

An Update from Salta, Argentina

Together with Rotary International, Rotary District 6270 provides a one-year Ambassadorial Scholarship of up to \$25,000 to scholars pursuing graduate study abroad. Recipients serve as ambassadors of international understanding and goodwill as part of their learning opportunity. This year, Rotary sent RCM's candidate Nicole Thompson to Salta, Argentina to study language acquisition at the Universidad Nacional de Salta (UNSa). Nicole arrived in Salta in January and sent this update.

My graduate program here at UNSa is structured a little differently than most master's degree programs in the United States. I read most of the week, then have class on Friday afternoons and all day on Saturday. Each class only lasts for 3 weekends, and a new class begins the next month. By doing this, I will be able to start on my thesis in July and get my master's degree extremely quickly. I am studying language acquisition and linguistics and will be writing a thesis about second language acquisition.

In my program, all of the students in my classes are language teachers. Some teach Spanish (think of it like teaching English in the United States – literature, writing, etc). Others teach Latin, English, Portuguese, French, and German.



Ambassadorial Scholar Nicole Thompson with the Rotary Club in Salta, Argentina.

I have completely fallen in love with every aspect of Salta, a city about the same size as Milwaukee. When I first arrived, I was met with breezy summer weather, gorgeous green hills, and kind people who shockingly don't roll their *r*'s when speaking Spanish (all my time practicing and mastering that tricky *rr* sadly went to waste).

continued on page 2

A Rotarian's Impact

By Mike Boelter

As a Rotarian, sometimes our impact to the world is measured in the large things we do. Sometimes we need to pay close attention to the little things that really define us as Rotarians.

Ron Kuramoto and I had the pleasure to participate in a book distribution for the Rotary Brewers Reading Partnership at Allen Field School recently. During the second class coming into the library, the kids shuffled anxiously through the rows of books trying to decide which one was best for them. They then systematically lined up to have the books stamped and signed, but one student, Juan was very, very different.



A student makes a selection at a Rotary Brewers Reading Partnership book distribution.

He never really made a sound, and no one talked to him at all. He stood in line patiently with his book clutched closely to him. When it was his turn, he slowly and with some hesitation gave the book to Ron who stamped the book, then signed it. Ron smiled at him and Juan had but a very small shallow smile on his face.

He moved to me and I said, "Hey Juan buddy, how 'ya doin...?" He gave me the book and said, "Good, Ok...". Since his book was about dogs, I asked him, "I bet you love dogs!". Juan said "yeh, cool...". With that, both the librarian and his teacher noticeably gasped at Juan's conversation with me—and I was curious why.

While the class filed out, Juan's teacher came to me and whispered that Juan was autistic and had NEVER spoken a word to many people, much less anyone he didn't know very well. His brief and seemingly incidental conversation with me, at this brief moment in time on that day is what being a Rotarian is about. ☺

An Update from Salta, Argentina

continued from page 1

I have been attending Rotary meetings here in Salta, part of District 4835. The meetings are extremely different from those in Milwaukee -- there are 12 Rotarians in the Salta club and they meet at an Italian restaurant at 10 o'clock at night. There's no Rotary insignia posted, no name-tags, no flag, no bell, and informal dress. These are some of the most caring people I have ever met! The Rotarians have accepted me, helped me, and made me feel completely at home during the meetings. They've invited me out for coffee, to their homes for dinner, and always drive me home from the meetings.

My Rotary Club here is working to improve access to clean water for the Wichi indigenous communities that live about 7 hours northeast of here. They are some of the poorest communities in the country and I am so eager to work with the club here to address this important issue.

I am so thankful to be here and be representing Milwaukee as the Ambassadorial Scholar from the district. To stay up-to-date on my experiences, please feel free to visit my blog: <http://nicolecthompson.wordpress.com>. 

PHOTO corner



Rotarians and their friends and families packed food for Worldwide Hunger Relief in March at Fritz Usinger's warehouse.

SPEAKER schedule

APRIL 2nd - Until the time the county executive office was created around 1960, the county board was responsible for running the daily operations of county government. Recognizing the problems caused when there are "too many cooks in the kitchen" the Legislature created the executive form of county government. However, they failed to clearly define the responsibilities between the board and the executive. **Representative Joe Sanfilippo** recently introduced a bill aimed at reforming Milwaukee County government by clearing up the ambiguous statutes, and will join us at Rotary to share his perspective.

APRIL 9th - Chairwoman of the Milwaukee County Board Marina Dimitrijevic will provide a different perspective on Rep. Sanfilippo's bill aimed at reforming Milwaukee County Government.

APRIL 16th - Guillermo Rishchynski, Ambassador and Permanent Representative of Canada to the United Nations, will have a conversation with President Rick about the United Nations' role in several of the current crises facing our world today. Ambassador Rishchynski has served abroad in Rio de Janeiro, São Paulo, Amman, Melbourne, Jakarta, and Chicago. He was Ambassador to Colombia from 1999 to 2002; Ambassador to Brazil 2005-2007; and Ambassador to Mexico 2007 to 2011. In Ottawa, he has served the Department of External Affairs and International Trade as deputy director, Latin America and Caribbean Trade Division, and director, Team Canada Task Force.

APRIL 23rd- 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.

APRIL 30th - Milwaukee Mayor Tom Barrett will reflect on the state of the City, including current threats and opportunities.

Rotary 1966-74

In 1966, Bill Randall became the third generation of his family to serve as Club President, following his grandfather and father. In 1967, the 372-member Club promoted the first Greater Milwaukee Open which offered \$40,000 in prize money for competitors at North Shore Country Club. This golf tournament was part of a strategy to overcome Milwaukee's national reputation for race riots and unrest.

In 1968, RCM established its charitable trust, modeled after programs in Madison and Indianapolis. What is now the Rotary Community Trust was seeded with \$3,500 in pledge commitments from the Past Presidents.

In 1969, the Performing Arts Center, long a recipient of Rotary support, was opened with a final cost of \$12 million. 1970 marked the return of baseball to the city and Rotarians attended Opening Day in large numbers.

At season's end, Bud Selig reported to Rotary that the Brewers were pleased to attract 935,000 patrons.



A photo of Cliff Randall and family taken during his year as RI president. Cliff's son Bill became RCM president in 1966.



The Performing Arts Center
 Photo courtesy
 of the Milwaukee
 Historical
 Society

During this era, Rotarians enjoyed programs such as:

- The just-concluded Vatican II Council and its impact received a thorough analysis by luncheon speaker Archbishop Cousins in 1966.
- In 1967 Police Chief Harold Breier identified the cause of crime increases as leniency on the part of juvenile court officials.
- Billie Jean King, the number one ranked women's tennis player, addressed Rotary about the need for more exercise; she suggested more tennis and less bowling.
- Irwin Maier described the employee ownership program of the Journal Company that then required 12,000 boys to deliver the daily newspaper.
- Serving his third 4-year term by 1969, Mayor Henry Maier revealed his vision of The Future of Milwaukee. He predicted that by 1976, urban blight would be eliminated and Milwaukee would be recognized for its beauty, fountains, music, and tourism drawn by outstanding convention facilities and Summerfest.
- A special 1969 program on health care lamented rapid cost increases and indicated national expenditures were \$10.4 billion while Americans spent \$9.2 billion annually on tobacco.
- Yitzhak Rabin, Ambassador from Israel and Chief of Staff during the 6-day war, told Rotarians about the future of Israel.
- Rotary listened to a report on the longest bull market in history as the Dow Jones Industrial Average climbed from just over 500 to just under 1,000 between 1962 and 1968.
- In 1972, Mayor Richard Luger of Indianapolis discussed successful strategies employed there to bring about consolidated government; he had been a Rotarian with a perfect attendance record for 7 years prior to being elected Mayor.
- There was a report to Rotary on the work of the Governor's Commission on Recycling recommending local communities begin to consider such efforts as there is a growing feeling



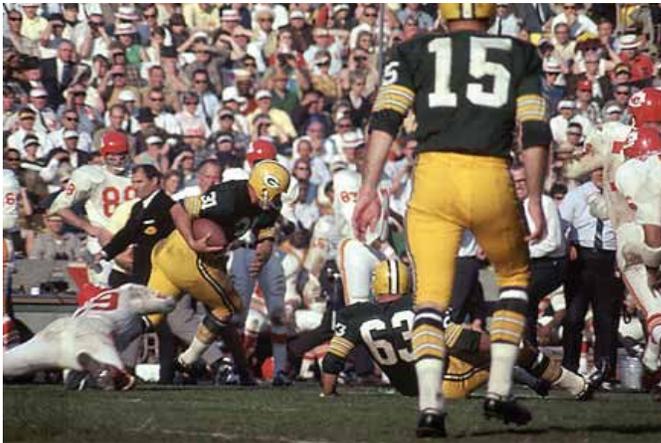
Mayor Henry Maier
 From the Milwaukee Public
 Library Historic Photo Collection

that recycling is even more beneficial to the health of America than bicycling.

- Marquette University Coach Al McGuire told a Rotary audience coaching basketball is the only profession where people treat you as dumber when you get older.
- Mayor Maier’s task force on improving conditions of the Milwaukee River presented their report to the Club.

Milwaukee and the World 1966-74

As 1966 began, John Lennon stated “the Beatles are now more popular than Jesus;” later that year, they performed their last live concert. The Freedom of Information Act was signed into law and construction workers broke ground on the World Trade Center.



The 1967 Super Bowl

In 1967, the Green Bay Packers won the first Super Bowl and the first automated cash machine was introduced in England. The first human heart transplant was performed in South Africa; the Corporation for Public Broadcasting was formed; Thurgood Marshall was confirmed as the first African American Supreme Court Justice; and the first racial disturbance in Milwaukee caused the city to be shut down for 10 days.

In 1968, President Johnson announced his retirement; Dr. Martin Luther King, Jr. was assassinated; and Senator Robert Kennedy was killed. In a sign of changing times, the *Saturday Evening Post* ceased publication in 1969 after 147 years. Other momentous events in 199 included: Woodstock; the moon landing; and the death of a teenager in St. Louis of a baffling medical condition later defined as HIV/AIDS.

In 1970, President Nixon approved a ban on cigarette advertising on television. Four students were killed at Kent State University and the voting age was reduced to 18 years old. 1971 brought the debut of the Nasdaq stock market index. The Milwaukee Bucks won their only NBA championship. Disney World opened in Orlando and the People’s Republic of China was admitted to the United Nations.

In 1972, the first hand-held calculator was available for \$395. Airline passenger and baggage inspection began for the first time. The first women were allowed to compete in the Boston Marathon and were admitted to Dartmouth College. The Watergate break-in resulted in five arrests and President Nixon was re-elected in a landslide. Eleven Israeli athletes were killed at the Munich Olympics and a Milwaukee resident shot Presidential candidate George Wallace.

In 1973, CBS sold the New York Yankees baseball team for \$10 million. In *Roe v. Wade*, the U.S. Supreme Court overturned state bans on abortion. The first hand-held cell phone call was placed in New York; the World Trade Center opened; and the Sears Tower in Chicago became the world’s tallest building. Spiro Agnew resigned as Vice President and was replaced by Gerald Ford.

In 1974, Mia Farrow was pictured on the first cover of *People Magazine*. Henry Aaron broke Babe Ruth’s home run record. Universal Product Code was scanned for the first time for a package of Wrigley’s gum purchased in Ohio; the Rubik’s cube puzzle was invented in Hungary; and President Nixon resigned with Gerald Ford becoming the next President. ☺

Thank you to our Centennial Sponsors

Platinum



Rockwell Automation

Gold



The Marcus Corporation

Silver



U.S. BANK



Bronze



George & Julie Mosher





James (Jim) Feil

*President
Urban Day School
3782 N. 12th Street
Milwaukee, WI 53206
jfeil@ud1224.org
(414) 263-2781*

James Feil became the president of Urbay Day School in August 2012. Jim comes to Milwaukee from Michigan, where he was the Superintendent of the Travers City Area Public Schools – and a Rotarian in the Travers City Rotary Club. Previously Jim held leadership in four other Michigan school districts. He holds an MBA and a BS in business from Central Michigan University. Jim lives with his wife Armella in West Oconomowoc; they have four grown children.



Matt Hunter

*Partner
Colliers International
1243 North 10th Street
Milwaukee, WI
matt.hunter@colliers.com
(414) 276-9500*

As partner and shareholder at Colliers Milwaukee, Matt Hunter heads up the tenant representation group. His approach is simple: identify the needs of his clients and offer solutions that work. By offering a straightforward and factual approach, Matt has been successful in building long term relationships with his clients and is recognized as an expert in tenant representation. Matt lives in Whitefish Bay with his wife Andrea and their three kids, Kate (5), George (3) & John (1). He is a board member of the Commercial Association of Realtors, Wisconsin and a member of the Community Development Authority of Whitefish Bay.



Sam Watts

*Owner/CEO
George Watts & Son Inc.
761 N. Jefferson Street
Milwaukee, WI 53202
swatts@georgewatts.com
(414) 290-5700*

As fifth generation owner of a family business that started in 1870, Sam Watts continues to serve the people of Milwaukee and Wisconsin. His family and heritage are intimately linked to Milwaukee in many regards. His father, JD Watts is currently a circuit court judge in Milwaukee and his late grandfather, George Watts was active in both the political and business arenas. He is determined to keep the family legacy alive and has been a creative force in the downtown area while maintaining the integrity and energy that the Watts family is known for.

BOARD APPROVES NEW MEMBERS

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

Jonathan Brantley
Teach a Man to Fish LLC
Real Estate
Proposer: Dave Carter

Darci Miller
Fifth Third Bank
Banking
Proposer: Craig Haskins

Avrum D. Lank
Lank Enterprises
Journalism
Proposer: Jim Plunkett

Kelly Skindzelewski
Potawatomi Bingo Casino
Arts & Entertainment
Proposer: Joe Caruso

Spotlight on the Milwaukee Rotary Centennial Arboretum:

What is an Arboretum, Anyway?

By Ken Leinbach, Executive Director, Urban Ecology Center

Ok, I'll admit it. When Pieter Godfrey discussed the idea of converting the land he wished to donate into a unique ecosystem of trees ... he and I had only a vague notion of what exactly an arboretum was. My instinct in calling it an Arboretum instead of a park was less biologic and more practical - a marketing tool. The name had the panache to attract attention and hopefully the support needed for the ambitious project of tearing down an old factory and reclaiming the worn industrial land into public green space. When the marketing plan started to work, and the Milwaukee Rotary Club and many others expressed interest in helping, it became evident that understanding the term Arboretum was important.



Ken Leinbach leads an Arboretum tour at the 2010 groundbreaking.

I have sometimes heard an Arboretum defined as a “living museum of trees”. Upon further investigation, we learned these “living museums” are as varied as the species that they embark to preserve. Arboreta (cool word in the plural – eh?) differ from natural woodlands as they represent a botanically significant intentional collection of trees. Some “living museums of trees” like that in the nation’s capital, attempt to grow individual trees from all over the world. Others, like the Arboretum at Flagstaff, focus on the native plants that thrive in the high, arid environment of the Colorado Plateau. Each Arboretum has its own

unique mission and purpose. While trees are common to all, arboreta are botanical gardens for all plants as a tree cannot survive in isolation--like all life they need an ecosystem of support.

This brings us to the Milwaukee Rotary Centennial Arboretum. What is it exactly? Well, at first we did not know for sure, but over the past six years a very exciting vision has emerged - with the engagement of literally thousands of volunteers, experts across the state, a dedicated team on staff and numerous partner organizations

The Milwaukee Rotary Centennial Arboretum will be a 40 acre tract of urban nature uniquely managed as an outdoor classroom, research laboratory and public sanctuary free for everyone to enjoy. The National Forest Service has already dedicated this land as a Children’s Forest, meaning that the unique discovery needs of children and youth are considered in every step of design. For example, in our Arboretum there will be “Imaginature sites” scattered throughout the acreage - special places intended for children to “discover and play” be it an intentionally placed hollow log, or a tree enhanced for easy and safe climbing.

Collectively all of this land will harbor representative samples of every tree indigenous to Southeastern Wisconsin (currently there are 28 in Riverside Park, we are growing the total to 72!), and a vast array of native plants. Some of the land within the 40 acre boundary already exists as a mature forest, like that of Riverside Park. Other portions have trees, but are not currently managed with any intention. The riparian land along the East Bank Trail as well as stretches of the Oakleaf trail between Locust Street and North Avenue fall into this category. The newly created oak savannah is yet another section of the Arboretum. These different areas allow us to establish a diversity of plant communities representative of a number of ecosystems found in Southeastern Wisconsin. In addition to the wonderful opportunities for outdoor education, research, and recreation this is the unique mission of the Milwaukee Rotary Centennial Arboretum. 🌳