day School
Education
Proposer: John Ridley

Matt Hunter
Colliers International
Real Estate
Proposer: Mark Schmidt

Sam Watts
George Watts & Sons
Retail
Proposer: Tom Gale

Spotlight on the Milwaukee Rotary Centennial Arboretum: *Arboretum Trail System*

By Aaron Zeleske, Arboretum Coordinator

One vital component of the Milwaukee Rotary Centennial Arboretum is the development of trails that are sustainable and universally accessible. This past summer, Milwaukee County repaved some of the historic trails in Riverside Park originally designed by Frederick Law Olmsted in 1893. When the Arboretum is complete there will be a network of universally accessible trails near the Urban Ecology Center that will, for the first time, allow those in a wheelchair to independently navigate the park and even the river bank! Emanating from these paved paths in either direction are gravel paths that an ambitious wheelchair user can explore.

The Arboretum is the latest step in the evolution of the area. Ever since the North Avenue Dam was removed in 1996, the Milwaukee River Corridor from Estabrook Park to downtown has been going through a remarkable transformation. Waters that were once highly polluted and supported only a few species of fish now teem with life. The odors and toxins that pervaded the water are thankfully but a memory.

As the fish came back, so did the people who love to catch them. Many spontaneous trails developed along the river's edge braiding the banks as mountain bikers, hikers, nature enthusiasts and dog walkers found solace in this healing sanctuary. Subsequently, the River Revitalization Foundation built the East Bank Trail, now a vital artery for hiking along the Milwaukee River.

Many of the spontaneous trails along the river which have been in use for years will continue to be enjoyed for years to come. Unfortunately, though, some trails, which are in high use areas or very close to the river, have become a detriment to water quality. Dirt paths that run close to the bank of the river often end up collapsing and adding excessive sediment to our waterways.

Because they were carefully planned to avoid depositing excess sediment in the river, the sustainable trails being developed as part of the Arboretum project will help to minimize negative

effects on water quality while providing greater access to natural space.

Since the early days of the Urban Ecology Center, not only has the river continued to improve, but thanks to thousands of volunteers, invasive plants are being replaced with native vegetation. In some areas, especially near the Center, the resulting biodiversity is impressive. More people are using this natural asset than ever before and this is a good thing. People who know the land love it and people who love the land protect it. 🌿



The East Bank trail in Riverside Park.