



**2017**

**ANNUAL  
REPORT**

**FEBRUARY 12, 2018**

The Greater Milwaukee Committee strives to make Milwaukee the best city in which to live, learn, work, play, and stay. Our initiatives center around three primary Focus Areas:

### **INNOVATION AND TALENT**

Innovation and educational success are crucial for the region's future. Creative strategies and extensive partnerships revolutionize how today's students explore and prepare for career paths to fill demand and grow entrepreneurial activity.

### **ECONOMIC PROSPERITY**

Our initiatives create a broad, powerful platform for companies to grow in Milwaukee, helping entrepreneurs of small companies realize large-scale growth and elevating opportunities for all.

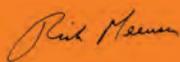
### **VIBRANCY OF PLACE**

The power of place is undeniable. We play crucial roles in the design, creation, and support of public spaces that increase civic engagement and connect people across economic and social divides, accelerating success for people, neighborhoods, and the city.

Our Board of Directors, committees, and co-chairs focus efforts around these themes, which impactfully attract and grow talent and business in Milwaukee.

2017 saw numerous initiatives and programs achieve desired goals; some redefined theirs to accommodate changing needs; others "graduated" to other groups for further work or were retired upon achievement of goals. Successes in these endeavors are outlined in this annual report by Focus Area.

Using a lens of equity and diversity in our work, membership, and partnerships, we continue our mission and are pleased to share these accomplishments and goals.



Rich Meeusen  
Chair



Julia H. Taylor  
President

## **GMC BOARD OF DIRECTORS**

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Director, Corporate &  
Community Engagement,  
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**Mary Ellen Stanek**

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**Todd J. Teske**

Chairman, President & CEO,  
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## **GMC STAFF**

**Shawn Allen**

Intern,  
MKE Fellows

**Elizabeth Cizinsky**

Program Manager,  
Scale Up Milwaukee

**Maggie Daus**

Community Manager,  
The Commons

**Samantha Giles**

Executive Administrator

**Rich Greene**

Director of Operations

**Michael Hostad**

Executive Director,  
Innovation in Milwaukee  
(MIKE)

**Elmer Moore, Jr.**

Executive Director,  
Scale Up Milwaukee

**Leana Nakielski**

Development Director

**Tony Panciera**

Project Director,  
MKE United

**Heather Pechacek**

Membership Manager,  
Scale Up Milwaukee

**Joe Poeschl**

Program Director,  
The Commons



## WE BELIEVE MILWAUKEE IS A GREAT CITY

We comprise 200 passionate CEOs and other community leaders who work together to make Milwaukee the best place to live, learn, work, play, and stay. We convene and collaborate with other organizations and groups in the community to create new ideas and implement solutions to advance innovation and talent, economic prosperity, and vibrancy of place in the Milwaukee Region.

## GMC MISSION

The GMC ensures Milwaukee is the best place to live, learn, work, play, and stay.

## GMC VISION

We envision a Greater Milwaukee that is...

- Thriving with inclusive economic activity, from innovative start-ups to global industry leaders.
- Beautiful and filled with culturally relevant and creative spaces reflective of our diverse community.
- Collaborative and innovative in talent development and education so that all Milwaukee residents experience a great quality of life, from cradle to career.

## GMC MEMBERS & OUR APPROACH

Our membership - comprised of our region's business, labor, academic, philanthropic, nonprofit, and community leaders - believes that intelligent, active interest in public affairs is the true measure of civic engagement and lays the foundation for a great community to thrive. Members leverage their experience, resources, intellectual capital, and love for Milwaukee to make the GMC a dynamic organization that responds to challenges in the community, launching and supporting initiatives using innovative strategies and techniques, transitioning them into sustainable, independent programs. Current and legacy programs and projects are all outlined in this report.



### Greater Milwaukee Committee

247 Freshwater Way, Suite 400  
Milwaukee, WI 53204  
414-272-0588  
[www.gmconline.org](http://www.gmconline.org)





BOARD OF

# DIRECTORS



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## CHAIR

Rich Meeusen

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## ADMINISTRATIVE COMMITTEES

### MEMBERSHIP/NOMINATING COMMITTEE

Co-Chairs: Ted Kellner & David Lubar

### FINANCE & AUDIT COMMITTEE

Co-Chairs: James Popp & Thomas Spero

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## PROGRAM COMMITTEES

CREATIVE PLACEMAKING  
DOWNTOWN TASK FORCE & MKE UNITED  
EDUCATION  
FUTURE WORKFORCE  
INNOVATION IN MILWAUKEE (MIKE) COUNCIL  
MILWAUKEE FELLOWS ADVISORY COUNCIL  
SCALE UP MILWAUKEE

Innovation and educational success are crucial for a region's social and economic future. Using both proven and groundbreaking newer techniques and strategies, GMC members and partners work to reinvent how today's high school and collegiate students explore and prepare for career paths in Milwaukee to help fill the demand for top talent with regional companies and to grow entrepreneurial activity in southeastern Wisconsin.

Our valued partners include public school systems, universities and colleges, companies ranging from international corporations to small businesses and start-ups, along with other non-profit organizations and civic leaders.

Initiatives within our Innovation & Talent Focus Area include Teachtown MKE, our Key to the City program, The Commons, MKE Fellows, Reimagining High Schools, and Milwaukee Succeeds. They result in high school and college students who are better prepared to enter the workforce, and employers who are able to increase their growth opportunities with higher levels of talent.



*“Teachtown MKE continues to successfully tackle challenges facing the increasingly declining teacher pipeline. Teachtown MKE’s promising programs that engage young educators with each other and with other young professionals through exposure to Milwaukee is cultural and civic opportunities are helping to position Milwaukee to attract the best and brightest educators to our schools and the best and brightest talent for our employers.”*

*Nancy Sennett, Partner, Foley & Lardner  
LLP & Education Committee Co-Chair*



# INNOVATION & TALENT



## SUCCESSSES & GOALS

### 2017 SUCCESSSES

- Key to the City program found to help increase two-year teacher retention by 18%
- Cumulatively, 52 African-American students from 24 colleges were placed in summer internships with 39 companies through MKE Fellows
- MKE Fellows students began to join The Commons, further increasing their networking opportunities
- Through expanded programming, The Commons has engaged with 485 students in 2017, and has over 500 students that have participated in the 9-week skills accelerator program since 2014
- Grew and diversified available mentors within The Commons, which now includes over 350 local professionals
- The Commons corporate partner network added 12 more innovative companies
- Launched pilot program to expand Key to the City to The Commons students
- The Commons higher education partner network has grown to 35 universities and colleges as they create new partnerships beyond Milwaukee, including Sheboygan, Racine-Kenosha, Green Bay, and Madison areas
- MKE Fellows hosted 25 additional workshops, lunch-and-learns and networking opportunities for 120 students
- Attendance has increased to an overall 80.5% attendance rate for students at Bradley Tech High School
- 431 students at Bradley Tech High School are dual enrolled in MATC programs, with 177 students receiving college credit
- 44 internships and 5 apprenticeships were awarded to Bradley Tech High School students
- 326 work-based learning experiences were made possible through 105 industry partners at Bradley Tech High School

### 2018 GOALS

- Further expand Key to the City program to a broader group of young professionals, interns, and companies, including The Commons
- Build The Commons' capacity to address additional programming facilitation and the needs of the high school market
- Explore geographic expansion of The Commons in markets like Madison, Sheboygan, and Racine-Kenosha to create a stronger pipeline of talent in the region
- Continue to support the growth of MKE Fellows by creating connections to GMC members and opportunities for integration with existing GMC programs
- Increase high school apprenticeship opportunities with Milwaukee businesses across the Bradley Tech academic pathways and add additional dual credit pathways for Bradley Tech students



# TEACHTOWN MKE

Dedicated teachers are crucial for strong learning environments in our classrooms. Teachtown MKE uses programs with partners that engage young educators with each other and other young professionals through exposure to Milwaukee's cultural and civic opportunities. Now in its fifth year, Teachtown MKE's work shows significant improvement in teacher attraction and retention and a notably more stable, nurturing, and innovative environment for students in Milwaukee Public Schools and beyond.

# KEY TO THE CITY

Key to the City is a Teachtown MKE initiative consisting of a card given to each educator that includes free admission and promotions to many of Milwaukee's cultural institutions. This passport to Milwaukee allows educators to explore our local amenities and offerings so they can infuse each of the cultural assets into their classroom activities. Key to the City not only partners with Milwaukee Public Schools but also engages all AmeriCorps education program members. 18 cultural institutions participate in Key to the City, providing thousands of dollars in benefits to each holder of the card.



# MKE SUCCEEDS

Milwaukee Succeeds was formed to address and fill the many opportunity gaps within our education system. These gaps - spanning cradle to career - required a collaborative, community response. The GMC convened over 300 community organizations to form a partnership using the Strive Educational Partnership model. The goals involved all children entering school prepared, succeeding academically, using postsecondary education or training to advance their opportunities beyond high school, and being healthy and supported so they can contribute responsibly to the Milwaukee community.

Milwaukee Succeeds recently narrowed its focus to seven core indicators proven to be the most important measures for improving outcomes for children. As part of the collaboration, the GMC continues to support the work of Goal 2 (College and Career Readiness) and two core indicators: postsecondary enrollment and postsecondary completion. The partnership overall continues to pay dividends, with notable improvements in indicators shown across the board.

# MKE FELLOWS

Milwaukee's relatively poor record of racial equity and inclusion results in a significant loss of young, diverse talent to other cities. This decades-old trend limits the availability of a viable 21st century workforce and limits community vibrancy. MKE Fellows seeks to reverse this trend by encouraging young, talented, diverse college students from Milwaukee to return from college for summer internships and offering opportunities for students to network with local business leaders. The students can involve themselves in an array of professional experiences that complement their academic studies, deepen local connections and position them for viable and strong post-graduation work and career opportunities in the Milwaukee area. In turn, MKE Fellows provides local companies with premier, direct access to Milwaukee's emerging, workforce-ready diverse talent.

## INNOVATION IN MILWAUKEE (MiKE) COUNCIL CO-CHAIRS

**Michael Lovell**  
President, Marquette University

**Jonas Prising**  
CEO, ManpowerGroup

**Todd Teske**  
Chairman, President & CEO, Briggs & Stratton Corp.

## EDUCATION CO-CHAIRS

**Mark Sabljak**  
Director, Corporate & Community Engagement,  
Milwaukee Film

**Nancy Sennett**  
Partner,  
Foley & Lardner LLP

## THE COMMONS

Talent is a strategic advantage for the State of Wisconsin, but we still face the issue of many students choosing to leave the state after graduation. As a solution to address the issue of this departing talent, The Commons was founded to create a strategic link between the region's most

innovative students, the academic community, and the business community to drive the growth of a strong talent pipeline and regional economy.

Through a blend of entrepreneurial thinking and innovation principles, plus a diverse network of

over 350 mentoring professionals, The Commons delivers a truly unique, real-world experience that allows students from 24 colleges and universities across southeast Wisconsin to work on an innovation challenge presented by a local company or explore their own startup idea.

## REIMAGINING HIGH SCHOOLS

Demands of the 21st century require honest assessments of high schools: their approaches, resources, student interaction, and much more. A 2015 Strategic Actioning Session brought together a cross-section of truly diverse leaders from the academic and business communities along with parents, students, and national thought leaders. These 62 individuals stepped out of comfort zones and fostered honest debate. The result was a new initiative, embracing a paradigm shift and new inputs. By spreading synergy, celebrating the

successful elements of MPS and welcoming support from the business and philanthropic communities to emulate success throughout the system, these 60+ collaborators defined basic goals, formed working groups and implemented some quick wins to serve as a launch pad for more accomplishments.

The GMC's longtime involvement with Bradley Tech dovetails with the efforts to Reimagine High Schools and serves as a proving ground. The GMC, M<sup>3</sup> partnership (MPS, MATC, UWM), and Bradley Tech's

administration incorporated goals such as improving on high-quality math, literacy, and career technical programs along with curriculum and applied experiences to graduate productive, lifelong learners who are college, career, and job ready. A notable increase in graduation rates, job and internship placement, industry partnerships, and "first choice" designation for middle school students in MPS have all come about from these efforts and are detailed in the Successes and Goals section of this report.



As a region, there is no greater challenge than broad economic development and prosperity. Comprehensive solutions and innovative developments must be implemented at all levels.

While many organizations focus on different, equally critical components of the region's economic development, the GMC serves a unique and complementary role through the work of its economic prosperity initiatives. The GMC increases the economic vibrancy of Milwaukee and strengthens its brand as a center of innovation and opportunity to attract and retain talent by using a thematic approach to economic development. This creates a powerful platform for companies to grow and positions the GMC as an innovative leader in the community, influencing the economic vitality of the Greater Milwaukee region.

We focus on macro issues - initiatives with broad and deep components, designed to spark systematic change. Often, our success is much greater than the sum of its parts, and while it can be felt down to the smallest employer, it is also recognized as changing the culture and conversation of the region. These GMC initiatives, together with public and private funders and their initiatives, drive economic development in Milwaukee.

The GMC is committed to bringing significant economic returns to our community in order to accelerate the region's growth and vitality.



# ECONOMIC PROSPERITY



# SUCCESSES & GOALS

## 2017 SUCCESSSES

- Recognized an individual and corporate winner for the fifth annual Mary Ellen Stanek Awards
- Graduated 12 companies from the Scalerator 4 cohort, bringing the total to 57 companies with combined projected annual revenues of \$276.4M in 2017
- Scalerator companies projected annual revenue growth of 26% over 2016
- Scalerator companies have made 600+ new hires since the start of the program in 2013, over 200 of which have been since January 2017
- Over a dozen Scalerator companies were designated as Future 50 companies
- Hosted 22 events including guest speakers Lieutenant Governor Rebecca Kleefisch, Craig Culver, Peter Feigin, Mark Hogan, Ulice Payne, Jr., and Peggy Troy
- Started the pilot SPARC program in partnership with JPMorgan Chase, the African American Chamber of Commerce, and WWBIC -19 minority and women owned companies participated with over 100 employees

## 2018 GOALS

- Host fifth Scalerator class in partnership with the University of Wisconsin-Milwaukee
- Continue to grow Scale Up membership, and continue to grow regular programs, events, and quarterly member meetings
- Host second SPARC cohort
- Launch pilot program aimed to increase size and number of minority owned SMEs
- Create a focused plan on how the GMC can best impact racial equity
- Expand Scale Up programming to increase resources for growing businesses
- Expand Scale Up programming to increase resources for growing businesses, including office hours and Guide to Growth



# FUTURE WORKFORCE

The GMC's Future Workforce Committee implements efforts designed to make Milwaukee a recognized region of choice for diverse talent and a model for effective workforce and inclusion practices.

The goals are both short- and long-term, impacting a diverse workforce across all levels of professional development from entry-level worker to CEO to the corporate boardroom using a combination of research, recognition, and initiatives.

The Future Workforce Committee annually presents the Board Candidate List and updates the corporate board diversity database, which is offered to companies seeking to diversify their boards. They also administer the workforce diversity survey and considers issues of minority and urban entrepreneurship.

Moving forward, the committee will further integrate into other GMC activities by convening the Supplier Diversity Task Force, promoting a "prep" course for potential Scalerator participants with a focus on minority and urban businesses, connecting with The Commons and working with initiatives like MKE Fellows at the student level and Scale Up Milwaukee at the entrepreneurial and small business level on talent development.

*Since my Scalerator 4 graduation in March 2017, we have started providing strategic and creative marketing services globally for two additional Fortune 500 companies. We have hired two new employees, and we anticipate hiring between three and four more within the next year. We expect these new relationships to continue to grow in 2018.*

*Carl Brown, President, RBK Healthcare Marketing, and SPARC Faculty*





# SCALE UP MILWAUKEE

Scale Up, at its very core, aims to advance inclusive economic prosperity in Milwaukee using entrepreneurial growth as a catalyst for economic development. By working directly with ambitious entrepreneurs, Scale Up Milwaukee helps companies grow, accelerating the environment that makes growth a core, self-sustaining part of the fabric of Milwaukee.

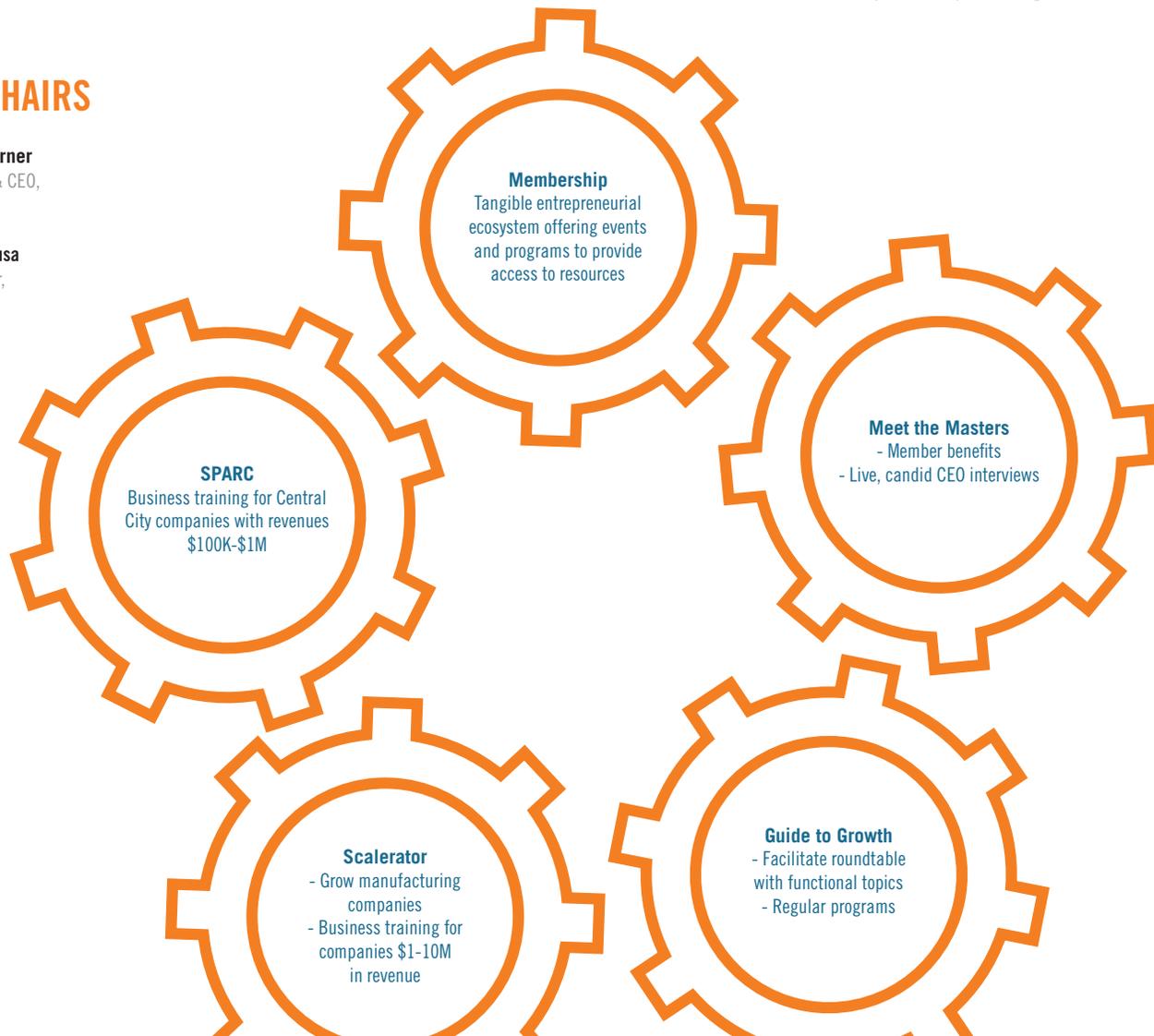
Scale Up Milwaukee demonstrates that our regional assets can be galvanized to recapture the economic vigor and realize the growth potential of the region's entrepreneurial companies, positively impacting job growth, the tax base, personal wealth, and quality of life. The social and economic benefits run throughout the community; already 57 Scalerator graduate companies have hired over 600 employees.

Using Babson College Professor Dan Isenberg's groundbreaking research on growth-oriented entrepreneurship, Scale Up Milwaukee convenes a diverse group of stakeholders, including private sector leaders, public officials, investors, entrepreneurs, university faculty, and local economic development support groups, to develop actionable strategies for high-growth, high-impact entrepreneurship in the region.

## CO-CHAIRS

**David Werner**  
President & CEO,  
Park Bank

**Jerry Jendusa**  
Co-Founder,  
STUCK



The power of place is undeniable. We play crucial roles in the design, creation, and support of public spaces that increase civic engagement and connect people across economic and social divides, accelerating success for people, neighborhoods, and the city.

Milwaukee is at a critical crossroads. We are experiencing once-in-a-generation development in and around downtown. This development is reshaping the skyline, creating denser business and residential districts, and providing new opportunities for civic amenities, transit, and neighborhoods.

GMC initiatives like Creative Placemaking, the Beerline Trail Neighborhood Development Project, the NEWaukee Night Market on Wisconsin Avenue, MKE United and the efforts of the Downtown Task Force have already generated visible and tangible benefits for Milwaukee. Coupled with this public- and private-sector development, tremendous opportunities lie before us for downtown and the adjacent neighborhoods, which can resonate through the entire city and beyond.



# VIBRANCY OF PLACE



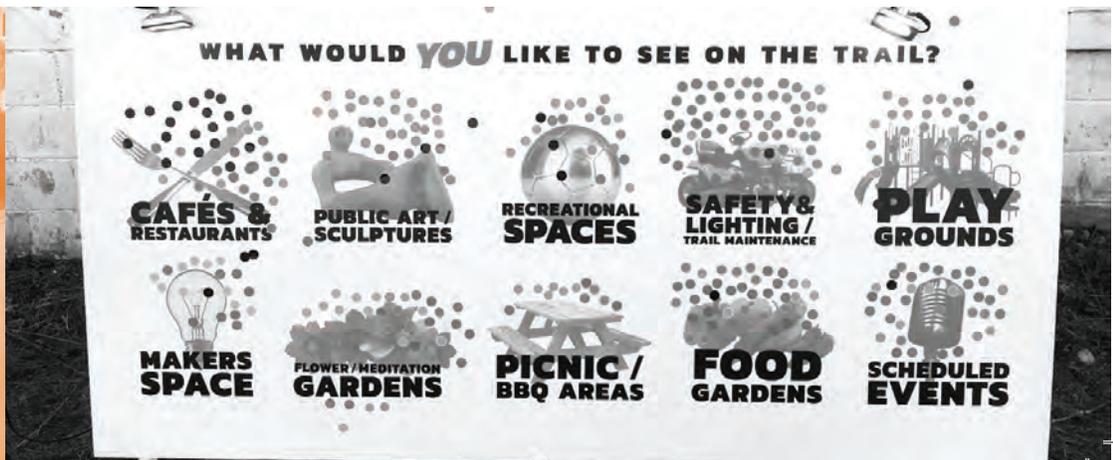
# SUCCESSSES & GOALS

## 2017 SUCCESSSES

- Increased neighbor engagement in Harambee and Riverwest by focusing on key catalytic projects
- Developed a linear park concept design for the Beerline Trail with Walter Hood of Hood Design, a nationally known public space designer
- Secured additional funding and technical assistance through national and local grants to fund the expansion of Creative Placemaking work
- Conducted 2,000+ interactions and engagements with residents, civic, neighborhood, and community leaders discussing the future of Milwaukee's Greater Downtown area
- From these interactions and engagements, developed Six Transformative Directions to serve as a roadmap for MKE United's action agenda focused on economic growth, equitable economic inclusion, neighborhood vitality, connectivity, and mobility

## 2018 GOALS

- Work with our community partners, residents, and the city to finalize the concept design and a funding plan for the Beerline Trail Linear Park for the Riverwest and Harambee neighborhoods
- Building on MKE United's Six Transformative Directions, host a Strategic Actioning Session to kick-off action planning in support of a 10-year shared and inclusive vision for the downtown and adjacent neighborhoods



# CREATIVE PLACEMAKING

The GMC formed the Creative Placemaking Committee in 2014 and has since become nationally recognized for its efforts. The National Endowment for the Arts led the way in creative placemaking and two organizations, ArtPlace America and the Kresge Foundation, provided grants to the GMC. In turn, local funding was leveraged to attract over \$2 million in funding over the past three years. Creative Placemaking projects employ new methods and tools

for designing and programming public spaces. The results are stronger neighborhoods, increased civic engagement, and connections across economic divides. These, in turn, foster economic prosperity and cultural vibrancy within communities, accelerating both the city's and neighborhoods' success.

One major project of the GMC's Creative Placemaking Committee is the Beerline Trail Neighborhood

Development Project. Developed with assistance from the Kresge Foundation and the Greater Milwaukee Foundation's Healthy Neighborhood Initiative along with other local support including the City of Milwaukee, MKE<->LAX, Riverworks Development Corporation, WWBIC, and LISC, the project initially worked to bridge real and perceived gaps between the Harambee and Riverwest neighborhoods.

## BEERLINE TRAIL NEIGHBORHOOD DEVELOPMENT PROJECT

The Beerline Trail Neighborhood Development Project is a group of collaborators, working on behalf of thousands of Harambee and Riverwest neighborhood residents, to invest in the Beerline Recreational Trail as a place-based, unifying force between the neighborhoods and a spine for redevelopment. Initiative areas for the Beerline Trail Neighborhood Development Project include a neighbor-centric park design; a stewardship plan; art and neighbor engagement; storybuilding; and, housing and resident resources to care for and develop new and existing properties along the trail. Today, the Beerline Neighborhood Trail is fostering true connections, spurring development, and offering a quality of life amenity across two neighborhoods in need.

As a vibrant public space, the trail serves as the symbol and the source of our focus on access and equity. We are amplifying these intersecting neighborhoods as a hub for artists, makers, and other creative entrepreneurs. This work celebrates the history of dedicated community-driven initiatives in both neighborhoods. This creative placemaking project is convened by the Riverworks Center and the Greater Milwaukee Committee in collaboration with the City of Milwaukee, the Harambee Great Neighborhood Initiative, MKE<->LAX, and other arts, cultural and community leadership. These collaborators formed the Guiding Lenses Group in 2014 to help facilitate connection and collaboration between stakeholders. This project is supported by

the Kresge Foundation, as well as the Greater Milwaukee Foundation's Healthy Neighborhood Initiative and other local support.

The project builds from work initiated through Creational Trails: The Artery, which was a collaboration among beintween, Greater Milwaukee Committee, Riverworks Center, the City of Milwaukee, MKE<->LAX and other local leadership. The initial project was supported by ArtPlace America. Additional funding has been provided by The Kresge Foundation, the Fund for Lake Michigan, the National Endowment for the Arts, the Greater Milwaukee Foundation, Prairie Springs: The Paul Fleckenstein Trust, the Milwaukee Arts Board, and the City of Milwaukee.



### CO-CHAIRS

**Ellen Gilligan**  
President & CEO,  
Greater Milwaukee Foundation

**Angela Damiani**  
President,  
NEWaukee

**J. Allen Stokes**  
Coordinator,  
Harambee Great  
Neighborhood Initiative

# DOWNTOWN TASK FORCE

## MKE UNITED

The GMC established the Downtown Task Force in 2015 to provide thoughtful leadership and civic guidance early in the evolution of proposed civic and infrastructure projects originating from the public and/or private sector. In partnership with the Mayor's Office, the Greater Milwaukee Foundation, and the Milwaukee Urban League, the GMC's Downtown Task Force has been conducting research and engaging the support of business, community, and civic leadership to design and roadmap policies, strategies and accountabilities to guide economic growth in downtown and its adjacent neighborhoods. MKE United was established in 2016 from these efforts, with a series of goals all focused on strengthening the area via economic, transportation, and cultural connections. 2017 saw development of

the MKE United Greater Downtown Action Agenda. It serves as a comprehensive planning process to implement this shared and inclusive vision for neighborhoods surrounding and including Downtown Milwaukee, supported by a Strategic Action Agenda to make it reality.

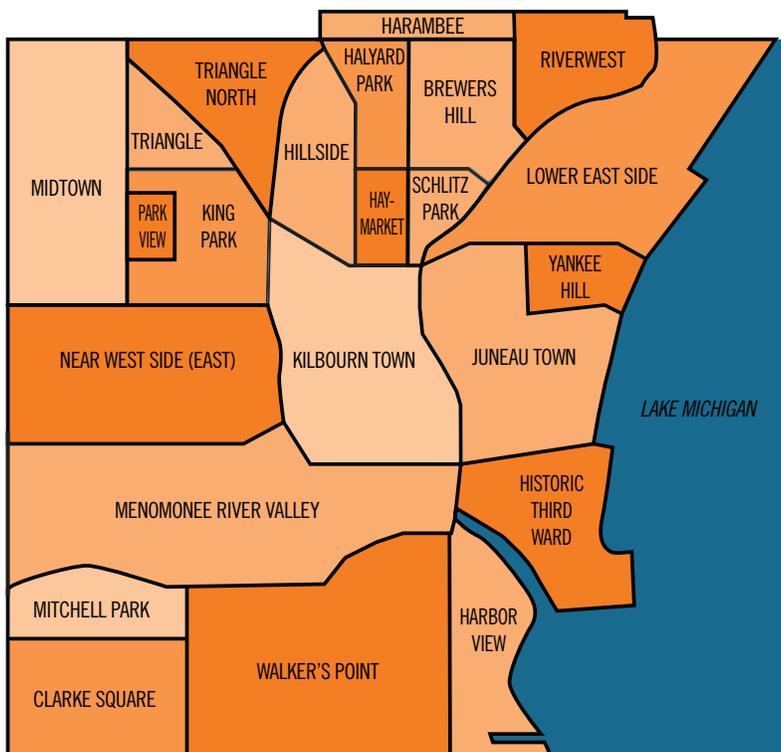
### This Agenda focused on Six Transformative Directions:

- Direction 1, WHO: "A Just Milwaukee"
- Direction 2, WORK: "Inclusive Growth"
- Direction 3, LIVE: "Authentic Neighborhoods of Choice"
- Direction 4, EAT, SHOP, PLAY: "The Fresh Coast Destination"

- Direction 5, MOVE: "Access and Mobility For All"
- Direction 6, ENGAGE: "A New Capacity to Engage and Act"

Details for each Direction on where we've been as a community, the new direction, and where we're going can be found at [MKEUnited.com](http://MKEUnited.com).

In addition to its work with MKE United, the GMC Downtown Task Force is assisting with the visioning and implementation of the Lakefront Gateway project. The Lakefront Gateway plaza connects Milwaukee with its waterfront, both physically and symbolically. The space will be activated by the citizens of Milwaukee through diverse programming and unique features.



### CO-CHAIRS

**Linda Gorens-Levy**  
Partner,  
General Capital Group

**Alex Molinaroli**  
Retired CEO,  
Johnson Controls

**Greg Wesley**  
Senior VP/Strategic Alliances & Business Development,  
Medical College of Wisconsin

## ACKNOWLEDGEMENTS

Our work could not be possible without the support of our members and partners. We appreciate your commitment to helping us make Milwaukee the best place to live, learn, work, play, and stay. A heartfelt “thank you” to all who go above and beyond!

African American Chamber of Commerce  
of Wisconsin  
Ansary Development Corporation  
Arts @ Large  
Associated Bank  
Astronautics Corporation  
Aurora Health Systems  
Bader Philanthropies  
Badger Meter, Inc.  
BMO Harris Bank  
Byline Bank  
Charter Manufacturing  
Church Mutual  
City of Milwaukee  
City of Milwaukee Arts Board  
Forest County Potawatomi  
Fund for Lake Michigan  
Generac Power Systems  
George Mosher  
Godfrey & Kahn  
GRAEF  
Greater Milwaukee Foundation  
Harley-Davidson  
Jerry Jendusa  
JPMorgan Chase  
Kohl's Corporation  
Kohler Company  
Kresge Foundation  
Madeleine & David Lubar Charitable Fund  
ManpowerGroup  
Marcus Foundation  
MillerCoors  
Milwaukee Bucks  
Near West Side Partners  
Northwestern Mutual  
Ogden & Company, Inc.  
Palermo's Pizza  
Park Bank  
PNC Foundation  
Prairie Springs: Paul Fleckenstein Trust  
Robert W. Baird Foundation  
Sargento  
Southwest Airlines  
Surdna Foundation  
University School of Milwaukee  
US Bank  
We Energies Foundation  
Wells Fargo  
Wisconsin Arts Board  
Wisconsin Economic Development Corporation  
Workshop Architects Inc.  
WWBIC

## THE COMMONS

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Thank you to the universities and colleges that support The Commons and provide great opportunities for our region's college students in innovation and talent development. We appreciate you!

Alverno College  
Bryant & Stratton College  
Cardinal Stritch University  
Carroll University  
Carthage College  
Concordia University  
Edgewood College  
Gateway Technical College  
Herzing University  
Lakeland University  
Lakeshore Technical College  
Madison College  
Marian University  
Marquette University  
Medical College of Wisconsin  
Milwaukee Area Technical College  
Milwaukee Institute of Art and Design  
Moraine Park Technical College  
Mount Mary University  
MSOE  
Silver Lake College  
UW Extension  
UW-Fond du Lac  
UW-Madison  
UW-Manitowoc  
UW-Milwaukee  
UW-Parkside  
UW-Sheboygan  
UW-Washington County  
UW-Waukesha  
UW-Whitewater  
Waukesha County Technical College  
Wisconsin Lutheran College

In 2018, the GMC celebrates 70 years of member efforts and collaborations with public and private entities to get things done. From brick-and-mortar civic and cultural amenities to addressing complex quality of life issues, the GMC has generated quite a legacy.



## IN MEMORIAM

### Sister Joel Read

December 30, 1925 - May 25, 2017

On May 25 of this past year, we lost a long-time member of the Greater Milwaukee Committee, Sister Joel Read. Born Janice Anne Read in Chicago on December 30, 1925, she was inspired to teach and answer the call to religious life by the nuns in her elementary and high school. Her religious name is a portmanteau of her parents' names, Joseph and Ellen Read.



Sister Joel came to Milwaukee for her bachelor's degree at Alverno College, which she earned in 1948. After completing a master's degree in history from Fordham University in New York and pursuing doctoral-level work, she returned to chair Alverno's history department in 1955. By 1968, she had risen to the role of president.

As president of Alverno, Sister Joel introduced a trailblazing abilities-based curriculum and assessment-as-learning approach, a hallmark that continues to distinguish Alverno graduates today and the school's reputation around the world.

Her role as a founding member of the National Organization for Women (NOW) in 1966 as well as her ongoing impact on education resonated all the way to the top: President Ford appointed her to the National Commission on the Observance of International Women's Year in 1975, President Jimmy Carter appointed her to the National Council on the Humanities, and Presidents George H.W. Bush, George W. Bush and Bill Clinton all invited her to the White House to discuss educational policy during their tenures. The 1986 book *The Many Lives of Academic Presidents: Time, Place, and Character* singled her out as one of a handful of college presidents who broke educational ground over the previous 100 years.

Sister Joel retired as Alverno College's president in 2003. Her love for teaching and community continued, in part through her diligent work with the GMC. Co-chairing the GMC's Education Committee, she led the way in 2008 for MPS Strategic Plan development – the same plan that hatched so many of today's successful initiatives.

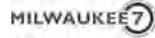
Despite health issues limiting mobility over the previous nine years, Sister Joel actively participated in the GMC with the continuing vigor that embodied her spirit and earned her high respect and admiration across the community. She passed away on May 25, 2017, at the age of 91. Her legacy in education, with NOW, trailblazing as one of the first female members in the Greater Milwaukee Committee, and her work in this community, continues to positively impact thousands every year, as it will for eternity.

We look forward to building on this legacy and thank all our members for their work, love, and support of our community.



**2001**  
Miller Park opens

**2005**  
Milwaukee 7 initiative unites seven counties around an agenda to grow, expand, and attract world-class businesses and talents



**2006**  
Regional Transit Authority established

**2007**  
Inner City Growth Awards (now Diversity in Business Awards) begin



**2008**  
Creative Alliance Milwaukee audits cultural assets and develops new strategic plan



**2008**  
BizStarts Milwaukee forges region-wide approach to assisting entrepreneurs (bizstarts.com)



**2007**  
MPS approves new Strategic Plan as first full four-year class graduates from Bradley Tech High School



**2009**  
Launch of The Water Council (thewatercouncil.com)



**2010**  
Milwaukee earns its first "Well City USA" designation followed by a second designation in 2015, the first city in U.S. to win this twice



**2011**  
Effective Government Committee champions fiscal and governance improvements in county



**2014**  
The Commons connects regional university and college students with companies to apply entrepreneurial teachings and improve talent development & retention (thecommonswi.com)

**2013**  
Teachtown MKE and Key to the City launched, improving teacher retention rates in Milwaukee

**2012**  
Diversity & Inclusion Toolkit enhances companies' diversity recruitment

**2011**  
Milwaukee Succeeds launches



**2014**  
Guiding Lens Group formed to facilitate the Beerline Trail Neighborhood Development creative placemaking project in Harambee and Riverwest neighborhoods

**2015**  
MKE United Strategic Action Agenda launched to create a shared and inclusive vision for the Greater Downtown (mkeunited.com)



**2017**  
Scale Up Milwaukee companies project \$270M+ in revenue, over 600 new jobs in the region





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