

## Rotary Brewers Reading Partnership

RCM has been involved in the Reading is Fundamental book distribution program for over 30 years, distributing books to kids kindergarten through 8th grade. In the past Rotary's annual \$10,000 contribution was matched 3:1 by the federal government, but as of this academic year, federal funding is no longer available.

Rotary is pleased to announce a partnership with the Milwaukee Brewers to continue the program, now known as the Rotary Brewers Reading Partnership. The Brewers pledged a two year commitment at \$10,000 per year - matching Rotary's commitment - to help provide free books to students in fourteen Milwaukee schools historically supported by Rotary.



Rotary Brewers Reading Partnership chair John Connelly distributes "Most Improved Reader" medals.

"The Milwaukee Brewers and Brewers Community Foundation are thrilled to partner with Rotary for Reading Is Fundamental," said Cecelia Gore, Executive Director of the Brewers Community Foundation, "We know how critically important literacy is for our children. This perfectly aligns with our mission to impact the lives of children and their families throughout Greater Milwaukee."

Each student will receive two free books this year through the Rotary Brewers Reading partnership. Often these books are the

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## Brown Street Academy



In 2008, RCM committed \$100,000 to the restoration of the Brown Street Academy schoolyard. The restoration is now complete. Go to our website to see a video of the completed schoolyard.

At left, kindergarten students at BSA performing on a new 'whale-drum' in the South Outdoor Classroom. The drum is made from a repurposed metal tank.

*Photo courtesy of the Center for Resilient Cities.*

## Volunteers needed for Oliver Wendell Holmes "Homework First" Project

Oliver Wendell Holmes, one of Rotary's "Partner Schools," has asked for Rotary volunteers to help with its "Homework First" project. OWH is an MPS K-8 school located just north of downtown. Volunteers are needed to meet with students to encourage them to complete their homework and reinforce their successful efforts. Volunteers will coordinate their schedules with a specific teacher, and work with that teacher's class. Volunteer visits will take less than an hour, anywhere from 1- 4 times a month, depending on the amount of time the volunteer can offer.

While Rotary provides financial support for various programming needs at OWH, our assistance in providing volunteer time is equally important. If you can help in this important program, please contact one of the co-chairs of the Partners in Education Committee, Dave McClurg or Susan Rabe, or the Committee's liaison to OWH, Roger Schroeder.

## Upcoming Events

On **Thursday, December 13th, 5-7pm**, we'll return to a Rotary favorite, **Blu at the Pfister**, for our annual Holiday Networking Hour.

On **Saturday, March 23, 2013**, we have a special evening at the Milwaukee Symphony Orchestra planned. Put **Rotary Night at**

**the Symphony** on your calendar and stay tuned for more details.

Save the date for the **2013 Scholarship Golf Classic, June 17, 2013 at North Shore Country Club!** All proceeds benefit the RCM Scholarship Fund.

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## Rotary Brewers Reading Partnership *continued from page 1*

only books students actually own. "Building excitement about reading is critical to building strong readers," says Denise Callaway, Executive Director, Milwaukee Public Schools Foundation.

This partnership would not be possible without the hard work of several dedicated Rotarians, especially Rotary Brewers Reading Partnership chair John Connelly. Thank you also to the Rotarians who volunteer as school coordinators and book distributors. This

is one of Rotary's most popular volunteer opportunities, and it's not difficult to see why! As John says, "For as little as two hours in a school year, you can be an important part of Rotary and a role model to many students who will truly be thankful."

To learn more about the Rotary Brewers Reading Partnership or to volunteer at a book distribution this year, please contact the Rotary office. ☺

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## SPEAKER *schedule*

**DECEMBER 4th** - U.S. foreign policy has always included a focus on human rights. However, with the dramatic events unfolding in places like North Africa and the Middle East, the connection between human rights and our long term security interests has never been stronger. With Human Rights Day approaching, Wisconsin's own **Mark Green**, former congressman and ambassador to Tanzania, will talk about how our "smart power" tools can advance both the cause of human rights and our own national security and economic interests. Mark is currently Sr. Director at the U.S. Global Leadership Coalition. This is a joint program with the Milwaukee Press Club.

**DECEMBER 11th** - Rotary District 6270 Governor **Rick Debe** will share a Rotary update with us. This luncheon is almost exactly 100 years from the date of Rotary's very first organizational meeting, so we will be celebrating with a champagne toast!

**DECEMBER 18th** - Join us for our Holiday Luncheon featuring performances from the **Skylight Music Theater**. There will be a cash bar at 11:30 am.

**NO MEETINGS DECEMBER 25 OR JANUARY 1 - HAPPY HOLIDAYS!**

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## BOARD APPROVES NEW MEMBERS

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

**Pam Evason**  
**Windermere Wealth Advisors**  
Wealth Management  
*Proposer: Phil Smith*

**Weldon Gage**  
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Hospital  
*Proposer: George Liberatore*

**Douglas Stahl**  
**Milwaukee School of Engineering**  
Education  
*Proposer: Kurt Mueller*

**Sean Walker**  
**CliftonLarsonAllen LLP**  
Accounting  
*Proposer: Bill Coleman*

## Rotary 1930-1938

In 1930, a Club report on its 18-year history noted it has been involved in every community project of note, especially with regard to young people. That same year, the Board voted to send United Way \$750 in place of the annual Boys Christmas Dinner as the sense among directors was that more Depression-era families would benefit.

In 1931, Rotary members attended the International Conference in Vienna, leaving New York June 1st and returning August 6th. The steamship fare was \$252.50 round-trip. By 1933, dues were reduced from \$35 to \$25 with \$1.50 applied to a subscription to The Rotarian.

Topics of luncheons 1930-1938 included:



Prof. H.L. Russell with Rotarian John LeFeber in a 1930 edition of the Milwaukee Sentinel.

- Rotarian and dairy owner John LeFeber hosted Professor H.L. Russell, dean of the University of Wisconsin's College of Agriculture and Life Sciences and noted bacteriologist, to discuss the severe drought that was crippling Wisconsin's agriculture sector.
- Rotarians were treated to a program on the impact an unemployment insurance program could have in Wisconsin.

- The United States Treasurer explained the operations of the Treasury.
- A special luncheon considered the impact Hitler's rise to power in Germany would have on Europe.
- In 1933, Rotary founder Paul Harris addressed a special dinner meeting of Rotary.
- An economist who had taught in England, Germany, and UW-Madison gave the presentation The Road to Prosperity: Is the Worst Behind Us in 1933.

- In 1934, the Dean of Harvard Law School and President of Rotary International addressed the Club.
- In 1935 Rotary featured a program by the expert from the Forest Products Lab in Madison who analyzed the kidnap ladder in the Lindbergh-Hauptmann trial.
- The former President of the Rockefeller Foundations, popularly considered the most sought-after speaker in the United States, spoke to the club.
- In 1937, the President of Harvard University addressed Rotary on "Contributions Endowed Universities Can Make to the Life of the Nation."
- That same year, members enjoyed hearing from Tommy Armour, winner of the PGA and U.S. Open golf championships. (One week after winning the U.S. Open he shot 23 on a par 5 hole, a PGA record that still stands.)
- In 1938, a noted Paris correspondent spoke on the potential for war in Europe.

In 1938, a group of young Rotarians advocated that RCM should play a greater role in community. These Rotarians felt that the club should create an agenda that would move the City forward. They mounted a survey to identify community needs the Club could endorse and had this roster of priorities:

1. Stadium for baseball and football
2. North-South highway across the County
3. Enlarged museum and library
4. Sports arena added to the Auditorium
5. Art center to replace two existing facilities
6. Theatre/music hall
7. Civic center
8. Union Station
9. Master Plan for the city
10. New zoo

Future installments of these centennial pages show that Rotarians were involved in bringing to fruition many of those community projects.

## Milwaukee and the World 1930-1938

The year 1930 brought the invention of Scotch tape and the Hostess Twinkie, as well as the first World Cup. The next year the Star Spangled Banner was adopted as the national anthem, gambling was legalized in Nevada, and the Empire State Building opened. In 1932, Wisconsin passed the first compulsory unem-

ployment program in the country and the Dow Jones reached 44.22, its lowest level ever experienced.

Prohibition ended in 1933 as President Roosevelt took office. In that year, the Dow Jones moved from 53.84 to 62.10 in a single day, a record that still stands as the strongest percent increase ever experienced. The year 1933 also brought the Rotary Four-Way Test, the creation of Chicago Rotarian Herbert J. Taylor. This code of ethics was adopted by Rotary 11 years later and has been translated into more than 100 languages.



Herbert J. Taylor  
*Courtesy of Rotary International*

**The Four-Way Test  
of the things we think,  
say or do**

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOOD WILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

And in 1934, the National Safety Council declared Milwaukee the Safest City in the United States and the Police Chief credited the award to mounted police with horses maintained through annual gifts of Rotary members.

The year 1935 marked the John Dillinger escape from an ambush in northern Wisconsin after escaping jail in Indiana with a soap gun. It is also the year Frank Lloyd Wright's "Fallingwater" residence opened in Pennsylvania. Milwaukee's budget reached \$29 million.

The Depression had an impact throughout this era with the peak of 20% of households in Milwaukee County receiving welfare assistance in 1935. The 1935 Rotary Golf Outing at North Shore Country Club cost \$2 for green fees and dinner.

The year 1935 marked the time of the first canned beer sold in the United States, the release of the Board game Monopoly, the first night Major League baseball game, and first night game at Borchert Field in Milwaukee. By 1936, the average weekly paycheck of a Milwaukee industrial worker was \$24.11. Two years later, the United States established a minimum wage.

In 1937, the first African American federal judge was appointed. And in 1938, Julius Heil, a member of the Rotary Club of Milwaukee since 1914, won election as Wisconsin Governor. Adolf Hitler was recognized as Time Magazine's Man of the Year in 1938. 🌀



Prohibition  
*Photo courtesy of the Milwaukee County Historical Society*

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George & Julie Mosher





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Betsy is the managing director at First Stage, a position she previously held from 1996-2003. Prior to returning to First Stage, Betsy was most recently associate executive director at COA Youth & Family Centers and director of development at Milwaukee Repertory Theater. Born and raised in New York City, Betsy holds a B.A. in Art/Art History from Beloit College and an M.S. in Museum Education from the Bank Street College of Education. She was a 2002 Scholarship Recipient of the Harvard Business School Club of Wisconsin and attended Harvard's Strategic Perspectives in Nonprofit Management.



**Toni Holland**

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Toni Holland is the Director - Human Resources of Time Warner Cable's Wisconsin Division. Toni joined the Time Warner Cable family in March 2008. Prior to that, she was a commissioned officer in the United States Navy, serving nine years on active duty and 17 additional years in the active reserves. Upon entering the civilian workforce, Toni joined the Johnson and Johnson family of companies. Later she joined Kraft Foods where she worked for 17 years. Toni has a B.A. from Vassar College and she serves on the Boards of MPTV Friends, the American Red Cross of Southeast Wisconsin and Urban Day School.



**Michael (Mike) Paddock**

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Mike is a senior project manager with CH2M HILL and is currently the Southeast Wisconsin Freeway Program Manager. He has managed the Marquette Interchange; the newly completed Mitchell Interchange and is currently managing the Zoo Interchange project. His passion is working with students through Engineers Without Borders and Bridges to Prosperity. Mike is the first President and co-founded the Wisconsin Professional Partners chapter of EWB and is currently a member of the Board of Directors. He has mentored many university senior design teams, designing and building dozens of projects in Guatemala, Nicaragua, Ghana and Bolivia.



**Shawn Preisler**

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Shawn Preisler is the President, CEO and founder of Cedar Creek Securities, Inc., an investment firm located in the Historic Third Ward. Shawn has also been actively involved in working with the community by sponsoring programs such as Make a Difference – Wisconsin, as well as becoming a regular speaker to the Finance program at UW Whitewater. Recently Shawn was named as an Up and Coming Leader by the Milwaukee Business Journal in the fourth annual Power Book, which lists the Milwaukee area's most influential people. In his free time Shawn enjoys traveling, reading, and staying active.



**Major Roger Ross**

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Major Roger Ross is an ordained minister and a 40-year veteran of The Salvation Army. He has served in a variety of pastoral and executive leadership positions throughout the Midwest, and is currently the Milwaukee County Commander of The Salvation Army and is the administrative and ecclesiastical head of operations in Milwaukee County. Roger graduated from The Salvation Army College for Officer's Training. He holds a Master's degree from Cornerstone University. Roger's hobbies including fishing, creating stained glass and genealogical research. Joy, his wife of 44 years, is also an officer in The Salvation Army.



**Pat Swanson**

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Pat Swanson joined the executive team at Milwaukee Habitat for Humanity in 2011 and is responsible for their Major and Planned Giving areas. Prior to joining Habitat, Pat spent several years as the Director of Alumnae Relations at Divine Savior Holy Angels High School, where she led the high school's efforts to provide a progressive and integrated plan that generated goodwill and financial support for the organization. Before DSHA, Pat was the Director of Marketing for a financial services firm where she established marketing initiatives to attract new clients and recruit new advisers.

## **Spotlight on the Milwaukee Rotary Centennial Arboretum:** *Progress Update*

By Aaron Zeleske, Arboretum Coordinator

The dramatic transformation of the Arboretum site continues. The demolished building has completely disappeared and much of the concrete that it was made of has been crushed and recycled for use as base for the paths and parking lot. The majority of rough grading is finished. Over half of the site has been covered with the warning barrier and clean fill material. These measures are necessary to deal with contamination present on site and will

help ensure that it stays safely buried. As a result, the mounds and berms have rapidly taken shape and the largest trees were planted just after Thanksgiving. 🌳

An aerial photo of the Arboretum site taken in October shows the grading and berms taking shape.

