



July 2016 - volume 103 - number 1

Greetings from President Nancy



President Nancy Sennett

In this election year, I begin with a formal statement: “the state of the Rotary Club of Milwaukee is strong.” In fact it is healthy and growing. Focused on the Four Way Test—is it the truth; is it fair to all concerned; will it build good will and better friendships; will it be beneficial to all concerned—our 365 members are engaged and truly embrace our purpose—“leaders making a difference”.

In anticipation of assuming the role of president, I attended various Rotary international, national, regional and zone conferences this past year. Upon introducing myself—“I’m the President-Elect of the Rotary Club of Milwaukee”—I was uniformly greeted with a sense of awe. Our Club, its many projects, activities, and impact, are well known. Often those around me volunteered that the Rotary Club of Milwaukee should be used as a model for all clubs. Wow, I thought! This Club is really something special.

Nearly 20 years ago, I joined this special Club. And like many, I had only limited knowledge of the spectacular history of the Club and the vast range of its activities. As we all know, engaged participation will change one’s view. From participation on a committee or two, I’ve now learned about our Club from all angles, and I too, am in awe. We have engaged leaders—officers and board members and committee chairs—many of whom make significant time for Rotary each and every week. We have extraordinary committees, nearly 25 if we count. Several focus on the operations and growth of the Club—finance, personnel, membership and recruitment, membership engagement, marketing, program, social and Tyrotarian. A second group focuses on our local community—Community Leadership Development, Done in a Day, Environment and Ecology, RCM Scholarships, the RCM Scholarship Golf Classic, Partners in Education, Reading is Fundamental, Inclusion, Racial Equity & Jobs, Military, Maritime, and Rotary Person of the Year.

continued on page 2

Live @ the Lakefront begins July 13th!

The ninth season of RCM’s summer concert series, LIVE @ the Lakefront, begins July 13th. This year the series, held in the outdoor Rotary Amphitheater at Discovery World, runs eight weeks, ending August 31st. Doors open at 5:30 pm and the music starts at 6:00 pm.



Photo courtesy of Chris Winters, Discovery World.

Concert Schedule

July 13th - Naborí

July 20th - Mark Croft Band

July 27th - Chicken Wire Empire

August 8th - Los Ciegos del Barrio

August 10th - Natty Nation

August 17th - Reverend Raven and the Chain Smokin’ Altar Boys

August 27th - The Empty Pockets

August 31st - TBA

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.

continued on page 4

Scholar Corner - Carla Lopez

By mentor Steve Chevalier



Steve Chevalier and Carla pictured together after commencement.

On May 21, 2016, I had the honor of attending Carla's graduation at Alverno College in Milwaukee. She was one of 200 happy graduates at a very inspiring ceremony in beautiful Pitman Theater. Carla is the first college grad in her immediate family, and Jose' and

Alma Lopez were visibly proud to see their daughter walk up onto stage to get her B.A. in Marketing Management with a Spanish minor. They also have another daughter who is attending Alverno and a son who is studying criminal justice. Carla has a lot of family support, and both Jose' and Alma have regularly attended RCM lunches and scholarship events with their daughter.

In the few short years that I have known Carla, she has worked hard to be successful in school, balancing extra-curricular activities such as soccer and work, with her academic and family

responsibilities. Carla has paid for her studies using a variety of student aid, scholarships (including her RCM scholarship), and work. She has gained valuable outside experience by tutoring at Alverno, interning for the Milwaukee Art Museum, and volunteering in the community.

Carla is looking forward to a career in marketing, social media and special event planning. Looking back at her education thus far, she notes: "Everyone that knows me knows how hard I've worked to get where I am now. Although I did most of the work, I couldn't have done this without my parents or Alverno . . . (which) was such a powerful experience. The faculty and staff . . . push you to reach your limit, to show you what you're capable of, and if it wasn't for that intimidating curriculum, I wouldn't have become the person I am today. My parents came to this country for us, to give us what they weren't given. They're . . . the main reason why I worked so hard to complete my bachelors."

We wish Carla the best of luck and continued success, and we thank her for making the Rotary Club of Milwaukee proud to help in her educational journey! 🌟

Greetings from President Nancy

continued from page 1

Six of them focus on our Global Community—the A.D. Robertson Fund for the United Nations, the Global Milwaukee Committee, Rotary International Scholarship & Exchanges, our Rotary Foundation, Advancement and World Community Service. There is a place for you in this special Club!

And if that is not enough of a menu, this year we will again engage the Club in the process of selecting our next "big project." With Johnson's Park and the Rotary Centennial Arboretum, we scored true wins that again distinguished our Club in the greater Milwaukee community. We'll be looking for your ideas, submitted through your committees or individually, for a project that will challenge us and provide another opportunity to highlight Rotary. I've heard it said that "our club works best when we all have a common project to unite us." This year will be the start of such a project.



President Nancy and Past-President Dan pictured together at RCM's 2016 Toast.

I thank, you, Dan, for your leadership. I thank each of you for your leadership, active participation, and inspired contributions. I thank you for giving me the opportunity to lead this special Club for the coming year. And I pledge to work to keep and grow the strength of our Club. 🌟

What should the Rotary Club of Milwaukee do next?

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. The RCM Board is putting 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.

We ask members of our club to propose projects that:

1. Match the needs in the community (locally or globally) with the philanthropic interests of our members and strengths of our club.
2. Indicate high expected buy-in by club members-- a good match of community needs and member interests.
3. Include multi-faceted opportunities to engage many Rotarians in different ways, i.e. cash donations, hands on volunteering.
4. Build upon RCM’s current strengths and programs.
5. Offer a name recognition opportunity for Rotary, good visibility in the community and a lasting identity (This does not need to have a bricks and mortar component.)
6. 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. Although the project can be de nova, partnerships with existing community organizations are welcome.
7. Have a sustainable financial model for continued success.

Regarding financial parameters, we suggest \$250,000 as a target that would be paid for between 2017 and 2020. Some portion of these funds could come from the RCM Community Trust but we will also ask for personal contributions from our members. This is intended to be a guide—projects of higher value will be considered but the proposers must have a plan for raising the additional funds.

President Nancy Sennett has asked President-President Dan Vliet to chair a committee that will oversee the project selection process. This committee, named the 2020 Project Committee, will ultimately present a final project recommendation to the RCM Board.

The timeline for the 2020 Project Committee selection process follows:

- Club members and committees are encouraged to identify potential projects that meet the above criteria. **Project proposals should be submitted to the Rotary office by October 31, 2016.**
- Each proposed project should have a minimum of six Rotarian-endorsers, with at least two lead or project co-chairs. This group of individuals will have responsibility for completing the project proposal application; advocating for the selection of the project; and serving as coordinators for the project implementation and fundraising if the project is selected by the club.
- The project co-chairs will prepare a two page narrative description (the maximum length is two pages) of the project and the population will serve and identify the ways it meets the suggested criteria. If the project will be completed in partnership with another organization, one additional page should be added to describe the collaborating organization.

The 2020 Project Committee will review the proposals and select no more than three projects for additional consideration. The first round selection will be made by December 15th. The Rotarians who proposed the selected projects will then complete the application form (available through the Rotary Office) by February 17th and prepare a ten minute presentation to be made to the club on March 7th. The Committee will make a final recommendation by March 31st for presentation to the RCM Board at the April Board meeting. The Board will vote at its May meeting. 🌐

2016 Scholarship Golf Classic - We raised over \$60,00!

Thank you to everyone who attended our 2016 Scholarship Golf Classic at the Wisconsin Country Club on June 13th. All of our golfers and diners for the dinner and auction had a fantastic time for a great cause – supporting the education of students in need in Milwaukee. Below are pictures of golfers at the event. 🌟



Live @ the Lakefront

continued from page 1

We'd like to extend a big thank you to our 2016 Live @ the Lakefront sponsors! Our season sponsors include Bartolotta Restaurants, Discovery World, Harbor House, and Leinenkugel's. Event sponsors include KPMG, Park Bank, PIA Anderson Dorius Reynard & Moss, Thermoset, Beyond Vision and Zipcar.

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. 🌟

SPEAKER *schedule*

JULY 5th - Senator Ron Johnson will be interviewed by **Steve Walters**, senior producer of WisconsinEye.

JULY 12th - Like most people, Wisconsinite's want their state to be a great place to live and work. Wisconsin as a state, ranks anywhere from 35th to dead last in job creation! Wisconsin possesses all the needed ingredients (intellectual property, research facilities, well educated workforce) to form these companies except for the needed financing through investment in these companies. The BrightStar Foundation was established 3 years ago to take deductible donor contributions and invest them in job creating early stage companies. In the 2.5 years of deploying money, the foundation has invested over \$4 million into 29 individual companies with the intent of growing hundreds and

then thousands of high paying jobs. **Tom Shannon**, President & CEO of BrightStar Wisconsin Foundation will provide insight into their work.

JULY 19th- The population of Milwaukee would be shrinking if not for the growth of the Latino population, while Latino workers have accounted for all net growth in employment in the four-county area during the last 25 years. A new study commissioned by the **Greater Milwaukee Foundation** offers an unprecedented look at conditions in the Latino community and the trends that continue to shape the region.

JULY 26th - Doris Meissner, Senior Fellow and Director, U.S. Immigration Policy Program will join us.

WELCOME *new members*



Michelle Hinton
*American Cancer Society
Sr. Director of Community
Engagement
N19 R24350 Riverwood Dr.
Pewaukee, WI 53072
michelle.hinton@cancer.org
Phone (262) 312-4372*

Michelle L. Hinton is state Sr. Director of Community Engagement, the American Cancer Society. She is responsible providing overall strategic direction, income and mission goals for the organization. Michelle has received several community leader awards: Milwaukee Times Black Excellence, YMCA of Metropolitan Milwaukee Outstanding Leadership, Brotherhood of Fire fighter's Youth Contributors, and v100 Peace Achievers. A native of Indiana, Michelle is the wife of fellow Rotarian George Hinton and is the proud mom and grandmother of a wonderfully blended family.



Mike Robertson
*Community Baptist Church
of Greater Milwaukee
Ministry & Community
Outreach
2249 N. Sherman Blvd.
Milwaukee, WI 53208
msrobertson23@gmail.com
Phone (414) 445-1610*

Mike Robertson, a longtime member of Rotary in Massachusetts, is the Minister of Community Outreach at Community Baptist Church of Greater Milwaukee (CBCGM). He also is president of the Wisconsin Congregational Ministers' Fellowship. He originally moved to Wisconsin as Executive Secretary of the National Association of Congregational Churches in 1991, directed Community Village in 1998 for CBCGM before moving back to Massachusetts in 2000 where he served as minister of three churches. He returned to Milwaukee with his wife, Emmy, in 2013. Mike graduated from Harvard College and the Advanced Management Program at the Harvard Business School.



Tom Sattler
*The Equitable Bank
Senior Vice President
2290 N. Mayfair Rd.
Wauwatosa, WI 53226
tom.sattler@
equitablebank.net
Phone (414) 777-4145*

Tom Sattler is the Sr. Vice President of Sales and Marketing for The Equitable Bank for eleven years. The Equitable Bank was founded in 1927 to help people save money to buy homes. Today that has expanded to include helping business owners grow and build their companies. Tom is an active participant in the Bank's Employee Volunteer program that includes partnering with The Hunger Task Force, Junior Achievement and The United Way. He also volunteers time as an assessor at Alverno College. Tom is a graduate of Indiana University, received his MBA from Cardinal Stritch and also completed the Graduate School of Banking in Madison.

BOARD APPROVES NEW MEMBERS

At its recent meeting, the Board of Directors welcomed one new member and three returning members.

Griselda Aldrete
**Hispanic Professionals of
Greater Milwaukee**
Civic Organization
*Future Milwaukee Scholarship
Recipient*

Ron Kuramoto
Consultant
Returning Member

Marc McSweeney
Foley & Lardner
Law Services
Returning Member

Theresa Reagan
Consultant
Returning Member

Spotlight on the Good Works of the RCM Community Trust:

Johnsons Park is Officially Complete!

In March 2014, Past President Rick White announced that the Rotary Club of Milwaukee would award a gift of \$100,000 to the Johnsons Park Initiative from the RCM Community Trust. RCM's \$100,000 gift would be fulfilled through the Andrew Bell Grant. Andrew Bell, a past member of the RCM and a tree surgeon by trade, entrusted his fellow Rotarians to honor his legacy by expanding the club's works in the community. The RCM Community Trust was the recipient of a substantial bequest to be used toward restoring Johnsons Park.

In partnership with the Center for Resilient Cities and Milwaukee County Parks, the renovation of Johnsons Park included upgrades and addition of facilities that promote recreation, arts and community gatherings. Improved sports practice fields will encourage use by the local football teams and other community partners seeking to provide t-ball, soccer and other "non-traditional" sports such as rugby. Tree-lined pathways will provide better circuits for walking and running, while new, energy-efficient lighting will allow for extended hours of safe park use year-round. Benches and bicycle racks will further enhance the park's functional appeal.



Rotarian Thelma Sias played with a young boy in the new playground in Johnsons Park.

A performance stage, named for the late John Walker, will help facilitate long sought-after community concerts and performances and promote community gatherings. John, a Rotarian for more than 30 years, was a supporter of the project from the very beginning, and was instrumental in making connections, rallying community support, and maintaining fundraising momentum. RCM has received over \$40,000 in individual donations from Rotarians and other friends of John in support of this effort.



Past-President Dan Vliet welcomes the crowd from the new performance staged named after the late John Walker.

Johnsons Park was officially unveiled on Thursday, June 23rd with many Rotarians, community leaders and neighbors in attendance. Thank you to everyone who has supported us in this effort in restoring one of Milwaukee's beloved parks! 🌟



Diana Walker, widow of John Walker, gathered with friends.