

5th Annual Scholarship Golf Classic Raises \$47,000

The 5th Annual RCM Scholarship Golf Classic, held on Monday, June 17th at North Shore Country Club, raised about \$47,000 for the RCM Scholarship Fund – a record for this event! The generosity of our Rotarians and guests will support the education of 22 great Milwaukee scholars. You can learn more about our scholars in the September newsletter.

Rotarians enjoyed the camaraderie and chance to see old friends and make new ones, while raising funds for a great cause. Survey respondents praised the quality of the golf course, the spirit of fun, and the dedication of the organizers and volunteers.



Pam Evason and Karen Forrer out on the course at the 2013 Scholarship Golf Classic

The Committee, co-chaired by Bill Rotter and Mike Kellman, deserves many thanks for organizing a fantastic event. Rotarians donated 100 bottles of wine for the expanded wine pull this year, which raised over \$1,600. Many Rotarians and community organizations contributed wonderful auction items for the live and silent auctions – including an anonymous donation of a full length mink coat, which model Lynnea Katz-Petted enjoyed wearing so much that she won the bidding!

New this year, attendees were able to make direct contributions to the Scholarship Program at the end of the evening, resulting

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Rotarians Raise Literacy Scores at Brown Street Academy

In October 2012 RCM launched an ambitious reading readiness initiative at Brown Street Academy (BSA), one of RCM's two partner schools under the wing of the Partners in Education Committee (PIE). Rotarian Barbara Velez coordinated the effort and reported on the project's success at a June Rotary meeting.



Students at Brown Street Academy

Virtually all of BSA's roughly 350 students (grades K5 through 5th) qualify for free lunch and live well below the poverty line. BSA also confronts significant student mobility - roughly 25% of the students who start at BSA in the fall will not be attending BSA by the spring.

Nearly one-third of the BSA students read below their grade level. The RCM Literacy Project was designed to help bring those students up to the appropriate level. To do this, Barbara marshaled an "army" of volunteers to tutor and provide classroom assistance on a daily basis, starting with third grade. Data suggests if a child learns to read by third grade they will be readers for the rest of their lives. Once third grade classrooms were "staffed," volunteers were placed in other classrooms.

The project aimed to staff classrooms with at least one volunteer during the MPS literacy instruction block running Monday

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Rotarians Raise Literacy Scores at Brown Street Academy *continued from page 1*

through Fridays from 8am to 11am. Volunteers read with students one-on-one or in small groups, depending upon classroom needs.

Over the course of the 2012-13 academic year, 86 volunteers provided nearly a total 1,500 hours of literacy help. In addition to 24 Rotarians, 62 UWM Service Learners (students who are required to participate in community volunteerism as part of their academic curricula) volunteered their time.

Barbara reported that teachers were extremely grateful for the extra pair of hands (and feet) to shepherd their students through the learning process. Students were equally grateful to know that adults who may not look, feel or live like them actually care about their academic success and well-being.

In addition to anecdotal reports, Barbara compared Measures of Academic Progress (MAP) test scores from Fall to Spring to gauge the project's effectiveness. Comparing MAP scores from Fall and

Spring showed improvement in every grade (see sidebar).

Thanks to the dedication of Rotarians and community volunteers, especially coordinator Barbara Velez, the RCM Literacy Project helped BSA students improve their reading – the best indicator of current and future student success. PIE is seeking Rotarian volunteers for the Fall 2013 start of the academic year. You do not need to make a huge time commitment – every hour helps! To get involved with the literacy program, contact coordinator Barbara Velez or call the Rotary office. ☺

Brown Street Academy MAP Scores

Percentage of students improving their reading score from Fall to Spring testing:

Grade 1	62.5%
Grade 2	40.4%
Grade 3	24.4%
Grade 4	60.0%
Grade 5	61.4%

SPEAKER *schedule*

More detailed information about the topics below will be available soon online and in upcoming Weekly Updates.

AUGUST 6th - Tim Sheehy, President of the MMAC, will discuss his group's work to help keep Milwaukee a big league city, including the need to address the future of the BMO HARRIS Bradley Center and the metro area's other cultural attractions. Last year, the MMAC spearheaded the Champions of the Community, an \$18 million effort to provide a bridge to a new Downtown multipurpose entertainment facility, and now the MMAC has just formed a community task force to look at the issue of keeping Milwaukee as a top tier community and how a new facility fits into that vision. Tim will update our group on this important community effort.

AUGUST 13th - Barbara Brown Lee, Chief Educator at the Milwaukee Art Museum, will discuss the Layton Collection.

AUGUST 20th - Rotary District 6270 Governor Dan Christianson will discuss our Rotary district.

AUGUST 27th - Paul Jones, Chairman and CEO of A.O. Smith and co-founder of the Milwaukee Water Council, will tell the story of how the Water Council came to be and a summary of its successes to date. He will also share the A. O. Smith story over the past 139 years and how the company has survived and thrived by using innovation to re-invent itself several times, transforming from a manufacturer of baby buggy parts to a leading global water technology company.

PHOTO *corner*



Dr. Howard Jacob of the Medical College of Wisconsin spoke to Rotary in July about the future of DNA sequencing in medicine.

Rotary 2001-2012



Tim Birkenstock, President 2006-07, and Terry McMahon at the ribbon-cutting for the Rotary Amphitheater in 2006.

In 2002 Rotary purchased naming rights for the amphitheater that was to be part of Pier Wisconsin, now known as Discovery World. More than 200 Rotarians pledged \$175,000 toward the \$250,000 cost of this gift to the community in commemoration of Rotary International's Centennial celebration in 2005. (The RCM Community Trust funded the balance.) The Milwaukee Rotary Amphitheater opened in 2006 and two years later, the first LIVE @ the Lakefront concert was held.

This period of RCM history was marked with generous donations from Rotary families, including: a 2005 gift from the family of A.D. "Robbie" Robertson, supporting annual programs aimed at enhancing understanding of the United Nations; a 2011 bequest from the estate of Phillip and Marietta Orth valued at \$300,000 which enabled the growth of the club's international service; the creation of the first endowed RCM Scholarship in 2012 by the son of Past President Gordon Smith in honor of his parents.

In 2007 Rotarians learned that deceased member Andrew Bell bequeathed RCM a share of a remainder Trust. The first Andrew Bell grant was awarded in 2009 when RCM pledged \$100,000 for the restoration of Brown Street Academy schoolyard.



Students at the completed BSA schoolyard.

In 2007, RCM looked ahead to its centennial and extended an invitation to community organizations to compete for a \$400,000 gift from Rotary to the community. A year later, the club selected the Milwaukee Rotary Centennial Arboretum project, proposed by the Urban Ecology Center. In 2009, RCM members pledged over \$400,000 in contributions in just a few short weeks. And 2010, Rotary International President Ray Klinginsmith spoke at the Arboretum groundbreaking ceremony.

Of course, members enjoyed interesting programs:

- In 2002, new Archbishop Timothy Dolan discussed his plans for the Catholic Archdiocese.
- Congressman Barrett and Attorney General Doyle presented their credentials in the race for Governor.
- In 2003, soon-to-be-former Mayor John Norquist argued that public transportation improvements were critical to the city's future.
- Senator Feingold expressed his concerns about war with Iraq and bipartisan reform opportunities.
- The CEO of Midwest Express Airlines discussed changes in the industry during the most trying economic times ever.
- In 2005, Michael Grebe, President and CEO of the Bradley Foundation, addressed Rotary on efforts to create a stronger brand image for southeastern Wisconsin while the climate for regional cooperation was better than ever.
- Congressman Sensenbrenner spoke in 2006 about his efforts to fix the broken immigration system, with insistence that anyone who entered the country illegally must leave.
- In 2008 Sheldon Lubar addressed Rotary on why there is no longer a need for County government.
- The former Director of Amnesty International spoke about the importance of the Declaration of Human Rights, the first universally-accepted version since the Code of Hammurabi 3,708 years ago.
- Author David Maraniss discussed the Broadway production based on his book *When Pride Still Mattered*.



David Maraniss

- The former Mayor of Indianapolis discussed the city's rebirth, attributed to government consolidation.

Milwaukee and the World 2001-2012

2001 was the year of the World Trade Center bombing, the anthrax threats, the declaration of war on Afghanistan, and passage of the Patriot Act. The iPod was introduced by Apple and Wikipedia, the free encyclopedia, was launched.

In 2003 the U.S. invaded Iraq. The use of cell phones while driving was outlawed in the United Kingdom and the space shuttle Columbia disintegrated during its re-entry over the state of Texas.



Aftermath of the 2004 tsunami.

In 2004, the tsunami that struck countries throughout the Indian Ocean region took the lives of 187,000 people and left more than 40,000 individuals missing.

More than 4 million people traveled to the Vatican for funeral services for Pope John Paul II in 2005. The identity of the infamous Deep Throat from the Watergate scandal was revealed. The IRA ended the armed campaign it started in 1969 and Hurricane Katrina made landfall in the Gulf Coast, costing 1,836 people their lives.

In 2006, Twitter was launched, North Korea conducted its first nuclear test, and Saddam Hussein was hanged for crimes against

humanity. Former Beatle Paul McCartney turned 64 after writing "When I'm Sixty-Four" at age 16.

Early in 2008, the price of petroleum reached \$100 a barrel for the first time. The Dow Jones average fell 777 points in a day, which was the largest drop in history. And Bernard Madoff was arrested and charged with the largest financial fraud in history.

The year 2009 brought the inauguration of President Barack Obama. The death of entertainer Michael Jackson caused grief worldwide and the former President of Peru – a graduate of UW-Milwaukee – was sentenced to 25 years in prison for human rights atrocities.

In 2010, an earthquake in Haiti claimed 316,000 lives; Standard and Poor's downgraded Greece's credit to junk status; and Wikileaks released 250,000 American diplomatic cables.



Protestors march up Wall Street towards the New York Stock Exchange in Manhattan. Photo by Louis Lanzano

The year 2011 witnessed the full consequences of government transition in the Arab Spring. Osama bin Laden was killed and the United Nations declared a famine in Somalia, the first such declaration in more than 30 years. Occupy Wall Street began in the U.S. and

spread to 82 countries. The U.S. announced the end of the Iraq War.

2012 was marked by Queen Elizabeth's celebration of her 60th anniversary and the re-election of President Obama. In the worst electrical outage in history, 620 million people in India lost power. Encyclopedia Britannica ceased publication after 244 years.

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Mike Hanrahan works as an attorney at Fox, O'Neill & Shannon, S.C., with a practice focus on commercial litigation. Mike grew up in Shorewood and attended Marquette University High School. He earned a BA from Harvard in British History and Literature and wrote his senior thesis on the turn-of-the-century Irish author, George Moore. Mike graduated from the University of Wisconsin Law School in 1992. He lives in Whitefish Bay with his wife, Sheila, also a UW Law School grad. Mike and Sheila have three children, ages 19, 16 and 12. Mike has been on the Board of the Red Cross in Southeastern Wisconsin for 10 years and has been the Treasurer for the last 5 years. In his free time, Mike plays racquetball and tennis and reads a variety of novels and military history books.



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Meldon Jones is a communications specialist with Community Advocates Public Policy Institute and the 2013 Future Milwaukee Leadership Fellow. Meldon began her career in the nonprofit sector at Bryn Mawr College in Pennsylvania, where she served local organizations through research and grant writing. Soon after graduating with a degree in sociology and a certificate in Effective Grantsmanship, she accepted a job in development and moved to Milwaukee, WI. She sits on multiple boards, including the Board of Directors for Wheaton - Franciscan Healthcare Foundation, DreamMKE and her local writing group. Meldon is a dedicated nonfiction writer and avid coffee drinker with a keen interest in entrepreneurship, community development, and international work.

BOARD APPROVES NEW MEMBERS

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

Robert J. Bast
Go Riteway Transportation Group
Transportation
Proposer: Detlef Moore

Matthew Nink
Global Youth Leadership Institute
Human Services
Proposer: Bill Rotter

Markus Watts
V.E. Carter Development Group
Education
Proposer: Rick White

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in 27 donations totaling over \$8,500. With an average scholarship award of \$2,500, those funds will help three Milwaukee students attend higher education in 2014.

The RCM Scholarship Golf committee would like to thank everyone who came out to golf or attend dinner and those who donated to our auction. Stay tuned for the date of the 2014 outing. And be sure to thank our sponsors when you see them at Rotary! 🌟

Spotlight on the Milwaukee Rotary Centennial Arboretum:

Designing and Building the Entrance

By Aaron Zeleske, Arboretum Coordinator

From its conception, an important part of the Milwaukee Rotary Centennial Arboretum has always been an iconic feature at the main entrance. In 2011, a task force made up of representatives of Rotary and Urban Ecology Center was charged with determining what that would be.

A request for proposals was issued and four artists were selected to present concepts. Designs were judged based on aesthetic qualities as well as the extent to which they embodied the values of the partner organizations.

The design committee's requirements were a tall order. They asked for designs that would: complement the original work of Frederick Law Ohmsted who designed Riverside Park; honor the Native Americans who lived in the area for thousands of years; be fun and educational for the children who visit the Arboretum; serve as a unique icon which defines the new Arboretum; be ecofriendly and organic; and last at least 100 years.

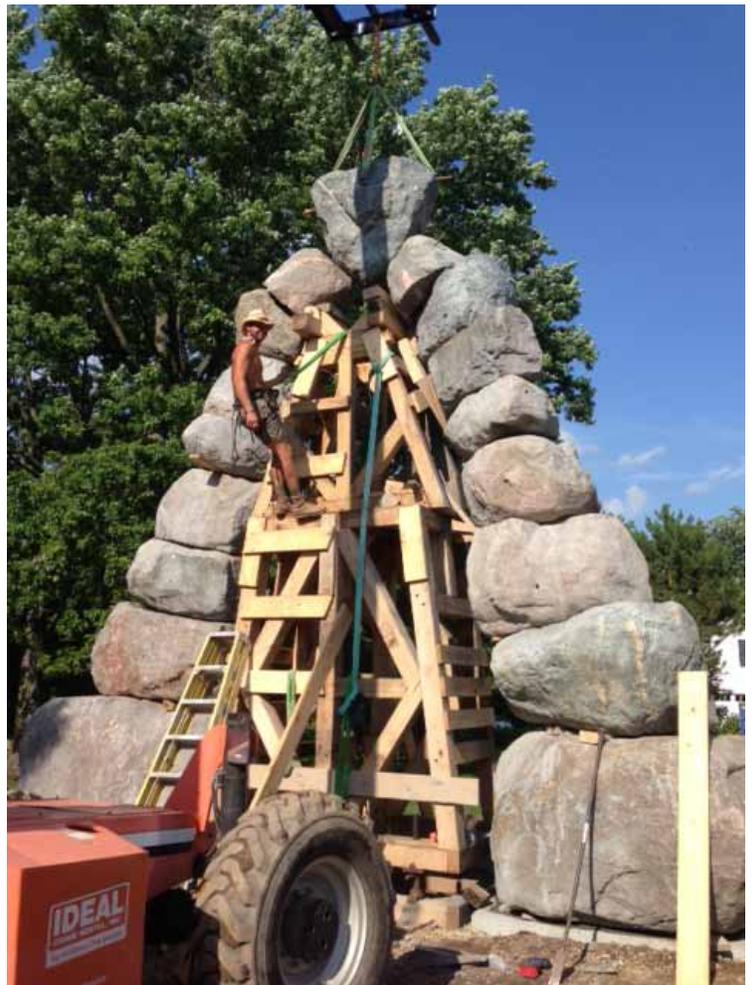
The committee selected Rotarian Mario Costantini's design as the winner. Inspired by the timeless arch shape, Mario's vision of a tall arch constructed of stone boulders captured the imaginations of the selection committee. "I believe this primitive, or rustic, arch entrance will amaze visitors to the Arboretum, both young and old alike," Mario says.

Armed with his design, Mario set out to find a stone artisan capable of building the arch. Contacts with quarries around the area led him to Nicholas Tomkins of NS Stoneworks. Mario says: "In truth, the idea and design of this arch was the easy part. I am very fortunate and grateful to have found Nick for this very challenging project."

Nicholas spent the spring of 2013 scouring the state for suitable stones. In June he and his team began the work of building the arch. This consisted of creating suitable contact surfaces and carefully balancing each stone in place. The stones have been worked to stand as a natural arch but will be reinforced with

epoxy and rebar when installed. The completed arch will stand twenty feet tall with an eight foot wide opening.

This entrance will be known as the "Edward R. Wagner and Lewis G. Kranick Entrance" in honor of two Rotary Past Presidents, as a result of the substantial gift from the Kranick family. The iconic stone arch will welcome visitors to the Arboretum for generations, inspiring a sense of wonder. ☀



Nicholas Tomkins guides the placement of the center stone via crane.
Image courtesy of NS Stoneworks.