

From President Joe



Preparing to become the 98th president of the Rotary Club of Milwaukee has been quite a journey, but one that many of you have been along on in some way. Your support and willingness to help makes the task of serving as president a lot less daunting.

Now as I begin the next phase of this journey, the preparation is done and the “doing” starts. But just like the preparation, the “doing” won’t happen without your help. In order for us work together as effectively as possible, I would like to share the following five principles that I will be asking you to be part of this year:

Principle One: Let’s get the club back to 400 members by June, 2011.

Each of us needs to find someone who can make a good Rotarian and ask that person to join our club. As you do business or socialize outside of Rotary, look around and think about whom that might be. As you meet in your committees, take time and identify people who share your interest and would make a good member. Keeping members will be important as well, and there are programs in the works to do that such as the annual member satisfaction survey and an orientation update session for select members.

Principle Two: Let’s help people as directly as possible.

Our committees are presented with many opportunities to help the club, the community and the world beyond. This year, I’m asking that one of the criteria for judging a program or project will be how directly it will help people. Drilling a well, supporting a medical mission, mentoring students, and serving meals are all examples of helping people directly and maximizing our club’s impact in the community or internationally.

Principle Three: Let’s tell our story...and do it often.

Almost every week there’s news to tell about the work of the club or Rotary International. It’s great to hear that a number of Rotarians gathered for a project, but it gets even better if we know who has been helped and how. So if you’re involved in a project that has resulted in people being helped, tell me about it so I can retell that story from the podium. Occasionally, let’s have a guest take two minutes to tell our members how an RCM project helped them too.

continued on page 5

LIVE @ the Lakefront begins with RCM Night on Wednesday July 7th!

The third season of RCM’s summer concert series, LIVE @ the Lakefront, begins with Rotary’s sponsorship of our first concert the Wednesday after 4th of July! This year the series, held in the outdoor Rotary Amphitheater at Discovery World, has been expanded to nine weeks and runs through the week before Labor Day, September 1st. Concerts are 5:30 to 9:00 pm each Wednesday.



Whatever your musical tastes, the lineup for the 2010 concert series has an event that will appeal to you:

- July 7: RUMBRAVA – Cuban jazz
- July 14: Kojo – Reggae blended with calypso, ska, and soca
- July 21: Bahia – Puerto Rican folk
- July 28: Unity – Reggae
- August 4: Los Ciegos del Barrio – Latin
- August 11: Salt Creek – Bluegrass
- August 18: Nabori – Salsa Brava
- August 25: TBA
- September 1: The Juli Wood Quartet – Classic jazz

continued on page 4

Costa Rica to Switzerland – A UN Experience



By Andy Lange, Ambassadorial Scholar

I must begin this article with a sincere thank you from the bottom of my heart. I honestly cannot express my gratitude enough. This past year I truly experienced Rotary's slogan: Make Dreams Real. I know for certain that without your support, this experience would not have happened. Although I cannot fully explain the life changing experiences I was treated to this past year, it is an absolute pleasure to try as best I can.

Beginning on August 1st of 2009, I departed for a one year Masters of Arts program in International Law and Human Rights at the UN Mandated University for Peace (UPEACE). UPEACE is an intimate yet international university with 240 students from 60 different countries. This diversity coupled with small class sizes of 15 to 20 students created an ideal interactive environment that encouraged class participation as well as an opportunity to learn from students with cultural backgrounds very different than my own. My program exposed me to important human rights issues and landmark cases in International Law. It was ideal for my interest in law and passion for human rights.

My host Rotary Club was in downtown San Jose, the capitol of Costa Rica and just a short 30 minute bus ride away from my small town, Ciudad Colón. Throughout the year I became involved with meetings and presentations at my host Rotary club as well as other Rotary and Rotaract clubs in the San Jose area. These groups were involved with various projects including a large

disaster relief effort in a small town recovering from a massive earthquake which happened on January 8th, 2009. I also incorporated Rotary visits while on vacation. During Christmas break I presented to a club in Panama City, Panama and met with Rotarians during spring break in Lion, Nicaragua.

At UPEACE, I was one of three Ambassadorial Scholars. Together we gave a Rotary presentation to the student body over a "brown bag" lunch complete with a round of trivia titled: "Who Wants to be a Goodwillionaire?" We invited nearby Rotary groups to attend a UPEACE open house to learn about the university with a special performance by the National Symphony Orchestra. We also hosted a visiting GSE group from Argentina at UPEACE. On campus there were two Rotarians and one in particular I helped to complete a Rotary World Peace Center application for UPEACE. I'm hopeful for a successful outcome.

The past year led to several exciting opportunities. I was able to intern at the UN High Commissioner for Refugees in San Jose and helped create an academic law review as an editor at UPEACE. However, most exciting is my current position as a paid summer intern at the International Labour Organization in Geneva, Switzerland! I arrived here on May 31st and although the prices are a bit higher than in Costa Rica, I am absolutely loving it!

I can hardly wait to become a Rotarian myself. Thank you so much!

Andy 🌐

Visit Other Clubs

You might not be able to make it to every RCM luncheon, but you can still keep your attendance record strong. As a Rotarian, you are welcome to attend any weekly club meeting – close to home, or anywhere in the world. Attending another club's meeting as a "make-up" is a great way to keep your attendance up, experience other clubs, and meet new people.

If you're here in town but just can't make the Tuesday lunch, check the district website for meeting times for clubs in our area: www.rotary6270.org/club_meeting.html. Rotarian Chris Meyer recently attended a Milwaukee North Sunrise meeting and said it was "educational, informative, and fun."

Or if you'll be further afield, look up a club anywhere in the world. Member Andrew Kranick was recently in the Caymans and attended a meeting of the Rotary Club of Grand Cayman Central, where he had an excellent time. "They were very welcoming," Andrew said, "One Rotarian even offered me a ride back to where I was staying. If you are traveling and need to do a make up you should grasp this opportunity and enjoy it as much as I did. This hopefully was just the first of many visits to other great Rotary clubs like ours!"

To get Rotary credit, just give your make-up slip to Liz at the next meeting, or send her an email. 🌐

PHOTO gallery



Photo courtesy of Mario Costantini. Katy & Rick Luedke, Mary McCormick, Sarah Kimball and Bob MacDonald enjoyed the June Networking Hour, held on June 3rd at the Mad Hot Ballroom and Tap Celebration, hosted by Mario Costantini at La Lune Collection Headquarters.



2010 Rotary Person of the Year John Mellowes with President Jackie and RPY Chair Rick White on June 22nd.



Photo by Todd Montgomery. Celebrate Milwaukee Schools keynote speaker Joe Tucker shakes Jim Milner's hand after the program on May 25th.



President Jackie presents Julilly Kohler and Frank Alioto with speaker gifts after their June 1st presentation on Brady Street history.



Journal Sentinel reporter Raquel Rutledge spoke to RCM on June 15th about her Pulitzer Prize winning series "Cashing in on Kids."

CALENDAR *for the month*

2010 Community Classic



The 2nd annual **Service Above Self Community Classic**, benefiting the RCM Scholarship Fund, will be held on **Monday, August 2nd** at Tripoli Country Club. Foursomes are \$1,000 and individual rounds are \$250 each. Sign up for

golf, dinner, to sponsor, or to provide an auction item!

The Community Classic committee has already received great auction items like:

- Use of a two bedroom oceanside condo in Panama City Beach, Florida
- A Weber gas grill
- A Joseph Banks tuxedo
- A tour of the Milwaukee County Zoo with tickets to a show and items from the gift shop

- Five days use of a seaside Oregon home on Tillamook Head
- Private tour for four of the Harley-Davidson Museum and items from the gift shop
- Weekend use of a Boxter
- Golf foursomes or twosomes at Quit-Quit-Oc, Broadlands, Tripoli and Morningstar

And many more! Thank you to all the Rotarians who generously donated auction items

And thank you to the sponsors of the 2010 Community Classic: Johnson Controls, We Energies, The Bentley Company, Bottom Line Marketing & Public Relations, Inc., Home Care Medical, M&I, Midland Video Productions, Milwaukee Emergency Center for Animals, Milwaukee Public Library Foundation & Milwaukee Public Library, New Resources, St. John's Communities, Inc., Steve & Caron Knox, Tillmar Connect, LLC., and William Adams Consulting.


LIVE @ the Lakefront begins with RCM Night on Wednesday July 7th! *continued from page 1*

The Rotary Amphitheater at Discovery World features a 350-person seating arena and a stage overhanging Lake Michigan. Seating is available on a first come, first served basis. Guests are also invited to bring chairs or blankets to enjoy the concerts on the patio and lawn overlooking the amphitheater. Concerts will be performed RAIN OR SHINE and can be held indoors on the Discovery World Promenade or inside the Sponsor Tent in the event of inclement weather.

Bartolotta's will once again be providing their renowned food and beverage services, including a full cash bar and wine by the

bottle, as well as steak sandwiches, salads, brats, burgers, an evening special and other snacks.

The Rotary Amphitheater is located at 500 N. Harbor Drive on Milwaukee's lakefront between the Milwaukee Art Museum and Summerfest. Discounted parking is available for \$5 in the Discovery World garage. Dock space is also available for boaters.

All Rotarians and their friends, family, and guests are invited! For more information, go to www.LiveAtTheLakefront.com. 

SPEAKER *schedule*

JULY 6TH – Celebrate the end of President Jackie Herd-Barber's term as RCM president at our 2010 Toast.

JULY 13TH – This summer, the national debt exceeded \$13 trillion dollars --\$43,000 for every man, woman and child. Further, just in fiscal year 2010, the federal government either "overspent" or "under-taxed" by a mere \$1.35 trillion resulting in a record-level deficit. In her presentation to RCM, Dr. Sara Imhof, Midwest Regional Director of the Concord Coalition, will discuss current and future federal fiscal challenges, break down

the federal budget, highlight fiscal stewardship activities that Wisconsin, and outline for the group a few of the many difficult policy trade-offs that we'll have to face in our future.

JULY 20TH – The Republican primary candidates in the race for governor have been invited to speak.

JULY 27TH – A speaker has been invited to address the upcoming PGA Championship at Whistling Straits.



Bill Zaferos

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Bill was introduced by JoAnne Anton.

Bill Zaferos has 28 years of experience in public relations, journalism, politics and government. He is president and CEO of Zaferos Communications. He received his BA from UW-Madison and his Masters degree from Marquette University. Zaferos has been a volunteer member of several boards of directors, including the Juvenile Diabetes Research Foundation, the National Alliance on Mental Illness - Milwaukee, Wisconsin SER Jobs for Progress, the Milwaukee Community Sailing Center and the Girl Scouts of Milwaukee. He provides public relations counsel for the United Performing Arts Fund. Zaferos has seen Bruce Springsteen in concert about 50 times.

Scott Williams

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Scott was introduced by Tracy Johnson.

With a Degree in Communications from UW – Madison, Scott Williams spent eight years in San Francisco managing highly successful projects and running award winning teams in the recruiting industry. He brought his experience back Milwaukee in 2009 and joined American Design Inc, a 17 year old Planning and Architecture firm in Milwaukee. He contributes to all aspects of project management, marketing, sub-contractor coordination, scheduling, and resource allocation. Scott plays an essential role in the vision of American Design, and will be contributing to the advancement of the Milwaukee area for years to come.

BOARD APPROVES NEW MEMBERS

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

Angela Bonnett
Pieper Electric, Inc.
Construction
Proposer: Jim Maslowski

Carl Brown
Red Brown Kle Marketing
Marketiwng Services
Proposer: Rick White

Andrew Fleckenstein
Fleck Controls, Inc.
Manufacturing
Proposer: Craig Harper

Patty Flowers
American Red Cross - Southeastern Wisconsin
Human Services
Proposer: Julie Pedretti

Timothy Posnanski
Whyte Hirschboeck Dudek S.C.
Law Practice
Proposer: John Walker

Philip Schultz
Horizon Development Group
Construction
Proposer: John Clancy

From President Joe *continued from page 1*

Principle Four: Let’s do some planning.

This fall you’ll be asked to participate in club-wide planning around a number of issues and projects that reflect our long term commitments. In the same vein, if your committee hasn’t already done so, please take some time to plan your work for the next year. Look at the purpose and projects of your committee and take time to evaluate your direction and the effectiveness of your efforts. Set your sights on new or continuing projects that pass the “help people directly” test. But most important is to look at the resources available to you and be sure that they are being put to their best use.

Principle Five: Just say “Yes” to being more involved.

Our success as a club results from a sense of making RCM an

instrument for doing good, to inform and to create opportunities for friendship and fellowship. The more members that are involved, the more of those purposes are fulfilled. Try mentoring a student or Rotaractor, volunteer for a RIF distribution, ring the bell for the Salvation Army, go to our monthly social or Done-In-A-Day event, take your friends and family to Live @ The Lakefront, or come to lunch every week and bring a guest as often as possible. You get the idea!

Keeping these principles in mind could lead to a very successful year for RCM. But success this year will not come from what I do, but from what we all do and do together. That’s what Rotary and our club is all about. Rotary is you, it’s me, it’s we. 🌐



ON SERVICE SPOTLIGHT

Dan Nelson, Jr., President, Nelson Schmidt Inc.



Dan and RCM intern Christine Durkin at Live @ the Lakefront in 2009.

Every Milwaukee resident spends the winter anxiously awaiting the summer – Dan Nelson, Jr., starts planning for it a little earlier than most. Beginning in February, Dan spends hours each week securing sponsors, lining up bands, and arranging all the details for the LIVE @ the Lakefront free summer concert series.

Several years ago, the Maritime committee spearheaded RCM's \$250,000 capital campaign to raise funds for what was to become Discovery World. Because RCM was one of the early major contributors, the club was given naming rights for the outdoor amphitheater overlooking Lake Michigan.

Once the property was built, Discovery World realized they could use help with programming to utilize the resplendent venue, so they approached the Maritime committee for ideas. Dan is quick to name Tom Gale and Bill DeLind as some of the original catalysts for the concert series. As Tom and Bill had been primary drivers for East Town Association's Jazz in the Park series, the committee was able to capitalize on their prior experience to create competitive advantage for LIVE @ the Lakefront.


Since then Dan has helped manage the execution of the series, now about to begin its third year. He spends the majority of his time working to secure sponsors. LIVE @ the Lakefront sustains itself through companies sponsoring specific dates as customer and employee appreciation events. The series has had great success and has never operated at a deficit, but there are still a few

dates available for the 2010 season, and he wishes more Rotarians would consider taking advantage of such exceptional and unique opportunities. "The value for our events is excellent, because besides catering we present an all-inclusive cost, instead of charging for sponsorship and then for a tent or other infrastructure elements," Dan says. He encourages Rotarians with a need for an employee or customer appreciation event in 2010 or 2011 to consider LIVE @ the Lakefront.

LIVE @ the Lakefront supports the fundamental mission of the Maritime committee – to improve public access to the lakefront. That's what motivates Dan to spend so much time organizing the series. "There are simply not enough opportunities for the public to take advantage of our city's greatest asset and natural resource – Lake Michigan," Dan says.

Ask any Rotarian who has attended a concert, and the social benefits of LIVE @ the Lakefront are clear; what may not be immediately apparent are the benefits of the summer concert series as a marketing tool for the club. "One of the driving goals of LIVE @ the Lakefront is to promote Rotary in a way that is new and fresh and hopefully caters to the younger demographic that will eventually sustain our club," Dan says, "It's a very inviting way for people to experience our brand for the first time."

The 2010 series begins July 7th, the Wednesday after the 4th, and runs through September 1st, the Wednesday before Labor Day. Dan wants every member to feel that they have as much ownership over the event's success as he and the Maritime committee do. "Come down to the concerts," he says, "enjoy the music while talking to people, introduce them to Rotary, and we'll be more successful promoting and recruiting to keep our club strong."

The Rotary Club of Milwaukee commends Dan for his service to the community and the club through the LIVE @ the Lakefront summer concert series. 

Get Involved!

Inspired by Dan's story? To join the Maritime committee, or to inquire about employee or customer appreciation opportunities at LIVE @ the Lakefront, contact Dan Nelson at 414.224.0210 or nellie@n-s.com.