

Leaders Making a “Bigger, Better, Bolder” Difference

From the RCM Board of Directors:

For the last several years, Rotary leadership--internationally and here at our home club--have talked about the importance of engaging in "bigger, better, bolder" projects. But what is a bigger better bolder project?



In September, Rotarians volunteered at the Milwaukee Rotary Centennial Arboretum.

At its core, it is a project where Rotary's involvement is **making a difference and produces significant and sustainable outcomes**.

In some cases this is easy to understand. Examples include: The Milwaukee Rotary Amphitheater. The Milwaukee Rotary Centennial Arboretum. Live @ the Lakefront. The Brown Street Academy Schoolyard. Johnsons Park. Guatemala water filter project. The War Memorial Center's Operation Renew.

These projects have several common attributes:

- RCM played a **leadership** role in moving the projects forward
- In addition to a substantial financial donation, Rotarian volunteers contributed time and talent
- RCM engaged with key community partners
- RCM involvement has lasted over multiple, or many years
- The projects have significant and sustainable outcomes
- Rotary is recognized for our contributions

President John Bernaden says, “The philanthropic strategy we described here is in line with the best practices of the large international corporations and foundations like my company, Rockwell Automation.”

continued on page 2

Early Success for Global Milwaukee Committee Pilot Project

RCM's new Global Milwaukee Committee is working on putting its bold ideas into practice with a pilot project featuring Phoenix Products. Scott Fredrick, CEO of Phoenix Products, has been a member since 2005 and is currently co-chair of the Global Milwaukee Committee along with Pat Cronin.

Phoenix Products is looking to expand its lighting products and systems in the commercial and industrial markets in Columbia, Chile and Mexico. By connecting Scott and Phoenix Products with Rotarians in these countries, the Global Milwaukee Committee hopes to build a proven process for building international business-to-business connections using the Rotary network.



Claudia Paez of Phoenix Products, who is working on the pilot project, with GMC chair Pat Cronin.

In early October, President John sent nearly 100 email letters of introduction to the presidents and district governors representing select cities in Columbia, Chile and Mexico. These letters, sent in English and Spanish, asked for the recipient's help in connecting with Rotarians who have experience with electrical products and who may have port authority or container/bulk terminal operators.

John received several excellent leads to pass along to Phoenix Products, including a message from Guillermo Lana, President of the Rotary Club of Cuajimalpa, Mexico, who happens to be the owner of a lighting control distribution company.

“We were very pleasantly surprised by the number of responses from highly regarded companies,” Scott said, “Working on our own, we would never have discovered and contacted so many prospective representatives in such a short time. This seems to be a great program and based on our initial results I highly recommend others with a similar need explore participating as well.”

While Scott and his Phoenix Products team are in the early stages of connecting with Guillermo and others in Columbia, Chile and Mexico, the warm responses generated by the first step of the pilot project are an encouraging sign of future success! 🌟

Rotary's Partnership with MATA Community Media

Each week, your Program committee brings excellent programs from top rate business, civic and political leaders, sports and entertainment figures and scientists on timely topics. As a service to the club and the community, Rotary has long partnered with MATA Community Media to record and broadcast one or two programs a month.

Recently, MATA began recording every Rotary program for broadcast on a regular schedule on Channel 14 Time Warner, Channel 99 ATT Uverse and matamedia.org for on online viewing. Rotarians are encouraged to share Rotary programs with their networks - each Rotary program airs at the following regular times:

- Fridays, 5:00 PM
- Saturdays, 12:30 PM
- Mondays, 8:00 AM
- Tuesdays, 11:00 AM

MATA is a nonprofit established in 1985 to provide access to multimedia technology for the purposes of education and information to the community. MATA Executive Director Vel Wiley, a member since 2003, says, "I have enjoyed the Rotary presentations over the years and consider the information important for public education. It is simply one more benefit Rotary is providing to community support."



MATA Executive Director Vel Wiley

The Rotary Club of Milwaukee would like to thank MATA Community Media for their years of partnership and support, and their renewed commitment to providing our excellent programs to the community! ☀

Leaders Making a "Bigger, Better, Bolder" Difference *continued from page 1*

RCM will also continue to commit to projects that are not of the scale of the projects above, but are projects in which RCM demonstrates *Leaders Making a Difference*. Here are some recent examples:

River Revitalization Foundation (Environment and Ecology Committee). RCM has a unique 20 year relationship with RRF. We were a founding member of RRF and continue to have strong representation on the RRF Board. This is the kind of "bigger, better bolder" relationship that RCM values and want to nurture. For the past decade we have contributed up to \$5,000 annually for projects along the Milwaukee River including the construction of the East Bank the West Bank Trails. Much of RRF's work takes place in the in the Milwaukee River Greenway—a span of land that includes the Arboretum. This is a home base for RCM and continued support of these projects builds on past gifts.

O.W. Holmes and Brown Street Academy (Partners in Education). Several years ago, the Partners in Education Committee chose to focus its efforts on two grade schools. (Previous efforts were scattered over 6 to 10 schools.) Rotarians volunteer in the schools and we provide financial support for student activities above and beyond the usual curriculum. Our presence is consistent and valued by the schools.

Engineers without Borders (World Community Service). For nearly 10 years, RCM has supported the three local chapters of EwB. Three years ago, we committed a \$1,000 to each of the three chapters for three years. Over this time we have seen our relationship with EwB grow to the point that we are doing major projects together in Guatemala. While the annual dollar donations are not large, the continuity of the relationship has become quite beneficial to RCM and the communities we serve together in Guatemala.

2014 National Veterans Creative Arts Festival (Military Service Support). In the fall of the 2014, the RCM Community Trust donated \$1,000 in support of this national event held in Milwaukee this year. While this was a one-time contribution, the Military Service Support committee members also volunteered to assist in marketing and promotion. The combination of financial support and valuable volunteer support make this an important contribution.

There are many ways to make a difference. What we want to avoid is "giving a \$1,000 here and there." The Board of Directors has challenged committee chairs and the club as a whole to "walk the talk" of *Leaders Making a Difference*. ☀

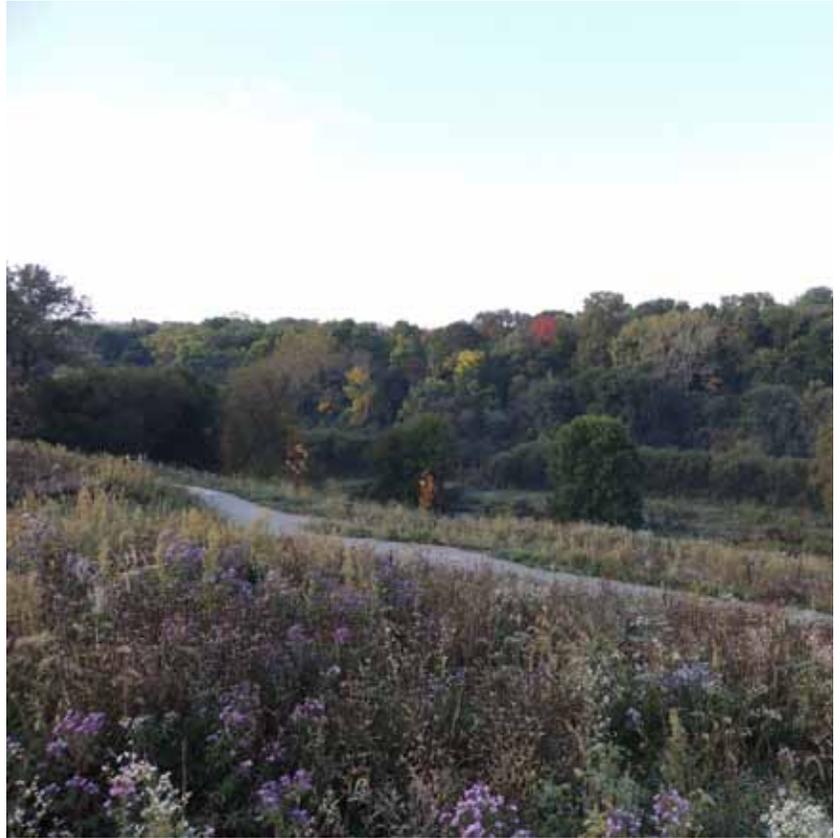
PHOTO gallery



Rotarians enjoyed the Tyrotarian tour of Rockwell Automation, including the green roof and the Allen Bradley Clock Tower.



UN Day speaker Joe Cirincione with Joan Robertson, who made the UN Day program possible through the A.D. Robertson Fund for the United Nations.



The Milwaukee Rotary Centennial Arboretum in full fall splendor.
Photo courtesy of the Urban Ecology Center.



Rotarians Kent Lovern, Roger Schroeder and Dave Baum volunteered at partner school Oliver Wendell Holmes. The Rotarians, along with Kent's son Zach (above, center), worked with OWH students, picking up garbage around the school grounds, cleaning up planting areas and spreading fresh soil, planting perennials and daffodil bulbs, and mulching.

BOARD APPROVES NEW MEMBERS

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

Mary Ellen Bowers
Business Matters

Consulting

Proposer: Ryan Daniels

David Feiss
District Attorney's Office

Law Practice

Proposer: Janet Protasiewicz

David Watts
Novacoil, Inc.

Manufacturing

Proposer: Barbara Velez

Richie Burke
GoGeddit

Marketing

Proposer: Mary McCormick

Christine Hill
Marquette University

Education

Proposer: Ann Navin

SPEAKER *schedule*

NOVEMBER 4th - **Steve Fronk** is the Director of the Milwaukee Office of Emergency Management and Homeland Security as well as the point of contact (POC) for the Southeast Wisconsin Urban Area Security Initiative. As such he manages and oversees collaborative efforts concerning disaster prevention, response and recovery in a 5 county region including Milwaukee, Ozaukee, Racine, Washington and Waukesha counties. In his presentation to Rotary, Steve will give an overview of EMHS and what do they do, and talk about what individuals can do to take care of themselves and their families as well as what businesses can do in order to stay in business when a disaster hits.

NOVEMBER 11th - In the decades after the Great War (1914-1918), a common refrain was that the war had changed everything. Certainly, when one considers the impact of the war—from the men lost to adaptations on the home fronts to the emergence of new states—observers could make a great case that the uncertainties with which we became familiar in the twentieth century were unleashed by events of those few years. This talk by **Timothy G. McMahon**, Associate Professor of History at Marquette University, will highlight three of the most important, including new state rivalries, the implications of total war, and the unmet desires of people for stable homelands.

NOVEMBER 18th - After one of the most contentious, most expensive and closest gubernatorial races in the nation, join us for expert analysis of the campaign with pollster **Charles Franklin** of Marquette University Law School and "Wisconsin Voter" columnist **Craig Gilbert** of the Milwaukee Journal Sentinel as they break down who won and why and what is likely to come next. Wisconsin has been one of the most politically divided states in the nation, particularly in the Milwaukee metro area. Will this stark polarization continue? And if it does, what does it mean for citizens? What does it mean for our long tradition of good government? Rotarian Dave Haynes, Editorial Page Editor for the Milwaukee Journal Sentinel, will moderate. *This is a joint program with the Milwaukee Press Club.*

NOVEMBER 25th - **Matthew Wisla** spent nine years working in China helping American companies succeed in the world's most challenging and dynamic market. He will discuss what businesses large and small need to know in order to win in China today. Also, what it's like for businesses operating in China and engaging with government bureaucrats, the Communist Party and a host of competitors and challenges. Mr. Wisla co-founded the Marketing, Advertising and Public Relations forum for the American Chamber of Commerce in China and later became the organization's Vice President of Communications. Previously he led the Corporate and Government Relations practice in China for the leading global consultancy Fleishman-Hillard.

WELCOME *new members*



Ian Abston

NEWaukee

Founder

161 W. Wisconsin Ave., LL300

Milwaukee, WI 53203

ian@newaukee.com

(920) 286-2123

Ian Abston is co-founder of NEWaukee, a social architecture firm dedicated to promoting Milwaukee and bringing together young professionals for social networking, community service and fun. Ian graduated from UW-Oshkosh with a degree in Marketing and held positions with OnMilwaukee.com and GMR Marketing before founding NEWaukee in 2009. He currently serves on the Board of the Salvation Army along with the marketing committees for 88.9 Radio Milwaukee and the Urban Ecology Center. He enjoys kayaking, biking, and hanging out on rooftops.



Dean Amhaus

The Water Council

President & CEO

247 Freshwater Way, Suite 500

Milwaukee, WI 53204

damhaus@thewatercouncil.com

(414) 988-8751

Dean Amhaus has served as served as the first President & CEO of The Water Council since March 2010. The Council, the only organization of its kind in the U.S., was formed with the purpose of growing Milwaukee into the world hub for water research, education and economic development. The Council's most significant achievement occurred in 2013 with the opening of the Global Water Center, a one of a kind water technology accelerator located in a refurbished warehouse in Milwaukee's downtown. Dean's diverse thirty-year background encapsulates a wide-range of expertise in government relations, branding, fundraising, economic development and non-profit management.



Paul Jansen

BMO Harris Bradley Center

Vice President

1001 N. 4th St.

Milwaukee, WI 53203

pjansen@bcsec.com

(414) 227-0418

Paul Jansen is the Vice President of Sales Marketing & Business Development for the BMO Harris Bradley Center. He has been with the Center since its inception in 1988 holding various positions including General Manager and Executive Chef. Prior to coming to Milwaukee, he held management and culinary positions in the hotel and restaurant industry in Portland, Oregon and Kona, Hawaii. He a native of the Appleton area and attended Portland State University and the Western Culinary Institute. He currently serves on the boards of Positively Pewaukee and the Village of Pewaukee Board of Review. He and his wife of 25 years, Bobbi, have two daughters, Emily and Abigail. Paul loves to golf, cook, read, and travel.



Joseph Kresl

Hawks Landscape, Inc.

President & CEO

12217 W. Watertown Plank Rd.

Wauwatosa, WI 53226

joekresl@bizwi.rr.com

(414) 258-5525

Joe Kresl, a registered Landscape Architect and owner of Hawks Nursery in Wauwatosa, earned his Landscape Architecture degree from UW-Madison. Joe's community service includes the Brookfield Rotary, Wauwatosa Chamber of Commerce, Zoological Society of Milwaukee, YMCA, Milwaukee Art Museum, Vince Lombardi Cancer Foundation, and others. Among numerous landscape awards, Joe recently received the Zoo's prestigious Emu Egg award. Additional honors include the Small Business Community Award, Past Presidents' Club Award, Business Journal's Ovation Award for Leadership, and Milwaukee Art Museum's Corporate Friend of the Year Award. Originally from Oak Brook, Illinois, Joe enjoys spending time with his wife and two children.



Ralph Weber

Gass Weber Mullins LLC

Partner

309 N. Water St.

Milwaukee, WI 53202

weber@gasswebermullins.com

(414) 223-3300

As a partner at Gass Weber Mullins, Ralph Weber has tried cases across the country for defendants and plaintiffs, including the Miller Park Crane Collapse trial. Ralph has taught Trial Advocacy at Marquette Law School since 1995. Ralph currently serves on the Board of Trustees for Northwestern Mutual. He co-founded a top youth soccer club and served on Boards at Marquette University, the Wisconsin Conservatory of Music and Pius XI High School. He hopes to work with Rotary in developing an international resource center for NGOs working on water issues. Ralph and his wife Patti live in Wauwatosa, and have 4 children and now are enjoying 2 grandchildren.

Spotlight on the Good Works of the RCM Community Trust:

Guitars for Vets

*By George Solveson,
Military Service Support Committee Chair*

The Military Service Support Committee (MSSC) is excited to contribute \$1,000 from the RCM Community Trust to Guitars For Vets, Inc.

Guitars For Vets is a highly beneficial and successful program of therapy treatment to veterans who suffer from post-traumatic stress disorder (PTSD) and similar mental health issues.



Dan Van Buskirk and Patrick Nettlesheim, Guitars For Vets co-founders

In 2007, a Milwaukee guitar instructor was introduced to a Vietnam-era Marine. The Marine wanted to learn to play guitar but felt the lasting effects of combat, in the form of PTSD, had left him unable to coordinate the hands with the mind. After only a few months of working with the guitar instructor, the Marine discovered that the same strong spirit that helped him throughout his time in Vietnam was all he needed to play music. Together, the men realized that guitar lessons were both opportunities for self-expression and positive human interaction. The men shared what they learned with veterans at the Clement J. Zablocki VA Medical Center Spinal Rehabilitation Unit. Guitars for Vets was born.

Today, there may be as many as 400,000 service members living with "invisible wounds of war," particularly PTSD. There has never been a better time than now to support Veterans mental health wellness programs that are cost effective, safe, do not require specialized equipment or supplies and can be rapidly expanded to meet the very large need.

Guitars For Vets pursues its mission to share the healing power of music by providing free guitar instruction, a new acoustic guitar and a guitar accessory kit in a structured program run by volunteers, primarily through Veterans Administration (VA) facilities and community-based medical centers.

The weekly private guitar lessons provided by volunteers are individualized and designed to help students learn at their own pace while accommodating any physical and/or emotional challenges including, but not limited to, PTSD, Traumatic Brain Injury (TBI), cognitive difficulties, amputations, partial paralysis and visual impairment. Guitars For Vets has completed over 12,000 guitar lessons and distributed over 2,000 guitars to veterans. 🌟



Volunteers assemble guitars to be given to vets at a 2010 Build a Guitar a Vet event.