

Meet our 2013 Class of RCM Scholars!

September is back-to-school month for RCM's 11 returning and 8 new scholars! This spring, we received a dozen very strong applications from Milwaukee high school seniors. After a round of interviews, the committee elected to extend financial support and mentoring to the following new scholars:

Mayra Alaniz (Award: \$1,500)

High School: South Division

College: Georgetown University

Anticipated Major: Social Welfare, Public Policy, Pre-Law

Mayra views college as just the first step in her goal of helping other economically disadvantaged youth and addressing the education gap. "My dream is to become a policy maker," she says.



Jon Dehlinger with scholars Amy Lavender and Armonie Dotson.

Armonie Dotson (Award: \$1,500)

High School: Riverside

College: UW-Madison

Anticipated Major: Biomedical Engineering

In high school Armonie volunteered with Pearls for Teen Girls & the BloodCenter and participated in the Nia Club, which equips African American students with the tools to prepare for college. She plans to pursue a career in oncology.



Deja' Hoskin (Award: \$2,500)

High School: Riverside

College: UW-Whitewater

Anticipated Major: Criminal Justice

This past summer Deja' worked at Quarles & Brady through the City of Milwaukee teen internship program – a great start to Deja's career goals of becoming a District Attorney and eventually a Supreme Court Justice.

Amy Lavender (Award: \$2,500)

High School: Riverside

College: UW-Madison

Anticipated Major: Psychology

Amy credits her jobs as a lifeguard and as an art intern for the Milwaukee Public Theater for her intention to go into a field where she can help others. She was a high school athlete on the swim and soccer teams.



Frenchie Randolph (Award: \$1,500)

College: Cardinal Stritch

Major: Special education

A visually-impaired single mother of six, Frenchie is pursuing a bachelor's degree in education with a certificate in special education. She says, "I want to be able to help the children who need it most."

Aaliyah Rodgers (Award: \$4,500)

High School: Rufus King

College: UW-Madison

Anticipated Major: Nursing

Aaliyah is our first Gordon & Elizabeth Smith Scholar. She intends to be a pediatric nurse so that she can make a difference every day, and she says she looks forward to building a friendship with her mentors.



Aaliyah Rodgers and her mother Nina sit with Genie Smith. Genie and her husband Tom created the Gordon and Elizabeth Smith Scholarship in Tom's parents' honor.

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Aniyah Stubblefield (Award: \$2,500)
High School: Riverside
College: Mount Mary College
Anticipated Major: Sonography & Nursing
Aniyah made a point to try new experiences every year in high school, participating in the Youth Health Service Corps, the school costume crew, and the school newspaper. She hopes to be a medical sonographer.

Destiny Thomas (Award: \$2,500)
High School: South Division
College: UW-Whitewater
Anticipated Major: Forensic Science, Criminal Justice

Destiny participated in tennis, softball, College Possible, and Student Leadership in high school – but she says her most interesting activity was Restorative Justice, a program where students who get into trouble face a justice circle of their peers who talk through the issue and make recommendations.



Destiny Thomas with mentor Leni Siker.

The committee was also pleased to continue support for eleven returning scholars. They are:

Second Year:

Daniela Cortes, *Carroll University, Biology (Animal Behavior and Psychology)*

Carla Lopez, *Alverno, Marketing*

Third Year:

Jasmine Bray, *Mount Mary College, Nursing*

Jade Brown, *Marquette, Nursing*

Tim Hall, *UW-Madison, Biology (Pre-Med)*

Brandon Holmes, *UW-Oshkosh, Political Science/History*

Natasha Todd, *Marquette, Nursing*

Kelsey Wilkerson, *UW-Madison, Electrical Engineering*

Fourth Year:

Jessica Ortiz, *UW-Whitewater, Sociology*

Ariel Wyatt, *UW-Oshkosh, Nursing*

Markesha Parker, *UW-Platteville, Engineering*

Congratulations to all the RCM scholars, and a big thank you to their mentors and the RCM Scholarship committee. ☺

SPEAKER *schedule*

SEPTEMBER 3rd - Ken Leinbach, Executive Director of the Urban Ecology Center, will talk about the soon-to-open Milwaukee Rotary Centennial Arboretum and the partnership that built this gift to the community.

SEPTEMBER 10th - Rotarian David Haynes, Editorial Page Editor of the *Milwaukee Journal Sentinel*, will lead a conversation with **Milwaukee Police Chief Ed Flynn**. This is a joint program of the Rotary Club of Milwaukee and the Milwaukee Press Club.

SEPTEMBER 17th - Join us for a centennial conversation with Rotarian representatives of three companies with a more than 100-year history - **Tom Bentley** (Bentley World Packaging), **Nancy Sennett** (Foley & Lardner) and **Fritz Usinger** (Fred Usinger, Inc).

SEPTEMBER 24th - Join us in celebrating the opening of the **Milwaukee Rotary Centennial Arboretum!** 15 and 30 minute tours will be available before and after our picnic lunch & short celebratory program. Valet parking available and a shuttle from the War Memorial will be available upon request.



**MILWAUKEE
ROTARY
CENTENNIAL
ARBORETUM**

As we close out a year of reminiscing about first 100 years of the history of the Rotary Club of Milwaukee, we need to recognize the 45th anniversary of the RCM Community Trust—founded in October, 1968. Today, the RCM Community Trust is valued at over \$3,000,000. But how did it start?

RCM authorized the creation of the fund to promote the “intellectual, physical, educational and social well-being of people of Wisconsin.” The trust was designed with the idea of completely separating the investing and operating functions from the “application of funds.” So while the RCM Board of Directors decides how to direct charitable gifts from the Trust; a corporate Trustee (now US Bank) and an individual Trustee (now Adam Wiensch of Foley & Lardner) invest and provide administrative oversight.



Adam Wiensch

This was done to “give a feeling of confidence to a donor as to the proper investment procedures that will be followed and substantial flexibility to the Rotary Board in determining the application of the income.”



Charlie James

Charlie James, still an active member of the Rotary Club of Milwaukee, was the club’s treasurer at the time, suggested that the “initial funding be accomplished by the transfer of \$5,000 from the club’s surplus, which is presently around \$35,000. There is really no good reason, in my opinion, for the club to maintain a surplus of more than \$25,000.” The club subsequently increased the transfer to \$12,248—the surplus of RCM’s cash balance as of June, 30, 1968 in excess of \$25,000.

Investment income in the first year totaled \$273.33. This amount was granted to Goodwill to provide for additional deposit boxes. The following year, the board authorized a \$286.50 contribution to the “Wisconsin Historical Society for the replacement of the Historymobile trailer.” Other early gifts included:

- Junior Achievement – \$400 for two scholarships in Rotary’s name
- The Boy Scouts – \$115 for leader training
- Curative Workshop – \$1,675 for a laser beam enlarger for the Low Vision Clinic
- Children’s Outing Association – \$5,000 for the Northwoods Camp Project
- Peru earthquake relief – \$444.27

In 1978, the Board increased dues and directed that \$12.50 of each semi-annual payment go to the Trust. The corpus grew slowly and by 1984 still remained under \$100,000. After the death of past Rotary International President Cliff Randall, the RCM Board changed the name of the fund to the Rotary Club of Milwaukee Clifford Randall Memorial Trust. Tony Petullo led a fund raising effort in honor of Cliff. The Past Presidents pledged a \$10,000 contribution if club members would contribute \$40,000—a challenge that was met in three short weeks.



Cliff Randall

Second Harvesters (now Feeding America) is an excellent example of a community resource developed with early support from the Trust.



Wisconsin Governor Tony Earl donates the millionth pound of food to the food bank’s General Manager, Gwen McLean in 1983.

By 1987 the Trust had grown to just over \$314,000. An analysis showed that much of the donations from members were coming from past presidents. The Board then adopted a goal of increasing the assets of the Trust to \$1 million by 1995 and established a “Fair Share” policy asking each member to contribute \$100 annually. Also, the initiation fee was increased from \$300 to \$500 with the difference going the Trust.

As the Club worked to grow the Trust, the Club also committed

to raising \$500,000 from the members of Rotary in support of the Health Education Center, a partnership with the Junior League of Milwaukee. Rotarians played a leading role in the planning and development of this \$4 million project. As the Board considered ways to grow the assets, there was a concern that many of the newer members did not know much about Cliff Randall and that having his name on the Trust caused some confusion. After much deliberation, the Board changed the name back to the Rotary Club of Milwaukee Community Foundation to enhance a sense of pride and ownership of the fund.

Throughout the 1990s the RCM Community Foundation provided consistent support to Camp Enterprise, Reading is Fundamental, One-on-One mentoring, the River Revitalization Foundation, the Milwaukee Youth Survey and a myriad of other recipients including the UWM's Peace Studies Program, and the Riverside Nature Center (now the Urban Ecology Center).



Kids at Camp Enterprise.

By the early 2000s the Trust was able to provide on-going support for these community efforts and supplement the donations of members to buy the naming rights to the Milwaukee Rotary Amphitheater at Discovery World. Then in 2005, the family of past president Robbie Robertson created the A.D.

Robertson Fund for the United Nations, a fund dedicated to supporting education around the work of the United Nations. This was the beginning of the creation of multiple special purpose funds within the Trust. Today, the endowed funds include:

- The Philip W. Orth Family Fund, created with a generous gift from the estate of Phil and Mariette Orth. Phil was RCM President in 1954-55 and District Governor in 1961-62.
- The Gordon and Elizabeth Smith Scholarship Fund, created with a donation by their son and daughter-in-law. Gordy was RCM President in 1976-77.

We have also opened an International Project Fund as a way for Rotarians to make personal contributions for the club's international projects, a Scholarship Fund supported by the RCM Scholarship Golf Classic, and the Harry Franke Fund created with memorial gifts in honor of Harry.



Harry Franke accepts his Lifetime Achievement Award in December 2010.

Finally, each June since 2006, the Trust has been the recipient of an annual gift from the estate of Rotarian Andrew Bell. We receive 1% of the value of Andrew Bell Charitable Trust annually. To date, the gifts have ranged from a low of \$11,000 to a high of \$19,500. In 2008 the Trust pledged \$100,000 for restoration of the Brown Street Academy Schoolyard. This was the first Andrew Bell award as the pledge was fulfilled with distributions from the Andrew Bell Trust.

Funded exclusively by RCM and its members, the RCM Community Trust is a source of pride. Throughout the coming year, we will tell some of the stories of the programs and organizations it supports. Look for these stories! 🌟

Thank you to our Centennial Sponsors

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George & Julie Mosher



Robert Bast (R.J.)

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R.J. is excited to be part of the Rotary Club of Milwaukee following in his grandfather's footsteps as he was a longtime member. He is a proud resident of the City of Milwaukee and has been married for almost 13 years to his wife Stacey. R.J. received his degree in Business from the UW-Stevens Point. In 2007 he graduated from the Lubar Executive MBA Program at the UW-Milwaukee. He is currently an owner of Go Riteway Transportation Group along with his father, aunt and sister. The company was started by his grandfather in 1957 and has grown to provide transportation services including school bus, airport shuttle, motor coach and limousine service throughout southeastern Wisconsin.



Matthew Nink (Matt)

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Matt has been the Executive Director of the Global Youth Leadership Institute since 2005. He also has fifteen years of experience as an award winning English teacher and administrator at Wayland Academy, Catholic Memorial High School, and University School of Milwaukee. Matt has also coached many high school and youth sports, including swimming, soccer, football and baseball. Matt volunteers as a confirmation teacher at St. Sebastian Parish and as a network leader for the Milwaukee Succeeds Initiative. He holds a BA from Boston College and an MA from Northern Illinois University, both in English. He lives in Wauwatosa with his wife and their four children.



Markus Watts

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Milwaukee native Markus J. Watts is a committed activist in the field of education, community development and youth advocacy. As the CEO of V.E. Carter Development Group, Markus oversees the day to day operations and strategic planning of an early childhood educational institution established in 1971. Prior to his current position, Markus was the Senior Program Director of OIC of Racine County. His community and civic activities have included: the Helen Bader Foundation's Homework First Initiative, the YMCA's Black Achiever program, the Milwaukee Urban League's Board of Directors, and Alpha Phi Alpha Fraternity. Markus graduated from Milwaukee High School of the Arts and received a BA in Political Science from Wilberforce University and an MA in Public Administration from UW-Oshkosh.

BOARD APPROVES NEW MEMBERS

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

Patricia Borger
University of Wisconsin - Milwaukee
Education - State University
Proposer: Jill Pelisek

Spotlight on the Milwaukee Rotary Centennial Arboretum:

The Milwaukee River Greenway

By Aaron Zeleske, Arboretum Coordinator

As impressive as it is, the Milwaukee Rotary Centennial Arboretum does not stand on its own. The 40 acre Arboretum is located at the southern end of the Milwaukee River Greenway, which covers a 6 mile stretch of the Milwaukee River, from Silver Spring Drive to the former North Avenue Dam.

The Greenway is comprised of 878 acres, containing 12 public parks as well as other urban wilderness areas, and 28 miles of trails. To fully understand and appreciate the Arboretum, it is important to understand its context within the larger Greenway.



The Milwaukee River Greenway: a natural oasis in the heart of the city.

The Milwaukee River Greenway Coalition formed as a result of grassroots efforts in 2006 to protect six miles of urban river from insensitive development. The Coalition is composed of leaders from jurisdictions in the Greenway area, as well as five nonprofit organizations involved in activities in the area.

With the Coalition's leadership, in 2006 the Village of Shorewood and in 2010 in the City of Milwaukee both passed shoreline protection measures that protect areas along the river, limit building heights, and establish mandatory setbacks from the river

shore. These measures preserve the scenic beauty of the river valley and protect wildlife habitat.

In 2010, the Coalition released the *Milwaukee River Greenway Master Plan: A Vision for Recreation and Restoration* and has been leading the implementation of that plan ever since.

The Master Plan sets forth a vision for a unique urban wilderness containing shared recreational opportunities and restored natural communities. This twin vision of ecological restoration and recreation are central to the conception of the Greenway. The Plan includes steps for habitat restoration within the 500 acres of Primary Environmental Corridor. It also calls for a new 13 mile system of trails in the area that will help residents and visitors connect with nature.

The plan also emphasizes the development of a recognizable brand and signage program to help foster awareness of the Greenway. This signage was designed by Thiel Design and fabricated by GenMet, companies led by Rotarians John Thiel and Eric Isbister, respectively. ☀



Newly-installed signage designed by Thiel Design and fabricated by GenMet. *Photo courtesy of Eric Isbister.*