

Members Indicate High Level of Satisfaction in Survey

In the middle of March, RCM requested Rotarians fill out a Member Experience Survey. Thank you to the 132 Rotarians that responded! Your ratings and comments will help make our club even stronger.

In general, Rotarians indicated a very high level of satisfaction. We asked members to rate their satisfaction with various aspects of the club on a scale of 1 to 5, with 5 being the highest.

Average Overall Ratings	Total Rating Average
Weekly Meetings	4.36
Club Communications	4.31
Recent Club Projects	Rating Average
Milwaukee Rotary Centennial Arboretum	3.99
Brown Street Academy	4.04
RCM Scholarships	4.13
Community Classic	3.60
Live @ the Lakefront	4.07

In analyzing the portion of the survey that dealt with committees, the RCM Community Trust, and the RI foundation, we found the following results:

- 80% of respondents indicated that they have participated in a committee. The satisfaction with committee participation is generally good.

- Although it seems that respondents are generally active club members, 30-40% indicated that they are not aware of club service committees (e.g. Marketing & Communications, Finance) or international efforts.
- Respondents indicated good awareness of social events and Done-in-a-Day activities.
- There is strong support for the RCM Community Trust and Rotary Foundation and a belief that each makes a difference in its sphere of influence.
- Respondents have somewhat less certainty about how the funds are used, indicating an opportunity to improve communication around fund distribution and specific projects.

And finally, members had very strong positive findings about Rotary generally:

	Rating Average
Rotary is relevant.	4.56
I will continue my membership.	4.55
RCM does good work.	4.56
RCM makes a difference in Milwaukee.	4.57
RCM makes a difference in the world.	4.35
I feel better informed by programs.	4.51
I feel welcome.	4.57
I feel included.	4.45

Thank you again to those who participated!

Dean Michael Lovell Speaks at Rotary

Dean Michael R. Lovell of UWM's College of Engineering & Applied Science provided the club with a brief update on the college and its recent and future expansion. Lovell first discussed the college and the university's dual mission of both access and excellence. Through a generous scholarship program, the college has dramatically improved its student profile over the past few years, including an increase of two full points in average ACT score of incoming freshman. The goals of the college are to continue this positive trend, while also improving the diversity profile and retention rates of students. Lovell also discussed the college's goals in other areas—research and innovation. Lovell came to the school in August 2008 with the explicit goal of creating an environment that is open and highly accessible to industry partners.

Lovell discussed the recent hiring of 22 new faculty members. These individuals are among the best and brightest in their fields and all come from top institutions. They joined the faculty at UWM in August 2009. In order to accommodate such tremendous growth (36% growth in one year), the college has created a new research lab facility in the University Services and Research Building, which is located off of Capitol Drive behind the Outpost. This facility is 1.6 miles from the Engineering & Mathematical Sciences (EMS) Building on UWM's campus. There are also numerous updates and renovations underway at EMS as well.

Lovell also highlighted several new research initiatives at UWM: The Institute for Industrial Innovation, The Southeastern Wisconsin Energy Research Technology Center, The Center for Freshwater Technology & Policy, and The Center for Advanced Materials and the Great Lakes Transportation Research Collaboration. UWM faculty has partnered with other area universities (Marquette University and MSOE) as well as industry partnership in the creation of these research centers.



Dean Mike Lovell spoke to Rotary on March 2nd about UWM's College of Engineering & Applied Science.

Lovell has also led a time of historic accomplishment, in terms of both research expenditures (190% growth in two years) and private philanthropy investment (342% growth in one year). Lovell recognized UWM Development Director, Michele Kitson for her efforts in the dramatic increase of private philanthropy. Lovell provided information on the location of the proposed integrated research campus in Wauwatosa. The parcel land designated for UWM is located between Swan Boulevard and Watertown Plank Road and situated near the County Research Park and the Regional Medical Center. The vision for this campus is an integrated research facility that would involve several areas of campus as well as industry partners. 🌐

Community Leadership Development Committee Recommends BoardStar

Greater Milwaukee on Board is a free, self-directed, web-based service. Organizations create profiles, with information about their mission, characteristics and attributes they are looking for in a Board Director, and more. Candidates list their passions, experience, and skills. The system then uses a rubric to match candidates with Boards and sends weekly emails to both sides announcing potential matches. It is then up to the candidates and the organizations to connect with each other and see if a match is a good fit.

Rotarian Dan Sisel has used BoardStar on behalf of an organization and as a volunteer. "In the past year we have found two new Board members using this service," Dan says, "When seeking Board Members and Community volunteers it filters applicants focusing on specific skill sets and experience levels. When seeking volunteer opportunities it filters organizations with a focus on an organization's mission, financial position, and history of success. This is a free web-based recruitment and matching service for nonprofit Boards that I highly recommend."

continued on page 4

PHOTO gallery



Tom Plantenberg presented recent Paul Harris Fellows at the March 23 Rotary luncheon. Congratulations to Jim Miller, Dan Gentges, Joe Caruso, Tim Birkenstock, Debbie Amundson (*not pictured*) and Sr. Edna Lonergan (*not pictured*).



James Holmes spoke to Rotary on February 23rd on Maritime China and India.



Rotarians packed the lobby of the new Aloft Hotel in Downtown Milwaukee for the March Networking Hour on March 4th.



Board Chairman Lee Holloway, 18th District Supervisor Johnny L. Thomas and Director of the Department of Audit Jerome Heer shared the County Board's strategic plans with Rotary on March 16th.



Peggy Troy spoke to Rotary on March 23rd on the future of Pediatric Health Care.

CALENDAR *for the month*

Upcoming Events

The **April Networking Hour** will be held on **April 1st from 5:00 to 7:00 pm at Karl Ratzsch's!** Join your fellow Rotarians at Karl Ratzsch's, at 320 East Mason Street in Downtown Milwaukee, for a grand time at a Milwaukee institution. Valet parking is available for \$5.


On **Wednesday morning, April 28**, at 7:30 am, all RCM members are invited to join a **Tyrotarian** tour of Milwaukee's largest church, the **Basilica of St. Josaphat**, on Lincoln Avenue. Patterned after the Basilica of St. Peter in Rome, this extraordinary architectural and artistic structure, completed in 1901, has undergone an almost complete restoration in recent years. Popular Milwaukee historian John Gurda will talk about the Basilica's history preceding a staff-led tour. Rotary spouses and guests are also welcome.

Save the Date: 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. Keep checking the WAVES for more info on this year's golf outing!



Community Leadership Development Committee Recommends BoardStar *continued from page 2*

BoardStar's facilitated service is better for organizations and candidates that have a specific search in mind, or would like a more personalized service. This fee-based service involves BoardStar staff learning about the organization or the candidate and then actively searching for the perfect match. This facilitated service can also be helpful for companies that want to promote civic engagement among their employees, or develop the leadership skills of rising stars on their staff. BoardStar will work with a company representative to design a custom approach.

For more information, email **Rob Meiksins** at info@boardstar.org or call 414-271-4752. 

SPEAKER *schedule*

APRIL 6TH – **Tim Reardon**, an attorney with Reinhart Boerner Van Deuren S.C., will address Rotary with a presentation titled "The Real Cost of Fraud – How to Prevent it and What to do if it Happens to You." His talk will address steps that can be taken within an organization to prevent and detect fraud. He will also discuss how to proceed after fraud has been detected in an organization. Mr. Reardon is a business lawyer who works with a wide array of companies in a variety of industries, including manufacturing, construction, service, distribution, real estate and professional associations.

APRIL 13TH – It was their toughest assignment: leading the Milwaukee Public Schools. Now as MPS leadership transitions again amid headlines about struggling schools, serious fiscal challenges, and a call for dramatic change in school governance, these education leaders reflect on the turnaround challenges for MPS. Join a candid conversation with former MPS superintendents – **Howard Fuller, Barbara Horton, Spence Korte, and Robert Peterkin** – about lessons they learned which could help MPS now. This special forum is presented in collaboration with Marquette University Law School and the Partnership for Public Schools in

Milwaukee, Inc. Our guest moderator is Mike Gousha, Distinguished Fellow in Law and Public Policy, Marquette University Law School.

APRIL 20TH – A healthcare bill has been signed into law, but few have a clear sense of how the legislation will change the delivery of health services. Our member, **Bill Petasnick, President and CEO of Froedtert & Community Health**, will take 20 minutes to provide his insight into what the legislation is likely to mean for you.

APRIL 27TH – From Presidential contenders to vampire movies; from gay marriage debates to Big Love, the Mormon Church and its members are finding their faith discussed in the media more often and yet being less understood than ever before. Join **Scott Rackham**, a Milwaukee resident and Mormon Bishop as he shares the history, practices and place in America today of one of the fastest growing world religions, The Church of Jesus Christ of Latter-day Saints – The Mormons.



Troy Beauchamp
Relationship Manager
HNI Risk Services
16805 W. Cleveland Avenue
New Berlin, WI 53151
Phone: (262) 782-3940
Fax: (262) 782-4198
tbeauch@hni.com

Troy was introduced by Dave Carter.

Troy Beauchamp was introduced as a new member on March 2, 2010. Troy is a resident of New Berlin and currently works for HNI Risk Services as a commercial insurance and employee benefits broker. He has nearly a decade of experience in mergers & acquisitions, business integration and business development. He is on the board of directors for Rain Forest Beverages and co-owns a corporate events planning business with his wife, Sadie. Troy is a graduate of UW Whitewater and enjoys golf, basketball, hunting, snowmobiling, water activities, and spending time with his 2 year old son Brody.

Andrew Kranick
Vice President
Krandex Corporation
1517 W. Pierce Street
Milwaukee, WI 53204
Phone: (414) 671-1255
Fax: (414) 671-4264
andrew@krandex.com

Andrew was introduced by Rick Luedke.

Andrew is the Vice President of Krandex Corp. in Milwaukee Wisconsin, which was founded by his Grandfather Lew Kranick, past president of RCM in 1969-1970. He is also the Vice President of Sunlite Building Corp. His emphasis is on real estate and investing. As an entrepreneur, he looks forward to future endeavors as well as developing companies he is already involved with. Andrew resides in downtown Milwaukee, and enjoys boating, tennis, and skiing. He is looking forward to joining Rotary and carrying on family tradition.

BOARD APPROVES NEW MEMBERS

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

Mark Benskin
Harris Private Bank
Banking
Proposer: Jonathan Dehlinger

Anne Reed
Wisconsin Humane Society
Environment & Animals
Proposer: James Plunkett

Rob Grede
The Grede Company
Consulting
Proposer: Jude Werra

Jeff Tredo
Korb Tredo Architects
Architecture
Proposer: Eric Isbister

Jamie Hummert
Hummert Management Group
Hotel Management
Proposer: Fred Bersch



ON SERVICE SPOTLIGHT

Michael Lischak, M.D., Medical Director, Corporate WORx, Columbia St. Mary's

In January of 2010, a group led by the Mequon-Thiensville Rotary made their 6th medical relief trip in as many years to Oliveros, a small rural community in southern Guatemala. Our own Dr. Mike Lischak joined the group again this year, travelling with other doctors, dentists, optometrists, nurses, and translators to provide high-quality basic health care. RCM donated \$1,400 in support of these efforts for the second year in a row. This was Mike's third trip to Oliveros, and his commitment to international service is why he is the Spotlight on Service recipient for April.




Dr. Mike Lischak treats patients during the January medical mission to Oliveros.

Mike says that it is truly gratifying to see the cumulative benefit of their commitment to the community of Oliveros. In 2008 the Hartford Rotary Club sent members to Oliveros to repair an old well, which now runs to a storage tank, where it is chlorinated and fluorinated. Now maintained by the citizens of Oliveros, the system feeds a water main that serves 1,500 people. The Rotarian volunteers have been seeing the effects of the new source of clean water in the dental and medical patients they treat from year to year. On their first trip to Oliveros, dentists were extracting teeth; now they are doing mostly restorative work. Doctors are also seeing fewer diarrheal disease cases, which can also be attributed to the fluorinated water.

To bring about lasting change, the group is making more contacts with the local medical establishment, with a long-term goal of making health care more accessible and affordable. In addition, they provide scholarships to children from the community. The majority of kids in the community drop out after 5th or 6th grade, and there is less of an emphasis on education for girls. Donations from the group allow 28 kids to continue their schooling for another year.

Mike plans to accompany the group again next year. The group intends to grow their service to Oliveros by emphasizing community health education as well as providing essential medical and dental care. "It's that old 'teach a man to fish' idea," Mike says, "The care we provide is necessary, but health education will benefit them for the rest of their lives."

The group has already begun planning the 2011 trip and are exploring ways to maximize their time and impact. Mike has spoken to bilingual clinics here in Milwaukee with staff that would be delighted to participate in the project, but lack the funds to do so. He thinks that if they can engage bilingual medical and dental assistants from Milwaukee, sponsored by other individuals or Rotary clubs, the group could maximize its efficiency by bringing volunteers that can translate as well as provide medical or dental assistance.

Mike's commitment to the community of Oliveros is exemplary, as evidenced by his return year after year. Mike also serves on the Military Service Support Committee. The Rotary Club of Milwaukee commends Mike for his service to the international community and the club. 

Get Involved!

To get involved in the 2011 trip to Oliveros or learn more about the project, contact Dr. Mike Lischak.