

John Bernaden RCM President 2014-2015



The Rotary Club of Milwaukee is pleased to announce that John Bernaden will be RCM's 102nd President, serving 2014-2015.

"With nearly 400 members who exemplify Rotary's principles and four-way test in our daily lives, together we have the potential to strengthen public trust in Milwaukee's business, government, educational and

other organizations at an important time in our community." John says, "I am honored to lead our Club in its servant leadership role for our community and the nation as we host the U.S. Large Rotary Club leadership conference in Milwaukee in the fall of 2015."

John has been a Rotarian since 2008. He is currently serving his third year on the Board of Directors and is a committed Rotary Brewers Reading Partnership volunteer.

As the Director of Corporate Affairs for Rockwell Automation since 2005, John is responsible for leading global external communications and helping develop Rockwell Automation's reputation as the world's largest company solely dedicated to industrial automation and information solutions that make its customers more productive and the world more sustainable. He has more than 25 years of experience in previous marketing and communications leadership positions at Johnson Controls, Honeywell and Sprint.

He is a graduate of Marquette University College of Communications and former editor of the Marquette Tribune newspaper in 1978; the same year Al McGuire led the team to an NCAA Basketball Championship.

John is married to Kathleen, a retired nurse. They have four children and two grandchildren. He enjoys being a private pilot, travel, and many community relations activities.

Read how RCM presidents are selected on page 5. ☀

Swinging for a Good Cause

By Liz Keuler

Practice your swing and make a difference at the 5th annual Scholarship Golf Classic on Monday, June 17th at North Shore Country Club, benefitting the RCM Scholarship Fund!

The RCM Scholarship Fund allows students with financial need to pursue higher education, and includes mentoring support and study skills training. The program currently supports sixteen college students and will be awarding new scholarships soon.



Rotarians enjoying beautiful weather and fellowship at the 2012 Scholarship Golf Classic.

Golf as an individual for \$250, or bring a foursome for \$1,000. The outing includes a buffet lunch prior to the 12:30 shotgun start. If you're not a golfer, join us for an open-bar cocktail hour, dinner and the Silent and Live Auctions for only \$50 per person. Thanks to Rotarians' generous donations, we will have a bigger, better Wine Pull this year – just \$20 a cork and you are guaranteed to go home with a bottle!

We're expecting some intense bidding wars as we've already got a bunch of fabulous auction items lined up. You could: treat your 9 best friends to a chef-prepared 7 course meal paired with wine at the Pfister; get away to Florida on a 2-night stay in a Disney timeshare with 4 passes to Disneyworld; throw a party for 25 at the Grohmann museum with hors d'oeuvres and full bar; strut

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Rotary Club of Milwaukee 2013-2014 Officers and Directors

The Board of Directors recommends the following officer slate and director nominees for the Rotary year commencing on July 1, 2013. The vote to elect the new board will be held at the May 21st meeting.

President: Kathie Eilers,
Milwaukee County Behavioral Health Division
President-Elect: John Bernaden, Rockwell Automation
Secretary: Mary McCormick
Treasurer: William Coleman, Coleman & Williams
Sergeant-at-Arms: Ryan Daniels,
Milwaukee Institute of Art and Design
Immediate Past President: Rick White, We Energies
RCM Community Trust Trustee: Adam Wiensch,
Foley & Lardner

Board of Director Nominees - Term Ends 2016

By Foster, PerformanceBuilders Learning
Kent Lovern, Milwaukee County District Attorney's Office
Jeff Nelson, BMO Financial Group
Kate Raab, Milwaukee Public Library - Retired
Kim Schaffer, Park Bank

Directors

The following directors will complete terms to which they were previously elected.

Todd Bentley, Bentley World Packaging
Larry Bonney, Foley & Lardner
Jean Casey, PDC Midwest, Inc.
Mike Graverson, National Tissue Co.
Chris Holmes, Penfield Children's Center
Erbert Johnson, CPA
George Liberatore, Midland Video
Jim Milner, Urban Strategies
George Mosher, Investor
Jill Pelisek, Community Volunteer

The Board extends thanks and appreciation to those members who will be completing terms of board service in June. They are Tom Gale, Charlie James, and Jeffrey Remsik. 🌟

SPEAKER *schedule*

MAY 7th - Bob McGinn has been covering the Green Bay Packers for almost 30 years; first at the *Green Bay Press-Gazette* from 1984-1991 and now at the *Milwaukee Journal Sentinel*. He is author of *The Ultimate Super Bowl Book*, which has been called the definitive work on the game. Mr. McGinn will discuss his background, how he covers the team, and the most recent NFL draft. **This is a joint meeting with the Milwaukee Press Club.**

MAY 14th - Celebrate Armed Forces Week with Rotary. We will begin with a music by 2002 Miss Wisconsin Jayme Dawicki and the posting of the colors. Our luncheon presenters are **Joe Dean and Renee Riddle of the Stars & Stripes Honor Flight**, an organization supported by the RCM Community Trust. Stars & Stripes Honor Flight flies WWII, Korean War and terminally ill veterans from other conflicts to Washington, D.C. to visit national memorials. The program will also include clips from the

recent *Honor Flight* feature film with comment from the director, **Dan Hayes.**

MAY 21st - TBD

MAY 28th - Matt Levatich has been on two wheels of some kind for most of his life. The dirt bikes of his youth have become Harley-Davidson motorcycles, the coolest bikes on any road, but especially in their hometown of Milwaukee. The President and Chief Operating Officer of Harley-Davidson Motor Company, Matt, a graduate of Northwestern's Kellogg School of Management, will share information on all things Harley-Davidson, including the company's 110th anniversary celebration in Milwaukee this August. **This is a joint program with the Kellogg Alumni Club of Wisconsin.**

Rotary 1975-83

This era opened with receipt of a generous bequest from Philip V. Orth (President 1940-41). His son, Phil W. Orth (President 1954-55), carried on this family legacy by leaving a bequest to create the Philip Orth Family Fund within the RCM Community Trust in 2011.

In 1976, RCM participated in a "Pancake Day" fundraiser for the Milwaukee County Historical Society Bicentennial project to restore the Jewish Curtin House near Whitnall Park, donating \$4,000 and 40 volunteers. The Club ended its financial support of the Low Vision Clinic, established by RCM in 1964, as management had been assumed by Curative Workshop..

The Club took a poll on whether to arrange non-smoking tables for luncheons and only 40% of members voted yes. In 1979, Rotary International polled its members on their willingness to admit women: 39% voted yes, 61% no.



Rotarian Price Davis, founding member of Second Harvest, also served as the food solicitor. He was often seen working in the warehouse.

In the early 80s, more than 100 Rotarians collaborated to form the Milwaukee chapter of the national program Second Harvesters. Today, of course, Feeding America Eastern Wisconsin is a highly-recognized agency in the fabric of the community.

In this era, Rotarians enjoyed a variety of programs:

- A Columbus, Ohio Rotarian described key features of the Camp Enterprise program of the American Management Association, which inspired RCM's Camp Enterprise, first held in 1976.



A Rotarian volunteers at Camp Enterprise, a 3.5 day camp aimed at educating high school students about the free enterprise system.

- In 1976, the President of General Motors predicted ongoing strong demand for large cars and little future appetite for small cars.
- A special luncheon described strategies to reduce dependence on foreign oil.
- Superintendent McMurrin described plans for MPS to meet challenges in the federal court order to enforce integration.
- The general manager of WISN radio explained his theory of why the media developed a liberal bent manifested by prime time being devoted to the "far left, black power, and hysterical ecologists." He suggested having honest economics taught in colleges and that businessmen stop advertising on liberal outlets.
- In 1978, Washington columnist Patrick Buchanan discussed "Why Jimmy Carter Is in Trouble" while predicting the Democratic Party will fail to re-nominate him as its Presidential candidate.
- Jim Fitzgerald, owner of the Milwaukee Bucks, described the necessity for a new arena to keep professional basketball in the city.
- The Rev. Billy Graham – a person who had already spoken to more people in the world than anyone else by 1979 – discussed the pessimism he found in the outlook of world leaders and his concern about the national debt.

- Olympic gold medal winner in the marathon, Frank Shorter, urged Club members to do more to promote physical fitness.
- Fran Ferguson from Northwestern Mutual discussed the importance of the \$10 million investment that created the Grand Avenue Mall and was to place Milwaukee ahead of other cities.
- In 1979, the President of IBM predicting that by 1990, an estimated 20% of U.S. jobs would require computer knowledge and, in the future, the transfer of information through computers will be as common as the telephone.
- The CEO of Pabst Brewery revealed an optimistic future for the extensive downtown production facility.

Milwaukee and the World 1975-83

In 1975, Bill Gates founded Microsoft in Albuquerque and the Vietnam War ended with the fall of Saigon. The first episode of *Saturday Night Live* aired and the S.S. Edmund Fitzgerald sunk in Lake Superior.



Steve Jobs

In 1976, Jimmy Carter was elected President; Steve Jobs founded Apple Computers; IBM created the first laser printer; and the first class of women was inducted into the Naval Academy.

In 1977, President Carter created the Department of Energy and women were admitted to the Marine Corps and Navy; Elvis Presley died at age 42; and smallpox was eradicated.

California passed Proposition 13 in 1978, which reduced California property taxes by 60%. Leaders of Israel and Egypt won the Nobel Peace Prize after signing the Camp David Accords. The first test-tube baby was born in the U.K.

In 1979, the U.S. established full diplomatic relations with China; China introduced the One Child Policy. 53 Americans were captured at the beginning of the Iran hostage crisis; the Three Mile Island nuclear power accident occurred; and Margaret Thatcher became the first woman Prime Minister of Britain.



Margaret Thatcher

In 1980, the United States Olympic hockey team won the gold medal at Lake Placid in a game commonly referred to as Miracle on Ice. The eruption of Mount St. Helens caused \$3 billion in damages. Cable News Network was established; John Lennon was murdered; and Ronald Reagan was elected President.

The design for the Vietnam War memorial was selected from among 1,422 entries in 1981. Both President Reagan and Pope John II were shot in assassination attempts. The first cases of HIV/AIDS were diagnosed in Los Angeles; 700 million people watched the Royal Wedding of Prince Charles and Princess Diana; and Muhammad Ali lost his last fight.

The recession year 1982 saw the Christian right take credit for the failure of the states to pass the Equal Rights Amendment; the first compact disc player was sold; and *Time Magazine* named the first non-human Man of the Year – the Computer. 🌀

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Bronze



George & Julie Mosher



So how does a member become the RCM President?

Ask an RCM president to tell you the most important assignment that he or she faced as president of the club and you will often hear: leading the process to select the best person to succeed me as president.

This tradition—the president-elects leading the nominating committee to select the presidents that will follow them—has served RCM well.

According to the by-laws, the president-elect is charged with convening a nominating committee composed of the past-president, president, executive director, and other members appointed by the president-elect. The committee selects nominees for the positions of president, president-elect, secretary, treasurer, sergeant-at-arms, and five (5) directors of the board. The slate of candidates is voted on by the Board and then ratified by the club with a voice vote at a club meeting each spring.

The nominating committee looks for individuals with passion for Rotary, a solid community profile, leadership experience in and out of Rotary and the ability to deal effectively with many personalities.

The presidency is a position that truly requires a commitment to “Service above Self.” A president must put the interest of the club ahead of any personal interest. Strong leadership is necessary to preserve the legacy of the club.

Of course, the nominating committee always welcomes input and suggestions from club members.

A look at the 101 presidents who have led Rotary shows how this practice has served our club well... and we are building on a solid tradition as we look to the next century. 🌀

Swinging for a Good Cause *continued from page 1*

your stuff in a full length mink coat; cheer on the Milwaukee Brewers from premium seats above the dugout; relax in Fort Meyers, Florida with a 7-night condo stay; or receive real VIP Rotary treatment with Tuesday rights to Mary’s parking spot in the War Memorial covered lot!

And of course, we are always looking for unique auction items. Email golf@milwaukeeerotary.com with ideas.

We’d also like to thank our 2013 Scholarship Golf Classic event

sponsors: We Energies, GenMet, Whyte Hirschboeck Dudek, R&R Insurance, Bottom Line Marketing, Associated Bank, von Briesen & Roper, Park Bank and North Shore Bank. Thanks also to our hole sponsors: A.O. Smith, Intelligent Network Solutions, Home Care Medical, George and Julie Mosher, Patina Solutions, St. John's Communities, the Teevan Family and National Ace Hardware.

For more details on the outing and ways to get involved, check out the RCM website for details or contact the Rotary office. 🌀

BOARD APPROVES NEW MEMBERS

At its recent meeting, the Board of Directors welcomed one new member and expressed thanks to the proposer:

Peter van den Kieboom
Workshop Architects
Architecture
Proposer: Terry McMahon

Spotlight on the Milwaukee Rotary Centennial Arboretum: *DNR Knowles-Nelson Stewardship Program*

By Aaron Zeleske, Arboretum Coordinator

In May 2012, the Milwaukee Rotary Centennial Arboretum project applied for a grant of \$1.2 million from the Wisconsin Knowles-Nelson Stewardship Program.

Administered by the Department of Natural Resources, the Knowles-Nelson program makes funding available for conservation of wildlife habitat and access to outdoor recreation opportunities. The Stewardship Fund was named for Warren Knowles and Gaylord Nelson, two of the state's most revered conservation leaders and former governors. The goals of conservation and recreation are achieved through acquisition of easements and land, restoration of natural habitat, and development of recreational facilities.



Ken Leinbach testifies before the Natural Resources Board.

Since its inception in 1989, the program has preserved more than 500,000 acres of Wisconsin land. The preserved areas range in size from a single acre to 100 square miles.

A group representing the project including Mary McCormick, Jill Pelisek, and Dan Davis of Milwaukee Rotary, Kimberly Gleffe

of River Revitalization Foundation, and Ken Leinbach of Urban Ecology Center testified before the Natural Resources Board in February. After review by Department of Natural Resources staff, the Natural Resources Board, and the Joint Finance Committee, our grant was approved in March 2013. The funds will be paid to the project after earthwork construction and remediation of environmental contamination are complete, in the next several months.

The Knowles-Nelson Stewardship Program requires a 50% match from the grant recipient. In our case, we leveraged the 4.5 acres of land donated by the late Pieter Godfrey as the match for the purchase of the new properties.

This land purchased with Stewardship funding is comprised of two separate parcels. The first parcel of 1.5 acres is located adjacent to the Godfrey land. This was the site of a building that has already been demolished and is being transformed into Oak Savannah habitat. The second piece of land is located on the west side of the Milwaukee River adjacent to greenspace being developed by the River Revitalization Foundation. This parcel will be retained by the River Revitalization Foundation and a house on the property will be converted into office space for the organization. ☺

Save the Date!

On September 24, 2013, RCM will celebrate the opening of the Milwaukee Rotary Centennial Arboretum by moving our regular Tuesday luncheon to the site for fun and fellowship.

A community-wide celebration will follow on Saturday, September 28, 2013. You'll be hearing more about these events in the months to come, but we hope you'll put both dates on your calendar now.