

October - volume 103 - number 4

HKE MKE - A Huge Success to Support the Urban Ecology Center!

On Sunday, September 18th, nearly 50 Rotarians and guests participated in HKE MKE. The 2.5 mile hike went through the Milwaukee Rotary Centennial Arboretum. RCM was proud to be the title sponsor and together with the help of community, the Urban Ecology Center raised more than \$46,000!



The Rotary team gathered for a quick picture on a beautiful sunny day before hiking inside the Milwaukee Rotary Centennial Arboretum.

Special thanks to Rotarian Beth Heller for leading Rotarians and guests on a tour through the 3 Billion Year Walk. The 3 Billion Year Walk is a path of nine cairns or rock sculptures. Some cairns are as high as seven feet tall and as old as three billion years old, with the youngest rock being 390 million years old! Thanks to the generosity of the Harry & Mary Franke Idea Fund, the 3 Billion Year Walk is a spectacular addition to the Milwaukee Rotary Centennial Arboretum.



Rotarian Beth Heller and hikers stopped by a cairn to admire its beauty.

Join us at the Arboretum again this month!

On Friday, October 7th Rotarians will gather again at the Milwaukee Rotary Centennial Arboretum for a Done-in-a-Day volunteer opportunity. From 2:00 – 4:00 pm, Rotarians and guests will be participating in the Urban Ecology Center's Land Stewardship program. As part of this program, volunteers work outside to restore and preserve the Milwaukee Rotary Centennial Arboretum's natural habitat. Join the volunteer team by signing up online or contacting the Rotary office. ☀

Rotaract Germantrip

By Jennifer Hays, President of Rotaract MKE

Rotaract has given me many amazing opportunities, including the trip of a lifetime with Rotaract Germantrip, a ten-day tour of Germany. I represented the United States and the other nine Rotaractors hailed from Australia, Canada, India, Mexico, Peru, Spain, Sri Lanka, Sweden, and Ukraine. I got a whole new understanding of what it means to be part of a global organization!

From the application process to the final goodbyes, the trip was overseen by a committee of Rotaract members from clubs throughout Germany. Five of these amazing German Rotaractors travelled with us and acted as our drivers, tour guides, translators, and super heroes in general. The theme of the trip was Wanderlust, and it certainly lived up to its name! We travelled over 3,500 kilometers (~2,200 miles) across Germany. (As the only American, I got a crash course in the metric system). We started and ended in Frankfurt, visiting a different city every day, including Aachen, Hamburg, Berlin, Munich, and Heidelberg.



Jenny Hays, pictured on the far right, gathered with fellow Rotaract members in front of a historic German castle.

We met with Rotaract clubs in each city, and I was overwhelmed by the warm welcome that we received from each and every one of them. They invited us to their club meetings, hosted parties, shared meals with us, planned activities to showcase their cities, and gave us lodging in their homes. Germantrip is one of many Rotaract roundtrips offered throughout the world. Germantrip 2017 will be March 27th – April 9th, and I will definitely be encouraging members of Rotaract MKE to apply! ☀

Tyrotarian Tour of The Pabst Brewery on Wednesday, October 19th

By Rotarian Jerry Stepaniak



The iconic Pabst sign.

Joseph Zilber, purchased the 21 acre site and its dozen historic buildings. The goal was to create the next great neighborhood built around the themes of historic preservation and sustainability.

Please join us as Dan McCarthy and Rotarian Steve Chevalier of Zilber Ltd. lead a tour for Rotarians and guests of the magnificent transformation of this key historic property. Today, “The Brewery” is home to a mix of residential units, professional office space, educational institutions, and entertainment venues. Two

Most Milwaukee residents sadly remember the closing of the Pabst Brewery back in 1996. The site remained largely vacant until 2007, when Zilber Ltd., led by the late developer and philanthropist

breweries, one of which is Pabst, are slated to be added soon to return portions of the site to its original heritage. Public-private partnerships in the redevelopment include a City of Milwaukee TIF District, Resident’s Preference and Emerging Business Enterprise involvement, and federal EB-5 foreign investment funding. Valuations are on track to grow from the original \$9.3 million to over \$80 million.

The Tyrotarian tour will meet on Wednesday October 19th at 4:30 PM at Zilber Park on 10th Street, which is across from the UWM School of Public Health (1240 N. 10th Street) and adjacent to Jackson’s Blue Ribbon Pub. Parking in the 900+ space parking deck (enter on 9th Street) is provided complimentary of Zilber Ltd.

A social gathering at Best Place at the Historic Pabst Brewery will begin at approximately 6:00 PM, with cash bar availability of 12 craft beers on tap.

Please sign up online or contact the Rotary office. 🌀

Scholar Corner - Brandon Holmes

Brandon Holmes, an RCM Scholar attending UW-Oshkosh to study political science and history, is very interested in UN Peacekeeping efforts. In September he attended The Social Good Summit – a two-day conference in New York City that examined how technology and media has helped and can help make the world a better place. The theme of it was “What type of world do I want to live in by the year 2030?” The Social Good Summit connected global citizens around the world to create awareness of the potential of technology to make the world a better place.

Brandon attended the conference as one of 20 United Nations -USA Blogger Fellows, which awarded him a scholarship to attend and access to the conference’s Digital Media Lounge. In this role, Brandon was required to blog about his experience and takeaways from the conference. Brandon had the great opportunity to hear Vice President Joe Biden, Secretary of State John Kerry, Ambassador Samantha Power and many more prestigious speakers.



Brandon Holmes (in the middle of the back row in a grey polo) pictured with his fellow Blogger Fellows.

Brandon gained a strong sense of importance that technology plays in our world and looks forward to sharing this knowledge with his classmates and friends! 🌀

Next Big Project Proposals Due October 31st

In keeping with our legacy of initiating enduring projects in our community — the Milwaukee Rotary Centennial Arboretum, the Milwaukee Rotary Amphitheater at Pier Wisconsin, Second Harvest — the RCM Board of directors has decided that the time is right for yet another significant contribution to the community. But what should it be? That is for the Rotarians in our club to recommend. The RCM Board is putting out a “call” to club members in July to identify potential projects that match the needs in our community with the philanthropic interests of our members and strengths of our club.

We ask members of our club to propose projects that:

1. Match the needs in our community.
2. Indicate high expected buy-in by club members.
3. Include multi-faceted opportunities to engage many Rotarians in different ways, i.e. cash donation, hands on volunteering.
4. Build upon the RCMs current strengths and programs.
5. Offer a name recognition opportunity for Rotary, good visibility in the community and a lasting identity (This does not need to have a bricks and mortar component.)
6. Have been well vetted by the community and other funding partners so there is a high likelihood that the project will be completed as proposed. Although the project can be de nova, partnerships with existing community organizations are welcome.
7. Have a sustainable financial model for continued success.

Home Hosted Dinners - A Big Hit!

RCM hosted its second Home Hosted Dinner event on the evening of Friday, September 23rd and it was a big hit. The purpose of RCM’s Home Hosted Dinners is for Rotarians and their guests to be able to get to know each other in an informal setting outside of Tuesday luncheons.

We had nearly 50 Rotarians participate and everyone was assigned to attend one party. A very big thank you goes to our three hosts that generously opened up their homes. The hosts were: Roy Peterson and his wife Joanie, Brett Timmerman and Patrick Mutsune, as well as President Nancy Sennett. We plan on having another night of Home Hosted Dinners in the spring. Keep an eye out for future announcements! 🌟

We suggest \$250,000 as a target that would be paid for between 2017 and 2020. This is intended to be a guide—projects of higher value will be considered but the proposers must have a plan for raising the additional funds.

October 31st Project Proposal Information:

Club members and committees will be encouraged to identify potential projects that meet the above criteria. Each proposed project should have a minimum of six Rotarian-endorsers, with at least two lead or project co-chairs. This group of individuals will have responsibility for completing the project proposal application; advocating for the selection of the project; and serving as coordinators for the project implementation and fundraising if the project is selected by the club.

The project co-chairs will prepare a two page narrative description (the maximum length is two pages) of the project and the population will serve and identify the ways it meets the Centennial Project criteria. If the project will be completed in partnership with another organization, one additional page should be added to describe the collaborating organization.

The 2020 project committee will review the proposals and select no more than three projects for additional consideration. The first round selection will be made by December 15th.

Please contact the Rotary office for more information.



Rotarians mixed and mingled during RCM’s Home Hosted Dinners.

BOARD APPROVES NEW MEMBERS

At its recent meeting, the Board of Directors welcomed three new members and two returning members.

David Edwards
WUWM Radio
Broadcasting
Returning Member

Jodi Gibson
Zoological Society of Milwaukee
Proposer: Roger Smith
Environment & Animals

Derek Goodman
**Law Offices of Jonathan
Goodman**
Proposer: Jim Barry
Law Practice

Vincent Grzetich
Integrated Health Network
Proposer: Kathie Eilers
Healthcare

Christina Steder
Trivera Interactive
Marketing Services
Returning Member

SPEAKER *schedule*

OCTOBER 4th - County Executive **Chris Abele** will present to Rotarians an executive summary of his proposed 2017 budget. Highlights of the budget presentation will include: investments in transit, parks, public safety, mental health reform, and infrastructure; debt reduction efforts; economic and workforce development initiatives; Bus Rapid Transit; and new revenues. As well, the county executive will discuss the County's overall improved fiscal health.

OCTOBER 11th - The Internet of Things (IOT) is transforming manufacturing, creating a competitiveness that will drive growth not only in manufacturing, but in the broader U.S. economy. Rockwell Automation – the world's largest company dedicated to industrial automation and information – is at the center of this transformation helping global manufacturers be more productive, sustainable and competitive. However, there is a misconception among the next generation of talent that manufacturing is a gritty, low-tech industry, resulting in a significant workforce gap. Milwaukee Public Schools and other schools around the world are working closely with the private sector to solve this problem through efforts to train and inspire

students, teachers and parents about exciting careers in manufacturing. **Blake Moret**, CEO of Rockwell Automation, will share details.

OCTOBER 18th - UW System President **Ray Cross** will share 2020FWD, the strategic framework based upon listening sessions held throughout the state. Nearly 5,000 citizens - including business leaders, students, families, faculty and staff, and community leaders - provided their input about what they need and want from UW institutions. Two of the biggest concerns: college affordability and developing the workforce of tomorrow. Learn how 2020FWD initiatives will help address those issues. The four key areas of focus in 2020FWD are: Educational Pipeline, University Experience, Community and Business Mobilization and Operational Excellence.

OCTOBER 25th - Celebrate the 71st Anniversary of the Founding of the United Nations! **Carl Gershman**, President of the National Endowment of Democracy will present on the "State of Democracy around the World."

WELCOME *new members*



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As Vice President of Public Affairs and Chief Diversity Officer, Grady Crosby continues to drive Johnson Controls' commitment to creating a diverse and inclusive workforce as well as partnering with a diverse vendor/supplier base aligned with company values. He also serves as President of the Johnson Controls Foundation. Grady holds a Juris Doctor from Wake Forest University School of Law and a Bachelor of Arts degree from Howard University. He serves on numerous boards, including Schools That Can Milwaukee, Public Policy Forum, Marcus Center for the Performing Arts, VISIT Milwaukee, and the Greater Milwaukee Committee. He is also a member of the Executive Leadership Council.



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Maria Dorsey is the Presiding Court Commissioner of Milwaukee County. She joined the judiciary in 2012 as a judicial court commissioner and was appointed by former Chief Judge Jeffrey Kremers to the presiding court commissioner position in 2014. Maria presides over criminal, civil and juvenile cases and supervises the 10 judicial court commissioners in all administrative functions, court assignments and duties. Before becoming a court commissioner, Maria was a Milwaukee County Assistant District Attorney for 19 years. Maria is active in Milwaukee through her involvement in Professional Dimensions and is a Board of Trustees member at her church. She enjoys spending as much time outdoors with her husband and two



Steve Godfrey
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Steve Godfrey is Executive Director for the Wisconsin Chapter of Pinnacle Forum, a national network of Christians working to be transformed in order to transform culture. He was born and raised in Elm Grove, WI. His great great grandfather, E.R. Godfrey, founded the Godfrey Company (including Sentry Foods) on Commission Row in the 3rd Ward. Steve is passionate about honoring E.R.'s legacy of helping others in Milwaukee. He has been married to his wife Heather for 28 years and has 3 sons Nate, Karcher, and Noah. The family enjoys living along the Fox River in Waukesha.



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After serving in the US Marine Corps, Steven Merritt was commissioned as an Officer in The Salvation Army, serving communities in Indiana, Wisconsin, Michigan, Illinois and Nebraska. Steve also earned his BS in Practical Ministries from Olivet Nazarene University. In June 2016 Major Steve became the Divisional Commander, responsible for all of The Salvation Army's work in the Wisconsin & Upper Michigan Division. Steve and his wife, Christine, have three adult children - Benjamin, Matthew and Abigail. The Rotary Club of Milwaukee is the fourth club Steve has been a member of. He is also a Paul Harris Fellow.



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Steve Zimmerman is the Principal of Spectrum Nonprofit Services a nonprofit strategy consulting firm serving community-based organizations, foundations and government agencies throughout the country. He is co-author of two award-winning books on nonprofit sustainability published by Jossey-Bass, *The Sustainability Mindset* published in 2014 and the best-selling book *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability*. In addition to Steve's extensive nonprofit experience, he also worked as a television business reporter for ABC News in New York. Originally from Los Angeles, he is a Certified Public Accountant and earned a BA from Claremont McKenna College and an MBA from Yale University.

Spotlight on the Good Works of the RCM Community Trust:

Supporting Veterans in Milwaukee through the Military Service Committee

The purpose of the Military Service Committee is to help create community awareness and support of veterans in all phases of service. The committee made large strides this year to support veterans by its work to support the Fisher House and continuing its involvement with the Veterans Sailing Program.

Curtiss Peck, Executive Director of the Fisher House, reached out to the Military Service Committee. The Fisher House is the VA Hospital's equivalent of the Ronald McDonald House. Many families of veterans who are at the VA Hospital are in need of a place to stay as well as transportation to and from the airport. They also need travel to and from local shopping areas for necessities while visiting their veteran that is in the hospital.



Milwaukee Fisher House.

While the VA provides shuttle service during weekdays, it unfortunately stops at 5:00 pm on weekdays and does not operate on weekends. Many families spend as much time as they can with their veteran and often do not return back to the Fisher House until 7:00 pm or 8:00 pm. After hearing this great need, the Military Service Committee was determined to help the families of veterans by purchasing a van.

Thanks to the generosity of the Herb Kohl Philanthropies, Ewald Automotive Group and the RCM Community Trust, members of the Military Service Committee raised enough money to purchase a van for the Fisher House. Now, the van now runs daily and at night with the help of volunteer drivers and it reduces the burden the veterans' families are hindered with.

In addition to the van, the Military Service Committee continued to support the Veteran's Sailing Program this year in partnership with the Milwaukee Yacht Club. The program provided sailing lessons for six veterans that included a combination of water, dockside, and classroom education to teach veterans basic sailing skills.



A local veteran enjoyed sailing as part of the Veteran's Sailing Program.

The veterans who participated in this program were informed about volunteer opportunities with the Milwaukee Yacht Club to continue furthering their sailing skills. We hope that veterans in this program integrate into the community through recreational activities and opportunities, such as sailing in the great Lake Michigan. ☺

Want to join the Military Service Support Committee?

They meet the first Tuesday of every month at 11:30 am in Memorial Hall. Contact the Rotary office to sign up!

