

New RCM Scholarship Endowed

At the centennial gala on September 29th, Tom Smith took the podium to announce big news for the RCM Scholarship Committee. Tom and Genie Smith have contributed the first endowed scholarship of the Scholarship Fund in the amount of \$100,000, in honor of Tom's parents.

Tom is the son of Gordon and Elizabeth Smith. Gordon was a member of Rotary for 30 years, and was president in 1976-77. "He always appreciated the good that Rotary did in the community," Tom said. Gordon died in 2011, and Elizabeth died in 2006. In keeping with the goals of the RCM Scholarship program, the Gordon and Elizabeth Scholarship fund will be aimed at Milwaukee students who are good students but who do not have access to scholarships.



Gordon and Betty Smith

"We wanted to do something to honor both of my parents by creating this fund," Tom said. "They were always firm believers in strong public education systems."

Prior to the Smiths' generous gift, the Scholarship Fund was supported solely by the proceeds of the RCM Scholarship Golf Classic. The endowed Gordon and Elizabeth Smith Scholarship will augment the golf outing funds and allow the committee to award an additional \$4,500 in scholarships each year in perpetuity, beginning in 2013. This may go to one or more students depending on student needs.

The RCM scholarship program currently supports 16 scholars. In addition to a financial award, students are supported by 2 RCM mentors and receive study skills training. 🌀

Now Accepting 2013 Rotary Person of the Year Nominations

What do Edmund Fitzgerald, Florence Eiseman, Harry Quadracci and Barry Mandel have in common? They have all received RCM's highest honor, the Rotary Person of the Year Award.

The Rotary Person of the Year (RPY) committee is now accepting nominations for the 2013 award. Do you know someone who has made significant contributions to Milwaukee? Now is the time to make your nomination. The RPY Committee is accepting nominations through January 15.

The purpose of this award is to highlight the Second Object of Rotary:

- to foster high ethical standards in business and the professions
- to recognize the worthiness of all useful occupations; and
- to dignify each Rotarian's occupation as an opportunity to serve society.

As such, the recipients of the Rotary Person of the Year award are individuals who:

- through their profession have made the community a better place to live and work and
- have shown outstanding leadership in the advancement of ideas, products or services.

It's important to note that the award honors contributions made through an individual's profession, not through civic and philanthropic efforts. This focus on the vocational contribution distinguishes this award from others. The award is also intended to recognize individuals who are professionally active, not retired.

The 2013 Rotary Person of the Year will be honored during our centennial celebration. While the committee has no strict centennial criteria, they will give special consideration to nominations with a centennial connection. This could include someone from an organization with a strong connection to RCM's history or a similar 100+ year record in the community, for example.

Committee chair Nick Wilson said, "The committee would like

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Upcoming Events

On **Thursday, November 8th, 5-7pm**, join us for the a November Networking Hour at the stately **Monarch Room at the Hilton**.

The next **Under 45 Social** is **Wednesday, November 14th, 5:30-7pm at the University Club**.

On **Thursday, December 13th, 5-7pm**, we'll return to a Rotary favorite, **Blu at the Pfister**, for our annual Holiday Networking Hour.

On **Saturday, March 23, 2013**, we have a special evening at the Milwaukee Symphony Orchestra planned. Put **Rotary Night at the Symphony** on your calendar and stay tuned for more details.

A Great Centennial Kick-off



300 Rotarians and their guests celebrated a *Century of Making a Difference* at the centennial gala on September 29th at the Pfister! You can see more photos on our Facebook page or in the *BizTimes* Around Town section.

Now Accepting 2013

Rotary Person of the Year Nominations

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to seek out those individuals and entrepreneurs who make a difference in our community but may not be well-known. While the Rotary Person of the Year has often been someone who has received multiple honors for their efforts, we welcome and encourage nominations of less-familiar candidates who have made significant contributions to the community through their professions.”

How to Submit Your Nomination

The nomination process is very straightforward. Simply describe why you think the individual you're nominating meets our criteria and should receive the award, noting any centennial connections. Nominations should be no more than one page in length and must be submitted electronically as a Word document. You may submit a one page attachment to highlight or note any special attribute beyond what you have written in your nomination. Send your nomination and attachment to: rpy@milwaukeeerotary.com.

Our 2013 recipient will be announced in the spring and we'll have the opportunity to hear and learn from the recipient at a club meeting.

For more information, go to the Rotary website and click on the RPY tab or contact RPY committee, chair Nick Wilson: (414) 475-6565, nickw@jwmfamilyoffices.com. 

Rotary in the 1920s

As RCM entered the 1920s, Rotarians were treated to entertaining and informative programs of all kinds.

- Resista, a 98-pound girl considered too heavy to lift off the ground, addressed a luncheon and Rotarians lined up to lift her – but no one succeeded.
- In 1921, the Superintendent of Milwaukee Public Schools addressed Rotary on the deplorable condition of the school system.
- Mrs. James Deiter Rippin, Director of Girl Scouts USA, told Rotarians about efforts to sustain the organization through cookie sales. Participating in a forerunner of the cookie program we know today, 7,000 girls baked one million cookies by 1923.
- Count Ilya Tolstoy, son of the writer and philosopher who wrote *War and Peace*, addressed the Club.
- Babe Ruth attended a luncheon in 1922 while spending a week in Milwaukee on an off-season vaudeville barnstorming tour.
- That same year, Brigadier General Billy Mitchell gave an address on “Air Power: Here to Stay.” He was joined by the Flying Dutchman A.G. Fokker from Holland who ran the company that built 700 planes for Germany during The Great War.



Harry Houdini
Photo courtesy of the Milwaukee County
Historical Society

- In 1923, Harry Houdini, the famous magician and escape artist, performed during a luncheon.
- RCM hosted the entire Marquette University football team, then called the Golden Avalanche, in celebration of their second consecutive undefeated season.
- John Tyrrell, a leading handwriting expert of the 20s, spoke on the application of handwriting analysis in the detection of crime.
- Eugene Lecher, described as a “conjurer and prestidigitater of great fame” entertained Rotarians with “examples of black art and mysticism of most unusual character.”
- In 1924, Charles W. Nash addressed Rotary after he had resigned as President of General Motors to relocate to Kenosha to found his own business.
- In 1924, Rotarians toured the new \$2 million headquarters of the Milwaukee Journal.
- A.W. Edwards spoke of his travels to Canton, China and was asked to extend his talk 20 minutes due to such great interest.
- Sir Henry Lauder, the world’s highest paid performer, spoke on the funding needs to assist wounded veterans. A former coal miner, he was knighted in 1919 for his efforts for veterans and is considered the first international superstar of public entertainment through phonographs.
- In 1926 Rotarians learned about the Federal Reserve System from John H. Puelicher, President of Marshall & Ilsley Bank.
- Mayor Daniel Hoan inspired Rotarians with his speech on “Why I Am Proud of Milwaukee.”
- It was reported that the Treasurer of Sears Roebuck of Chicago addressed a luncheon on “Life.”
- In 1927, a special luncheon was held to learn more about the national movement to construct parkways in urban areas.
- The first films from The Great War by Eastman Kodak were shown at a luncheon, having been publicly released only 60 days earlier.
- Former Wisconsin Senator Irvine Lenroot addressed a luncheon about “Failures to Pass Legislation in a Sharply Divided Congress;” he had previously been nominated by President Harding to run for Vice President, but the Republican Convention instead chose Massachusetts Governor Calvin Coolidge.
- In 1929, Sergeant Alvin C. York, whom General Pershing called the greatest soldier of the War after he almost single-handedly killed 32 and captured 133 German soldiers, addressed Rotary on the meaning of *Service Above Self*.
- In the late 20s, Rotary hosted a debate on the Milwaukee minimum wage ordinance.
- 1929 concluded with a talk by Sir Herbert Broom Ames, former financial secretary of the League of Nations, on “Ten Years with the League of Nations.”

Early in this period, the Rotary Club of Milwaukee voted to limit membership to 299 and by 1929 had a waiting list. The Milwaukee Athletic Club offered Rotary free office space while increasing the cost of luncheons from 80-cents to one dollar. Rotary International's logo, the wheel we all know and love, was designed in 1924.



During the presidency of Ted Friedlander (1927-28) Rotarians began the tradition of addressing their leader using a first name, thus the moniker "President Ted."

During this period, the Rotary Fund for the Education of Worthy Boys was extended to include post-secondary education. Rotary members were the core of United Way leadership with the annual goal of \$737,749.37 with an emphasis on assisting people in need through the winter months.



In 1928, the Rotary International Foundation was officially established with a \$5,000 endowment made up with donations from the previous decade. RI Past President Arch C. Klumph, who had proposed the endowment "for the purpose of doing good in the world" in 1917, was appointed as one of five trustees.

Arch C. Klumph

Milwaukee and the World in the 1920s

Major new companies formed by 1924 included Walt Disney, Mercedes Benz, and IBM. In that year, Wisconsin Senator Robert M. LaFollette received 17% of the popular vote for President, running on a Progressive platform eventually adopted almost in its entirety as the New Deal. The first radio broadcast in Milwaukee was housed at Gimbel's Department store and the first Presidential speech on radio was delivered.

In 1925, the first Presidential Inauguration was broadcast on radio and Tennessee prohibited the teaching of evolution. By 1926, land on Broadway and Wall Street in New York was selling for \$7/square inch, Route #66 was established, and the restoration of Colonial Williamsburg began.



Downtown Milwaukee in 1924

Photo courtesy of the Milwaukee County Historical Society

In 1927, Charles Lindbergh completed his flight to Paris with Amelia Earhart crossing the Atlantic just a year later. The carving of Mount Rushmore began that year and, in 1928, the Iron Lung respirator was used for the first time.

In 1929, annual factory production in Milwaukee reached \$1 billion and the 150,000th telephone was installed in the city. Mother Theresa began serving the poor population in Calcutta. The Dow Jones Industrial Average peaked at 381, a level not attained again until 1954. Wage earners numbered 178,000 in Milwaukee, a number that would fall to 66,000 by 1933.

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BOARD APPROVES NEW MEMBERS

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

Elizabeth Corry

First Stage

Performing Arts

Proposer: Jim Barry

Michael Paddock

CH2M HILL

Consulting - Engineering

Proposer: Kurt Mueller

Patricia Swanson

Habitat for Humanity

Human Services

Proposer: Ryan Daniels

George Hinton

Aurora Sinai Medical Center

Healthcare

Proposer: Patty Flowers

Shawn Preisler

Cedar Creek Securities, Inc.

Investment

Proposer: Kathie Kueht

Toni Holland

Time Warner Cable

Human Resources

Proposer: Jackie Herd-Barber

Roger Ross

Salvation Army

Human Services

Proposer: Bob MacDonald

SPEAKER *schedule*

NOVEMBER 6th - Dan McCarthy, Director of Urban Development at Zilber Property, will present on Milwaukee's Ten Year Plan to eliminate homelessness by examining the key components of this strategic plan including the demographics of who is homeless in Milwaukee and the Plan's Four Pillars approach of (1) Prevention and Emergency Services, (2) Economic Support and Employment, (3) Mental Health, Substance Abuse, and Support Services and (4) Permanent Housing. To complement this macro perspective, he will also explore how one of the city's most successful shelters provides a safe environment for women and families while working to end homelessness, one life at a time.

NOVEMBER 13th - Tim Sullivan, former president and CEO of mining equipment giant Bucyrus International Inc. and current unpaid work force consultant to the state of Wisconsin, will discuss the consequences of Wisconsin's "skills gap." Over the next 30 years, Wisconsin's senior population will double, while our working age population will increase less than 0.5%. Like all states, Wisconsin faces a "skills gap," or unemployed workers without necessary skills to fill available jobs. Failing to address this challenge has already harmed our economic competitiveness. Our changing demographics will enhance the challenge.

Wisconsin is at a crossroads. If we act now to reform education and workforce development, we can gain a skilled workforce that will boost our economic vitality and middle class. If we fail to act, our economy will shrink, leaving Wisconsin in dire straits.

NOVEMBER 20th - Join us for "Real Talk" with **Sue Black**, former director of Milwaukee County Parks.

NOVEMBER 27th - In 2009, the University of Wisconsin decided to build the state's first nationally accredited school of public health at UW-Milwaukee. The Joseph J. Zilber School of Public Health is preparing a new generation of skilled leaders for the public's health and advancing relevant research whose findings can be translated into effective prevention programs and policies. What difference will it make in our work to prevent infant mortality, address the obesity epidemic, or increase access to quality health care? When we create conditions for everyone at every age and stage to have equal chances and fullest choices for being healthy, we are working for the 'public's health.' It's the smart and right thing to do for people, for communities, and for business. **Dean Magda Peck** will describe how a school of public health can contribute to this triple bottom line in Milwaukee and beyond.

Spotlight on the Milwaukee Rotary Centennial Arboretum:

Action Teams

By Aaron Zeleske, Arboretum Coordinator

Two action teams are complementing the work of the partner organizations on the Milwaukee Rotary Centennial Arboretum –on team focuses on design elements of the Arboretum and other comes together to insure completion of the fundraising.

These committees, made up of a mix of Rotary members and community volunteers working with Urban Ecology Center staff, meet bi-weekly. They first came together over a year ago, as a way to broaden collaboration and leverage talents and expertise.



The Design Team at work.

The Design action team spearheads a number of components of the Arboretum project. Rotarians who volunteered to serve on this committee are Danni Gendelman, Keith Anderson and Penny Cruse. Members of the committee are engaged in working on crafting magical spots within the Arboretum, places receiving a little extra attention to make them more attractive for imaginative nature-based play and exploration. For example:

- Three learning circles will also be created as areas designed for the Urban Ecology Center's environmental educators to use with classes.
- A volunteer from Green Man Tree and Landscape Services in Oak Creek will be providing the Arboretum with beautiful benches with a natural feel.
- A smaller group of volunteers has been working on ideas to beautify the stretch of North Avenue between the Milwaukee River and the Oak Leaf Trail. The options of planting trees are limited in this area because of the high concentra-

tion of buried utility and overhead power lines. This team has been formulating a concept for tying this connection into the Arboretum –and the concept is quickly coming together.

The Fundraising committee has been hard at work raising the dollars to make the ambitious vision of the Arboretum a reality, augmenting the Urban Ecology Center's development department. Members of the group have assisted with identifying prospects, formulating strategies, arranging and hosting tours and drafting proposals for submission to a number of foundations. Because of the hard work of this group, we are closing in on our fundraising goal. 🌱

PCI Building Demolished



Major changes over the past month on the future site of the Milwaukee Rotary Centennial Arboretum - the PCI building has been demolished and the hole filled in! Bulldozers started reshaping the terrain and soon, rich topsoil will be placed on top of newly sculpted mounds and berms, helping to ensure that thousands of plants native to Southeastern Wisconsin will be able to thrive.