

Rotary Announces Significant Gift to Johnsons Park

At Rotary on March 18th, Past President Rick White announced a gift of \$100,000 to the Johnsons Park Initiative from the RCM Community Trust.

Rotary has been involved in the Lindsay Heights neighborhood, home of Johnsons Park, for many years. From RCM's founding of Feeding America, to our ongoing presence as volunteer tutors in Brown Street Academy and helping to renovate the school's playground last year, Rotarians have long believed in the neighborhood.



Rotarians Rick White and Susan Lloyd

Rotarian Susan Lloyd was also on hand to announce a gift of \$250,000 from the Zilber Family Foundation, and noted the endeavor was especially meaningful to the Foundation because "it is a catalytic project in the neighborhood that Joe Zilber called home."

Rick hinted that other significant Johnsons Park contributions are forthcoming from community organizations, and promised to share further fundraising success stories over next weeks and months.

RCM's \$100,000 gift will be fulfilled through the Andrew Bell Grant. Andrew Bell, a past member of the RCM and a tree surgeon by trade, entrusted his fellow Rotarians to honor his legacy by expanding the club's works in the community. The RCM Community Trust was the recipient of a substantial bequest to be used in bettering the Milwaukee community.

Please see the last page of this newsletter for more information on the Johnsons Park Initiative. ☀

Rotarians Making a Difference at RCM Partner Schools

At the Rotary Club of Milwaukee's partner schools, Brown Street Academy and Oliver Wendell Holmes, Rotarians are putting in their time and talent to truly make a difference.

Recent Measures of Academic Progress (MAP) scores from Brown Street Academy, where Rotary is heading up a Reading Initiative under the coordination of Barbara Velez, have shown great literacy improvement. Barbara reviewed the MAP scores for students in grades 2-5 who took both the Fall and Winter MAP tests at Brown Street Academy, and overall, the four grades showed a remarkable 83% improvement in their MAP scores from the Fall to Winter testing!



Literacy tutoring at Brown Street Academy. *Photo by Lacy Landre.*

And at Oliver Wendell Holmes, Principal Patrick Chatman recently reached out to thank Rotarians John Ridley, Roger Schroeder and Dave McClurg for their efforts at the school: "I firmly believe that your effort and involvement contributed to our school making gains on the Department of Instruction state report card for schools for the 2012-2013 school year. When I was assigned to O.W. Holmes School in the fall of 2012, the school was listed as a school that 'failed to meet expectations' for 2011-2012. Now we are making gains towards improvement because of your involvement through the Rotary Club."

These positive reports from both RCM partner schools show that the efforts of Rotary mentors, tutors and volunteers are making a measurable difference for Milwaukee children. ☀

Rotary Reaches \$250,000 Arboretum Preservation Fund Goal

The Rotary Club of Milwaukee is pleased to announce the successful completion of its \$250,000 Milwaukee Rotary Centennial Arboretum fundraising goal.

It was always part of the plan to provide a Preservation Fund to fund maintenance and upkeep of our centennial gift to the community. \$100,000 of Rotary's original \$400,000 gift was designated to seed the Preservation Fund. Pieter Godfrey also pledged \$100,000.

After the opening of the Arboretum in 2013, RCM then stepped up with a goal of raising \$250,000 for the Preservation Fund—and at the luncheon on March 25, RCM Preservation Fund Campaign Chairs Charlie James and JoAnne Anton announced the goal had been surpassed with 170 donations from Rotarians, ranging from \$25 to \$25,000. 73 donors made gifts of \$1,500 or larger - as a result of their generosity, we have 73 new Harry Franke Fellows, as well!

The Urban Ecology Center has committed to raising \$3 million in 10 years for a total Preservation Fund of \$3 million. Funds will be managed by the Greater Milwaukee Foundation (GMF) and distributions will be consistent with GMF policy. A three person advisory committee for the fund will consist of one advisor from

Rotary, one from Urban Ecology Center, and a third person agreed to by both Boards.

Thank you to our Preservation Fund Campaign Cabinet and all our donors for stepping up to ensure the future of this urban refuge! We owe special thanks to our dedicated Preservation Fund Campaign chairs JoAnne Anton, Charlie James and Jill Pelisek. In recognition of their contributions, the Club has made JoAnne, Charlie and Jill Paul Harris Fellows. ☀



BOARD APPROVES NEW MEMBERS

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

Patrick Cronin
Anam Consulting

Consulting

Proposer: John Bernaden

Amy S. Jensen
Skylight Music Theatre

Performing Arts

Proposer: By Foster

Brent Pitcher
GRAEF

Engineering

Proposer: Mary McCormick

Peter Holsen
Andrus Intellectual Property Law, LLP

Law Practice - Patent

Proposer: George Solveson

Dennis Krakau
Associated Bank

Banking

Proposer: Rick White

Roy M. Scholtka
Coldwell Banker Homesale Realty

Real Estate - Residential

Proposer: Tom Gale

Nathan Smallwood
Schlitz Audubon Nature Center

Environment & Animals

Proposer: Nick Wilson

PHOTO gallery



Kids learn ballroom dancing through the Mad Hot Ballroom & Tap program at Brown Street Academy, funded by the RCM Community Trust. *Photo by Lacy Landre.*



National Association of Manufacturers President Jay Timmons spoke to Rotary about the future of manufacturing in April.



At a March Rotary luncheon, Rotarian Dave Edwards (left) facilitated a conversation with education columnist Alan Borsuk.



Progress continues on the Guatemala water filter project funded by the International Projects Fund of the RCM Community Trust and a Rotary International Global Grant.

Upcoming Events

Join us at the **Cafe at Schlitz Park**, 1555 N. Rivercenter Drive, on **April 3rd** for the **April Networking Hour** from 5:30-7:30 pm.

Join us for a **Tyrotarian Tour of the Global Water Center** at 7:30 am on **April 9th!** After a brief introductory talk, we'll tour the building and hear from a few entrepreneurs leasing in the building. Spouses and guests welcome, but you must sign up in advance.

Done-in-a-Day is looking for volunteers to sort donations for **New Threads of Hope** on **Friday, April 24**, 9:00 am to 11:00 am. New Threads of Hope is a Milwaukee based non-profit charity that receives new overstock and discontinued clothing and home goods from local and national retailers for distribution to people in need. Volunteers are needed to help sort, remove original tags, prepare, and then re-pack these items.

SPEAKER *schedule*

APRIL 1st - With a mission to advance Milwaukee's position as a world water center, **Rich Meeusen** will provide an overview of the work of The Water Council in economic, talent and technology development centered on water technology. In particular, Mr. Meeusen will describe one of the Council's most pioneering initiatives, the renovation of a seven-story warehouse in Milwaukee's Walker's Point neighborhood into a water research and business accelerator center. The facility houses water research facilities for universities, existing water technology companies and emerging water entrepreneurs. *This is a joint program with the Kellogg School of Management.*

APRIL 8th- We take electricity and the grid that delivers it to us for granted. But the electric grid is a complex machine with many moving parts...some of which are changing all the time. **Allen Leverett**, president of Wisconsin Energy Corp. and executive vice president of We Energies, will give us an overview of how the grid works, the role of renewable energy, and why it may be time to rethink how we value the grid.

APRIL 15th - Every business has its own language—and the business of philanthropy is no different. Rotarian **Susan Lloyd**, PhD, executive director of the Zilber Family Foundation, will talk about “strategic philanthropy.” She will explain how making an impact through charitable giving has more to do with strategy and risk-taking than gift size ...that it's more about what you know and how you know it, than about having all the answers...more about the connections and partnerships that unfold, than about knowing the right people. Using the Foundation's strategy to improve the quality of community life as

one example, Susan will discuss what's worked, what hasn't, what's next, and why it's important to the city's future.

APRIL 22nd - The percentage of women on corporate boards has been stuck at 16% for the last several years. Global and national factors now make this the best time to significantly increase that percentage. Independent research from trusted sources makes the business case for gender-balanced boards, which outperform companies with all-male boards on a host of measures. **Betsy Berkhemer-Credaire**, president of Berkhemer Clayton Retained Executive Search, will cover how women (and men) can become board-ready and how organizations like 2020 Women on Boards and Woman Corporate Directors are increasing awareness, along with what CEOs, institutional investors, and shareholders can do to support the addition of more women on corporate boards. *This is a joint program with Milwaukee Women inc and TEMPO.*

APRIL 29th - **Ambassador François Delattre** will talk about France and its unique relationship with the US as illustrated by the success of the recent State visit of President Hollande. He will address the different challenges our two countries are facing together as friends, allies and partners – international crises, terrorism, proliferation of weapons of mass destruction, climate change and promotion of economic growth. He will also stress the dynamism of our bilateral economic relationship and our growing cooperation in the fields of science, research and education. Last but not least, he will explain why a successful negotiation of the Transatlantic Trade and Investment Partnership (TTIP) is so important for both the EU and the US.

WELCOME *new members*



James Burke

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James Burke is the General Manager for Johnson Controls, Milwaukee Branch Office. In this role, he oversees and leads the successful sales and execution of the Security & Fire and HVAC Service & Construction businesses. James has worked at Johnson Controls since 2001 in a variety of sales and management positions. James holds a Bachelors Degree in Mechanical Engineering from the University of Wisconsin-Madison. In addition to Rotary, James is active in several local construction associations, including AHRAE and WHEA. James lives in Whitefish Bay with his wife, Eileen, and two young children. James is very driven and goal oriented, he enjoys competing in triathlon and Ironman races during his free time.

Nereus Dooley

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Nereus is the president of Doubleberry Design & Development, a small web design and interactive firm on Brady Street. Originally from Sacramento, California, he graduated with a B.A. in English from Marquette University and a graduate degree from Harvard. Nereus is a veteran of the Persian Gulf War as a member of the US Army Reserve. He is a board advisor for Teen Challenge of Wisconsin and volunteers for Big Brothers Big Sisters. He and his wife Katherine live in Glendale with their two young children.



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Brent Nistler is an attorney and founding Partner of Nistler & Condon, s.c. Brent and his firm practice in the area of complex civil and criminal litigation. Prior to starting his firm, Brent was an Assistant District Attorney in Milwaukee County. Brent graduated Cum Laude from Marquette University Law School in 1999 and obtained his Bachelor's Degree from UW-Madison in 1996. Brent and his wife Kim live in the Enderis Park neighborhood in Milwaukee with their daughter Claire and are active members at St. Sebastian's Catholic Parish, where Claire goes to school.



Susan Taylor

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Susan is a pediatric anesthesiologist at Children's Hospital of Wisconsin with special interests in congenital heart disease and patient safety. She received her M.D. from Eastern Virginia Medical School and MPH from Medical College of Wisconsin. She completed her training and fellowship in Anesthesiology at the University of Virginia. In 2007, she participated in her first Rotary sponsored medical mission to China with Alliance for Smiles, a Smile Train affiliate, and has since worked with groups in Africa and Chile. Meeting and working with international Rotarians served as the impetus for joining the organization. Her interests include yoga, travel, and the occasional half-marathon.

Spotlight on the Good Works of the RCM Community Trust:

The Greater Johnsons Park Initiative

The Greater Johnsons Park Initiative will transform 19 acres in Lindsay Heights, improving green space and community resources to help this historic, central city neighborhood thrive. The RCM Community Trust has contributed a total of \$200,000 and led the fundraising effort for this project valued at more than \$3 million.

From its early settlement by Samuel Brown, the city's first carpenter, Lindsay Heights grew into a center of city and civic life that played a central role in the civil rights movement. But the Expressway Commission's now-infamous 1955 declaration of the neighborhood as a central pathway for an east-west freeway ushered in an era of decline. The freeway project was shut down, but not before 1,500 Lindsay Heights housing units were demolished, gutting the neighborhood.

In 2008, visioning and planning by Lindsay Heights community stakeholders identified 13 catalytic capital projects designed to revitalize the neighborhood – including the Johnsons Park Initiative.

The Johnsons Park Initiative has already visibly changed the Lindsay Heights landscape, completing two of its three phases by December 2012: Alice's Garden, a two-acre urban farm that provides garden plots, program areas and facilities; and the restoration of the Brown Street Academy (BSA) schoolyard. Many Rotarians will be familiar with the BSA schoolyard restoration, as it was the recipient of a \$100,000 gift from the RCM Community Trust in 2009. The revitalized BSA schoolyard includes a Nature Explore Outdoor Classroom, which gives students the opportunity to climb, build, create, share, observe and draw conclusions in a learning landscape that is constantly changing and growing. In addition, the schoolyard serves the Boys & Girls Club and neighborhood residents during non-school hours.

The final phase of the initiative – the renovation of Johnsons Park to upgrade and add facilities that promote recreation, arts and community gatherings – will be completed in 2015. Improved sports practice fields will encourage use by the local football teams and other community partners seeking to provide t-ball,

soccer and other “non-traditional” sports such as rugby. Tree-lined pathways will provide better circuits for walking and running, while new, energy-efficient lighting will allow for extended hours of safe park use year-round. Benches and bicycle racks will further enhance the park's functional appeal.

A performance stage, named for the late John Walker, will help facilitate long sought-after community concerts and performances and promote community gatherings. John, a Rotarian for more than 30 years, was a supporter of the project from the very beginning, and was instrumental in making connections, rallying community support, and maintaining fundraising momentum. RCM has received over \$40,000 in individual donations from Rotarians and other friends of John in support of this effort.

The fundraising momentum generated by Rotary once again shows the club's power to connect partners for the greater good. 🌟



A proposed concept plan for the Johnsons Park renovation. *Courtesy of the Center for Resilient Cities.*