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NEWSletter

Arboretum Celebration: A Great Day for Rotary

On June 29, almost 200 Rotarians and members of the community gathered at the Urban Ecology Center for a celebration of the Milwaukee Rotary Centennial Arboretum. Special guest Rotary International President Ray Klinginsmith was in attendance in one of his first official duties.

Master of Ceremonies Rick White introduced UEC Executive Director Ken Leinbach. Ken shared the vision for the Arboretum project as a living forest classroom that our grandchildren will be able to enjoy and share with their grandchildren many generations to come. Past President and Centennial Project Chair Jim Barry recognized the 200 donors to the Arboretum project.



Photo by Wolfgang Schmidt. Planting the tree at the Arboretum Celebration.

RCM was honored to have Rotary International President Ray Klinginsmith share his thoughts:

"I spend a lot of time talking about the unwritten Code of the West. One of the important principles was to take pride in your work. The Milwaukee Rotary Club has done that with a large gift of \$400,000 plus your commitment to stay with this project to the end. This is taking pride in your work and I salute you. It's outstanding. I think it assures the continuation of the spirit of Rotary and fellowship and service well into the next century and beyond. Thank you for your contribution to the community. A project like this makes us all feel proud to be Rotarians."



Photo by Wolfgang Schmidt.
Tom and Andrew Kranick
speak at the event.

The 30 minute ceremony ended with the symbolic planting of a 7 foot tall chinkapin oak, representing the 1,000 native trees to be displayed by 2013, the 100th anniversary of the Rotary Club of Milwaukee. Afterward Ken Leinbach led a tour of the Arboretum site and the Milwaukee River overlook.

Notable Milwaukee guests at the celebration included 3rd District Alderman Nik Kovac and 3rd District Supervisor Gerry Broderick. The event was covered by CBS Channel 58 news, the BizTimes, and Lake Effect on WUWM. In addition, the Marketing & Communication committee arranged for a videographer to cover President Klinginsmith's day in Milwaukee. Look for video segments on the Arboretum event and the following luncheon soon! 🌳

Entrance Dedication

Many thanks to the Kranick family for their generous donation to the Milwaukee Rotary Centennial Arboretum in honor of two past presidents: Edward Wagner (1933-34) and Lewis Kranick (1969-70.) Rotarian Andrew Kranick and his father, Tom Kranick, announced on June 29th a generous gift in honor of Andrew's grandfather (Lew) and his great-grandfather (Ed.) The first entrance will be dedicated to their memory.

Andrew told us, "My family is very proud to be a part of this project. We feel that this will be another great way for people to get out and enjoy what this great city really has to offer. We also know that Edward Wagner and Lew Kranick would stand behind this project and look forward to its success for many generations to come!"

Stop by the registration table to read the copy that will appear on plaques near the entrance.

New Paul Harris Fellows Honored on June 29th

At the Rotary luncheon on June 29th, we took advantage of Rotary International President Ray Klinginsmith's visit to honor a new group of Paul Harris Fellows. This past spring, the Rotary



Photo by Sue Vliet. The new Paul Harris Fellows with President Klinginsmith before the luncheon.

International Foundation committee sent out a mailing to the entire club, letting each member know how far they had to go to reach the next level of Paul Harris Fellow giving – and as always, Rotarians answered the call. On June 29th, Tom Plantenberg, current chair of the Rotary International Foundation committee, took the podium to honor 18 members who became Paul Harris Fellows for the first time, and 21 members who have become Paul Harris Fellows plus one or higher.

Their donations allowed us to contribute a total of \$47,000 in the 09-10 Rotary year, surpassing our Annual Programs Fund goal of \$35,000. We also recognized several people for their special contributions to Rotary, including Harry Franke, Joan Robertson Jim Dorman, and John Steinhafel (in memorial).

Thank you to all the Rotarians who so generously contributed to the Rotary International Foundation to support its important work around the world. 🌐

From the Recruitment & Admissions Committee *by Dave Carter*

Our new president, Joe Caruso, has made membership recruitment a goal during his presidency. Every year we typically lose about 10% of our members through normal attrition because people move, change jobs, or retire. We would like to get our membership up to 400 by June of 2011, and the engagement of the full club is essential to achieving this goal. We hope that each person reading this article will start to consider who he or she could suggest for membership.

With that in mind, some guidelines for membership are:

- We look for quality people from quality organizations.
- We focus on people who have demonstrated leadership in their profession and in the community. Some are senior leaders; others are their way to executive positions within their organizations.
- We'd like to have a mix of large and small companies. We are emphasizing recruitment in fields of telecommunications, construction, technology, manufacturing, health care, retail and transportation.

If you are unsure if an individual is well suited for our club, please call me or Mary. For example, if someone is from an organization with a less than a million dollar budget, a call would be in order. While we have many good Rotarians from small organizations,

organizational size is a factor we consider in concert with an individual's credentials.

The steps for proposing a new member are as follows:

1. Invite the prospect to lunch.
2. If the guest is interested membership, request that the office send information to the prospect.
3. The prospect completes the membership form and sends it to the proposer.
4. Proposer submits membership proposal form to office.
5. Recruitment & Admission Committee reviews application. The committee may approve, decline, or request more information.
6. Approved membership proposals go to the Board for approval.
7. Names of proposed members are published on the website.
8. New member is introduced at Tuesday lunch.

The only way a person can join our club is if they are invited. Who do you know who would make good members? Ask them to consider our outstanding club. Please bring them to a luncheon, LIVE @ the Lakefront, or another Rotary event! 🌐

PHOTO gallery



Photo by Wolfgang Schmidt.

Rotary International President Ray Klinginsmith addresses the crowd at the Arboretum celebration on June 29th.



Inbound Youth Exchange student Pierre-Ami Maudoux says thank you and goodbye to the club on July 20th.



Photo by Todd Montgomery.

Concert-goers dance to the Afro-Cuban rhythms of Bahia at LIVE @ the Lakefront on July 21st.



Republican candidate Mark Neumann outlines his platform for Rotary on July 20th.



Sara Imhof speaks to RCM about federal debt on July 13th.

CALENDAR *for the month*

Upcoming Events

LIVE @ the Lakefront continues through September 1st with live music, fellowship, food and fun at the Rotary Amphitheater at Discovery World on Wednesday nights. Each concert runs 5:30-9:00 pm, rain or shine, with discounted parking available in the Discovery World parking garage. Come down to the lakefront on Wednesday nights!

August 4th • Los Ciegos del Barrio - meringue, bachata, salsa, cumbia, reggaeton and rock

August 11th • Salt Creek - bluegrass

August 18th • Naborí – authentic salsa

August 25th • Blueheels – rock n roll

September 1st • Juli Wood Quartet – classic jazz

2010 Future Milwaukee Leadership Fellow



The 2010-2013 RCM Milwaukee Leadership Fellow Award has been awarded to Heather Turner Loth, a graduate of the 2009-10 Future Milwaukee Leadership Program.

Heather will receive 3 renewable years of full membership in the Rotary Club of Milwaukee.

Selection criteria for this award included: likelihood to fulfill and continue RCM commitments; commitment to longer term service to Milwaukee; demonstrated passion for “giving back”; curiosity about the mission, programs, and membership resources of RCM; and diversity of background.

Heather is a Sales/Project Director with MSI General Corporation. She has been with MSI General for 11 years and her role there is to develop business and manage the architectural design and construction management process. She is the immediate Past President of the Wisconsin Commercial Real Estate Women’s organization. She is also active on the Milwaukee School of Engineering Alumni board and the Metropolitan Milwaukee Association of Commerce Networking Forums, and she owns a small photography business, Heather Turner Photography. Heather resides in Bay View with her husband Brian. She loves travel, photography and dance. 🌐

SPEAKER *schedule*

AUGUST 3RD – Many have been asking about what will happen to the economy given the level of deficit spending currently underway. **Michael Cleary** and **Joseph Hickey** will discuss what inflation and deflation can mean for the economy and the corresponding investments suitable for each scenario. Could deficit spending lead to inflation – excessive money creation leading to a weaker dollar and artificially stimulated growth? Or could deficit spending lead to deflation – credit contraction, defaults and no-growth recovery? Both scenarios will present opportunities to build wealth.

AUGUST 10TH – **Dr. Greg Thornton**, Superintendent of Milwaukee Public Schools, will talk about his plans for the school district.

AUGUST 17TH – Enjoy mountain climber **Lori Schneider’s** compelling story of her May 2009 ascent on Mt. Everest, the world’s highest peak at 29,035 feet. Lori became the first person in the world with MS to climb Mt. Everest and conquer the “Seven Summits”. This is more than a climbing adventure. This is one woman’s story of moving beyond her diagnosis of Multiple

Sclerosis and conditioning the body and mind, in her quest to climb the highest peak on each continent. Join Lori as she shares her experiences and reminds us to live our dreams and climb above our limitations.

AUGUST 24TH – The Medical College of Wisconsin recently received a \$20 million Clinical and Translational Science Award, the first major federal grant supporting collaborative research among Milwaukee’s leading academic and healthcare organizations. Dr. Reza Shaker, director of the consortium, will explain how the grant impacts regional economic development and creates opportunities to attract other grants because of the collaborative research platform now in place. Partners in the project are the Medical College, Marquette University, the Milwaukee School of Engineering, the University of Wisconsin-Milwaukee, the BloodCenter of Wisconsin, Children’s Hospital of Wisconsin, and Froedtert Hospital, and the Clement J. Zablocki VA Medical Center.

AUGUST 31ST – TBD

**Angela Bonnett***Human Resource Manager**Pieper Electric, Inc.**5070 N. 35th Street**Milwaukee, WI 53209**(414) 831-2313**Email: bonneta@pieperpower.com*

Angela was introduced by Jim Maslowski.

Angela Bonnett has been the Manager of Human Resources for Pieper Electric, Inc. since 2008. While her responsibilities include overseeing all the HR functions for PEI, her passion lies in Leadership Development and carrying out a Servant Leadership culture within the organization. Angela holds a B.A. in Communication from UW-Milwaukee and a Master's Degree from Regis University in Denver, CO. She also holds a Professional Human Resource certification. She is a member of Metro Milwaukee SHRM, Professional Dimensions, FUEL Milwaukee, and is a volunteer Wish Granter for the Make-A-Wish Foundation. Angela enjoys camping, competing in triathlons and playing tennis and volleyball in her spare time.

**Carl Brown***President**Red Brown Kle Marketing**840 North Old World Third Street, Suite 401**Milwaukee, WI**(414) 272-2600**Email: brown@redbrownkle.com*

Carl was introduced by Rick White.

Carl Brown is President of Red Brown Kle' Marketing Communications. A Milwaukee native, Carl has over 25 years of experience in advertising and marketing. He has worked with a host of Fortune 500 companies including; Coca-Cola, Allstate Insurance, Baxter Healthcare, Procter and Gamble. Brown serves on the board of directors of the Metropolitan Milwaukee Association of Commerce and is the immediate past Board Chairman of the Business Council. He also teaches youth Sunday School at New Testament Church of Milwaukee. Carl holds bachelor's degrees from the University of Wisconsin-Madison and a master's Degree from the University of Texas at Austin.

**Andrew Fleckenstein***President**Fleck Foundation**16655 W. Bluemound Rd. Suite 8180**Brookfield, WI 53005**(262) 860-1680**Email: FFFAndy@aol.com*

Andy was introduced by Craig Harper.

Andy Fleckenstein is the trustee of the Fleck Foundation. The foundation provides scholarships to Milwaukee students in excellent schools and housing for people recovering from drugs and alcohol. In 1995 he sold Fleck Controls, which continues to furnish valves, timers and meters for residential, commercial and industrial water treatment. He serves on the boards of United Way, PAVE, and M&I Northern Bank.

**Patty Flowers***Regional CEO**American Red Cross - Southeastern WI**2600 W. Wisconsin Ave.**Milwaukee, WI 53233**(414) 345-8640**Email: flowersp@wi-redcross.org*

Patty was introduced by Julie Pedretti.

Patty Flowers is the Regional Chief Executive Officer for the American Red Cross in Southeastern Wisconsin. This chapter serves a seven county region to help people prevent, prepare for and respond to emergencies. Prior to joining the American Red Cross, Patty ran a family business and consulted with several non-profits in the Milwaukee area. She briefly served as the Interim Executive Director for the Next Door Foundation. Patty was also the Vice President of the Foundation at Children's Hospital and Health System for eight years where she was highly skilled in developing operational strategies and directing major fundraising projects.

Timothy Posnanski*Attorney**Whyte Hirschboeck Dudek S.C.**555 E. Wells Street, Suite 1900**Milwaukee, WI 53202**(414) 273-2100**Email: tposnanski@whdlaw.com*

Tim was introduced by John Walker.

Tim Posnanski is an Associate at Whyte Hirschboeck Dudek S.C., where he is a member of the Business and Commercial Law and Municipal Law & Civil Rights Litigation teams. Tim is a graduate of Marquette University and Washington University School of Law in St. Louis. He was a graduate of the Future Milwaukee class of 2010, and is a member of the Public Policy Forum, Milwaukee Young Lawyers Association, and State Bar of Wisconsin, and serves on the Board of Directors of Hope House of Milwaukee. He lives in Milwaukee with his wife Meghan.



**Craig Zurawski, President, Braun & Zurawski, Inc.
Executive Director, Alliance for Sustainable Built Environments (ASBE)**



Craig and Dick Tillmar at the 2006 golf outing.

ing, now in its second year as a fundraiser, but found the time to answer a few questions.

WAVES: How did the golf outing transition into a fundraiser?

CZ: When I helped on a Rotary golf outing four or five years ago, I was surprised that the participation or turnout was so low; less than 75 players. That was unusual, until you took a hard look at why. The RCM golf event was purely social and the outing competed with a number of golf outings run as community fundraisers held on the same day. Our good members were probably at these events, helping organizations raise money. Several years ago, I wrote a recommendation to the board suggesting that if our outing were run as a fundraiser, with a specific purpose, it could more than double in size and generate some serious funds to further important causes and programs while providing a quality social event.

WAVES: What do you enjoy most about planning the event?

Craig Zurawski has his hands in a number of community projects relating to education, energy, and the environment – but in Rotary, you may know him as the Golf Guy. As the chair of the Community Classic committee, Craig is very busy coordinating the golf out-

CZ: The dedication of the people who have volunteered for the committee: They are caring, creative and unselfish. They come to meetings with contributions for the event that are either personal, from their companies or are products of their networking in the business community. They sign up to participate and show up for most, if not all of the meetings. They are the real heroes of the event.

WAVES: What is your long term goal for the Community Classic?

CZ: If run properly, the event could continue to grow in size and profitability. Last year, in a very tough economy, we raised around \$32,000 and quickly distributed the funds through the community. This year, in no less difficult a business climate than last year, we are on track to break through \$40,000...maybe even approach \$50,000. I could see this event easily clearing \$75,000 to \$100,000. How many lives could be impacted every year with that kind of money?

Craig has also been involved in other projects within the club – the most visible being the Rotary banners you see each week behind the podium at lunch. The banners are great brand ambassadors for Rotary, even making the trip out to the Urban Ecology Center for the recent Arboretum celebration. The Rotary Club of Milwaukee commends Craig for his service to the community and the club!

Get Involved!

Inspired by Craig's story? To join the Community Classic committee, or to attend the Community Classic on August 2nd, contact the Rotary office or Craig Zurawski.

BOARD APPROVES NEW MEMBERS

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

**Susan Ball
Schenk S.C.
Accounting**

Proposer: Ellen Redeker

**Diane Bedran
U.S. Bank
Banking**

Proposer: Steve Knox

**William Jennaro
Cook & Franke, S.C.
Law Practice**

Proposer: Harry Franke

**James Zdroik
Nelson Container Corp
Packaging**

Proposer: Fred Bersch

The board also welcomes returning member Mark Eisenmann.