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Next Big Project Proposal Submissions

In keeping with our legacy of initiating enduring projects in our community—the Milwaukee Rotary Centennial Arboretum, the Milwaukee Rotary Amphitheater at Pier Wisconsin, Second Harvest—the RCM Board of directors has decided that the time is right for yet another significant contribution to the community. But what should it be?

That is for the Rotarians in our club to recommend. In the summer of 2016 RCM Board put out a “call” to club members to identify potential projects that match the needs in our community with the philanthropic interests of our members and strengths of our club.

These projects will be evaluated by a committee chaired by Past President Dan Vliet. Other committee members include: JoAnne Anton, Jim Barry, Joe Caruso, Kathie Eilers, JoAnne MacInnes Grunau, Mary McCormick, Toby Reynolds, John Ridley, Fred Royal, Jerry Stepaniak and Stacy Williams.

The committee will use the following criteria to evaluate the projects:

- Match the needs in our community with the philanthropic interests of our members and strengths of our club.
- Indicate high expected buy-in by club members.
- Have a sustainable financial model for continued success. Have been well vetted by the community and other funding partners so there is a high likelihood that the project will be completed as proposed.
- Offers Rotary an opportunity for a leadership role in the project development and community recognition for Rotary’s effort.



The Milwaukee Rotary Centennial Arboretum was selected in 2007 as the club’s centennial project.

Rotaract Attends Rotary’s UN Day

Rotaract Club of Milwaukee members Renato Geromel Jr. and Nina Oldroyd had the great honor of attending Rotary Day at the United Nations on November 12th in New York City. The one-day event celebrates Rotary’s international efforts and its longstanding relationship with the UN.



Renato Geromel Jr and Nina Oldroyd at Rotary’s UN Day.

The program covered the rise of social businesses, highlighting for-profit enterprises with a humanitarian mission. They emphasized the importance of understanding that successful and sustainable economic development must involve women and girls. They discussed the importance of collaboration across government, business, and civil society partnerships.

Renato and Nina had the privilege of listening to keynote speaker John F. Germ, Rotary International’s 2016-2017 President. In addition to update on Rotary’s polio eradication efforts by Reza Hossaini, UNICEF’s Chief of Polio.

The Rotaract Club of Milwaukee would like to thank the A.D. Robertson Fund for the United Nations, a fund within the RCM Community Trust, for sponsoring their attendance at UN Day. Renato and Nina said, “It was a great learning experience to network with fellow Rotaractors and Rotarians throughout the country and world. The concept of “adding profit by adding purpose” is a valuable message that we can apply as members if Rotaract and in our daily lives.” 

Continued on page 3

Rotary's Partnership with MATA Community Media

Each week, your program committee brings excellent programs from top rate business, civic and political leaders, sports and entertainment figures and scientists on timely topics. As a service to the club and the community, Rotary has long partnered with MATA Community Media.

MATA Community Media records *every* Rotary program for broadcast on a regular schedule on Channel 14 Time Warner and milwaukeecommunitymedia.com for online viewing. Rotarians are encouraged to share Rotary programs with their networks - each Rotary program airs at the following regular times:

- Fridays, 5:00 PM
- Saturdays, 12:30 PM
- Mondays, 8:00 AM
- Tuesdays, 11:00 AM

MATA is a nonprofit established in 1985 to provide access to multimedia technology for the purposes of education and

information to the community.

The Rotary Club of Milwaukee would like to thank MATA Community Media for their years of partnership and support, and their renewed commitment to providing our excellent programs to the community!



Check them out online!

www.milwaukeecommunitymedia.com

Scholar Corner - Amy Lavender

By Mentor Jon Dehlinger

I first met Amy Lavender during the interview process for new RCM Scholars in 2013. Behind her shy, soft-spoken demeanor was a fierce determination to succeed that impressed members of the selection committee. Now, almost four years later, that impression has not changed. As I have come to know Amy better I have been impressed with her work ethic, clear though still quietly expressed views, and continued growth to adulthood. Reading from Amy's own words – a journal of sorts of her college experience – will likely impress you in the same way.



Scholar Amy Lavender

Throughout my time in college the Rotary Scholar and Mentoring Program has helped me tremendously. To start, the mentors and students in Rotary have been a great academic support system for me. Being able to communicate with the Rotary scholars who already started college was helpful during my freshman year

because I gained useful academic and social advice. Working with my mentor Jon Dehlinger has been useful because I am to able get a new perspective on academic issues, apart from the advice that I have received from academic professionals at school. Jon has provided me with solutions and suggestions when I am struggling in certain classes, such as biology. To help me with my writing skills my mentor connected me with another Rotarian, Jim Miller, who provided me with writing tips and feedback on an essay. Aside from academics, my mentor has really pushed me to get out of my comfort zone and try things that I otherwise wouldn't have. Financially, the Rotary Scholarship Program has helped me in purchasing school supplies for each semester and has decreased my academic loan each year.

Amy anticipates graduation from UW-Madison in Spring 2017 with a degree in Human Development and Family Studies. Presently her cumulative GPA is 3.04 with Dean's list honors in two recent semesters. Her resume is available in the Rotary office should you be aware of job opportunities in her area of interest. ☺

Next Big Project Proposal Submissions

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The 2020 Project Selection committee received nine proposals which they have started to review. They will make a firstround of selections by early January. Proposals that make the first round of selections will make a formal presentation to the club in mid to late March. Short project descriptions follow. If you would like more information, please contact the Rotary Office.

Rotary Grows Program

In partnership with Feeding America Eastern Wisconsin and Milwaukee Public Schools, this proposal seeks funding from RCM to create a Rotary Grows Program to complement their current efforts in engaging MPS students to grow fresh, healthy food year-round utilizing an environmentally sustainable easy to use indoor growing system.

RCM Scholarship Program

The RCM Scholarship Committee would like grow the endowed scholarship fund by at \$250,000 to expand our scholarship program.

Revitalize Washington High School

Washington High School is located in the Sherman Park neighborhood which has recently attracted substantial attention as being a neglected and dangerous section of Milwaukee. Common Ground has targeted Washington High School as a location where an investment in upgrading their Athletic Field could have a significant impact on the entire neighborhood.

Milwaukee Public Library Learning Commons

In recent years there has been an impressive increase in those who use the Milwaukee Public Library's (MPL) computer classes, job labs and available library computers for creating resumes, researching job information, submitting job applications, and for training job-related skills. With funding from RCM, MPL seeks to research the current workforce and technology programs to determine the areas of greatest need.

Supporting Communities through Greening Our Schools

Working in conjunction with other recent green school investments, RCM would partner with the nonprofit Reflo and the Green School Consortium of Milwaukee to support the development of important eco-literacy curriculum connections. This project would provide funding for three schools for three years to implement eco-literacy curriculum that would allow them to tour water treatment facilities, shadow engineers and contractors, enroll in Urban Ecology Classes, build and maintain school gardens, etc.

Milwaukee Community Equestrian Center

An accomplished group of civic, law enforcement, community development and human service leaders have completed plans for a 30,000 square foot Milwaukee Community Equestrian Center that will house 24 horses – half dedicated to the Milwaukee Police Department's Mounted Patrols and half devoted to a therapy program for the community's most vulnerable citizens.

International Freshwater Festival

For the past year RCM's Maritime Committee has been examining the potential for the club to take a leading role in the development and introduction of a global freshwater festival. In partnership with several organizations, this project would create a festival to showcase Milwaukee's waterfront and expose attendees to our maritime resources; offering educational opportunities to Milwaukee residents and other visitors on the importance of freshwater to the world and our local economy.

Gold Star Family Memorial Monument

In coordination with the Woody Williams Medal of Honor Foundation, this project proposes to construct a Gold Star Family Memorial Monument in an approved location at Milwaukee's Veteran's Park. This monument will honor families of servicemen and women who lost their lives while serving in the military.

Top Secret

Shhhhh! The ninth proposal was marked confidential—so we can't share any details here. 🤫



Main entrance of the Milwaukee Rotary Centennial Arboretum.

Thank You 2017 Rotating Sponsors!

RCM's Rotating Sponsors help ensure we have the resources to go beyond being a good club to being a great club. If you are interested in having your company's logo on our website and on pre-program PowerPoint, please contact the Rotary office.

A big thank you to our 2017 sponsors!



SPEAKER *schedule*

DECEMBER 6th - Marcelle Polednik has served as the Director of the Milwaukee Art Museum since May 2016. Prior to moving to Milwaukee, she was the Director and Chief Curator of the Museum of Contemporary Art Jacksonville at the University of Florida. Marcelle is a specialist in contemporary art and earned her doctorate in art history from New York University in 2009. Marcelle will share her journey and vision for the Milwaukee Art Museum.

DECEMBER 13th - Join us for our annual holiday luncheon! Open bar will start at 11:30 am for extra conviviality, and our program will feature a performance by the **Florentine Opera**.

There will be **NO** Rotary luncheons on **DECEMBER 20th** or **DECEMBER 27th**.

RCM Holiday Networking Hour

Join us at our annual RCM Holiday Networking Hour - this year graciously hosted by Dan Nelson at 600 East Cafe and the office of Nelson Schmidt located at 600 E. Wisconsin Ave. Join your fellow Rotarians on Wednesday, December 21st from 5:00 to 7:00 pm for festive treats and conviviality. Bring your spouse, a friend, a prospective member, or just yourself! Contact the Rotary office to sign up. 🍷



Rotarians gather for a quick picture at last year's social.

WELCOME *new members*



Tony Franda
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Tony is a CPA, and has been working in the real estate industry for over 25 years. He has been CFO of Burke Properties and Westbrook Management since 2013. Westbrook manages affordable and conventional apartment communities throughout Wisconsin and Illinois. Tony is a graduate of St. Norbert College and native of eastern Wisconsin, and currently resides in Pewaukee. He enjoys the outdoors, camping, jogging and biking with his wife and three sons, and is looking forward to becoming involved and serving the community through Rotary and its outstanding activities!



Bill Levit
Levit ADR LLC
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Since 2014, Bill has been a domestic and international arbitrator and mediator. A graduate of Yale, he has an MA from Berkeley and an LL.B from Harvard. Bill has been a U.S. Foreign Service Officer in New Delhi, partner in a Wall Street law firm, General Counsel of Rexnord and a Godfrey & Kahn litigation partner for 30 years. By appointment and reappointment of the Governor he served over 12 years as one of 9 Trustees of the State of Wisconsin Investment Board. Bill has been Board Chair of the Humane Society, VNA, MCW'S Cardiovascular Center and Columbia College of Nursing and served on various other boards including Aurora. He and his wife of 45 years, Missy, live in Mequon. They have adult children and grandchildren.



David Swanson
Milwaukee County Circuit
Court
Judge, Branch II
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Dave currently serves as Judge on the Milwaukee County Circuit Court in Branch 11 since his 2013. Dave recently completed a rotation at Children's Court, and now is assigned to the Felony Drug Court. Dave received a B.A. in Middle East Studies from Northwestern University in 1985 and a graduated from the University of Michigan Law School. Dave also serves on the board of trustees and finance committee of Milwaukee Montessori School. He and his wife Tonit Calaway have two children.

BOARD APPROVES NEW MEMBERS

At its recent meeting, the Board of Directors welcomed three new members.

Joe Armeli
Johnson Controls
Manufacturing
Proposer: Dave Bishop

Audra Brennan
Northwestern Mutual
Charitable Foundation
Proposer: Margaret Crawford

Leah Fiasca
Greater Milwaukee Committee
Civic Association
Proposer: Kris Hinrichs

Spotlight on the Good Works of the RCM Community Trust:

Member Contributions Grow the RCM Community Trust

Each month in this space we put the spotlight on a particular program supported by the RCM Community Trust. But every so often, we like to tell the story of the Trust itself. Founded in 1968 with a transfer of \$12,248 from the Rotary Club of Milwaukee, today the RCM the RCM Community Trust is valued at over \$3,400,000—the growth exclusively from members or gifts made in honor of a member.

From modest beginnings, the Trust boasts eight endowed funds. Proof of our recent dynamic growth, each fund beyond the main fund was created in the last decade. Those who find financial calculations thrilling may be interested to know that annual distributions from each fund are 4.5% of the rolling three year average. Here are some quick facts:

Main Account

Current Value: \$2.2 million with annual distributions about \$100,000

Supports local charitable giving primarily through RCM Committees: Partners in Education, Reading Is Fundamental, Military Service Support, Environment & Ecology, Community Leadership Development, and Inclusion and Jobs. Members asked to contribute \$50 with each dues statement. Memorial gift sometimes made for deceased members. Those who contribute \$1,000 are recognized as Harry Franke Fellows.

A.D. Robertson Fund for the United Nations

Current Value: \$245,000 with annual distributions available of \$12,000

Established by Robertson Family in 2005 to promote education about work the United Nations and the important relationship between Rotary and the UN. Some example gifts include: stipends for Rotaract members to attend Rotary Day at the UN, funding of UN connected speakers at Rotary and in the community.

Philip Orth Family Fund

Current Value: \$311,000 with annual distributions available of \$13,000

Established in 2011 through the estate of Phil and Mariette Orth to support the local and international work of the club. Example

gifts: Guatemala water system and pedestrian bridges—a collaboration with Engineers without Borders.

Gordon and Elizabeth Smith Scholarship Fund

Current Value: \$107,000

Established in 2012 by Tom and Genie Smith in honor of his parents. The first scholarship of \$4,500 was awarded in 2013.

James I. Miller III Scholarship Fund

Current Value: \$30,000 (Cash value of life insurance policy)

Established in 2013 by Rotarian James Miller II in honor of his son. Beginning in 2017, Jim will combine his estate gift with an annual gift so that we can begin to award the scholarship annually.

William Adams Scholarship Fund

Current Value: \$50,000 with annual distributions of \$2,250

Created in 2013 by the family and friends of Bill Adams. The first scholarship was awarded in 2014.

RCM Scholarship Fund

Current Value: \$26,000

The first scholarship will be awarded when the value of the fund reaches \$50,000. (Note: Most of our scholarships are funded by the proceeds of the RCM Scholarship Golf Classic on an annual basis.)

Andrew Bell Charitable Trust

Current Value: \$300,000

Each June since 2006, the Trust has been the recipient of an annual gift from the estate of Rotarian Andrew Bell. Past Andrew Bell funds have funded the restoration of the Brown Street Academy Schoolyard and are currently committed to fulfill Rotary's \$100,000 pledge to the restoration of the Johnsons Park. 🌟

**Thank you to everyone who has made our
many Rotary initiatives and projects
possible through the RCM Community Trust!**

