

Brown Street Academy Schoolyard Restoration Now Complete



In 2008 RCM pledged \$100,000 to restore the Brown Street Academy (BSA) school yard, part of the Greater Johnsons Park initiative. Rotarian John Walker led an effort to raise the balance of the funds needed to complete the schoolyard restoration, which was completed in the fall of 2012.

The transformation of desolate concrete space into a vibrant place for children and the community is now complete. In appreciation for RCM's contribution, BSA has named the schoolyard for RCM and installed the recognition pictured above. The plaque reads:

The Rotary Club of Milwaukee contributed human and financial resources to the private fundraising appeal that

continued on page 4

President-Elect John Bernaden Visits Romanian Club

President-elect John Bernaden recently visited and spoke to the Bistrita Nosa Club in District 2241 Romania.

Assistant district governor and past president, Viorica Cira, chaired the meeting, introducing Bernaden after the ceremonial flag exchange and a brief overview of the Bistrita Nosa Club. Although their club was formed just five years ago, she proudly noted that 17 of the 35 members are Paul Harris Fellows and that their club already has three Rotary International matching grant projects. Their most significant collaboration is with a Romanian Children's Relief Fund called Inocenti Foundation. Its headquarters are located in the city of Bistrita and Mic Marin, executive director of the Inocenti Foundation, is also one of the club's past-presidents.



Viorica Cira, assistant district governor and past president of the Bistrita Nosa Club in Romania, exchanged flags with President-elect John Bernaden before he recently spoke at their Thursday evening meeting.

John talked about our club's 100-year history and our Centennial project creating the 16-hectare Arboretum along the Milwaukee River. He also explained how our 370 club members have contributed more than \$2.2 million to local and international

continued on page 2

Rotaract Members Volunteer in Quito, Ecuador

By Stephanie Graham, Rotaract Milwaukee

Rotaract members Janine Kolbeck and Stephanie Graham recently embarked on a service trip to Quito, Ecuador. The trip was months in the making, and was a great success.

The focus of the trip was to help the staff and students at the Refugio de los Seunos, which is located in the Barrio of San Juan, high in the mountains of Ecuador. The Refugio is a place where children ranging in age from 5 to 17 can come after school and learn various life skills, eat a nutritious meal, and just hang out. Many of the children have very challenging home lives, so the Refugio, which means “refuge” in English, is a place where they can feel safe and just be kids.

The Refugio is currently undergoing renovations, thanks in part to the Quito Rotary chapter. Janine and Stephanie helped to clean, organize, and paint sections of the Refugio. However, their most meaningful contributions were a hug, a laugh, or a shoulder to lean on—those are the gestures that mattered most to the kids. Janine and Stephanie also had the opportunity to help students bake chocolate chip cookies for the first time. They had so much fun making the batter and mixing in the chocolate chips...and of course eating the cookies at the end of the day!



Rotaract members Stephanie Graham and Janine Kolbeck bake cookies with kids at Refugio de los Seunos in Quito, Ecuador.

Ecuador is a beautiful country, full of majestic volcanoes, hot springs, and other gorgeous landmarks. However, it was the spirit of the people that really stood out. They don't have much, but were so kind and generous—it truly was a lesson of humility. To say it put things in perspective is an understatement.

Milwaukee Rotaract will keep in touch with the children at the Refugio. In fact, the Rotaractors are already planning to send Christmas cards and pictures to the kids, to let them know they are always top of mind. This trip is a great example of how Rotary and Rotaract can work together to not only serve Milwaukee, but the international community as a whole. 🌍

President-Elect John Bernaden Visits Romanian Club *continued from page 1*

service projects during the past decade. Bistrita Nosa club members greatly enjoyed looking at our centennial brochure and annual report.

Describing some of the Milwaukee area business and economic features, John highlighted the city's focus on water technologies, the new Water Council, and UWM's new college of freshwater studies. He mentioned our club's support for water projects in Guatemala too because a couple of their club members are leaders in the water industry like Dr. Florin Iliescu, vice chairman of the Romanian Water Association.

John then spoke about Milwaukee's heritage as a center for manufacturing and how Rockwell Automation is leading the trend toward a new era of IT-driven smart, safe and sustainable

manufacturing. The company's 22,000 employees work in more than 80 countries including Romania. John described a new organization located in Washington D.C. called the Smart Manufacturing Leadership Coalition that he vice chairs which is developing the equivalent of an iPad “App Store” for factories that could some day be of benefit to businesses in Romania.

“You might be surprised to know that many factories in developing countries are already using automation, robotics, intelligent machines and other advanced technologies,” John said.

Emil Dreptate, vice president of the Professional Journalists Association of Romania, also attended the meeting. *Messenger*, a local Bistrita newspaper published an article about Bernaden's visit and the speech (you can find a link on the RCM website). 🌍

PHOTO gallery



Chris Muellenbach, JoAnne Anton, Andrew Kranick, Pam Evason (Left), Dave Carter, Jennifer Verbrigghe and Megan Holbrook (Right) enjoy an Under 45 gathering at Black Sheep.



Dan Davis presents a Leaders Making a Difference award to John McCarthy of GRAEF for his work on the Arboretum.



Above: Paula Kerger, CEO of Public Broadcasting System, spoke to Rotary in November.



Left: Arboretum Preservation Fund campaign chairs JoAnne Anton, Jill Pelisek and Charlie James announced that member contributions have recently hit the half-way mark of our \$250,000 goal. Thank you to all who pledged!

Brown Street Academy Schoolyard Restoration Now Complete *continued from page 1*

made restoration of this schoolyard possible. In 1913, the Rotary Club of Milwaukee was the 57th Rotary Club to be established. Today, there are 34,000 Rotary Clubs with 1.2 million members in 200 countries. With nearly 400 members, the Rotary Club of Milwaukee represents a broad range of organizations and individuals committed to making this community a better place to live. During its 100-year history, the Rotary Club of Milwaukee has given generous support and encouragement to dozens of community initiatives, especially those focused on children.

It is with respect and lasting appreciation that Brown Street

Academy names this outdoor area the Rotary Club of Milwaukee Schoolyard.

RCM's \$100,000 pledge was fulfilled through the first Andrew Bell Grant. Mr. Bell, a past member of the club and a tree surgeon by trade, entrusted his fellow Rotarians to honor his legacy through a substantial bequest of about \$15,000 annually in perpetuity to the RCM Community Trust.

Read more about RCM's partnership with Brown Street Academy in this month's Spotlight on the Good Works of the RCM Community Trust, found on page 6 of this newsletter. 🌟

Upcoming Events

December 5, 5:00-7:00 pm - Join us for the Holiday Networking Hour at **Potawatomi Bingo Casino's Tribal Room**.

December 7, 9:00 am - 3:00 pm - Sign up for a one-hour shift **ringing bells for the Salvation Army** at the Public Market or Shorewood Pick N Save. There are still a couple spots available.

Winter may be coming, but look forward to Spring! Save the date now for the **2014 Scholarship Golf Classic. June 16th at Ozaukee Country Club**.

SPEAKER *schedule*

DECEMBER 3rd - The City of Milwaukee's top development official has focused a lot of his attention recently on the city's downtown lakefront. The neighborhood immediately around Milwaukee's War Memorial Center set for a major makeover – complete with new office buildings, a hotel/apartment high-rise, easier access to some of the waterfront's most popular attractions, and a city/state plan to relocate freeway off ramps. Commissioner **Rocky Marcoux** will provide a first-hand account outlining the project's details and the collaboration that made it possible.

DECEMBER 10th - Assistant Assembly Democratic Leader **Sandy Pasch** (D – Shorewood) will discuss efforts in the State

Legislature to address complex mental health issues facing our state. Namely, having recently served as the Vice-Chair of a Speaker's Task Force on Mental Health, she will provide an overview of the task force recommendations, along with an update regarding the status of relevant legislation.

DECEMBER 17th - Join us for our annual holiday luncheon! Cash bar will open at 11:30 am for extra conviviality. We will honor Past President Bill Randall with a Lifetime Achievement Award, followed by a performance by the Skyline Theater.

There will be NO MEETINGS on DECEMBER 24th and DECEMBER 31st. Happy Holidays!



Marianne Canter

*Canter Consulting
President
3239 N. 79th St.
Milwaukee, WI 53222
mcanter@canterconsulting.com
(414) 873-0485*

Marianne is founder of Canter Consulting, a firm providing strategic marketing and fund development services. Projects span from website editing for an Illinois-based health care conglomerate to board leadership training for a Milwaukee public charter school. Her career includes director-level work for the American Academy of Allergy, Asthma & Immunology. Marianne holds a BA degree in Journalism from UW-Madison. Marianne has served on the boards of Professional Dimensions Charitable Fund, the Southwest YMCA, Alverno College's Presidents Council and the Thurgood Marshall Scholarship Fund. In her spare time she enjoys gardening and volunteering at the Wisconsin Humane Society.



Laura Gough

*Robert W. Baird & Co.
Managing Director,
Corporate & Executive Services
777 E. Wisconsin Ave.
Milwaukee, WI 53202
lgough@rwbaird.com
(414) 765-3972*

Laura Gough is a Managing Director in Baird's Corporate & Executive Services department. She is responsible for building sales and marketing opportunities across the firm's different business units, as well overseeing the sales and marketing of Baird's corporate and executive services with key clients. In 2012, Laura was recognized as a "Woman of Influence" by The Business Journal of Greater Milwaukee. She currently serves as the Co-Chair of Baird's Business Diversity Council and was one of the founding co-chairs of Baird's Women Associate Resource Group. Laura serves on the boards of the Marcus Center for the Performing Arts, Goodwill Industries of Southeastern Wisconsin, WUWM Advisory Board, and more. She is also sings in the choir and serves on the Endowment Committee for her church.



Robert (Pete) Petrie

*Retired
rgpetrie@wi.rr.com
(414) 382-2474*

Pete Petrie was a consulting partner with Arthur Andersen, after which he formed and practiced using his own consulting company. He is now retired and serves as Chairman of the Shorewood Community Development Authority and is a board member of the Wisconsin Conservatory of Music and the Washington Island Observer (the Washington Island newspaper). He has a degree in Finance and an MBA from the University of Michigan. He and his wife, Lucia, split their time between Shorewood and Washington Island and have three grown children.

BOARD APPROVES NEW MEMBERS

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

Alisha Adkins
Devon Seafood + Steak
Restaurant
Proposer: Jim Ford

Jennifer Sevenich
Progressive Community Health Centers
Health Services
Proposer: Valerie Stefanich

Spotlight on the Good Works of the RCM Community Trust:

Brown Street Academy

Brown Street Academy (BSA) is located at 2029 N. 20th Street and is housed in one of the Milwaukee Public Schools oldest buildings, across the street from Johnsons Park. Despite its age, this MPS elementary school teaching grades K4 through 5th is brimming with energy. And a good deal of that energy is because of the programs funded through the RCM Trust.

The RCM Trust contributes more than \$9,000 each year to BSA. This money is requested through the RCM Partners in Education Committee (PIE). Each year, the PIE BSA Liaison meets with the school's principal to map out the school's greatest financial need. PIE does not request funds for equipment, rather the RCM Trust contributions help defray the cost of valuable programming that benefits a good number of students and provides priceless learning experiences.



Brown Street Academy students enjoy the new Nature Explore Outdoor Classroom, supported by a donation from RCM.

For example, for the past several years the Trust has helped pay for every BSA student to participate in science programs for the entire school year at the Urban Ecology Center. RCM Trust money helps pay for transportation and a greatly reduced program fee from the UEC.

In addition, the Trust has helped pay for swimming lessons for all second graders at BSA, contributed to the annual awards program and The Community Day held at the school each year. The Community Day brings together families from the BSA neighborhood to connect and learn about healthy summer activities, safety guidelines and other worthwhile available programming.

In the fall of 2012, under the leadership of Barbara Velez, PIE initiated the RCM Reading Initiative at BSA. With the help of the University of Wisconsin Center for Community Based Learning, Leadership & Research and the generosity of time from Rotarians, we were able to marshal a small army of volunteers to tutor students needing help with reading. The tutors, under the guidance of classroom teachers, worked in 12 classrooms Monday through Friday from 8 a.m. until 11:30 a.m. A total of 85 volunteers contributed nearly 700 hours to this initiative since it began. The Trust sponsors a prize for every classroom's most improved reader announced at the annual awards program. Last year, the most improved reader in each classroom earned a brand new bicycle. The students, teachers and parents were extremely grateful and this child-centered incentive is motivating students to work extra hard this year.

Perhaps the biggest undertaking supported by the RCM Trust for the BSA neighborhood was the revitalization of its playground. Volunteer leaders and a \$100,000 donation from the RCM Trust revitalized the 1.67 acre schoolyard surrounding the Brown Street Academy. See the first page of this newsletter for a photo of the recently installed sign recognizing RCM's contribution. The total cost of the project was \$740,000.

The RCM Trust contributes money to worthwhile causes and certainly its help for Brown Street Academy ranks among some of its best efforts. But, money alone does not transform communities, vision, dedication and the tireless efforts of people really make things happen. The Rotary Club of Milwaukee members have played a significant role in making Milwaukee a sought-after destination and a great place on a great lake. 🌟