

Seeking Nominations for the 2015 Rotary Person of the Year

What do Nan Gardetto, Steve Marcus, Mario and Cathy Costantini, and Barry Mandel have in common? All received RCM's highest honor, the Rotary Person of the Year Award.

Do you know of someone who made significant contributions to Milwaukee? Nominate them for the 2015 Rotary Person of the Year Award. The RPY Committee will accept nominations until Thursday, January 15, 2015.



Clockwise from top: 2011 RPY winners Mario and Cathy Costantini with nominator Past President John Ridley; then-President Rick presents Steve Marcus with the 2013 RPY award; 2014 RPY Nan Gardetto.

The purpose of this award highlights the Second Objective of Rotary:

- to foster high ethical standards in business and the professions
- to recognize the worthiness of all useful occupations; and
- to dignify each Rotarian's occupation as an opportunity to serve society.

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An Interview with Beth Fetterley Heller and Matt Hunter, Co-chairs of the RCM Recruitment and Admission Committee

WAVES: Why is recruitment of new Rotarians important?



Beth: Today we are a great club with 370 Rotarians-- quality people from quality organizations. However, every year we have attrition of about 10% because people move, change jobs, retire, etc. This means that to stay even, we need to bring in about 40 new members annually. It is also important to remember, that Rotary membership is by invitation only. Each of us is in the club today because someone made the effort to extend the invitation. Your invitation is the only means we have to build our membership—and to keep our club strong.

WAVES: Some members have told us they are unsure about the type of member that Rotary wants. What would you tell them?



Matt: Look for quality people from quality organizations with emphasis on members of the business community. Focus on people who have demonstrated leadership in their profession and in the community. Some may be senior leaders; others are their way to executive positions within their organizations.

In considering candidates for membership, I'd suggest you ask yourself five questions:

- Do I consider them a leader in their profession?
- Do they hold a leadership position, or are they seen as rising leaders, in their organization?
- Do they have a demonstrated interest in finding ways to make a difference in the community?
- Would my fellow Rotarians and I enjoy sharing lunch with them on Tuesdays?
- Can their organization properly support their membership, both in terms of time and financial support?

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An Interview with Beth Fetterley Heller and Matt Hunter *continued from page 1*

Matt (cont.): Our committee considers each application to be unique. So if a Rotarian would like to propose an individual for membership that may not meet the suggested criteria, please discuss it with us... Call me, Beth or Mary McCormick.

WAVES: Are you looking for individuals from any particular sector?

Beth: We like to have a mix of large and small companies as well as a mix of industries and professions. We are currently emphasizing recruitment in fields of telecommunications, construction, technology, manufacturing, health care, retail and transportation.

WAVES: Does the Club have any diversity goals?

Matt: We don't have a numerical goal per se, but we are committed to increasing our ethnic diversity and bringing more women into the club.

WAVES: Once I have a prospective member in mind, what should I do?

Beth: Recruiting is easy. The first step is to invite the person to lunch. (See the seven steps for recruiting at the bottom of the page.) **We have some great digital tools now that you can send through email or social media – our interactive Club Report and our concise “Joining Rotary” page link with benefits and expectations. Or pick up a printed copy of the Club Report to share!**

WAVES: Do you have any suggestions about what to say when telling a potential member about the Club?

Matt: It is always good to start with why you belong to Rotary and the personal value it offers you. A recent survey of our members asked what they say about Rotary. Several common themes emerged and they are all appropriate to share with a prospective member:

1. Rotary is a group of dynamic leaders that can make things happen in Milwaukee. The people in Rotary are active, involved and good people to know.
2. Rotary offers the chance to build relationships, enjoy great programs each week and make a difference in the community.

3. As a Rotarian, you are welcome at any of the 34,000 clubs around the world—a great opportunity for international networking, a bonus for those who travel for business or pleasure.
4. Rotary offers exposure to a diverse representation of our business, professional and community leaders and provides the chance to explore new ways to make a difference.
5. There is a strong connection to leadership in the community.
6. The Four-Way Test and the members' dedication to this fundamental set of values sets Rotary apart.

WAVES: Any final thoughts?

Beth: Who do you know who might enjoy Rotary? Take a look through your LinkedIn contacts...think of the people who serve on community boards alongside you... think of friends and colleagues.

Ask them to consider our outstanding club. Please bring them to a luncheon to observe what the "Rotary experience" may mean to them personally. And remember, there is no charge to bring a prospective member to lunch—it is on the "house"

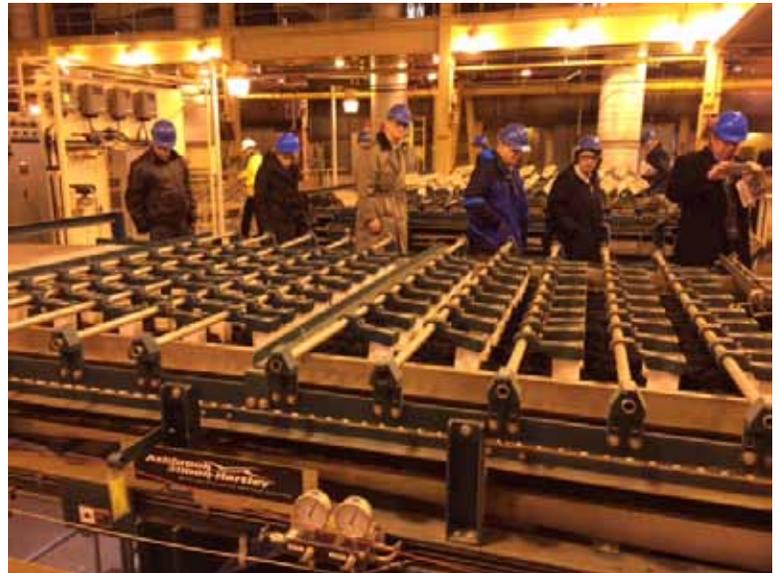
Recruiting New Members

1. Invite the prospect to lunch. There is no charge for a prospective member—it is on the house!
2. If the guest is interested in membership, request that the office send information by mail or email to the prospect. We have a set of easy-to-send links for prospective members, or we can mail materials including a Club Report.
3. Prospective member returns membership application to proposer, who submits membership proposal form to office.
4. Recruitment & Admission Committee reviews application. The committee may approve, decline, or request more information.
5. Approved membership proposal go to the Board for approval.
6. Name of proposed member is published in the weekly update.
7. New member is introduced at Tuesday lunch. 🌟

PHOTO gallery



Above: The A.D. Robertson Fund for the United Nations provided stipends for several young people to attend Rotary Day at the UN in New York, including Megan Meyer (3rd from left) pictured here with participants in the Women's Health Panel.



Right: Rotarians enjoyed a chance to tour the Metropolitan Milwaukee Sewerage District's Jones Island to see operations first-hand.



Rotarian Dave Haynes (far right) poses a question to Craig Gilbert and Charles Franklin in a joint program with the Milwaukee Press Club focusing on analysis of the recent election.



Rotarians enjoyed the November Networking Hour at Onesto.

Seeking Nominations for the 2015 Rotary Person of the Year *continued from page 1*

As such, past Rotary Person of the Year Award recipients include individuals who:

- through their profession have made the community a better place to live and work,
- and have shown outstanding leadership in the advancement of ideas, products or services.

This focus on the vocational contribution distinguishes this award from others. Please note the award honors the contributions made through an individual's profession and work, not through civic and philanthropic efforts.

We seek nominees with significant contributions to the community through their occupations and leadership. We welcome nominations of those are less well-known as well as those who have received multiple honors previously. We also focus on those actively engaged in their profession, not retired.

How to Submit Your Nomination

The nomination process includes the following steps:

- Describe why you think the individual you're nominating meets our criteria and should receive the award.
- Nominations should be one page or less in length and must be submitted electronically as a Word document.
- Submit a one page attachment if necessary to highlight or note any special attributes beyond what you have written in your nomination.
- Send your nomination and attachment to: rpy@milwaukee Rotary.com.
- Our 2015 recipient will be announced in the late spring.
- We will present the award at a June Rotary meeting and hear and learn from the recipient.

For more information, go to the Rotary website and click on the RPY link under Events, or contact RPY committee chair Larry Bonney. ☺

SPEAKER *schedule*

DECEMBER 2nd - Richard J. Davidson of the Center for Investigating Healthy Minds at the Waisman Center, University of Wisconsin-Madison, will deliver a program titled "Well-Being Is a Skill." This talk will consider scientific evidence that suggests that we can change our brains by transforming our minds and cultivate habits of mind that will improve well-being. These include happiness, resilience, compassion and emotional balance. Each of these characteristics is instantiated in brain circuits that exhibit plasticity and thus can shaped and modified by experience and training. Mental training to cultivate well-being has profound implications for the workplace including its impact on leadership, creativity, employee health, productivity and collaboration.

DECEMBER 9th - Nearly 100 years ago, civic leaders in Milwaukee began planning and implementing a transformation: the vibrant ecology that was the Milwaukee Estuary became an economic machine, Milwaukee's Inner Harbor. A century later, only traces of either history remain. The estuary is now an EPA Area of Concern, and many industries have gone, leaving brown-fields behind. Identified as a catalytic project in the City's Refresh Milwaukee Plan, the Harbor District is the subject of new efforts at revitalization. **Bruce Keyes**, Of Counsel with Foley & Lardner, will share the vision for transforming the Harbor District into an economically and ecologically working waterfront.

DECEMBER 16th - Join us for our annual holiday luncheon! An open bar hosted by President John will open at 11:30 am for extra conviviality. Our program will feature well-deserved recognition of a few members of our Rotary family and a performance by the Skylight Music Theatre.

NO ROTARY PROGRAMS DECEMBER 16th OR 23rd - HAPPY HOLIDAYS!

BOARD APPROVES NEW MEMBERS

At its recent meeting, the Board of Directors welcomed one new member and expressed thanks to the proposer:

Edgar Lin
Wisconsin Public Defenders
Law Practice
Proposer: Kate Raab

WELCOME *new members*



Mary Ellen Bowers
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Mary Ellen Bowers is an accomplished leader of business transformation in Fortune 100 companies including Alcoa Inc. and The Manitowoc Company. Most recently, Mary Ellen created Business Matters, a specialized coaching and consulting company. She has served on the Board of Directors of for-profit companies including Alpha Natural Resources and Great Lakes Calcium, as well as non-profits including the Quad Cities Family Museum of Arts and Science. Mary Ellen graduated UW-Milwaukee with a degree in Industrial Engineering. She resides in Delafield, has been married for 32 years, spends family time with two wonderful sons and enjoys cooking, entertaining, reading and dogs.



Richie Burke
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Richie grew up in Madison and started his marketing company GoGeddit after graduating from Marquette in 2011. GoGeddit helps businesses grow through social media consulting, web development, email marketing and design services. GoGeddit's clients have ranged from St. John's College to Trek Travel as well as several local businesses and were finalists in Success Magazine's "Start Small Win Big Challenge" in 2012. In his free time Richie enjoys golfing, reading, being active, Wisconsin sports teams and spending time with friends. He also serves on the Urban Ecology Center Marketing Committee and has recently started volunteering at Brown Street Academy through Rotary.



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David Feiss is the Director of the Public Integrity Unit at the Milwaukee County District Attorney's Office. He has worked as an Assistant District Attorney for more than 28 years and specializes in prosecuting cases involving large scale economic crime, public corruption and crimes against government programs. David is the President of the Association of State Prosecutors and is on the board of Youth Haiti, a local group that works on sustainable sanitation and agricultural practices in Haiti. A Milwaukee native, he obtained his B.A. from Oberlin College in Ohio and his law degree at UW-Madison. David and his wife, Patricia Hanz, have twin daughters Robyn and Molly. David enjoys tennis, biking, travel reading and politics.



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Christine is the Executive Director of the Future Milwaukee program for Marquette University. Prior to her current role, Christine has been a City Alderman and Mayor, Chairman of the Milwaukee Metropolitan Sewage District Commission as well as Director of Human Resources and Organizational Development in public sector and private manufacturing environments. She has provided pro bono consulting and training to many organizations, including Alverno College and the Nonprofit Center of Milwaukee. She and her husband Jim live in Fox Point and have five children between them and enjoy family time and gardening.



David Watts
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David Watts is COO of Nova Coil, a manufacturer of heat solutions for a variety of applications including the HVAC, aerospace and satellite markets. With his wife and 10 year old daughter, David relocated to Brookfield last July from Norwich in the UK. He has 2 sons remaining across the pond, one at University, the other following a career in chemistry. David is an Executive Board Member for Irca (UK) Ltd in England, a member of The Institute of Directors, and has served on various UK Government advisory sub-committees. He was a member of Round Table International for 25 years, acting as Chairman and President. David enjoys cycling and rises early each Saturday to support his lifelong soccer team Norwich City.

Spotlight on the Good Works of the RCM Community Trust: *Milwaukee County War Memorial Center's Operation Renew*

The Milwaukee County War Memorial Center has been the home of the Rotary Club of Milwaukee since its opening in 1957. Today, RCM is proud to take part in a critical renovation of the Center through the lead gift of \$100,000 from the RCM Community Trust to "Operation Renew," a major restoration project supported by Milwaukee County.

The War Memorial Center's Operation Renew Campaign is closing in on completing the funding of its initial project, the reconstruction of Veteran's Courtyard. As you may have noticed on Tuesdays, demolition of the existing site began in October.

Renovations will include:

- Replacement of the concrete floor and drains.
- The addition of new flag poles and the granite "Ring of Honor."
- Replacement of the "birdcage" staircase and the Eternal Flame.
- Restoration of the reflecting pool and granite name lists surrounding it that will include a display of the names of those killed in the line of action in recent conflicts (after Vietnam). Water spouts encircling the reflecting pool will gently enhance the solemnity of this popular feature.
- A new movable "wall of glass" will facilitate seasonal access between the main lobby and the Courtyard for visitors.
- Replacement of existing benches.
- Re-arrangement of the existing monuments and planters.
- Addition of new lighting, new sound system and the mounting of the flags of all five branches of the armed services.

The Veterans Courtyard will be a key source of material for the youth educational program being planned. The rich history of the monuments, what they represent, the context of the conflict/war, and using veterans stories as living examples of the concepts being taught, will be invaluable.



Construction began on the Veterans Courtyard in October.
Photo courtesy of the Milwaukee County War Memorial Center

The next phase of the Campaign will focus on funding to refurbish the War Memorial Center building and to initiate plans for the educational programming. Initial efforts have included creation of self-guided, mobile app tours for the Center and the Veteran Story project.

Through interactive exhibits, the "Veteran's Story Library" will preserve the experience of our veterans, while providing real life examples of patriotism, history, the importance of civic engagement, peaceful conflict resolution and the accomplishments of our veterans.

Fundraising continues for these campaign priorities, and several Rotarians are involved in assisting the War Memorial Center with the effort. Over the next year as you attend Rotary, you will see the gradual restoration of the War Memorial to gracious, dignified place for reflection, celebration and learning. 🌟