



A Message from our Centennial President



Rick White
RCM President 2012-2013

As the Rotary Club of Milwaukee begins its centennial year, we have much to celebrate.

Over the past 100 years, we've made Milwaukee and the world a better place to be, with a history of service that is unmatched in the community. We remain a much sought after venue for individuals and groups to present their views on important topics of the day. And we have a rich heritage of fellowship that has created many life-long friendships.

But our centennial year is more about what's ahead than what's behind us. As Patrick Henry said, "I like the dreams of the future better than the history of the past."

And Rotarians know how to dream.

Standing atop an overgrown bluff overlooking the Milwaukee River, we can dream about the beautiful habitat at the Milwaukee Rotary Centennial Arboretum, knowing it will be an oasis of play and learning for all children in our community. We can dream about the eradication of polio in the world, something unheard of thirty years ago that is now just over the horizon. We can dream about today's Rotary Scholars, not as students but as tomorrow's community leaders. We can dream about increased human life-spans in developing nations because of Rotary clean water and sanitation programs in those countries.

We can have confidence those dreams will come true because they are anchored on a solid foundation of service...a foundation that Milwaukee Rotarians have been building year-after-year since 1913.

Now it's our turn to build that foundation for the next generation. 

LIVE @ the Lakefront begins Wednesday July 11th!

The fifth season of RCM's summer concert series, LIVE @ the Lakefront, begins July 11th. This year the series, held in the outdoor Rotary Amphitheater at Discovery World, runs eight weeks, ending the week before Labor Day, August 29th. Concerts are 5:30 to 9:00 pm each Wednesday.



LIVE @ the Lakefront 2011. Photo by Chris Winters.

Whatever your musical tastes, the lineup for the 2012 concert series has an event that will appeal to you:

July 11	Naborí - Salsa
July 18	Reverend Raven & the Chain Smokin'
	Altar Boys - Blues
July 25	RAS Movement - Reggae
August 1	Los Ciegos del Barrio - Latin
August 8	Grace Weber - Folk Rock
August 15	Finbar McCarthy - Irish
August 22	Natty Nation - Reggae
August 29	D'Calleson - Salsa

A big thank you to our 2012 Rotarian sponsors: Park Bank, Wiscraft and NML/The Schwertfeger Group, MillerCoors, as well as Bartolotta, Discovery World, MPTV, 88Nine Radio Milwaukee, Mandel and Nelson Schmidt Inc.

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Excitement Builds for Centennial Gala

If you haven't already done so, circle September 29, 2012 in your calendar - that's the day we kick off the Rotary Club of Milwaukee centennial year with a gala at the Pfister! Celebrate *A Century of Making a Difference* with cocktails, dinner, dancing, and fellowship. Our centennial year is about recognition, service, pride – but also, FUN!



The centennial gala committee is working hard to make this event a special evening for Rotarians, their spouses, and special guests. The black-tie celebration will feature the debut of the centennial video and live music by the King Comets, a "rockin' swing 4-piece band" with danceable music for all ages.

Centennial Gala co-chair Theresa Reagan says, "I'm so excited that the gala is now only three months away. The gala is going to be the perfect way to kick off our Centennial year – I hope all our members have it on their calendar!"

We are putting out a call for table sponsors at \$2,500 for a table of 8. If you can't sponsor, individual tickets for the gala will be \$125 per person. Look for your official invitation in the mail in August! For more information, call the Rotary office. ☎

LIVE @ the Lakefront begins Wednesday July 11th! *continued from page 1*

The Rotary Amphitheater at Discovery World features a 350-person seating arena and a stage overlooking Lake Michigan. Seating is available on a first come, first served basis. Guests are also invited to bring chairs or blankets to enjoy the concerts on the patio and lawn overlooking the amphitheater. Concerts will be performed RAIN OR SHINE and can be held indoors on the Discovery World Promenade or inside the Sponsor Tent in the event of inclement weather.

Bartolotta's will once again be providing their renowned food and beverage services, including a full cash bar and wine by the bottle, as well as steak sandwiches, salads, brats, burgers, an evening special and other snacks.

The Rotary Amphitheater at Discovery World is located at 500 N. Harbor Drive on Milwaukee's lakefront. Discounted parking is available for \$5 in the Discovery World garage. Dock space is also available for boaters.

All Rotarians and their friends, family, and guests are invited! For more information, go to www.LiveAtTheLakefront.com. ☎



LIVE @ the Lakefront 2011. *Photos by Chris Winters.*

PHOTO gallery



Theresa Reagan was the lucky winner of an oversized bottle of wine (donated by Jim Miller) in the wine pull at this year's Scholarship Golf Classic!



Past President Ed Heinecke went on an Honor Flight in early June and was able to spend some time with his family in Washington, D.C.



Rotarian Mary Isbister received high marks for her program on manufacturing.



Uncle Buck (played by Tom Gale) stopped by to share a few words of wisdom with President Jeffrey.



President Jeffrey celebrated his last luncheon as President with family.

SPEAKER *schedule*

JULY 3rd - No Meeting

JULY 10th - In the weeks since the recall election, there has been little talk about what can be done to begin to close the great partisan political divide. In a recent Journal Sentinel op/ed, **Jay Heck** suggested that Republicans and Democrats begin by passing three political reforms in which there is some bipartisan agreement: reform Wisconsin's recall law; require disclosure of all outside special interest political communications; and reform the redistricting process now. Heck is the state director of the non-partisan political reform advocacy organization, Common Cause in Wisconsin. In his Rotary program, he will elaborate on the difficult but necessary process of bringing bipartisanship back to Wisconsin.

JULY 17th - Water is the world's most precious resource. And yet we continue to treat it as a throwaway item, as if the resource was unlimited. The world has made major gains over the last few decades, but new technologies and increasing demand are placing new stresses on the world's water supplies. **David E.J. Garman**, founding dean of the UWM School of Freshwater Sciences, will discuss the challenges the world faces in managing its water resources. From local issues facing Lake Michigan and the Milwaukee River watershed to aging infrastructure to international challenges facing developing nations, David will address how the School is looking into possible solutions and argue that the world needs to change the way we manage water.

JULY 24th - **Susan Dreyfus**, president and CEO of Milwaukee-based Families International and the Alliance for Children and Families, will share how the return on investment achieved through the nonprofit human services sector is greater than just the programs it delivers. With the nonprofit human services sector at a critical point of renaissance, Dreyfus will explain why the sector is relevant to reducing the number of people who live in poverty, improving the number of people living healthy and safe lives, and increasing the number of people who are on pathways to educational and employment success; thereby building the capacity of communities and representing a wise investment.

JULY 31st - In June 2008 RCM pledged \$400,000 toward the creation of the Milwaukee Rotary Centennial Arboretum. The Arboretum will be completed to commemorate the club's 100th anniversary in 2013. The project was attractive in part because of its strong partners – the Urban Ecology Center, River Revitalization Foundation, Milwaukee Urban River Foundation, Milwaukee City & County, among others. But even more, Rotarians were inspired by a vision of a living forest classroom that would give back to the community for many generations to come. **Ken Leinbach**, Executive Director of the Urban Ecology Center, will give Rotary a progress update on the Milwaukee Rotary Centennial Arboretum.

BOARD APPROVES NEW MEMBERS

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

John Griffith
Johnson Bank
Banking
Proposer: Patty Flowers

Ann Navin
Mortgage Guaranty Insurance Corporation
Honorary – Leadership Fellow
Proposer: Joe Leonard



Chukuka Enwemeka

*Professor & Dean
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Chukuka was introduced by Kathie Eilers.

Chukuka S. Enwemeka is Professor and Dean of UWM College of Health Sciences. He earned his Ph.D. in Pathokinesiology from New York University, and did his post-doctoral research at NYU's Rusk Institute of Rehabilitation Medicine. Most recently he joined the ranks of University Distinguished Professors, a highly select honor at UWM. Dr. Enwemeka has authored over 90 publications, and is a Fellow of the American College of Sports Medicine and the American Society for Laser Medicine and Surgery. His academic career has taken him to 39 countries and all but five of the 50 states in the union.



Kevin Haass

*Partner
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Kevin was introduced by Dave Carter.

Kevin is an attorney with Traver, Haass & Eshleman Law firm practicing Social Security disability representation. He is a proud graduate of West Allis Central High School, UW-Madison, and Marquette University Law School. He currently serves on the West Allis Police and Fire Commission and he is a District Chairman for the Three Harbors Council, Boy Scouts of America. He is also a member of Zion United Church of Christ in Milwaukee and has previously served as president and vice president. For the last three years, Kevin has been a member of the West Allis Rotary Club. Kevin and his wife Carolyn are the parents of six-year-old twins, Henry and Clara.



James P. Injeski

*President
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James was introduced by Joe Caruso.

Jim Injeski is the President of Economics Wisconsin. He is a graduate of Marquette High and UWM, residing in Delafield with his wife, Barb. He was a partner at BDO and member of the management team at several Wisconsin companies. He is active in the community, including serving as president of the board at the Waukesha Chamber of Commerce and Catholic Memorial High. He has an avid interest in wine and also coaching soccer, devoting his time to the girls' program at CMH.

David Griffith

*President
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David was introduced by Bob MacDonald.

Dave is the President of Spectrum Capital, a nationally recognized leader in commercial finance. Dave was a banker for fourteen years before becoming a business-owner five years ago. He graduated from UW-Whitewater with a degree in Political Science and received his MBA from Marquette University. He lives with his wife Dana and their children Megan and Michael in Franksville, Wisconsin. He was a member of the Racine Founders Rotary Club from 2001 to 2007 and looks forward to being involved with Rotary again.



Spotlight on the Milwaukee Rotary Centennial Arboretum: *Choosing an Enduring Gift to the Community*

With our centennial year beginning soon and the opening of the Milwaukee Rotary Centennial Arboretum scheduled for next year, we are “resting” the Spotlight on Service Award to shine the spotlight on the Arboretum. Each month we’ll use this page to tell a piece of the Arboretum story – beginning this month with a refresher on how the project was chosen.

In 2007, during Jim Barry’s presidency, the Board of Directors put out the call to club members to identify potential Centennial projects as a way to honor RCM’s legacy of initiating enduring projects in the community. Some key criteria included: name recognition opportunity for Rotary and good community visibility; high expected buy-in by club members; multiple opportunities to engage Rotarians in different ways; location in neighborhoods already supported by RCM; high likelihood that the project would be completed as proposed; and a sustainable financial model for continued success.

Rotarians submitted ten outstanding project proposals, which a selection committee narrowed to three.

Rotarians backing each of the three projects made short presentations to the club in April of 2008. Members were then asked to complete a survey to determine which project had the broadest support.

In June 2008, the results were announced: RCM would pledge \$400,000 toward the creation of the Milwaukee Rotary Centennial Arboretum. The project was attractive in part because of its strong partners – the Urban Ecology Center, River Revitalization Foundation, Milwaukee Urban River Foundation, Milwaukee City & County, among others. But even more, Rotarians were inspired by a vision of a living forest classroom that would give back to the community for many generations to come.

The Arboretum is a natural fit with RCM’s history of dedication to education and the environment. In fact, in 1942 RCM sent Milwaukee youngsters to attend summer camp in Mellen, Wisconsin for what was often their first getaway to the North

Woods. Now more than ever, Milwaukee kids may live only a few blocks or miles from the lake, the river or a green place, but have no direct experience with nature. The Arboretum will expand the outdoor classroom space at the Urban Ecology Center by 300%, allowing even more children receive the intellectual, emotional, spiritual and physical benefits of connection to nature.



Students at an “outdoor classroom” at the Urban Ecology Center. The Arboretum will expand outdoor classroom space at the UEC by 300%.

Once the project was chosen, RCM leadership set to work to raise \$400,000. The club launched a pledge campaign in the fall of 2009. In just a few short weeks, about half of our members pledged a total of \$438,000, surpassing RCM’s stated goal. The Past Presidents threw their full support behind the project, pledging a total of over \$200,000.

Rotary is more than a donor for this project; Rotary is a partner committed to opening the Arboretum on September 29, 2013. Many Rotarians have worked tirelessly on project planning, budgeting, fund raising, developing essential legal agreements, and site design. We thank our partners and each Rotarian for their excellent work and service. 🌳