

Farewell from President Kathie



Kathie Eilers

With spring finally here, the Rotary year is ending. This means my time as President of this organization is also ending. I approach the end of this service with mixed emotions. On the one hand it will be nice to not always sit at the head table but mingle with other Rotarian colleagues. And of course there is the issue of reclaiming some of my time.

But there is also a sense of loss. I have truly enjoyed leading this Club. We have accomplished so much this year: opening of the Arboretum, spearheading a resurgence in Johnson's Park, funding the Milwaukee Rotary Centennial Arboretum Preservation Fund so it is on a firm basis going forward, increasing the number of scholarships, committing to the War Memorial renovation project and initiating a sustainable international project in Guatemala.

When my grandson Oliver, was three he explained to me as we drove across the Hoan Bridge that a "view" was what you had when you were up high and could see all around. That is a fit metaphor for standing behind the podium every week at Rotary. It is a very special view. I have the privilege to look around and see outstanding leaders who live the Four Way Test and accomplish amazing things for this community and the world.

I am immensely proud of this organization and to have had the opportunity to serve. You can count on me to be an active and committed Rotarian going forward. Also, I leave this role with a deep sense of gratitude to the Board of Directors, committee chairs and members and our outstanding staff, Mary and Liz. Without the dedication and competence of these folks this would not be the Club it is.

On June 24, John Bernaden will assume leadership of the Rotary Club of Milwaukee. I know he will be a strong leader for our club and encourage you to give him the support you have given me. I look forward to being a continuing presence in the life of the Rotary Club of Milwaukee.

With gratitude for all you do,
Kathie Eilers, President 2013-14

Announcing the 2014 Rotary Person of the Year: Nan Gardetto

The Rotary Person of the Year (RPY) Award recognizes individuals, executives and entrepreneurs who have made the Milwaukee community a better place to live and work. The Award recognizes significant contributions and leadership in the advancement of ideas, products or services.



Nan Gardetto, 2014 Rotary Person of the Year

Earlier this year the Rotary Club of Milwaukee selected Nanette (Nan) Gardetto as the Rotary Person of the Year for 2014. We will honor Nan, Owner and Chief Executive Officer of Baptista's Bakery in a presentation ceremony on June 10th. Fans of a good rye chip will recognize the name!

A few weeks ago, Snyder's-Lance Inc., the snack manufacturer that produces Snyder's of Hanover pretzels, announced it entered into a letter of intent to acquire Baptista's Bakery for \$195 million. Baptista's currently supplies Snyder's-Lance with its growing Snack Factory Pretzel Crisp brand.

From 1975 to 1999 Nan served as executive vice president of Gardetto's Bakery, Inc., a family business her grandfather founded as an Italian bakery in 1932. Nan spearheaded Gardetto's popular snack mixes starting in 1981 and grew the business by 1998 from 52 to 250 employees, with sales in excess of \$100,000,000 and a second plant in the Franklin Business Park. Recognizing that continued sales growth would require the tremendous investment in advertising and shelf-slotting capacity available only from one of the food industry giants the family sold Gardetto's Bakery, Inc. to General Mills in 1998.

Immediately following the sale, Nan started and located Baptista's Bakery, Inc. in the former Gardetto's Franklin facility,

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Rotary Club of Milwaukee 2014-15 Officers and Directors

The Board of Directors recommends the following officer slate and director nominees for the Rotary year commencing on July 1, 2014. The vote to elect the new board will be held at the June 3rd meeting.

President: John Bernaden, Rockwell Automation

President-Elect: Dan Vliet
Buelow Vetter Olson Buikema & Vliet, LLC

Secretary: Mary McCormick

Treasurer: William Coleman, Coleman & Williams

Sergeant-at-Arms: George Liberatore, Midland Video

Immediate Past President: Kathie Eilers

RCM Community Trust Trustee: Adam Wiensch
Foley & Lardner

Board of Director Nominees - Term Ends 2017

Larry Bonney, Foley & Lardner

Todd Bentley, Bentley World Packaging

Ryan Daniels, Milwaukee Public Library Foundation

Kurt Mueller, Family Investment Planning

Jill Pelisek, Community Volunteer

Directors

The following directors will complete terms to which they were previously elected.

Jean Casey, Bray Architects

By Foster, PerformanceBuilders Learning

Mike Graverson, National Tissue Co.

Chris Holmes, Penfield Children's Center

Kent Lovern, Milwaukee County District Attorney's Office

Jim Milner, Urban Strategies

Jeff Nelson, BMO Financial Group

George Mosher, Investor

Kate Raab, Milwaukee Public Library - Retired

Kim Schaffer, Park Bank

The Board extends thanks and appreciation to Past President Rick White, who will be completing his service to the Board in June. ☺

Announcing the 2014 Rotary Person of the Year: Nan Gardetto *continued from page 1*

keeping the new venture in Southeastern Wisconsin. While continuing to make products for General Mills, Baptista's introduced high-end bread sticks and bread toasts. They also make private label products for mass retailers such as Target, Wal-Mart, Weight Watchers and Pepperidge Farms.

Total employment expanded from 45 employees to approximately 375. In 2012, the company invested \$75,000,000 in an approximately 125,000 square-foot expansion to the existing Franklin production facility. In 2013, the company was recognized by the *Wisconsin Business Journal* as one of southeastern Wisconsin's fastest growing firms, experiencing a 99% sales growth between 2010 and 2012.

Recently, the *BizTimes* named Nan the 2014 Woman Executive of the Year, and Snyder's-Lance announced the letter of intent to

acquire Baptista's Bakery Inc. Nan indicates she will contribute a major portion of the sale proceeds to her new foundation, the Every Day Good Foundation.

Nancy Sennett, who nominated Nan for Rotary Person of the year, says, "Nan has said that she is in the business of improving people's lives. She believes that if her product helps people come together, and makes at least one day more enjoyable for someone, then she's completed her mission."

Nan is an entrepreneur, who, while having opportunities to start a company elsewhere, chose to remain in Southeastern Wisconsin. Through innovation, leadership and determination, she expanded the enterprise and made Southeastern Wisconsin a better place to live and work. Please join us at our June 10th luncheon to honor Nan as the 2014 Rotary Person of the Year. ☺

PHOTO gallery



We had a great turn-out at Twisted Fisherman for the May Networking Hour - hopefully not only because of the Rotary office's offer to buy drinks for everyone who filled out the social survey!



Mary Burke was swamped by press after a joint program hosted by RCM and the Milwaukee Press Club in May.



Rotarian Dawn Nuoffer led members on a tour of the the Troop Cafe and Veterans Manor, sponsored by the Military Service Support Committee.



Reading is Fundamental coordinator John Connelly connects with students at Milwaukee College Prep.



Rotarians ranked the program by French Ambassador Francois Delattre very highly - 95% of survey respondents said he was an excellent speaker.

Upcoming Events

June 5th: Join us for the last Networking Hour of the Rotary year at the Museum of Wisconsin Art at Saint John's on the Lake!

June 6th: Volunteer at the Brown Street Academy's End of the School Year Carnival from 3-7 pm. Brown Street Academy is one of two Rotary Club of Milwaukee partner schools.

June 16th: Make a difference in the lives of Milwaukee students at the 2014 Scholarship Golf Classic!

June 19th: Take a 7:30 am Tyrotarian tour of the Milwaukee Soldiers Home, on the grounds of the Zablocki Medical Center.

BOARD APPROVES NEW MEMBERS

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

Sequoya Borgman
McGladrey LLP
Accounting
Proposer: Matt Hunter

Jonathan Ingrisano
Godfrey & Kahn, S.C.
Law Practice
Proposer: Kevin Haass

Maria Kreiter
Godfrey & Kahn, S.C.
Law Practice
Proposer: Nancy Sennett

Dan Snyder
GAI
Engineering
Proposer: Kris Martinsek

SPEAKER *schedule*

JUNE 3rd - History scholar **David Black** will present on the alliance between Australian Socialist Prime Minister John Joseph Curtin and General Douglas MacArthur, which paved the way for the defeat of Japan to end World War II. Mr. Black is currently an advisor to the West Australian Parliament in Perth, West Australia. He taught Australian history and politics for over 30 years at Curtin University in Perth and is a historical consultant for the John Curtin Prime Ministerial Library. This is the first of several programs presented by Mr. Black during MacArthur Memorial Week, June 3-7, 2014.

JUNE 10th - Join us as we honor **Nan Gardetto** as the **2014 Rotary Person of the Year**. Read more about Nan's contributions to making Milwaukee a better place to live and work on page 1 of this newsletter.

JUNE 17th - The expansion of the Wisconsin Center, along with the potential development of an entertainment district that connects it to a new arena, have been much discussed recently in the local media. Rotarian **Paul Upchurch**, president and CEO of VISIT Milwaukee, will discuss the conclusions of the recent study commissioned by VISIT Milwaukee and the WCD that examined the Milwaukee market and the feasibility of expanding the Wisconsin Center. He will also discuss trends in new convention center expansions and why energizing the area around the

Wisconsin Center is important to attracting more convention business.

SPECIAL BREAKFAST JUNE 23rd - The Rotary Club of Milwaukee and the Milwaukee Press Club will present a joint breakfast program featuring **Marc Lasry**, new co-owner of the Milwaukee Bucks, on Monday, June 23, from 7:15 to 9 am in the Memorial Hall at the War Memorial Center. Lasry will be interviewed by a panel of Milwaukee journalists at the breakfast. Lasry and business partner Wesley Edens recently acquired the Bucks from former U.S. Sen. Herb Kohl for \$550 million. Lasry is the chairman, chief executive officer and a co-founder of Avenue Capital Group. Founded in 1995, Avenue is a global investment firm with over \$13 billion of assets under management. Avenue maintains its headquarters in New York with offices in London, Luxembourg, Munich and throughout Asia.

Rotarians must register in advance for this special joint program, which is outside of our usual luncheons. The cost is \$20 for Rotarians and guests; RSVP to Liz by June 18th.

JUNE 24th - Celebrate the end of President Kathie's term as RCM president at our 2014 Toast! We'll start early with an open bar sponsored by President Kathie at 11:30 am.

WELCOME *new members*

John Baker

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GM, Corporate Strategy and
Business Development
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John has held leadership roles at Harley-Davidson over the last 20 years in the areas of product marketing and engineering, and is currently the General Manager of Corporate Strategy, Business Development and Sustainability. Prior to Harley, John worked for Cummins Engine Company. He holds a degree in mechanical engineering from the University of Dayton and an MBA from Marquette University. He and his wife Michelle have two teenage daughters.



Peter Holsen

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Peter is a partner at Andrus Intellectual Property Law, where he counsels domestic and international clients regarding patent, trademark and copyright law. Peter was named to the BTI Client Service All-Stars list in 2014 and included in Thomson Reuters' Super Lawyers - Rising Stars Edition in 2008, 2009, 2010 and 2013. He received a degree in civil engineering from Marquette University and a JD from Marquette University Law School. Prior to law school, Peter served as an engineer at a multi-national engineering and consulting firm where he designed and managed several large-scale engineering projects at electrical, petrochemical and chemical facilities. Peter, his wife Molly and their three kids live in Milwaukee.



Darren Miller

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Darren has been president of JM Construction since 2005. The firm serves the greater Milwaukee area in the commercial, residential, retail and office markets with an emphasis on urban construction. While his primary focus is in construction management, Darren also holds a master's degree in architecture from the School of Architecture and Urban Planning at UW Milwaukee. An alumnus of the Milwaukee Business Journal's "40 under 40" class of 2013, he also serves on the board of Parish Properties at St. Paul Lutheran Church & School in Grafton, WI. He resides in Cedarburg with his wife Shelly, son Harrison, and daughter Delaney.



Brent Pitcher

*GRAEF
Vice President -
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Brent is a Vice President and member of the Board of Directors at GRAEF, the firm that provided civil engineering services for the Milwaukee Rotary Centennial Arboretum. He currently leads the Infrastructure Group, providing civil engineering, environmental, land planning, and landscape architectural services. Some of Brent's past clients include Costco Wholesale, the Milwaukee County Zoo, the University of Wisconsin, Marquette University, the University School of Milwaukee, and the YMCA. Brent is a 1994 honors graduate of UW-Madison and currently serves on the Alumni Advisory Board for the Civil Engineering department. Brent resides in Wauwatosa with wife Michele and their two daughters.



Jennifer Sheehy

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Jennifer is Vice President /Principal Banker with Wells Fargo Bank. She has been in her current role for six years. Jennifer is also Vice-Chair of "Our Next Generation Kids," a not-for-profit which supports the education and well being of urban youth. She lives in Mequon with her husband Bob, three boys and one large black Lab. In her "free time" Jennifer enjoys trying to keep up with her three sons, hiking with her Labrador and regular trips to the North Woods of Wisconsin with her family.

Spotlight on the Good Works of the RCM Community Trust: *Urban Ecology Center's Neighborhood Environmental Education Project*

Each year for the last several years, the RCM Community Trust has underwritten participation in the Urban Ecology Center's Neighborhood Environmental Education Project (NEEP) for students at our two partner schools, Brown Street Academy and Oliver Wendell Holmes.

With NEEP, schools partner with the Urban Ecology Center for an entire year. Rather than just another field trip, students have access to an outdoor classroom where science concepts taught in class are reinforced with hands-on outdoor activities during multiple visits. NEEP science-based programs range from basic wildlife and ecology studies, to the physics of sound and light, to simple machines, to energy, to recycling. At a time when physical education programs are being cut, the Center also offers valuable kinesthetic learning opportunities, including rock climbing, canoeing, hiking, snow shoeing and ice skating.



A NEEP teaching moment at the Urban Ecology Center pond at Riverside Park. *Photo by Mandie Lousier*

The philosophy of NEEP is based on research which shows that constant contact with nature early in life, and exposure to adult mentors who demonstrates positive environmental behavior, leads to environmental awareness in children. In the city, people often live in apartment buildings and school grounds are often

covered in cement. The Urban Ecology Center offers unique urban sanctuaries and "outdoor laboratories" for neighborhood school children. The Center's staff and volunteers serve as adult mentors to guide students, year after year, as they progress through school.

And with the opening of the Milwaukee Rotary Centennial Arboretum last September, the Center's outdoor classroom space has increased 300%, offering new places for kids to study diverse landscapes. As of the beginning of May, children participated in just under 14,000 visits to the Arboretum through the NEEP program.

The Center's environmental educators are thrilled with the increased educational and play opportunities that the Arboretum provides. Educator Chad Thomack identifies the top of "Coyote Hill" – the hill directly west of the Arch when you enter the Arboretum, as one of his new favorite teaching spots.

During a recent NEEP class, Chad and a group of first graders gathered on Coyote Hill at the rock circle to talk about the web of life. As they discussed interactions between rabbits and coyotes, Chad noticed some coyote scat near the circle, providing a serendipitous teaching moment. "Soon after one of the 1st grade students said he saw a coyote – really some black tarp rolled up in the grass," says Chad, "And then all the students got excited to sneak up on the 'coyote.' We ended up spending 45 minutes playing and hanging out at the river flat playscape that is directly west of coyote hill. What an experience it was!"

With the support of the RCM Community Trust, the students at Brown Street Academy and Oliver Wendell Holmes have the opportunity to develop strong, lifelong connections to nature through NEEP – now enhanced by the diverse habitats of the Milwaukee Rotary Centennial Arboretum. ☀