

## Rotary – What is in a Name?

By John C. Walker



When the Rotary Club of Milwaukee showed an interest in improvement of the Brown Street Academy school yard, the value of our reputation was applauded. Ted Wiley, retired Foley & Lardner attorney said “Rotary is known to be thorough and careful, so their support will be very helpful.” When, in October 2008, our club pledged \$100,000 from the trust of former Rotarian Andrew Bell to

the *Roots of Progress* campaign, it was the largest single gift up to that time.

Julie and George Mosher subsequently added \$25,000 to the Rotary gift bringing the total contribution to \$125,000.

The *Roots of progress* campaign for Greater Johnsons Park by the Center for Resilient Cities has now secured over \$1,200,000 toward the goal of \$6,150,000 in part because of our support. As the campaign references our gift and support, donors listen and respond generously. During the Berms Removal media event, Sue Black, Milwaukee County Director of Park, said “it is all about partnerships” and went on to recognize “Rotary and the Center for Resilient Cities and the Neighborhood Association,” in that order.

The Rotary Club of Milwaukee’s support of this project is referenced by the campaign cabinet in open meetings, in printed materials and in private appeals. Why is it used so often? It is because it persuades people to consider their ability and willingness to support this cause.

So “What is in a name?” Rotary is an organization that has a reputation for high ethical standards and the advancement of goodwill in the ideal of service. That is what is in a name. ☺

## Brown Street Academy Update

In December 2009, the Center for Resilient Cities provided RCM with an update on the Brown Street Academy Schoolyard Greening project. The plan now includes an additional design component, the Nature Explore Outdoor Classroom, which resulted in a new collaboration with the Arbor Day Foundation and Dimensions Educational Research Foundation. The plan was developed by the Center for Resilient Cities with input from staff of Brown Street Academy and the Milwaukee Department of Public Works.



Brown Street Academy 4th grade students display their drawings of what they’d like their playground and schoolyard to look like.

Construction is to begin during the summer of 2010 on the re-design of Brown Street Academy’s schoolyard, including the Nature Explore Outdoor Classroom. Asphalt will be removed and replaced by the outdoor environmental classroom, which will be divided into distinct activity areas to engage children of all needs and learning styles while minimizing behavioral issues. The re-design will serve as a learning landscape where students will be engaged in experimental and environmental education activities.

Students will climb, build, create, share, observe and draw conclusions in a learning landscape that is always changing and growing. They will learn valuable skills by exploring the outdoor classroom, including close observation, visual-spatial, science, art, math, literacy, music, movement and social skills.

The Nature Explore Classroom will serve the students of Brown Street Academy and will also be available to the neighborhood after hours and on weekends. ☺

## Haiti Disaster Response

Our club has supported the work of Youhaiti over the past two years. (See [www.youthaiti.org](http://www.youthaiti.org)) Youhaiti is accepting immediate contributions for relief efforts in Haiti and for the longer effort of rebuilding areas of Haiti hit by the earthquake. Youhaiti works primarily in more rural parts of the island nation and expects that many people will leave Port au Prince increasing need for relief, sanitation, and food in these areas as well.

Contributions received at this time will be split equally between efforts addressing immediate relief and longer term development. If you would like to contribute to Youhaiti, please send a check to the Rotary office payable to the RCM Trust International Projects Fund. All contributions will be forwarded to Youhaiti.

Questions? Contact Bill Gollmar at [bgollmar@metahouse.org](mailto:bgollmar@metahouse.org) or 414.977.5804.

## Suggestions from District Governor Bill Wresch

Rotary International leaders have been huddling to review ways the organization can help, and they have determined several approaches clubs can take. Rotary's focus will be on long term recovery, not short term relief. The district also has approaches to recommend.

## Long Term Recovery

For long term recovery efforts a Rotary Foundation donor advised fund has been created and is posted at [www.rotary.org/haiti](http://www.rotary.org/haiti).

**Contact:**  
Annie Palubicki, 847-866-3488; [annie.palubicki@rotary.org](mailto:annie.palubicki@rotary.org).

**Tax Status:** 501(c)3 qualified, US tax receipts will be given.

## Short Term Emergency Relief

If you want to help with short term emergency relief two good options are available:

You can give to District 7020 which includes the Rotary Clubs of Haiti.

**Contact:** PDG Richard McCombe at [rmccombe@qussiemae.org](mailto:rmccombe@qussiemae.org).

World Vision is offering a 100% match of any funds contributed by Rotarians. These will be used for emergency relief including food delivery.

**Contact:**  
Rynell Freeland with World Vision at [rreelan@worldvision.org](mailto:rreelan@worldvision.org).

**Tax Status:** 501(c)3 qualified, US tax receipts will be given.

**Shelter Box:** ShelterBox is on the ground in Haiti and already has 1000 shelters in place. 2 million Haitians have lost their homes in Port-au Prince. ShelterBox will be crucial in the coming months.

**Contact:** Dan Christianson, [dchrist921@sbcglobal.net](mailto:dchrist921@sbcglobal.net).

ShelterBox is an international disaster relief charity that delivers emergency shelter, warmth and dignity to people affected by disaster worldwide. The organization was founded by Rotarians and has a long-standing connection to Rotary International. Each shelter box supplies an extended family of up to 10 people with a tent and essential equipment to use while they are displaced or homeless. For more information, go to [www.shelterbox.org](http://www.shelterbox.org)

## On-Going Haiti Projects

Our district has on-going education projects in Haiti led by Ken Schumann and Bob Hollman. All those projects will need far more funds to expand to meet emerging needs.

**Contact:** If your club would like to participate in these projects going forward, please contact the chair of the District's World Community Service committee, Mike Slawny, [mike.slawny@we-energies.com](mailto:mike.slawny@we-energies.com).

Thank you for all your support during this difficult time. 🙏

## Rotary Books Arrive at USS Freedom

Many of you recall that we collected books this past autumn for the sailors of the USS Freedom LCS1. The book gifts from Rotary to the USS Freedom arrived in Norfolk, Virginia on January 12, and now the ship has deployed for its first extended cruise to the Caribbean and South America. The crew is very thankful for the efforts extended by Rotarians and Navy League members for their generous gift. Periodically we will receive updates on what and how the USS Freedom is doing. Milwaukee is special to the life of the Ship because of the warm and patriotic welcome Milwaukeeans gave when USS Freedom was commissioned here in November 2007.

Special thanks to the RCM's Military Service Support Committee and, in particular, Todd Montgomery, for organizing this effort.

# PHOTO gallery



New members Raymond Weissert and Steve Knox at the January 14th New Member Orientation.



Rotarians packed Tony Petullo's Third Ward gallery on January 14th for wine, appetizers, and a captivating look at self-taught art. Thank you Tony for opening your gallery and sharing your knowledge!



Milwaukee Journal Sentinel Managing Editor George Stanley and reporter Meg Jones spoke to Rotary on January 12th about their experiences visiting Wisconsin troops in Afghanistan.



Michael Knetter, Dean of UW-Madison School of Business, spoke at RCM on January 5th about the outlook for the national and regional economy.

# CALENDAR *for the month*

## Upcoming Events

Join your fellow Rotarians for the **February Networking Hour** on **Thursday, February 4th** at newly renovated **Blu atop the Pfister**, located at 424 East Wisconsin Avenue. The official networking hours are **5:30 to 7:30 pm**, but Blu is open until 1:00 am – come early and stay as long as you like! There is truly ‘not a cloud in the sky’ in the now non-smoking venue, and tasty appetizers will be provided. Complimentary self-parking will be available in the Pfister garage for all attendees that bring their parking ticket up to Blu for validation.

Save the date for the next **Tyrotarian** event! On February 18th, 8:00-9:30 am, Rotarian Rick Ruminski will lead a group to view and discuss the inner workings of the local FBI office. More details to come!

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## SPEAKER *schedule*

**FEBRUARY 2<sup>ND</sup>** – The best of times, the worst of times. Documentary filmmaker **Chip Duncan** discusses the production of **LANDSLIDE – A Portrait of President Herbert Hoover** (PBS nationwide, Oct. 2009). The film is especially relevant in light of the ongoing economic crisis. Interviews for the film include notable scholars such as David Kennedy (Stanford), Amity Shlaes (Council on Foreign Relations) and former Labor Secretary Robert Reich as they discuss the 1927 Mississippi River Flood, the 1929 stock market crash, and economic policy during the Great Depression. Duncan will also discuss his latest book, *Enough To Go Around – Searching for Hope in Afghanistan, Pakistan & Darfur* (Select Books, NYC, 2009).

**FEBRUARY 9<sup>TH</sup>** – Marquette University Law School is a thoroughly twenty-first-century institution – as embodied in Eckstein Hall, its \$85 million new home, rising dramatically at the Marquette interchange. Is it a meaningful statement still to call Marquette “Milwaukee Law School” (its original name), and why should this be of intense interest even to non-lawyers in this region? **Dean Joseph D. Kearney** will speak on the Law School’s public-policy and public-service efforts, which have expanded dramatically in the past decade, and, especially, on the future of the Law School, beyond Eckstein Hall, in these important public spheres.

**FEBRUARY 16<sup>TH</sup>** – Dead Sea Scrolls and the Bible: Ancient Artifacts, Timeless Treasures, the new special exhibit at the Milwaukee Public Museum brings together archaeological objects and manuscripts to tell a story 2,000 years in the making. **Dan Finley, President/CEO of the Museum**, will provide a virtual behind the scenes presentation on the years of effort it took to bring this once-in-a-lifetime exhibit to the Museum. Dan will briefly discuss the history of the Dead Sea Scrolls, recount exciting tales of his journey to Jordan and Israel, and describe the labor intensive creation of this extraordinary exhibit.

**FEBRUARY 23<sup>RD</sup>** – Noted scholar of military strategy **James Holmes** will address RCM on Maritime China: Beijing’s Growing Naval Power and the Quest for Economic Supremacy. For centuries, ambitious leaders have recognized the connection between economic power and control of vital sea lanes. Mr. Holmes will explore how China is pursuing maritime supremacy in Asia and beyond, and what this means for the global economy. Mr. Holmes is an Associate Professor in the Strategic Research Department of the Naval War College.



**Rob Guilbert**

*VP Corp. Communications  
Assurant Health  
501 W. Michigan St.  
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(414) 299-1358  
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Rob was introduced by Margaret Crawford.

Rob serves as Corporate Communications Vice President for Assurant Health, the oldest national health insurance company. He directs the company's strategic communications, including national public and media relations. He also serves as President of the Assurant Health Foundation. The company employs 1400 people in downtown Milwaukee, and 1000 in other locations around the country. His prior experience includes serving as Operations Vice President with Planned Parenthood of Wisconsin, Executive Director with UPC/Extendicare Health Services, and Marketing Director with Trinity Hospital. He has his BA in English, and serves on the Board of Directors of Smoke Free Wisconsin.



**Bradley Kalscheur**

*Partner  
Michael Best & Friedrich LLP  
100 East Wisconsin Avenue, #3300  
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(414) 225-2763  
Email: bjkalscheur@michaelbest.com*

Bradley was introduced by John Emory, Jr.

Brad is a partner in the Wealth Planning Services Practice Group at Michael Best & Friedrich, LLP. Born and raised in central Wisconsin, Brad graduated from Marquette University in 1989 with an accounting degree and from Marquette Law School in 1995. Brad worked at KPMG in Washington D.C. prior to law school, and practiced law at another local firm prior to joining Michael Best in 2002. He serves on the Marquette University National Alumni Board and the Wisconsin Province Jesuit Partnership Council. Brad resides in downtown Milwaukee and enjoys travel, golf and cheering on the Warriors at Marquette basketball games.



**Robert Norton**

*Vice President for Donor Relations  
Lynde and Harry Bradley Foundation  
1241 N. Franklin  
Milwaukee, WI 53202  
(414) 291-9915  
Email: rnorton@bradleyfdn.org*

Robert was introduced by Tracey Sparrow.

Robert Norton is the Vice President for Donor Relations at the Lynde and Harry Bradley Foundation, where he serves as the primary interface for other foundations, entities and individuals who can provide support to The Foundation's efforts and leverage its resources. Prior to joining The Bradley Foundation, Robert was the Assistant General Counsel for Chrysler LLC. Robert is an active member of the Northtown Church of Christ and has served for fourteen years on the board of trustees of Michigan's Rochester College, his alma mater. Robert currently resides in Brookfield with his wife Kathryn and their two children.

**Eric Rapp**

*Business Banking Officer  
U.S. Bank  
777 E. Wisconsin Avenue  
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414) 765-6361  
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Eric was introduced by Dave Carter.

Eric Rapp is a Business Banking Officer for U.S. Bank where he deals with loans and lines of credit. Prior to his role with U.S. Bank, Eric had twenty years of experience in commercial real estate in Atlanta, GA and Milwaukee. He was a member of the Rotary Club of Milwaukee in 2003 and 2004 and is pleased to have the opportunity to return and give back to the community. Eric is a graduate of Westminster College in Fulton, Missouri. He lives in Shorewood with his wife Cathy and their two children, Anna and Ashley.

**BOARD APPROVES NEW MEMBERS**

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

**Kurt Janavitz**  
Assurant Health  
Insurance  
*Proposer: Chris Meyer*

**Alonzo Kelly**  
Kelly Leadership Group, LLC  
Consulting  
*Proposer: Chris Meyer*

**Christina Steder**  
Clear Verve Marketing  
Marketing  
*Proposer: Dave Carter*

**Donald Weber**  
New Resources Consulting  
Consulting  
*Proposer: Scott Fredrick*



## ON SERVICE SPOTLIGHT Jim Miller

While Jim Miller has only been a member of the Rotary Club of Milwaukee since 2006, he has a long history with Rotary. He was a Rotary Fellow 1953-1954 at Oxford and spoke to about 30 English Rotary Clubs and then some 30 in his home district. It was a life changing experience for Jim, and since then, he has wanted to give back to Rotary, and the community, any way he can. He currently serves on the RI Scholarships, RCM Scholarship, and Done-In-A-Day committees, and distributes books for Reading is Fundamental.



Jim Miller (far right) with the RCM Scholarship Committee and 2009 scholarship recipients.

Jim taught English at Northern Illinois University, but moved to Milwaukee when his wife Victoria began teaching at Alverno in the 90s. He continued to commute to NIU until his retirement in 1997. In 2005 Art Wasserman, then chair of the RI Scholarship Committee, recruited him for membership here.

When Jim joined RCM, he was very interested in working with graduates of MPS schools. Past President Jim Barry suggested he form an Ad Hoc committee, which met in 2008. After a year's worth of exploratory work, the RCM Scholarship Committee was made a standing committee in 2009. The goal of the committee is to award scholarships to MPS graduates who have potential, but aren't necessarily at the top of their classes. These need-based scholarships help students who may otherwise not have the funds or guidance necessary to continue with their education.

The members of the RCM Scholarship Committee raised \$10,000 to fund the first scholarships – \$7,000 from personal contributions and \$3,000 from the RCM Community Trust. The money was distributed to three MPS students chosen from a field of ten applicants. Jim is currently a mentor for Rachene Williams, one of the three RCM scholars. All three RCM scholars have completed their first semester in good academic standing and have qualified for continued RCM support. Jim hopes that future scholarships will be further supported by Rotary, including extra funds to offer second year support to the scholars.

Jim stays involved in education because he believes that the best way to build Milwaukee is to educate people. He would like to see those around him focus on self-improvement with an eye to helping others. "Treating other people the way you would like to be treated includes equal economic opportunity. We need to roll up our sleeves and go into MPS and aim at equal opportunity," he says, "And it means talking to the families and the kids about the absolute importance of developing the mind."

Jim says that through his service work, it's easy to see the big picture for community development. Through his work with DIAD, Jim found out about Walnut Way, a community development organization headquartered at the Walnut Way House on 17th street. Just northwest at 36th street is Milwaukee College Prep school, where Jim has distributed books for RIF. And to the east is the Rotary Centennial Arboretum project. To Jim, these geographical markers serve as compelling reminders that there is great work being done every day to revitalize Milwaukee and educate its future leaders.

The Rotary Club of Milwaukee commends Jim for his service to the community and the club. 🌟

### Get Involved!

Inspired by Jim's story? To join the RCM Scholarship Committee contact chair Eric Isbister or vice-chair Bill Adams. To join the RI Scholarship Committee, contact chair David Buck. To join the Done-In-A-Day Committee, contact Sr. Edna Lonergan.