

## A Conversation with of RCM's Recruitment & Admission Committee Co-Chairs



**WAVES:** Why is recruitment of new Rotarians important?

**Tom:** Today we are a great club with 360 Rotarians-- quality people from quality organizations. However, every year we have attrition of about 10% because people move, change jobs, retire, etc. This means that to stay even, we need to bring in about 40 new members annually. **It is also important to remember that Rotary membership is by invitation only. Each of us is in the club today because someone made the effort to extend the invitation. Your invitation is the only means we have to build our membership—and to keep our club strong.**



Dave Carter  
and Tom Gale

**WAVES:** Some members have told us that they are unsure about the type of member that Rotary wants. What would you tell them?

**Dave:** Look for quality people from quality organizations with emphasis on members of the business community. Focus on people who have demonstrated leadership in their profession and in the community. Some may be senior leaders; others are on their way to executive positions within their organizations.

In considering candidates for membership, I'd suggest you ask yourself five questions:

- Do I consider them a leader in their profession?
- Do they hold a leadership position, or are they seen as rising leaders, in their organization?
- Do they have a demonstrated interest in finding ways to make a difference in the community?
- Would my fellow Rotarians and I enjoy sharing lunch with them on Tuesdays?
- Can their organization properly support their membership, both in terms of time and financial support?

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## Rotary Person of the Year 2014

What do Steve Marcus, Mario and Cathy Costantini, and Barry Mandel have in common? All received RCM's highest honor, the Rotary Person of the Year Award.

Do you know of someone who made significant contributions to Milwaukee? Nominate them for the 2014 Rotary Person of the Year Award. The RPY Committee will accept nominations until Tuesday, January 14, 2014.



Past RPY recipients Steve Marcus and Cathy & Mario Costantini.

The purpose of this award highlights the Second Objective of Rotary:

- to foster high ethical standards in business and the professions
- to recognize the worthiness of all useful occupations; and
- to dignify each Rotarian's occupation as an opportunity to serve society.

As such, past Rotary Person of the Year Award recipients include individuals who:

- through their profession have made the community a better place to live and work,
- and have shown outstanding leadership in the advancement of ideas, products or services.

This focus on the vocational contribution distinguishes this award from others. Please note the award honors the contribu-

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Our committee considers each application to be unique. So if a Rotarian would like to propose an individual for membership that may not meet the suggested criteria, please discuss it with us... Call someone on the committee or Mary McCormick.

**WAVES:** Are you looking for individuals from any particular sector?

**Tom:** We'd like to have a mix of large and small companies as well a mix of industries and professions. We are currently emphasizing recruitment in fields of telecommunications, construction, technology, banking, manufacturing, health care, retail and transportation.

**WAVES:** Does the Club have any diversity goals?

**Dave:** We don't have a numerical goal per se, but we are committed to increasing our ethnic diversity and bringing more women into the club.

**WAVES:** Do you have any suggestions about what to say when telling a potential member about the Club?

**Tom:** It is always good to start with why you belong to Rotary and the personal value it offers you. A recent survey of our members asked what they say about Rotary. Several common themes emerged and they are all appropriate to share with a prospective member:

1. Rotary is a group of dynamic leaders that can make things happen in Milwaukee. The people in Rotary are active, involved and good people to know.
2. Rotary offers the chance to build relationships, enjoy great programs each week and make a difference in the community.
3. As a Rotarian, you are welcome at any of the 34,000 clubs around the world—a great opportunity for international networking, a bonus for those who travel for business or pleasure.
4. Rotary offers exposure to a diverse representation of our business, professional and community leaders and provides the chance to explore new ways to make the world a better place.
5. There is a strong connection to leadership in the community.
6. The Four-Way Test and the members' dedication to this fundamental set of values sets Rotary apart.

**WAVES:** Once I have a prospective member in mind, what should I do?

**Dave:** Recruiting is easy. The first step is to invite the person to lunch. (See the seven steps for recruiting at the bottom of the page.)

**WAVES:** Any final thoughts?

**Tom:** Who do you know who would make good Rotarians? Take a look through your LinkedIn contacts...think of the people who serve on community boards alongside you... think of friends and colleagues.

Ask them to consider our outstanding club. Please bring them to a luncheon to observe what the "Rotary experience" may mean to them personally. And remember, there is no charge to bring a prospective member to lunch—it is on the "house." 🌀

## Recruiting New Members

1. Invite the prospect to lunch - remember, there is no charge for a prospective member!
2. If the guest is interested in membership, request that the office send information to the prospect. (Membership packet includes background of Rotary and history of our club, financial and other obligations of membership, and a membership application.)
3. The prospective member returns the membership application to the proposer, who submits the membership proposal form to the office.
4. The Recruitment & Admission Committee reviews all applications. The committee may approve, decline, or request more information.
5. Then, approved membership proposals go to the Board for its approval.
6. The names of proposed members are published in the weekly update.
7. The new members are introduced at a Tuesday lunch.

# PHOTO gallery



President Kathie Eilers, President-Elect John Bernaden, and Birmingham Rotary President-Elect Sanjay Singh stopped for a photo with a statue of Paul Harris at a recent visit to Rotary International's headquarters in Evanston, IL.



Ambassador (and Rotarian) Joan Prince spoke to Rotary on October 22nd for UN Day.



The Milwaukee Rotary Centennial Arboretum arch is beautiful in every season and at any time of day!



At a Rotary meeting in September, members Tom Bentley, Nancy Sennett and Fritz Usinger talked to President Kathie about longevity in business.



## Rotary Person of the Year 2014

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tions made through an individual's profession and work, not through civic and philanthropic efforts.

We seek nominees with significant contributions to the community through their occupations and leadership. We welcome nominations of those are less well-known as well as those who have received multiple honors previously. We also focus on those actively engaged in their profession, not retired.

### How to Submit Your Nomination

The nomination process includes the following steps:

- Describe why you think the individual you're nominating meets our criteria and should receive the award.

- Nominations should be one page or less in length and must be submitted electronically as a Word document.
- Submit a one page attachment if necessary to highlight or note any special attributes beyond what you have written in your nomination.
- Send your nomination and attachment to: [rpy@milwaukeeerotary.com](mailto:rpy@milwaukeeerotary.com).
- Our 2014 recipient will be announced in the late spring.
- We will present the award at a June Rotary Meeting and hear and learn from the recipient.

For more information, go to the Rotary website and click on the RPY link under Events, or contact RPY committee chair Nick Wilson: (414) 475-6565, [nickw@jwmfamilyoffices.com](mailto:nickw@jwmfamilyoffices.com). 

## SPEAKER *schedule*

**NOVEMBER 5th** - Bucks General Manager **John Hammond** will dish about what's new for the Milwaukee Bucks - 11 new players, all new coaches, and an exciting new season about to start.

**NOVEMBER 12th** - Stress and resilience expert **Paula Davis-Laack** will speak about "Building Resilience in the Military" in honor of Veteran's Day. When Davis-Laack's grandfather fought in WWII, his life changed forever. He fought on the beaches of Normandy and even though he earned a Purple Heart for his bravery, he struggled in the following decades as he tried to cope with all that he experienced. Today's soldiers now have additional tools at their disposal, a set of skills that build mental toughness and resilience. Davis-Laack will talk about what resilience is and her work with the military, discussing the many lessons she has learned in working with soldiers.

**NOVEMBER 19th** - **Paula A. Kerger** is president and chief executive officer of PBS, the nation's largest non-commercial media organization with more than 350 member stations throughout the country. Ms. Kerger joined PBS as its sixth

president and chief executive in March 2006. Since her arrival, Ms. Kerger has made particularly strong commitments to the arts, news and public affairs, high-quality content for education, diversity, and the use of new technology to bring public media into the lives of all Americans.

**NOVEMBER 26th** - An extraordinary entrepreneur and one of America's leading philanthropists, Joe Zilber started a small real estate company in 1949 which he built in to a thriving multi-million dollar real estate enterprise. After 60 years in business, Zilber turned his attention to philanthropy. *Milwaukee Magazine* editor **Kurt Chandler** held extensive interviews with Zilber before the developer's death in 2010, and on October 10th Marquette University Press published Zilber's story of deals well done and of a life well lived in the memoir *How I Built an Empire & Gave it Away*. Rotarian **Mike Mervis**, who served for over 35 years as a special assistant to Mr. Zilber, recently retired as vice president of Zilber Ltd and is a member of the Board of the Zilber Family Foundation, will lead a conversation with Chandler at Rotary on November 26th.



**John Birdsall**

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John is a veteran of criminal defense, with over 24 years of practice, 230 felony jury trials to his name, and an acquittal rate three times the Wisconsin average. John is currently a member of the board of directors and former president of the Wisconsin Association of Criminal Defense Lawyers. In addition, he is on the board of directors and former chairmen of the Criminal Law Section of the State Bar of Wisconsin. John holds an "AV" rating (highest available) in the Martindale-Hubbel Bar Register of Preeminent Lawyers. John is a member of the Wisconsin Club and volunteers his expertise at the Milwaukee Rescue Mission.



**Catherine (Cathy) Buck**

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Cathy Buck joined Froedtert Hospital in 1982 and was appointed President of the Hospital in 2010. Since joining Froedtert, Cathy served in progressive leadership roles pioneering patient safety and quality improvement. Her work in bringing Six Sigma and Lean to healthcare has been recognized nationally. Cathy has been the recipient of numerous awards including the YWCA's Outstanding Woman of Achievement, Professional Dimension's Sacagawea Award and the *Business Journal's* Woman of Influence. She sits on the Boards of Horizon Homecare and Hospice and Mount Mary University. Cathy received her Bachelor's degree from DePaul University and her Masters of Science degree from Rush University.



**Lloyd Dickinson**

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Lloyd retired as a partner at Foley & Lardner in January 2013. He serves on the Boards of Western Building Products and Titanium Asset Management, a publicly traded company with over \$8 Billion in assets under management. He is currently President of the Historic Water Tower Neighborhood and past Secretary of the Milwaukee Debate League. Prior to Foley, he was a shareholder at Reinhart, Boerner, Van Deuren. He is married to Kristin Bergstrom, who has been a Rotary member for almost 20 years. Together they have three children, all college graduates and gainfully employed.



**Paul Ohm**

*The Pfister Hotel  
General Manager  
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Paul is responsible for overseeing the general operations of the Pfister hotel, as well as the upcoming renovations of the hotel's 176 tower guest rooms beginning in fall 2013. Prior to the Pfister, Paul served as general manager of the Fairmont Newport Beach. He began his career with the Hyatt Regency Columbus, and served Hyatt Hotels and Fairmont Hotels & Resorts in various U.S. locations as well as Cairo, Egypt. Paul earned a B.S. in political science with a minor in technical communications from Bowling Green State University in Ohio. He is a member of the Chaine Des Rotisseurs as a Ma'tre de Table Hotelier and the Les Amis d'Escoffier Society. He enjoys spending time with his three dogs, gardening and landscaping.

**BOARD APPROVES NEW MEMBERS**

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

**Marianne Canter**  
**Canter Consulting**  
Consulting  
*Proposer: Jude Werra*

**Laura Gough**  
**Robert W. Baird**  
Wealth Management  
*Proposer: Mary McCormick*

**Tony LaPorte**  
**Kahler Slater**  
Architecture  
*Proposer: Ryan Daniels*

**Robert G. Petrie, Jr.**  
**Paradigm Consulting**  
**(Retired)**  
Consulting - Management  
*Proposer: David Buck*

## Spotlight on the Good Works of the RCM Community Trust: *River Revitalization Foundation*

*In September 2013, we told the story of the RCM Community Trust, which is celebrating its 45th anniversary this year. In the coming months, we'll use this space to highlight the good works around our community made possible by the Trust, which is funded solely by the donations of members.*

The River Revitalization Foundation (RRF), Milwaukee's urban rivers land trust, has a deep Rotary connection. RCM and Milwaukee Kiwanis co-founded RRF in 1994, and 5 of the 14 RRF Board seats are reserved for Rotarians. Today these seats are held by Margaret Crawford, Don Daugherty, Chris Jaekels, Sarah Kimball and Jack Lewis.

RRF's major focus in recent years has been the purchase and restoration of the 2.8 acre former Wheelhouse site located along the Milwaukee River upstream from the old North Avenue dam. This site is just south of the Milwaukee Rotary Centennial Arboretum, part of the Milwaukee River Greenway.



Demolition of the former Wheelhouse in 2010.

Through the RCM Environment & Ecology committee, the RCM Community Trust has supported the development of the former Wheelhouse parcel. In 2010, a \$5,000 grant was awarded

for the demolition of the Wheelhouse and its driveway. In 2011 and again in 2012, the RCM Community Trust donated \$5,000 to help restore site through removal of invasive species, planting of native trees, path construction & maintenance.

This summer RRF was awarded two major grants for shoreline restoration along the Milwaukee River and estuary. A \$248,960 grant from the Fund for Lake Michigan will support stream bank and habitat restoration and fishing access along 600 feet of shoreline at the former Wheelhouse parcel; in addition, a \$249,000 grant from the National Fish and Wildlife Foundation through the Sustain Our Great Lakes program will allow for continuation of shoreline restoration along the adjacent 150 feet of shoreline.

“The investment of both local and federal funding to improve the riparian corridor in the most densely populated region of the state is a demonstration of the commitment to sustainability, water quality improvements and protection of our natural resources right here in Milwaukee”, says Kimberly Gleffe, Executive Director of the River Revitalization Foundation. Over three acres of urban greenspace will be improved for the people who enjoy recreating on the river and connecting with nature, and for the wildlife that depends on its habitat. ☀



Rendering of a restored shoreline by Marek Landscaping.