

July 2015 - volume 102 - number 1

Greetings from President Dan



“Welcome to the Rotary Club of Milwaukee - Where leaders make a difference.” Our Tuesday meetings start with this brief statement, but what does it mean? How do we make a difference?

Over the last year the Board has been thinking strategically about who we are and what we are about. Taking a hard look

at what we do and how we do it makes it clear that our club is an influential organization made up of leaders in Milwaukee who enjoy each other's company and are willing to work to make a difference both locally and around the globe – and that we are a “bottoms-up” organization where the members drive the club's activities.

Rotary provides our members a framework for making a difference here in Milwaukee. Think of how our Scholarship Committee has had an impact on the lives of students, not just with financial support but through a strong mentoring program – all primarily supported by the proceeds of the Scholarship Golf Classic. LIVE @ the Lakefront and the Milwaukee Rotary Centennial Arboretum are other examples of what we do to enrich our community.

And our Club looks beyond Milwaukee to the world, working in partnership with other Rotary Clubs internationally to make a difference. In partnership with Engineers Without Borders, we worked with the Vista Hermosa Rotary Club in Guatemala City to build a water filtration system in Joyabaj, Guatemala, a school in nearby Chitom, and two pedestrian bridges in the area.

Spearheaded by Past President John Bernaden, the Global Milwaukee Committee got off to a great start last year. Leveraging Rotary's roots in ethical business relationships, our efforts show the benefits of making Rotary connections for Wisconsin companies seeking to expand internationally.

continued on page 2

LIVE @ the Lakefront Kicks Off July 8th

The eighth season of RCM's summer concert series, LIVE @ the Lakefront, begins July 8th. This year the series, held in the outdoor Rotary Amphitheater at Discovery World, runs nine weeks, ending September 2nd. Concerts are 5:30 to 9:00 pm each Wednesday.



LIVE @ the Lakefront 2014. Photo by Chris Winters.

Whatever your musical tastes, the lineup for the 2015 concert series has an event that will appeal to you, with a great mix of new acts and old favorites:

July 8th – TBD

July 15th – Feufollet - Americana with Cajun, honkey-tonk and string-band influences

July 22nd – Mark Croft - Roots, Pop, & Americana

July 29th – Los Ciegos del Barrio - Latin Jazz

August 5th – Trapper Schoepp and the Shades - Rock & Americana

August 12th – TBD

August 19th – The Empty Pockets - Rock 'n Roll

August 26th – Natty Nation - Reggae

September 2nd – Nabori - Salsa

continued on page 2

LIVE @ the Lakefront Kicks Off July 8th

continued from page 1

We'd like to extend a big thank you to our 2015 sponsors! Our season sponsors include Bartolotta Restaurants, Discovery World, Harbor House, and MillerCoors. Event sponsors include KPMG, Park Bank, PIA Anderson Dorius Reynard & Moss, Thermoset, Wiscraft and Beyond Vision, and Zipcar.

The Rotary Amphitheater at Discovery World features a 350-person seating arena and a stage overhanging 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 is located at 500 N. Harbor Drive on Milwaukee's lakefront between the Milwaukee Art Museum and Summerfest. 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. 🌟

Scholar Corner

Each month in the WAVES, get to know an RCM Scholar in the "Scholar Corner!"



Mayra Alaniz

Just finished her 2nd year at Georgetown University

Majoring in Government, Minor in Education, Inquiry & Justice

Mentors: Susan Lloyd & Past President John Ridley

WAVES: What surprised you most about your college experience?

Mayra: I was most surprised by the various opportunities that I have had to try things I never imagined I would do. I have been part of two dance groups where I have learned Mexican folk dance and samba. I have traveled to places like Haiti and Texas.

WAVES: If you've landed on a career goal, tell us "what you want to be when you grow up" and why.

Mayra: I have not necessarily landed on one career goal, but I have identified a passion that has guided me in college and will surely guide me into my career. I am very passionate about education reform, access to higher education, and just about anything that revolves around disadvantaged communities so I know that my career, whatever it may be, will be helping communities.

Greetings from President Dan *continued from page 1*

And that is just a sampling of the work of our club! This October, we'll have a chance to show off our club and Milwaukee when we host the Large Club Conference, the annual gathering of Presidents and Executive Directors of large Rotary Clubs in North America. Planning has been underway for the last 18 months, and you'll be hearing a lot more about this event soon. We'll be looking for your help to welcome our guests and provide a dynamic, enriching conference experience.

In our 102nd year, there can be little doubt that our Club remains an active and vital contributor to Milwaukee. But that only happens if you continue to be an active and involved member. As we head into the next year, let's work together to address the significant issues, to collaborate with our partners both in Milwaukee and internationally - and, of course, have fun along the way. 🌟

PHOTO gallery



2015 Scholarship Golf Classic

A soggy morning notwithstanding, Rotarians and friends had a blast for a great cause!



Board Approves New Members

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

Antonio Avery
Junior Achievement of Wisconsin Inc.
Honorary - Leadership Fellow

Charles Birts
**Boys & Girls Clubs of
Greater Milwaukee**
Honorary - Leadership Fellow

Peter Campbell
The PrivateBank
Banking
Proposer: Beth Fetterley Heller

Jennifer Dirks
TEMPO Milwaukee
Association
Proposer: Dan Nelson

Christopher Hamilton
US Bank
Banking
Proposer: John Connelly

Johannah Karstedt
G. Strategies
Consulting
Proposer: Janet Protasiewicz

Magda Peck
UWM Zilber School of Public Health
Education – State University
Proposer: Susan Lloyd

Scott Ramlow
Uihlein/Wilson Architects
Architecture
Proposer: Eckhart Grohmann

Anthony Ross
University of Wisconsin-Milwaukee
Education – State University
Proposer: John Bernaden

SPEAKER schedule

JULY 7th - Join us for brief remarks by **Rotary District 6270 Governor Karen White**, followed by a program by **Doug Stahl** and members of the World Community Service Committee on our projects in Guatemala.

JULY 14th - **Dennis Kois**, CEO, Milwaukee Public Museum will present the program, "Fakes, Mummies and Mastodons: Do Museums Matter?" Museums like MPM are rapidly changing from sleepy keepers of cultural and scientific heritage to forums for energetic civic dialogue, incubators for STEM education and lifelong learning, and instigators of compelling and topical public programming. They have also proven to be quality-of-life bellwethers, and critical to the ability of cities to attract and retain a talented millennial workforce. Where did museums come from? Where are they going? And perhaps more to the point: in this digital age... do they even matter?

JULY 21st - Health care in the United States is in the midst of profound changes including a shift from fee-for-service to capitated care, consolidation of health care service providers, and increasing reliance on imperfect quality measures tied to reimbursement. These changes are impacting the care of seriously ill

and dying patients who consume an inordinate amount of health care resources. In January 2015 The Palliative Care Network of Wisconsin was formed to help advocate for improved care for the seriously ill through advocacy, education and systems change. **David E. Weissman, MD** will describe efforts in Wisconsin to improve care for patients and families facing a serious illness.

JULY 28th - **Katherine Gehl**, fourth-generation President and CEO of Gehl Foods, will talk about U.S. competitiveness and the state of our democracy. Harvard Business School defines competitiveness as the co-existence of business success AND rising living standards for average Americans. For the last several years, our businesses have been making record profits, but workers' wages have not kept pace. Business leaders from all sides of the political spectrum generally agree on the top policy priorities that will help reinvigorate American competitiveness: fix the debt and the tax code, enact comprehensive energy policy, invest in our infrastructure, and strengthen our K-12 education system. Despite widespread consensus on these issues, our political leaders haven't made any progress. Katherine will share her views on what needs to change.

WELCOME new members



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Nicole is the SVP/CFO for Heartland Advisors. Originally from Iowa, she has a Bachelor's degree from Creighton University in Omaha, NE and a Master's from UW-Milwaukee. She has served on the Boards of Girl Scouts Wisconsin, Make a Difference Wisconsin, and the Global Youth Leadership Institute. She enjoys travel, sports and wine in her free time.



Charlie Evans

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Charlie Evans is a Director at Marietta Investment Partners. He is Southeast Wisconsin native and attended Middlebury College where he majored in International Studies with a focus on East Asia and Mandarin Chinese. He moved to Shanghai in 2009 and lived there for 3 years. Charlie has a prolific background in community service including Make A Difference-Wisconsin, Habitat for Humanity, and Growing Power. He is an avid outdoorsman, and has a lifetime goal to explore every one of the 59 America's National Parks - he is currently at 9.



Joe Goode

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Joe Goode is the Managing Partner of the Milwaukee office of Pia Anderson Dorius Reynard & Moss (PADRM), a law firm based in Salt Lake City, Utah. He has significant jury and bench trial experience in state and federal court. He is a graduate of UW-Madison and Syracuse University College of Law, and holds a master's in public administration from Syracuse University. Joe represents animal shelters on corporate and litigation matters, serves on the board for the Dane County Humane Society, and teaches segments of Wisconsin's humane officer certification course. Joe and his wife Dina have two cats and a spoiled boxer mix named Greta, and they love travel, wine, and good conversation.



Mark Leitner

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Mark Leitner, Partner at Pia Anderson Dorius Reynard Moss, has been trying and arguing cases in Wisconsin and throughout the United States for nearly three decades. He is one of the very few lawyers nationwide to have won both a jury verdict and a settlement of more than nine figures. Mark's current practice emphasizes dealership and franchise consulting and litigation, corporate control and fiduciary duty litigation, insurance coverage disputes, and trademark and copyright litigation. Mark holds a bachelor's degree from Marquette University and a J.D. from the University of Wisconsin Law School. In 2011, Mark began competing in powerlifting meets, focusing on the deadlift.

Spotlight on the Good Works of the RCM Community Trust: RCM Reading Initiative at Brown Street Academy

The Rotary Club of Milwaukee's Reading Initiative at Brown Street Academy (BSA) finished the 2014-2015 school year with impressive results.

Testing proved that more than 72% of the BSA students improved their reading proficiency this year, thanks in part to the RCM Reading Initiative started three years ago. Each semester RCM brings a cadre of volunteers to help under-performing students read better. This past school year 94 UWM students and 21 Rotarians provided one-on-one tutoring in each BSA classroom Monday through Friday, for a total of 325 volunteer hours. The aim of the program is to help the most challenged students engage in what we hope is a lifelong enjoyment and appreciation of reading.

On May 22 BSA held an awards ceremony honoring the female and male Most Improved Reader (MIR) from every classroom. The honorees were selected based on the number of points they gained comparing their MAP (Measurement of Academic Performance) reading test scores from the Winter 2015 with the Spring 2015 results. Each MIR received a bicycle as their award. The bicycles were made possible with funds from the RCM Community Trust.



Most Improved Readers on their bikes with "Mr. Steve" on the far right!

The Most Improved Readers worked hard to earn these bicycles. Reading improvements ranged from 12 points to a whopping 40. And the child scoring a 40 point gain has some serious behavior challenges, but with the patience and perseverance of the volunteers, and her own motivation to win a bicycle, this second grader is now a very good reader!

In addition to recognizing the students, Ms. Joanne Schilz third grade class paid special tribute to a consistent Rotary volunteer, Steve Chevalier. Mr. Steve has been helping Ms. Schilz's classroom students for three years and his patience is very much appreciated. So much so that the students wrote him a poem which they presented on May 22nd.

Mr. Steve

*Our rotary volunteer is the best
He reads and writes with us on Wednesday
He never lets us students rest
What is his name you say?
Mr. Steve Mr. Steve Mr. Steve*

*He's quiet and has reserve
He hides inside a poet's heart
Here to visit and to serve
To share his talents and his smart.
Mr. Steve Mr. Steve Mr. Steve*

*Thank you for your service
To our class the whole year long
Thank you for your sacrifice
To help to make us strong!
Mr. Steve Mr. Steve Mr. Steve*

The RCM Reading Initiative will resume with the Fall 2015 semester. If you would like to learn more about this program and to perhaps volunteer, please contact Rotary BSA Liaison Barbara Velez at barbara.velez@yahoo.com. Volunteers are asked to commit one hour of their time each visit, however, they need not commit to once a week; every other week is also appreciated. Volunteer hours are between 8:30 a.m. to 11:30 a.m., Monday through Friday. ☺