



CONNECTING

ROTARY'S LOOKING SHARP!

Connecting People and Resources for Common Good.

That says a lot about the Rotary Club of Milwaukee. Don't you agree?

So working with Rotary staff and the Marketing & Communications Committee, THIEL Design created a new brand identity for our Club built around the theme of **Connecting**, and in particular, **Connecting People and Resources for Common Good**.

At the December 19th luncheon, John Thiel showed new designs and shared a glimpse of the new website that will be launched in early January. He explained that **Connecting** represents the connections between Rotary members, our connections in the community and our connections around the globe. The dynamic colors reflect the vibrancy and diversity of our members and our projects. And, of course, the new look is in keeping with Rotary International's brand standards.

Keep an eye out for new print materials and check out our website at milwaukee Rotary.com. The website is completely mobile-friendly and offers a great user experience.



To celebrate our new brand identity, each member who attended the December 19th luncheon received a "Connecting" mug. If you missed the luncheon, please contact the Rotary office to pick one up.

We'd like to thank THIEL Design for their outstanding work and the Marketing & Communications committee for their very substantial contributions to this effort. 🙏

ON THE TABLE RECAP

On October 17th as part of the Greater Milwaukee Foundation's On the Table Initiative, 220 people gathered at the War Memorial for the Rotary Club of Milwaukee's weekly meeting. 140 Rotarians and 80 guests were randomly assigned to 30 tables. Everyone had a chance to talk with someone they had never met before. Facilitators engaged the participants in rich conversation around five specific questions.



A table discussion in action.

The energy in the room was palpable. People left the room planning for the next conversation. The "hard output" consists of 150 pages of notes carefully created by a recorder assigned to each table. What do these notes tell us?

The ideas and meanings from the table discussions did not leap out complete with interpretation and insight. Four Rotarians carefully gleaned the data with a goal of producing an 'analysis' based on emergent themes. (The original notes and information on the methodology are available on request.)

One overall theme emerged:

We should foster stronger, connected communities and neighborhoods.

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OUTSTANDING PARTICIPATION 2017

Once again it's time to celebrate those with 100% participation in 2017. Members receive participation credits by attending our Tuesday Luncheons and committee meetings, as well as social, Tyrotarian and volunteer events. Also, remember that Rotarians are welcome to visit any of the 34,000 clubs around the world which is a great way to meet fellow Rotarians and gain more participation credits.

48 Years

Paul Meyer

28 Years

By Foster

27 Years

Jim Ford

22 Years

Jim Hunter

21 Years

Harry Drake

Larry Clancy

16 Years

Jackie Herd-Barber

Chris Jaekels

15 Years

Joe Caruso

Ted Hutton

Detlef Moore

14 Years

Fred Bersch

13 Years

John Wermuth

12 Years

Tom Angerer

Larry Bonney

Jim Miller

Phil Vollrath

11 Years

Jim Barry

Tom Gale

Charlie James

Rick Mandel

Jill Pelisek

Barbara Velez

10 Years

Bill Coleman

Bill DeLind

Kathie Eilers

Dan Nelson

Jeff Nelson

9 Years

Jon Dehlinger

8 Years

David Baum

Dave Carter

Dan Fetterley

John Hein

Eric Isbister

Kim Schaffer

7 Years

Bob Slater

Arthur Wasserman

6 Years

John Beckwith

Jean Casey

Beth Fetterley Heller

5 Years

Ann Navin

George Solveson

4 Years

Maureen Bradley

Lloyd Dickinson

Mike Kellman

Jerry Stepaniak

Pat Swanson

Dan Vliet

3 Year

Steve Chevalier

Pat Cronin

Ryan Daniels

Kent Lovern

2 Years

Charles Birts

Janine Kolbeck

Paula Penebaker

Bill Robison

1 Year

Scott Glidden

Mike Robertson

THANK YOU PROPOSERS

Thank you to the following members who proposed one or more new members in 2017. Special thanks to President JoAnne Anton for bringing in eight new members!

JoAnne Anton (8)

Larry Bonney

Joel Brennan

Dave Carter

Joe Caruso

Ryan Daniels (2)

Jessica Dean

Harry Drake

Ginger Duiven

Kathie Eilers

Tony Franda

Beth Heller (4)

Tom Gale

Kris Hinrichs

Jim Hunter

Eric Isbister

Joan Kessler

Ed Krishok (2)

Mary McCormick (4)

Paul Mathews

Darren Miller

Josh Morby

Janet Protasiewicz (2)

Kate Raab

Bill Robison

Tom Sattler

Bill Sheahan

Rob Sholl

Dan Vliet

ROTARY PERSON OF THE YEAR AWARD

The Rotary Club of Milwaukee has no higher honor than the Rotary Person of the Year Award. Annually, our club honors an accomplished local individual who has distinguished herself or himself with professional accomplishments. Unlike other awards that recognize civic and philanthropic achievements, the Rotary Person of the Year honors leaders who build, employ, and have an economic impact in our region.

As a reminder, nominations for our 2018 award are due to the Rotary office by January 15th. Our 2018 recipient will be announced in the late spring. We will present the award at a June Rotary meeting.

Please contact the Rotary office with any questions. 

SPEAKER SCHEDULE

Since the War Memorial Center opened their doors 60 years ago, the interior of the building has only been renovated once in 1999. Memorial Hall, the room of our Rotary luncheons, will be under renovation in January 2018 so we cannot have our weekly luncheons at the War Memorial Center.

Instead, Rotary will be on the road in January as we gather at multiple venues in Milwaukee. We plan to return to Memorial Hall on Tuesday, February 6th. Please mark your calendars for the following January program dates and expect to get parking information and meeting location details in email before each program.

JANUARY 9th - Mike Lovell

Location: Marquette University's Memorial Union

Higher education faces increasingly strong headwinds, threatening to bring educational progress to a halt unless innovative responses to 21st century challenges are quickly developed and implemented. Marquette University President Michael R. Lovell will discuss how Wisconsin's largest private university is creating innovative responses to those headwinds with a new focus on academics and research, the student experience, and community building. These approaches involve Marquette creating new academic programs that match the needs of Southeastern Wisconsin organizations, devoting renewed attention on students' health and well-being, and working with community partners to create a stronger, more vibrant Near West Side.

JANUARY 16th - Keith Stanley

Location: Tripoli Shrine Center

The Near West Side is a diverse Milwaukee community comprised of seven unique neighborhoods that have served as the birthplace of some of Wisconsin's greatest assets. The rich history of these seven communities can only be

only outdone by its future. Over the past three years, five anchor institutions -- Aurora Health Care, Harley-Davidson, Marquette University, MillerCoors and Potawatomi Business Development Corporation -- have invested in a unique strategy to revitalize the commercial and residential base and improve public safety. Hear from the executive director of Near West Side Partners regarding how committed and passionate partners have been able to change the course of this vital part of Milwaukee.

JANUARY 23rd - Mark Mone

Location: UW-Milwaukee's Student Union

The value of higher education in our region has never been more critical -- for talent development, entrepreneurship and the economy. University of Wisconsin-Milwaukee Chancellor Mark Mone will share how Wisconsin's only public, urban, top-tier research university has taken a leading role in regional talent partnerships and addressing societal needs in the state and further afield. Through strategic re-invention and research, UW-Milwaukee is redefining itself and the region through "Big Projects" like the Connected Systems Institute, Lubar Entrepreneurship Center, Freshwater University, and M3 with Milwaukee Public Schools and Milwaukee Area Technical College to close the achievement gap. These powerful partnerships harness the collective vitalities of academia, business, our communities and government to create essential change.

JANUARY 30th - Vicki Martin

Location: Downtown MATC campus

Rotarian Dr. Vicki Martin is the Tenth President of Milwaukee Area Technical College. As a public, two-year comprehensive technical college, MATC offers exceptional educational and training opportunities and services to our diverse metropolitan area by engaging with partners to advance the quality of life for our students and community. Vicki will share with Rotary the current work and initiatives MATC is focusing on.

ON THE TABLE RECAP *continued from page one*

Other themes are organized by discussion question.

What are you proud of about where you live?

People discussed how they love the diverse population in strong neighborhoods with distinctive characteristics. You can't beat Milwaukee's lakefront, natural resources, public spaces and parks. Milwaukee has a strong arts community and cultural amenities. It's also generally easy to get around the vibrant City and to easily participate in civic efforts.

If you had unlimited resources, what would you do to improve the region?

Conversations focused on the need to eliminate barriers that prevent all people in the City from full participation in the richness Milwaukee offers. We need to strengthen the education system, support families that are hurting and address institutional weaknesses like governmental overlap and inadequate public transportation to connect people and jobs.

What can each of us do to help build stronger, more connected communities?

Get out of our comfort zone. Encourage people to get to know their community better by connecting with the unfamiliar parts of the community. The intent is to build greater understanding, kindness and empathy.

How can Rotary ensure that greater Milwaukee is a globally competitive, 21st century region?

Rotary should seek ways to use its influence and connections to create a voice—become an advocate on selected issues.

To view the full On the Table recap report, please contact the Rotary office. We would like to make a special thanks to Rotarians Harry Drake, Joe Caruso and Kathie Kueht for helping us sort through over 150 pages of data to create this report! 🌐

SCHOLAR CORNER - GUILLERMO GUERRERO

Hi, my name is Guillermo Guerrero. I was born in San Antonio, Texas and raised here in Milwaukee. I struggled as a student in my elementary years. However, with the support of my teachers and family I was able to excel in my academics in middle school. Now, I am very fortunate to be a Rotary Scholar. I want to thank the RCM Scholarship Committee for giving your support to help serve others. Because of your time and generous contributions you are making college possible for students like me. I am also thankful to have two of the best mentors, George Solveson and Art Wasserman! They have always been there to support me and encourage me to stay on top of things. I am thankful for everything Rotary has done for the scholars and I, and we appreciate the time you all make to help us.



Guillermo with his mentors Art Wasserman (left) and George Solveson (right).

WELCOME NEW MEMBERS



BRENDA SKELTON

Siebert Lutheran Foundation
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Brenda Skelton has served as President & CEO of Siebert Lutheran Foundation, a private foundation based in Milwaukee, since August 2013. Her career in the private sector prior to joining the Foundation includes serving as Senior Vice President, Marketing at Midwest Express Airlines over a 13-year period of sustained revenue growth; serving as Vice President of Communications at Northwestern Mutual, with leadership responsibility for the Northwestern Mutual Foundation; and managing a successful consulting practice, focusing on assisting nonprofit organizations in improving performance, increasing stakeholder engagement, and building stronger internal teams.



KIMBERLY WALKER

Boys & Girls Clubs of Greater Milwaukee
Chief Operations Officer
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Kimberly Walker joined Boys & Girls Clubs of Greater Milwaukee as Chief Operations Officer in June 2017. In her role, she oversees all programs and operations, ensuring the Clubs are meeting the needs of members in both areas. Kimberly was the Executive Director of the Legal Aid Society of Milwaukee, one of the oldest public interest law firms in the United States. Prior to that, she worked as General Counsel for Milwaukee County as well as Director of Human Resource Compliance and Employee Relations for Johnson Controls. Kimberly is a J.D. graduate of the Marquette University Law School. She and her husband Michael have two grown daughters both of whom are former Boys & Girls Clubs members.



MARILKA VELEZ

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Marilka has nearly 15 years of creative, technical and business experience. She is the Senior Vice President, Marketing Creative Services Senior Manager for Associated Bank. Marilka is a member of the Hispanics Professionals of Greater Milwaukee and serves on the Board of Directors of The Women's Fund of Greater Milwaukee. She earned a BA in Graphic Design & Spanish graduating Summa Cum Laude from Mount Mary University. She was invited to complete the Business Perspectives for Creative Leaders course at the Yale School of Management. Marilka is fluent in Spanish and she and her husband, David Muehlbauer, reside in Wauwatosa with their much-loved French Bulldog, Guava.



CARRIE WALL

YMCA of Metropolitan Milwaukee
President and CEO
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Carrie Wall became the President and CEO for the YMCA of Metropolitan Milwaukee in July 2017. She has come full circle in her career as a YMCA professional that started in Milwaukee over 31 years ago. Most recently, Carrie served as the President and CEO of the YMCA of Dane County in Madison. Carrie is a current member of the YMCA USA National Board of Directors and the Chair of the Wisconsin Alliance of YMCA. In 2016 the Madison *In Business Magazine* recognized her as a Women of Industry. She is also a career Rotarian and most recently was a member of the Downtown Madison Rotary.

SPOTLIGHT ON THE RCM COMMUNITY TRUST

2017 LAND STEWARDSHIP ACCOMPLISHMENTS AT THE URBAN ECOLOGY CENTER

Over the last year, the Urban Ecology Center (UEC) Land Stewardship staff and volunteers have accomplished an amazing amount of work on the Milwaukee Rotary Centennial Arboretum land.

They planted and protected 800 native trees in the river flats along the Milwaukee River adding to the diversity and complexity of that area, while also protecting an additional 2000 native trees.

A climate change readiness forest was planted over $\frac{3}{4}$ of an acre of land consisting of trees with a native growth range within southeast Wisconsin as well as some whose range are typically just to the south in northern Illinois and Indiana.

Loads of invasive species were removed from the land. Introduced invasive species, brought out of their historic range where they are kept in balance through natural disease and predation, can crowd out native plants forming monoculture stands and reducing diversity.

A successful prescribed burn was conducted on the 'new' Arboretum land in April of 2017. Prescribed fire is a useful management tool to knock back encroaching invasive species and reinvigorate the fire adapted native species while also reducing previous years' duff layer and adding nutrients to the soil.



Prescribed burn at the Arboretum.

A variety of native plant seed was collected from various County, State and Nature Conservancy lands to add to the genetic and species diversity within the park.

Land Stewardship staff taught several Tree Identification, Tree Physiology, Plant Families as well as a Native Landscaping Workshop series on the land within the Arboretum.



Volunteers planting greens in the Arboretum. Photo provided by the UEC.

Tours of the land have been given to many local, national and international groups this year.

Design and implementation of the creation of an ephemeral pond-like area is coming together on the last piece of land between the 'new' Arboretum land and Riverside Park. The Stormwater Habitat Pond was designed with the creation of berms to capture stormwater from the surrounding acreage in a lower area that had already tended to be wet with slowly infiltrating soils. Volunteers and land stewardship staff have planted over 6,000 native herbaceous plants over the berms. More work for the overflow structure and additional planting to come in the near future

We encourage you to check out the Milwaukee Rotary Centennial Arboretum and see all the 2017 accomplishments on the land. Stay tuned for more information on how Rotary will play a big role in planting new trees in the Arboretum in 2018. 🌱