

Farewell from President Rick



It's almost June...the birds are singing...the flowers are blooming (finally)...and the Rotary year is coming to a close. That means I've just received the annual reminder Liz sends every RCM president that it's time to pen my obligatory "farewell" message to the club.

I've always found farewell messages a bit awkward. It's sort of like someone suggesting that you write your own obituary. After all, I don't

think I'm going anyplace anytime soon, except maybe to a seat that's as close as possible to the dessert table.

I once had a friend in public relations who not only wrote his own obit (complete with the most flattering photo he could find...you know, the one from his high school yearbook), he put together the media distribution list for it as well, along with a list of people the media could call for a comment about his life. And he planned the post-burial party, too.

Naturally, he didn't leave for his next life for another twenty years. But he was ready.

As a president, when you get that reminder from Liz, you're required to do two things. The first is to face reality. You're now officially a has been. Lame duck if you wish to be polite. No getting around it. The Rotary wheel has come full circle. Flickering Candles, here I come.

The second thing is to say something pithy like "Old presidents never die, they just go to a History and Current Events committee meeting and never return."

But that yearly reminder from Liz also means good things ahead. A new Rotary year. New opportunities to make our community a better place. New opportunities to learn about issues of the

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Rotary Person of the Year 2013

By Nick Wilson

On June 11th the Rotary Club of Milwaukee, celebrating its Centennial Anniversary, will honor Stephen H. Marcus, Chairman of the Board of Marcus Corporation as Rotary Person of the Year 2013. Founded by Steve's father, Ben Marcus, the Marcus Corporation is a leader in lodging and entertainment through its two divisions, Marcus Theatres and Marcus Hotels and Resorts. Steve is celebrating a remarkable milestone: 50 years with the company.

Steve exemplifies the qualities of the RPY Award: he helped make Milwaukee a better place to live and work; and he demonstrates exceptional leadership in the success of his company.

One of his first assignments was to run the Pfister Hotel, recently purchased out of bankruptcy. With legal and accounting degrees as a background, Steve knew little about the hotel business, but brought the Pfister back to its original glory.

RCM held its first organizational meeting at the Pfister in December 1912, and the first official meeting in January 1913, over a 6-course lunch costing 75-cents. Even Steve might find bringing back that pricing structure a challenge.

Steve believes Milwaukee needs a vibrant downtown—a hub where where local residents, visitors, businesses and entertainment venues come together. He spearheaded the Marcus acquisitions of the old Sheraton Schroeder, now the Hilton Hotel, and Wyndham Milwaukee, now the InterContinental Milwaukee. The Marcus Corporation continues to maintain their headquarters in downtown Milwaukee.

As an early supporter and president of Summerfest, Steve's vision included a permanent venue rather than the original muddy fields, and participation by local restaurants – hallmarks of the

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Steve Marcus

Farewell from President Rick

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day. The continuation of a great tradition of fellowship and service.

I am grateful beyond words that you have allowed me to be your president this year. We've had some good times and we've accomplished a lot. Our year-long centennial celebration has been a blast. I have memories for a lifetime, not to mention some great material for my obit.

On June 25, Kathie Eilers will become the next president of our club. I hope you will give her the support and encouragement you have given me. If you do, she will be the most successful RCM president ever.

Thank you so much. And say hello on your way to the dessert table. ☺

Rotary Person of the Year 2013

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festival today. He also led new marketing plans for MECCA and the 1990s renaissance campaign to renovate and enhance the Marcus Center for the Performing Arts.

Steve grew the Marcus Theatres brand to nearly 700 screens at 55 locations across the Midwest through innovations including larger venues, stadium seating, large-format screens, and innovative food and beverage concepts. Marcus Hotels and Resorts own or manage 20 properties in 11 states. The company employs nearly 2000 associates in the greater Milwaukee area.

Steve's business and community activities are too numerous to mention. Steve was born in Minneapolis, received a BBA from UW- Madison, in 1957, and a JD degree from University of Michigan Law School in 1960. He resides in Milwaukee with his wife Janice, and has three sons and nine grandchildren. ☺

SPEAKER *schedule*

JUNE 4th - Celebrated rural historian and author **Jerry Apps** will share stories from his newest and most personal book "Limping through Life: A Farm Boy's Polio Memoir." Jerry was hard-working 12-year-old farm kid when he contracted polio on winter. Though the disease crippled part of his body, Apps will share how polio strengthened him as well, fortifying his attitudes toward hard work and rural living, and setting him on the path to becoming a writer. Apps will also share some history of the polio epidemic in Wisconsin, which hit the Fox River Valley where Jerry lived particularly hard after World War II.

JUNE 11th - Join us in celebrating the 2013 Rotary Person of the Year recipient, **Steve Marcus**. Read more about Mr. Marcus in the article on page 1 of this newsletter.

JUNE 18th - Wisconsin has key industries driving its economy, and requires strategies to leverage growth. **Lee Swindall**, with the Wisconsin Economic Development Corporation, and **John Brandt** with the Manufacturing Performance Institute, will unveil the results of the Wisconsin Economic Future Study. The study compares changes in Wisconsin key industries to a report done in 2005. This study lays the groundwork for public and private strategies to improve the state's performance by focusing on the driver industries that are the most competitive and have the greatest potential for national and global prominence.

JUNE 25th - Celebrate the end of President Rick's term as RCM president at our 2013 Toast!

BOARD APPROVES NEW MEMBERS

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

Tyler Briggs

R.W. Baird

Investment - Wealth Management

Proposer: Paul Westphal

Vincent Lyles

**Boys & Girls Clubs of
Greater Milwaukee**

Human Services

Proposer: Ken Robertson

Fred Royal, Jr.

**Milwaukee Area Workforce
Investment Board**

Government

Proposer: Dr. Michael Burke

Rotary 1984-1992

In 1985, the Polio eradication campaign was launched as the largest private sector health initiative in history. RCM member Bill Jermain oversaw the District 6270 drive with a goal of \$800,000. The drive started in 1987 and by the middle of 1988, the District pledged over \$1,600,000, doubling the original goal.



A child in India receives the polio vaccine

Today, Rotary is just “this close” to eradicating polio, having invested nearly \$1 billion by 2013.

In California in 1986, a court of law ruled against Rotary International for terminating the membership of a club that admitted three women. In 1987, following Supreme Court affirmation of the California court decision, RCM admitted its first three women members: Sister Camille Kliebahn, Gwen McLean and Jean McKey

In 1988, the club’s former Presidents founded the Flickering Candle Society, “dedicated to the cause of preserving the status quo.”



Children’s Health Education Center

The 1990s began with RCM committing \$500,000 toward the projected \$4.7 million cost for the new Health Education Center with expectations of 200,000 visitors annually.

In 1992, the Club ranked 28th world-wide in membership, with a roster of 425. At \$6.95, it ranked lowest in lunch costs among major clubs, compared with \$26 in New York City.

During this era, Rotarians enjoyed great programs:

- 400 members and their families attended the just revitalized Great Circus Parade as a group.
- The CEO of Allen-Bradley explained “computer integrated manufacturing.”
- The editor of the *Milwaukee Journal* vowed to keep it a great newspaper.
- In 1986, Father John Raynor, President of Marquette University, addressed the club.
- Dave Kahler, the Bradley Center architect, discussed Jane Bradley Pettit’s \$75 million gift to the community.
- The club heard from Pat Richter and Barry Alvarez in 1990 about plans to turn the University of Wisconsin football program around.
- The CEO of Midwest Express Airlines discussed rapid expansion, with growth from 5 to 17 airplanes.
- Senator Robert Kasten discussed the status of Iraq and Saddam Hussein, along with the importance of getting government regulators out of the way of business.
- In 1991, the CEO of Blue Cross spoke on imminent changes in national health policies.
- In 1992, Rotary heard from General Secretary of Rotary International and the President of the Nature Conservancy.
- 1992 concluded with a debate between U.S. Senator Kasten and State Senator Russ Feingold. In a straw poll, Senator Kasten received 86% of the votes, and President Bush received 77%. Actual results were quite different, as President Clinton and Senator Feingold were both elected.

RCM’s first three women members: Jean McKey, Gwen McLean and Sister Camille Kliebahn.



Milwaukee and the World 1984-1992

By 1984, the Global Positioning System was made available for civilian use; Martin Luther King Day became a federal holiday; and Chrysler began production of the first minivan. 1984 also saw the first appearance of the MacIntosh Apple computer and crack, the form of cocaine that could be smoked.

In 1985, Microsoft released its first version of Windows; DNA was first used in a criminal case; Mikhail Gorbachev became leader of the Soviet Union; the wreck of RMS Titanic was located; and a Midwest Express Airlines plane crashed on take-off from Milwaukee's airport.

In 1986, plans for building a tunnel connecting England and France were announced; the space shuttle Challenger disintegrated with a teacher on board; and the Chernobyl disaster claimed 4,000 lives. For the first time, per-capita income in Japan exceeded that of the United States.



John Norquist
From the Milwaukee Public Library
Historic Photo Collection

Milwaukee was changing visibly by 1988. John Norquist was elected Mayor, Dave Schultz became County Executive and, at \$732 million, the County operating budget exceeded the City of Milwaukee's for the first time.

Nationally, the first George Bush was elected President; indictments were filed in the Iran Contra affair; and Soviet troops began to withdraw from Afghanistan after 9 years. The first computer virus – the Worm – appeared and the first commercial e-mail system was used.

The 1980s closed with the wave of revolutions that swept Eastern Europe signaling the beginning of the post-Cold War era. The World Wide Web was conceived in 1989 and, in that same year, the first text message was sent.

The massacre at Tiananmen Square took place as the decade closed.



Nelson Mandela walks free from prison in 1990.

In 1990 Germany was reunited; Nelson Mandela was released from prison; and the stock market crash in Japan marked the start of what is popularly called *the Lost Decade*. The United States and Soviet Union agreed to end production of chemical weapons. The World Health Organization removed homosexuality from its list of diseases, beginning a slow change in public acceptance. Also in 1990, the first webpage was created and the first McDonalds opened in China.

In 1991, Gulf War started and ended; the Soviet Union dissolved and brought an end to 45 years of the Cold War.

Thank you to our Centennial Sponsors

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George & Julie Mosher





Jonathan Brantley

*Owner
Teach A Man To Fish, LLC
P.O. Box 100143
Cudahy, WI 53110
jbrantley70@yahoo.com
(414) 418-8867*

Jonathan Brantley was born and raised in Milwaukee and attended the University of Wisconsin-Milwaukee, earning a B.S. degree. He began his entrepreneurial endeavors soon after, purchasing his first duplex in 1993. After years in the residential real estate market he wanted to help others in the community become homeowners, so he started teaching others. This spawned his company Teach A Man To Fish..., LLC., which goes through basic financial principles that prepare clients to manage their money and establish good credit. He and his wife, Adanna, have a beautiful five year old, Nonye, which means "God be with you."



Avrum (Avi) Lank

*Owner
Lank Enterprises
1142 E. Sylvan Ave.
Whitefish Bay, WI 53217
avilank@gmail.com
(414) 248-0105*

Avi Lank retired from an almost 40-year career in journalism in 2008 having served as business editor of the Milwaukee Sentinel and columnist for the Journal Sentinel. Among the stories he worked on were the Milwaukee County pension scandal, the financial problems at the Milwaukee Public Museum and poor investments by five state school districts. He won a Jefferson Fellowship from the East-West Center in Honolulu, among other awards. Since retiring, he has written for several magazines, appeared on the Interchange program on MPTV and as an essayist on WUWM radio. He and his wife Dannette live in Whitefish Bay and enjoy Badger hockey games, travel, reading and attending the theater. They have two grown children.



Darci Miller

*Director of Commercial Banking
Fifth Third Bank
9000 W. Chester Street
Milwaukee, WI
darci.miller@53.com
(414) 918-7091*

Darci Miller is the Director of Commercial Banking for Fifth Third Bank Wisconsin. She has 20 years of commercial banking experience at various Milwaukee financial institutions. She is a member of Tempo Milwaukee and has served on various boards and committees including WCREW, Milwaukee Achiever Literacy Services, Franklin EDC, and Habitat for Humanity Women Build Volunteer. Darci is a Milwaukee native and a first generation college graduate having earned her MBA and Bachelor's degree in Finance from Marquette University. She resides in Franklin with her husband, Mike, and her two boys, Grant and Bryce.



Kelly Skindzelewski

*Public Relations Director
Potawatomi Bingo Casino
1721 W. Canal Street
Milwaukee, WI 53233
kskindzelewski@paysbig.com
(414) 847-7326*

Kelly Skindzelewski is the Public Relations Director at Potawatomi Bingo Casino. She has been with the Casino for more than five years, and has more than 20 years of communications, public relations and community outreach experience. Her career has included positions at WITI FOX 6, Bank One Wisconsin Corporation and Hyatt Regency Milwaukee. Kelly is involved with a few different community organizations such as Menomonee Valley Partners and the Wisconsin State Fair Foundation Board. She is a graduate of Alverno College. After work, you will likely find her at a local dog park with her dog Gia.



Peter van den Kieboom

*Principal
Workshop Architects
1736 N. Second Street
Milwaukee, WI 53212
pvdk@workshoparchitects.com
(414) 272-8822*

Peter van den Kieboom is a Design Principal at Workshop Architects where he has helped shape the studio's unique approach to participatory design process over the last 16 years. His practice focuses on creating environments for social interaction and the arts. Peter's clients include Northwestern University, the University of Michigan-Ann Arbor, and the University of Wisconsin-Madison, where he was Sr. Designer for their new \$98m Union South. Peter holds a bachelor's degree in architectural history from Calvin College and a masters degree in architecture from Columbia University. Peter lives in Shorewood with his wife, Patti, 8 year old son, Max, and 4 year old daughter, Mae.

Spotlight on the Milwaukee Rotary Centennial Arboretum:

June Progress Update

By Aaron Zeleske, Arboretum Coordinator

As the weather cleared in the past several weeks, work on the Milwaukee Rotary Centennial Arboretum resumed in full swing. The contractor has just about finished grading the site and covering it with rich topsoil—soon to be followed by seeding with a mix of native plants and the installation of erosion control mats made of coconut fibers.

Paving on the parking lot started in May along with the installation of the footings for the grand archway entrance. In mid-May the remaining dozen trees in the Oak Savannah were planted including prairie crabapple, butternut, shagbark hickory, swamp white oak, hills oak, black oaks, tamarack, burr oak, and chinquapin oak. Other parts of the Arboretum were recently planted with American beech, sugar maple, and downy service berry. With the help of hundreds of volunteers this spring, 1,200 tree saplings and several thousand shrub saplings will be planted throughout the project area.

Behind the scenes, planning has been ongoing to develop a number of important pieces to the project. The partner organizations have been developing a logo concept to represent the Arboretum and team of Urban Ecology Center staff has been working to finalize a plan for signage. Planning is also underway for the grand opening festivities and related marketing efforts. 🌀

Save these dates!



Tuesday, September 24th:
Rotary lunch at the Arboretum



Saturday, September 28th:
Community Celebration at the Arboretum



Top: Concrete is poured for the curbs of the new parking lot.
Middle: A burr oak is planted on top of one of the Arboretum's mounds.
Bottom: After seeding with a mix of native plant species, coconut fiber mats are installed to prevent erosion.