

RCM Explores Launching New Global Milwaukee Committee

Who in the world can you trust?

In April, President Elect John Bernaden invited Rotarians and community members in manufacturing to consider this question - and to learn how Rotary might provide a framework for building trust in international business relationships.

One of the first steps in exploring new marketplaces is often simply finding a few key business people who can be trusted. That challenge seems especially difficult outside the U.S., which prevents many manufacturers from seriously thinking about exporting their products.

Under John's leadership, RCM is in the early stages of developing a program to help manufacturers in Wisconsin believe that the world can be a trustworthy place to do business -- by leveraging our unique global organization that's been built on a 100-year history of trust and Midwestern values.

Rotary International has 34,000 clubs in nearly 200 countries around the globe – 28,000 clubs outside the U.S. – comprised of nearly one million business people who value ethics. One of the basic tenets of Rotary is the encouragement of these high ethical standards in business and the professions. As any member who has attended a Rotary meeting abroad can attest, these shared Rotary values can lead to an instant sense of camaraderie and trust.

The program concept has been met with enthusiasm by district and international Rotary leadership. John invited leaders of local manufacturing companies to a kick-off meeting for the Global Milwaukee Committee on April 29th, and on May 13th John and Executive Director Mary McCormick will travel to Evanston for further discussions with Rotary International President Nominee K.R. Ravindran. Stay tuned for more news as we develop this initiative! 🌐

Golf to Make a Difference

Spring is in the air, the greens are being groomed, and high school seniors are racing to the mailbox every day, hoping for college acceptance letters. You can make a difference in the lives of Milwaukee students – and practice your swing – at the 6th annual Scholarship Golf Classic on Monday, June 16th at Ozaukee Country Club, benefitting the RCM Scholarship Fund!

The RCM Scholarship Fund allows students with financial need to pursue higher education, and includes mentoring support and study skills training. Often these kids are the first in their families to go to college. The program currently supports 19 students and the committee is about to be interviewing a new batch of applicants.



Rotarians enjoy the Scholarship Golf Classic in years past

Golf as an individual for \$275, or bring a foursome for \$1,100. The outing includes a buffet lunch prior to the 12:30 shotgun start. If you're not a golfer, join us for an open-bar cocktail hour, dinner and the Silent and Live Auctions for only \$60 per person. And of course, you could win big if you buy 50/50 raffle tickets or a cork for the wine pull!

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RCM Member Survey Results

In March RCM sent out our 5th annual Membership Survey, asking Rotarians to provide feedback. Sending a survey that remains consistent from year to year allows us to track trends and find areas for improvement. Thank you to the 156 people who responded!

Across the board, members report satisfaction in all aspects of the club, continuing the incremental upward trend seen on these surveys since beginning the practice in 2010. 97% of survey respondents said they agree or strongly agree with the statement, "I am proud to be a member of the Rotary Club of Milwaukee." Members told us they appreciate the caliber of speakers and thought the meetings continue to be well-run. A slight downward trend continues in terms of satisfaction with the food, which we will address with Saz's.

A slight tweak in the question about communication sources yielded interesting results. 81% of members chose the Weekly

Update as their most-used communication source, with podium announcements a distant second. We see an opportunity to explore members' use and interest in our other methods of communication over the next year to make sure we are allocating the right resources to the features members use the most. We find that while most Rotarians express a high level of satisfaction with Rotary, they also expect a high return on their investment in the club.

For example, one survey respondent expressed more ambivalence or dissatisfaction with the club than most respondents in several areas and indicated that they did not intend to continue membership – but their answers averaged a 3 out of 5, rather than a truly low score. The survey was not signed, but Mary or Kathie would appreciate the chance to talk to the Rotarian in question!

If you would like to see a summary of the survey results, please contact the Rotary office. ☎

Golf to Make a Difference *continued from page 1*

Whether you're a sports fan, major foodie, wine connoisseur, or just like a good deal, you'll find something at the auction that sets your heart (and wallet) a-flutter. Go behind the scenes with a tour of Miller Park or the Milwaukee County Zoo; impress your friends with a private, in-home wine tasting for 12; treat your spouse to a romantic dinner and a show; or rediscover some of Milwaukee's best restaurants and attractions.



And of course, we are always looking for more auction items! Email golf@milwaukeeerotary.com with ideas.

For more details on the outing and ways to get involved, check out the RCM website for details or contact the Rotary office. ☎

Barbara Velez gets into the auction spirit.

Thank you to our 2014 Scholarship Golf Classic event sponsors:

<i>Gold Sponsor</i>	We Energies
<i>Silver Sponsors</i>	Children's Hospital of Wisconsin GenMet R&R Insurance
<i>Beverage Cart Sponsor</i>	FirstMerit Bank
<i>Lunch Sponsor</i>	Park Bank
<i>Hors D'Oeuvres Sponsor</i>	Rockwell Automation
<i>Rotary Blue Sponsors</i>	Jim and Victoria Miller von Briesen & Roper, s.c.
<i>Skill Event Sponsor</i>	North Shore Bank
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Interested in being a sponsor? Contact the Rotary office!

PHOTO gallery



Rotarians enjoyed the April Networking Hour at Schlitz Park.



The Milwaukee Rotary Centennial Arboretum took home the Best Neighborhood Impact Award at the Milwaukee Business Journal Real Estate Awards on April 10th. On hand to accept the award were (from left) Aaron Zeleske and Kimberly Gleffe of the River Revitalization Foundation, Ken Leinbach of the Urban Ecology Center, and Rotarian Dan Davis.



At an April meeting, Brewers second baseman Rickie Weeks (left) and Rotarian-at-heart Cecelia Gore, executive director of the Brewers Community Foundation, presented a check for \$50,000 to Rotarian Marcia Caton Campbell of the Center for Resilient Cities, to be used for the new t-ball field at Johnsons Park.



Rotarians gathered for a Tyrotarian tour of the Global Water Center.

Upcoming Events

On **May 1st** at 8:00 am, join the Military Service Support Committee for a **tour of Veterans Manor and the Troop Cafe**. Then at 5:30 pm, head over to **Twisted Fisherman** for the **May Networking Hour**.

On **May 20th** at 5:00 pm, join the **Rotary Under 45** group at the **Monarch Room at the Hilton**.

And check out the **UWM Library American Geographical Society Collection** on **May 29th** - this Tyrotarian tour begins at 7:30 am.

BOARD APPROVES NEW MEMBERS

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

John Baker
Harley-Davidson
Manufacturing - Motorcycles
Proposer: Dan Vliet

Darren Miller
JM Construction, Inc.
Construction
Rotarian: Rick White

Jennifer Sheehy
Wells Fargo & Co.
Banking
Proposer: Scott Fredrick

SPEAKER *schedule*

MAY 6th - Rotarian Dave Haynes, Editorial Page Editor for the Milwaukee Journal Sentinel, will lead a conversation with **Mary Burke**, Democratic candidate for governor. This is a joint meeting with the Milwaukee Press Club.

MAY 13th - Celebrate Armed Forces Week with Rotary. We will begin with music by the Navy Band Great Lakes and the posting of the colors. Our luncheon presenters are **Gary Kunich**, Public Affairs Officer for the Milwaukee VA Medical Center, and **Delon Powell**, an Iraq and Afghanistan outreach counselor for the Center.

MAY 20th - Economic incentives are a hot topic in recent headlines...but, do these initiatives really work for economic development? Is there a better play for state policymakers? **Therese J. McGuire**, Kellogg Professor of Management and Strategy, presents some fascinating insights about tax incentives and other approaches to economic development. Professor McGuire's expertise includes state and local public finance, fiscal decentralization, property tax limitations, education finance, and regional economic development. She has written about and worked with numerous governments on state tax reform and on

the impact of taxes on economic growth. In addition to her role as Professor of Management and Strategy at Kellogg, she serves as Director of the Guthrie Center for Real Estate Research and Kellogg's Real Estate Program, and will begin a three-year term as Senior Associate Dean for Curriculum and Teaching in summer 2014. This is a joint meeting with the Kellogg Alumni Club of Wisconsin.

MAY 27th - Recently the Wisconsin Supreme Court has generated media attention focusing on its dysfunctional workings and the nastiness of its election campaigns, rather than its true judicial function. **Tom Shriner**, Partner at Foley & Lardner, will talk about a State Bar plan to address two serious problems currently harming the court: public perception that the desire to be re-elected undercuts judicial independence, and lack of collegiality. The Bar proposes to amend the state constitution to elect justices to 16-year terms (instead of 10) but limit them to a single term. Tom will tell us why the Bar believes this measure will help remedy these problems.

WELCOME *new members*



Patrick Cronin

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Pat Cronin recently founded Anam Consulting LLC as an international business & B2B marketing advisory firm. Pat's global business experience includes work in over 30 countries, mainly with Johnson Controls. This is his second consulting practice start-up. His community involvement includes many years as an adult leader for the Boys Scouts (all three of his sons are Eagle Scouts), as founder of the Lumen Christi Employment Network in Mequon, and as co-founder of the Building Bridges for Veterans Employment program.



Amy Jensen

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Amy is the Managing Director of Skylight Music Theatre. Amy previously served as Director of Finance and Administration at Skylight, Milwaukee Art Museum, United Performing Arts Fund (UPAF) and as VP & CFO of Milwaukee Symphony Orchestra. In 2008, Amy was recognized as a "CFO of the Year" by the Milwaukee Business Journal. She is a CPA and earned her MBA from UW - Milwaukee. Amy is a member of Tempo, the AICPA, the WICPA and serves on the boards of Milwaukee Youth Symphony Orchestra and Historic Third Ward Association. In her spare time, Amy enjoys baking and cooking.



Dennis Krakau

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Dennis Krakau is Market President for the Milwaukee Region and the Executive Vice President, East Commercial Banking for Associated Bank. As Market President, Dennis coordinates the Bank's charitable, civic, and regional marketing activities in Southeastern Wisconsin. Prior to Associated, Dennis served six years as a Naval Flight Officer and spent 22 years at First Wisconsin and its successor, US Bank. He earned his B.A. in Marketing and MBA at Marquette University. He serves on the Board of Directors for Junior Achievement of Wisconsin, United Way of Greater Milwaukee, Discovery World and others and is Vice Chairman of the Public Policy Forum. Dennis and his wife Kathy have two daughters and four grandchildren.



Roy Scholtka

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Roy is the owner of Coldwell Banker HomeSale Realty with 4 offices and 100 agents. In his over 40 years in real estate, he has personally sold over 1,400 properties. He is a Past President of Metro Board and was the Metro Board Realtor of the Year in 1997. He currently serves on the Board of Directors for the Metro Youth Foundation and volunteers for Repairers of the Breach, Project Hope and Project 2nd Chance. Roy was a founder of the Alumni Friends of Custer High School. He and his wife Patti have four children and eight grandchildren.



Nathan Smallwood

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Nathan Smallwood became the Executive Director of Schlitz Audubon Nature Center in 2011. He brought to the position 15 years in nonprofit and business experience in marketing, public relations, fundraising and strategic management. Nathan's education includes a BA in Biology, a Master's in Environmental Management and an MBA from the Yale School of Management. His passion for nature and conservation extends to his involvement with various civic groups and conferences. An avid birder and an amateur musician, Nathan resides in Mequon with his wife Julie, sons Jack and Wolf, and two collies, where he is involved in his sons' schools and scouting programs.

Spotlight on the Good Works of the RCM Community Trust:

Danceworks Mad Hot Ballroom and Tap

Founded in 2006 by Danceworks Executive Director Deb Farris and Rotarian Mario Costantini, Mad Hot Ballroom and Tap (MHBT) is an educational dance program, providing desperately needed arts and physical education programming to underserved urban youth in low-income, central city schools. The RCM Community Trust has supported MHBT at varying levels since its inception. Most recently, the Trust funded the participation of Brown Street Academy, one of RCM's two partner schools, for the 2014 program.

Danceworks MHBT runs February-May. Participating schools select one 4th or 5th grade classroom to participate in tap and one 5th or 6th grade classroom to participate in ballroom.



Mad Hot Ballroom and Tap at Brown Street Academy.
Photos by Lacy Landre

Danceworks instructors provide one-hour dance classes twice per week for each style of dance over the course of 12 weeks—24 total hours of dance per classroom. Culminating performances at each school, as well as an annual Danceworks MHBT Competition held at the BMO Harris Bradley Center in downtown Milwaukee, cap off the program in May.

The 2013 MHBT program served 45 Milwaukee public and private schools, 86 classrooms and nearly 2,300 kids. Mad Hot Ballroom and Tap teaches life skills and increases physical activity and school engagement by integrating tap and ballroom dance into the regular school curriculum. MHBT aims to provide arts and physical education opportunities for students who otherwise lack access, to encourage respect, and to improve attitudes toward physical activity and an active lifestyle.

Mad Hot Ballroom and Tap, and RCM's support of the program, sparked the interest of *The Rotarian* magazine, published by Rotary International. An editor at *The Rotarian* is currently following the Brown Street Academy class as the students learn how to dance and will cover the final competition in the spring. 🌀

See the Dancers in Action

The 2014 Danceworks Mad Hot Ballroom and Tap Competition will take place on Saturday, May 17th from 9:30 am until 5:00 pm (tap in the am and ballroom in the pm) at the BMO Harris Bradley Center. The competition is free and open to the public, and all Rotarians are encouraged to attend!

Each year Mario and Cathy Costantini host a fundraising event on the elegant factory floor of the La Lune Collection to celebrate the winners of the MHBT competition. Rotarians who have attended previous events report that it is a “can't be missed” early summer party! The 2014 Danceworks Mad Hot Celebration will take place on Friday, June 14th – admission will be \$75 per person. More info on the Danceworks website.