

# Rotary



# Club of Wauwatosa

## Welcome to the Rotary Club of Wauwatosa

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary club membership represents a cross-section of the community's business and professional men and women. The world's Rotary clubs meet weekly and are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

Rotary membership provides the opportunity to: Become connected to your community. Work with others in addressing community needs. Interact with other professionals in your community; assist with RI's international humanitarian service efforts. Establish contacts with an international network of professionals. Develop leadership skills. Involve family in promoting service efforts.

## Serving Our Community



### Club Meeting

Wauwatosa  
Meets at Radisson Hotel Milwaukee West  
2303 N. Mayfair Road  
Wauwatosa, WI 53226  
Time: Wednesday at 12:00 PM

### Events / Speakers

September 14th  
[Wauwatosa Weekly Club Meeting](#)  
September 21st  
[Wauwatosa Weekly Club Meeting](#)  
**Speaker:** Alex Kustermann  
**Subject:** Tosa Community Food Pantry  
September 28th  
[Wauwatosa Weekly Club Meeting](#)  
**Speaker:** Jacob Kirchen  
**Subject:** Wisconsin Retail Account Manager for Western Spirits Beverage Company  
October 5th  
[Wauwatosa Weekly Club Meeting](#)

### Club Leaders



[Robert Hugh Nelson](#)  
President



[William Carl Makal](#)  
President - Elect  
Rotary Foundation Chair  
Sergeant-at-Arms



[Jonathan Lorenzen](#)  
Secretary



[Aaron D. Sebald](#)  
Vice President  
Membership Chair



[Robert P. Niedermann CPA](#)  
Treasurer



[Richard Frenn](#)  
Sergeant-at-Arms

[Peter M. Skanavis](#)



## Club History

### The History of the Wauwatosa Rotary Club

Our club was chartered in 1952 and is one of the oldest in the area. We meet every Wednesday noon at the Radisson Hotel Milwaukee West. This is a very good time to join our club as we are striving to reinvent ourselves. You would be able to play an exciting and significant role in defining the club's objectives. We recently went through a very intense strategic planning process and are committed to serving the Wauwatosa community.

On a global level Rotary International is very proud to have virtually eradicated Polio through our Polio Plus program. Through its foundation and large international membership base, Rotary offers a great deal of help to the disadvantaged throughout the world.

Our social committee arranges a number of very nice events throughout the year. Each event presents an opportune time to get to know members and spouses, all of which can be invaluable networking opportunities!

Rotary membership does require a member's dedicated participation in club meetings and functions. You need to know that Rotary is a commitment and we are looking for dedicated members who can be away from work for approximately two hours each Wednesday. In other words, your boss needs to understand your devotion to community service.

Take a look at Rotary International's website at [www.rotary.org](http://www.rotary.org) for much more information.

## Newsletter - September 7, 2022

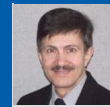
By Jonathan Lorenzen

Bookkeeper's Briefing  
A Certified Public Account of the  
Assets and Liabilities of a Meeting of the  
Rotary Club of Wauwatosa

Wednesday, September 7, 2022

In the absence of President Nelson, President-Elect Makal dutifully called our meeting to order with a stout swinging of the mallet upon the big brass bell. Loud and clear were its stately reverberations, each sound wave lifting us to our feet for the Pledge of Allegiance. While still standing, invocator John Sebald elevated our spirits to even loftier heights with a sublime supplication for blessings upon our gathering.

As we descended back to our seats, Mr. Makal announced the birthday of Rotarian Kevin Festerling on September 9. Happy Birthday, Kevin! We also recognized Mary Pat Kirchen's birthday, occurring on 9/11. Best wishes, Mary Pat! Upon hearing this announcement, Rotarian Jerry Broitzman made us aware that we missed the acknowledgment of *his* birthday which also occurs on 9/11! Sorry about that, Jerry! Happy Birthday! There were no wedding or Rotary anniversaries to celebrate this week.



Sergeant-at-Arms



Paul Alan Vandeveld  
Club Programs Chair



Anne Ruttger Neafie  
iPast President

## Years of Service

No Years Of Service Found

Joining us today was Rotarian Doug Jacobson of the Elmbrook Club. Mr. Jacobson shared information about his club's illustrious Businessperson of the Year Award:

- The award began six years ago to honor an outstanding businessperson living or owning an enterprise in Brookfield or Elm Grove.
- Both for-profit and not-for-profit owners/leaders are eligible.
- The ideal candidate is one who operates a successful business, is community-minded, and routinely supports charitable endeavors.
- October 14 is the deadline to make a nomination.
- The winner is selected by a five-person committee consisting of city leaders and Elmbrook Rotary members.
- More information can be had, and nominations may be made on the [Elmbrook Club website](#).
- This year's Businessperson of the Year Award recipient will be announced at Elmbrook's meeting on October 28.

Among sad and happy news, the following reports were deposited:

- John Sebald's daughter Rachel was married to Jake Nygaard on September 2. Congratulations! Jake was the one who saved John's life in February 2021 by performing CPR after John had choked on a piece of food. We're thankful for Jake's heroism which allowed our friend John to remain with us, and we're happy for Jake and Rachel's new life together!
- John also reported that Wisconsin Lutheran High School started classes on August 17 with an enrollment of 930 students – a 20-year high! Of those students, 70 are international hailing from 20 different countries.
- Bill Makal had successful neck surgery to remove a Zenker's diverticulum – a condition which labored his breathing caused frequent choking. Post-procedure, Bill is experiencing welcome relief, though he isn't allowed to eat solid food just yet. We're so glad you are feeling better, Bill!
- Jonathan Lorenzen issued another reminder of WLC's 50th Anniversary Celebration on Saturday, September 10.
- Tom Kirchen reported that he is still waiting on updated pricing from our nut vendor, thus the "Nuttiest Time of the Year" remains ahead of us.
- Anne Neafie let us know that she and Alex Solanki delivered a load of food, supplies, and \$200 in financial contributions to the Tosa Cares Food Pantry at Mt. Zion Lutheran Church. Anne polled the group to see if we would be interested in having dedicated days for food collection each month, before which Anne would send a reminder email. Rotarians seemed to be in favor, and a schedule of two dedicated collection days per month was suggested (i.e. the first and third Wednesday or the second and fourth). September's collection is for the Wauwatosa Community Food Pantry at St. Bernard Catholic Church.
- Roger Walsh announced that his granddaughter is getting married. Congratulations to the Walsh family! This same granddaughter participated in the Engineers Without Borders project in Central America ... the one in which Rotary is involved.
- We discussed how many Salvation Army bell ringing outings we'd be interested in hosting this winter. The consensus was that one weekend day worked well.
- Tom Kirchen informed us that his grandson, Jacob Kirchen, who is employed by Western Spirits Beverage Co., will be our program speaker on September 28. He alluded to there being an opportunity for some beverage tasting. Be there or be square!

After a robust chinwag of sad and happy news, we welcomed to the podium Rotarian Dale Yerkes to deliver his classification speech. In thinking about how to prepare for his speech, Dale decided to think of it as a job interview. Before diving in, he cautioned, with a smirk, "I haven't had a very interesting life."

Mr. Yerkes has lived in the Cream City his entire life, growing up near 38th & Silver Spring and attending Messmer High School. He earned his bachelor's degree in accounting from UW-Milwaukee, after which he joined the US Army Reserves where he served for seven years in the 84th Training Division. Dale eventually earned his master's degree in business administration from Marquette University.

With no shortage of entrepreneurial drive, Yerkes has held a number of different jobs in addition to several



business ventures of his own. Early in his career he worked for Allis Chalmers and Gentron. He then dabbled for a while in starting small businesses, but eventually realized it wasn't a glove-like fit for his

strengths. "I realized small entrepreneurs needed to be sales people first. You had to do cold calling. It wasn't made for accountants."

Dale created three different startups and was, in his words, "terrible at it." After licking his wounds, he went back to being an accountant, this time with Ampco Metal. Unfortunately, he had a "crazy boss" who only hired inexperienced people so that he could "mold them into his image and likeness."

In 2007, Yerkes moved on to Froedtert Malt, only to have the accounting unit relocate to parent company Archer-Daniels-Midland's headquarters in Decatur, Illinois. Dale recalls being "happy to be let go" thinking that he could get a new job rather easily. The economic downturn of 2008 made finding new employment not that easy at all.

According to Dale, he "got desperate," and took a job with the City of Milwaukee's pension department. While there, he experienced the infamous pension scandal caused by a 20% increase in city employee benefits with no benefit taxpayers. Dale explained that fiasco was ultimately caused by inaccurate actuarial guesswork.

In 2012, Mr. Yerkes decided to retire from the City and went on to do part time work for a friend for the next four to six years. "I made more money than when I was employed full time!" Since the coronavirus pandemic, Dale hasn't had done anything "work wise."

Yerkes has, however, kept up with this tennis game, and plays on a league with Rotarians Peter Skanavis and Paul Vandeveld. Peter and Paul encouraged Dale to check out Rotary because they heard "he was bored." We're glad he took their advice and decided to join our club!

Concluding his speech, Yerkes noted that he's always been single and does not have any kids or ex-wives vying for his attention. He then took questions from the floor, of which the following were asked:

- Tom Kirchen wanted to know when Yerkes attended Messmer High School, as he himself went there. Dale graduated in 1973, whereas Tom belongs to the Class of 1961. Alas, there would have been no crossover because Tom is "much older" ... *Tom's words!*
- Aaron Sebald asked what types of businesses Dale started:
  - A direct mail company similar to Valpak
  - An office supply company
  - A debt mediation/negotiation service

After all questions had been answered, Dale's sponsor Paul Vandeveld presented Dale with an official certificate of membership and a very debonair Rotary lapel pin. Congratulations, Dale, we're very glad you're a member of the club!

At the second tolling of the bell, Rotarians scurried out of the Radisson Ballroom to go about their busy lives.

Respectfully Submitted,

Your Comptroller of Chatter, and Smiling Secretary,  
Jonathan Lorenzen

### **Upcoming Commitments**

#### **Program**

**September 14:** Tom Kirchen will present a video titled "Brig. Gen. Steve Ritchie and the Rescue of Roger Locher"

**September 21:** Anne Neafie will present Alex Kustermann, Board Chairman of the Tosa Community Food Pantry

**September 28:** Richard Frenn will introduce Jacob Kirchen, Account Manager for Western Spirits Beverage Co.

**October 5:** Paul Vandeveld

#### **Invoker/Greeter**

**September 14:** Tom Kirchen

**September 21:** Kevin Festerling

**September 28:** Alex Solanki

**October 5:** Jerry Broitzman

