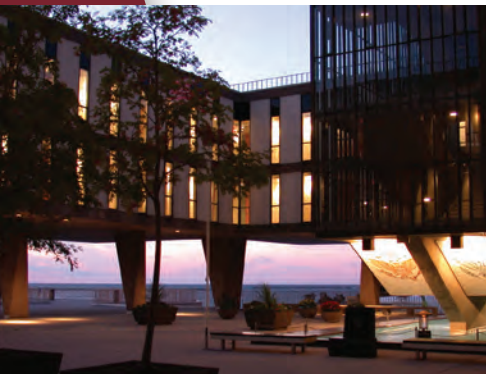




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2014 Annual Report
War Memorial Center





Dear War Memorial Center Friends & Supporters:

It is a great pleasure to review significant events that have transpired during the 18-month period ending December 31, 2014. On July 25, 2013, Milwaukee County approved funding to address significant deferred maintenance of our building, as well as continued operational support. We anticipate the building being in tip-top shape within the next few years, which is how long it will take to complete the repairs. Many thanks to the County Executive and Board of Supervisors.

2014 was also a year of great progress as private fundraising for Operation Renew kicked into high gear. A focal point of the Operation Renew campaign is the complete renovation of Veterans Courtyard. It has been under construction all winter and we are planning a re-dedication ceremony on May 29, 2015. We believe you will be impressed. Other Operation Renew improvements completed include restoration of the West Facade Lewandowski Mosaic Mural and new lighting on the Abraham Lincoln statue — all on time and under budget.

Government-wise, we have a new board of directors, which meets on a monthly basis. We conducted an all-day planning session, resulting in a strategic plan which you will find in this annual report. Among our numerous new undertakings, we engaged an outside consultant to conduct an internal fundraising assessment and campaign feasibility study. As a result, we added a development director to our staff and commenced an energetic campaign. Our first fundraising effort in over fifteen years resulted in donations of approximately \$900,000 which means we will be able to pay the Veterans Courtyard renovation project bill in full. We also engaged a marketing and public relations/public affairs campaign expert to help tell our story, which had been hidden.

Operation-wise, we continue to perform at a high level. During 2014, we had approximately 800 events, of which 150 were veteran-related, with a total of approximately 132,000 people visiting the facility during the year.

We will continue to provide programming that benefits our veterans and active military along with new initiatives such as our educational outreach program. In fall of 2014, we ran a pilot program for youth that touched on topics of duty/honor/country, patriotism, and sacrifices made by veterans. This program was extremely well received and we look forward to growing this endeavor.

Reaching out to the community last year, we were instrumental in helping launch the Latino Veterans Legacy of Valor Project, which was very well attended and will become an annual event. We also participated financially in the MacArthur Memorial Week activities, supported numerous veteran's job fairs, became a community partner for the Milwaukee Film Festival, and embarked on an ambitious plan to collect video histories from veterans.

Our view of the future for the War Memorial Center is exciting. Our new Friends of the War Memorial program is growing every week and we look forward to engaging with these new supporters in fun and innovative ways. We are working on integrating mobile technology to provide self-guided tours for guests starting this summer. Our goal is to make the Milwaukee County War Memorial Center a national model of excellence - we know we are capable of accomplishing that goal and will exert ourselves to reach it. You can be proud of what is happening here.



Michael M. Berzowski, Chairman
War Memorial Board of Trustees



David Drent, Executive Director
Milwaukee County War Memorial



General MacArthur statue moves to new home at WMC.



4th annual Purple Heart Day of Honor held at WMC.



Steel beam from Twin Towers takes center stage at 9/11 Ceremony.



Fernando Rodriguez honored with first annual Latino Veteran Legacy of Valor award.



51st Annual Veterans Day Parade and Day of Honor.



WMC kicks off Veterans Story Project.



Medal of Honor recipient Gary Wetzel named Veteran of the Year.



60 people gather to recite Gettysburg Address at WMC's Lincoln statue.



Vietnam Veteran & TMJ4 meteorologist John Malan and WMC Trustee Pete Pochowski help record new WMC Welcome Video.



Another sold-out crowd for July 3 Fireworks party on Fitch Plaza.



Local High School military enlistees honored during MacArthur Statue dedication.



149th annual Memorial Day Parade route ends at WMC.

Operation Renew Timeline

Operation Renew began as a desire to return the WMC to its original grandeur. Lack of funds to properly maintain the facility over many years led to an unacceptable state of disrepair. Besides the potential of being unsafe for visitors, the deteriorating infrastructure was making it increasingly difficult to conduct dignified military ceremonies and civic events.

2013



July 2013: Milwaukee County approves funding to address significant deferred maintenance.



Fall 2013: Restoration to the west facade Lewandowski Mosaic Mural & lighting of the Lincoln Statue.



January 2014: New Friends of the War Memorial Program begins to build supporter base.



April 2014: Operation Renew Veterans Courtyard plans revealed.



May 2014: WMC launches new website warmemorialcenter.org.

2014



December 2014: 35 foot diameter granite Ring of Honor installed in Veterans Courtyard.



November 2014: Buses of school children visit WMC for new education program.



November 2014: \$500,000 gift from Bradley Foundation and another \$100,000 gift from Albert O. Nicholas.



October 2014: Operation Renew construction in full swing. Press conference held.



September 2014: Milwaukee Rotary Club pledges first major gift of \$100,000 for Operation Renew.

“In tribute to those who did their duty as God gave them the light to see that duty...”

*Douglas MacArthur
General of the Army*

Operation Renew Donors



The Lynde and Harry
BRADLEY FOUNDATION

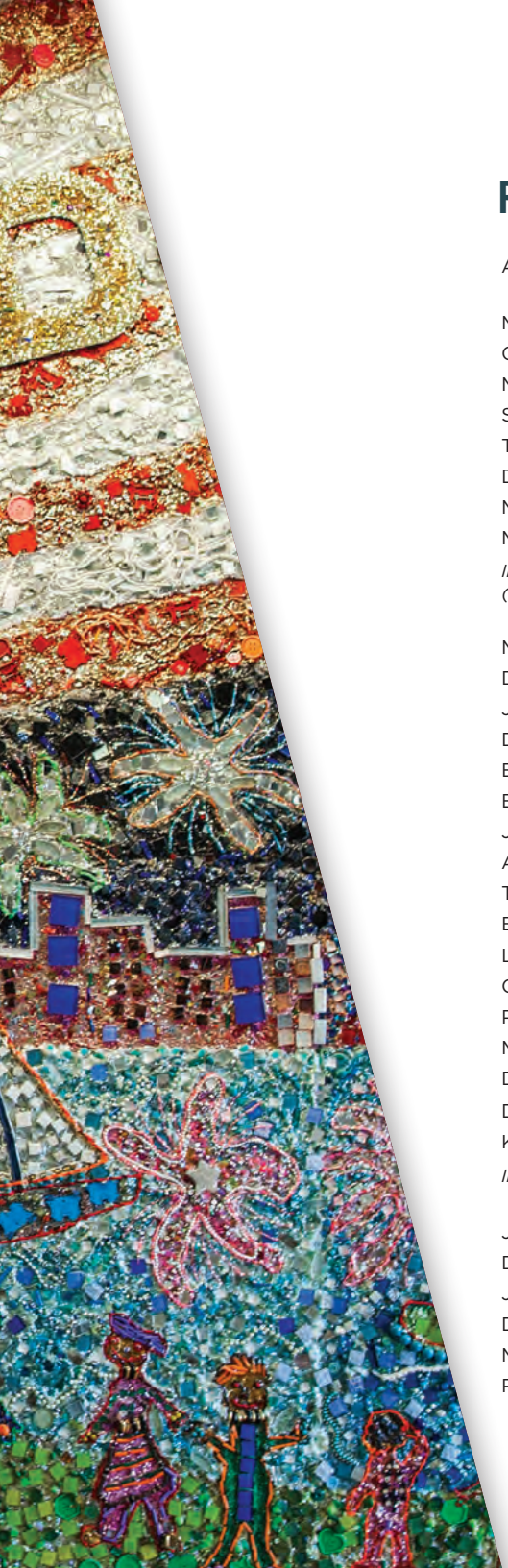


Albert O. Nicholas



Rotary Club of Milwaukee
Leaders Making a Difference

James B. & Lois R. Archer Charitable Foundation
Baird Foundation
Paul Bialk
David Bishop
Bonau-Whereatt Post #69
Chipstone Foundation
Bill Christofferson
Department of Veterans Affairs
Elizabeth Elser Doolittle Trust
In Memory of Rose Drent
Ralph Evinrude Foundation
Toni Holland
Dorothy Inbusch Foundation, Inc.
Jack Norman Catering
Juneau Wisconsin Post 15
Laurieann Kildegaard
Stan Kogutkiewicz
Milwaukee Armed Forces Council
Charles D. Ortgiesen Foundation
Oyam Community Institute
Richard Pieper
Col. Peter & Isabelle Pochowski
Jerry & Mary Kaay Roberts
Bert L. & Patricia S. Steigleder Charitable Foundation
In Memory of Otto Stibbe
Joyce Stibbe
Richard Vallin
Yontz Valor Foundation



Friends of the War Memorial and General Donations

Association of the United States
Army Milwaukee Chapter

Michael Balistriere

George Banda

Michael Barber

Steven Barney

Ted Barthel

Donald Baumgartner

Michael Benton

Michael Berzowski

*In Honor of MG Michael G. Berzowski
(USA Ret.)*

Donald Dennett

Margie Birdsell

Deanna Braeger

Joan Brengel

Donald & Kathyran Brown

Brenda Brown

Bruce Ramme

John & Murph Burke

Anthony Busalacchi

Thomas Cannon

Bill Christofferson

Lauri Comstock

Concours Motors, Inc.

Patrick Cory

Mary Ann Dacquisto

Dirk Debbink

Dental Associates

Kenneth Derdzinski

*In Honor of Ken & Aurora Derdzinski
Mike & Karen Derdzinski*

Jerry Domrose

David & Debbie Drent

John Drent

Donald Dunbar

Mike Farrell

Raymond Franecki

*In Honor of SGM Raymond T. Franecki
(USA Ret.)*

Donald Dennett

Ann Fritsch

George Gaspar

In Honor of George Gaspar

Mary Henke

In Memory of Melvin B. Geisler

Gary Geisler

Michael Good

*In Memory of Nicholas Goetten
Bob Goetten & Margaret McCormick*

William Goralski

George Gorton

Randall Gosh

Craig Graybar

Margaret & Wayne Hader

Stephen Hagen

Dean Hekel

Herbert H. Kohl Charities

Jackie Herd-Barber

Toni Holland

Hot Water Products

William & Mary Alice Houghton

Robert Hunt

Sandra Jenkins

Steve Jorgensen

Ellie Kaczmarek

Judith Kasza

Robert Kelly

William Krieger

Elizabeth Kryst

Dennis Kuester

Roy LaBudde

Louise Ladd-Whitson

Glenn Langer

Chuck Lund

Holger Machwitz

Michael & Ellen Malloy

In Honor of Willie Mastopietro

Ted Hutton

In Memory of William F. McCormick Jr.

Bob Goetten & Margaret McCormick

Thomas McCutcheon

Mike & Karen Derdzinski

Military Order of World Wars

Mark Millard

Detlef Moore

Hugh Morgan

George Mosher

Chas Mulcahy

Frederick Muth

David Newell

Jerry Nickels

In Memory of John Ogden

Peter Ogden

Philip Pape

Andrew Paretti

Eduardo Paz

Bob & Jean Peashey

Curtiss Peck

Creamheld Pepito

William & Sheri Perry

Tom & Diane Plantenberg

*In Honor of Col Peter Pochowski
(USA Ret.)*

Donald Dennett

In Memory of William R. Ramme

Bruce Ramme

In Memory of William Randall

Wendy Randall

Atheilia Rechten

Industrial Resales

Renee Riddle

Patrick Romero

Ronald Scott

Robert Ronge

George Rooney

In Memory of Donald E.

Rosenbauer CSM (USA Ret.)

Jean Rosenbauer

Donald Dennett

Col. Peter & Isabelle Pochowski

Paul Sackmann

Andrew Schlidt

Tim Schoessow

Goldie Schuh

James Schuler

Ronald Scott

Gwendolyn Sheppard

Thomas Skalmoski

Ken Skowronski

Roy Walter Smith

Johnny L. Smith

Southeastern WI Chapter of the

Military Officers Assoc. of America

Gerald Stern

Warren Stumpe

Richard Teerlink

Edward Tonn

Jerome Tutaj

Richard Vallin

Wendy Randall

Thomas Wieland

James Wigdale

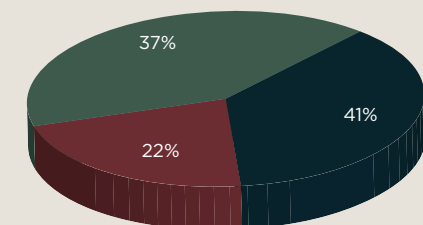
S. Alan Williams

Robert Zigman

Whyte, Hirschboeck, Dudek

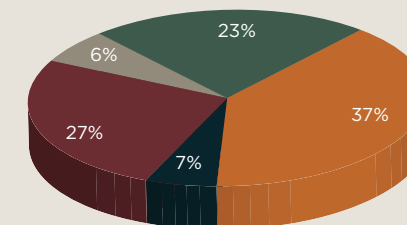
Financial Statements

Revenue \$2,249,120



■ Earned Revenue, \$918,861
■ County Support, \$486,000
■ Grants, Donations, Memberships, \$844,259

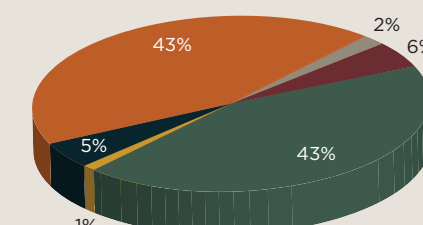
Expenses \$1,445,097



■ Personnel, \$539,169
■ Professional Fees, \$94,541
■ Facility, \$385,325
■ Administrative and Advertising, \$90,882
■ Programming, Fundraising, Capital Expenses, \$335,180

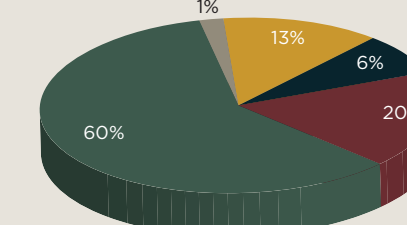
Statistics

Attendance 148,377



■ War Memorial, 3,286
■ Veteran, 8,139
■ NonProfit, Civic, Education, 64,178
■ Corporate, 878
■ Private, 7,996
■ General Public, 63,900

of Events 802



■ War Memorial, 48
■ Veteran, 158
■ NonProfit, Civic, Education, 479
■ Corporate, 12
■ Private, 105

Milwaukee County War Memorial Center - Strategic Plan

Motto: To honor the dead while serving the living.

Vision: We provide the community a vibrant memorial facility paying tribute to those who died in the service of our country while honoring all veterans.

Mission: To provide a solemn setting where

- people can pause to reflect on the sacrifices made by the men and women of our armed forces
- military, civic, social events and ceremonies are conducted
- patriotism of our youth is nurtured

Goals and Objectives: Our Vision and Mission are attained through

1. A financially stable organization
 - Effective and efficient utilization of funds.
 - Development of programs that provide the revenue necessary to support the mission
2. Community awareness and engagement
 - Promote the Organization's Mission and Vision
 - Promote the programs, facilities, services and educational aspects of the organization
3. Sustained governmental engagement and organizational governance
 - Promote governmental relationships with city, county and state entities as required
 - Annually review the contractual agreements and by-laws of the organization
4. Provision of memorable and meaningful experiences
 - To nurture the patriotism of our youth through memorials, ceremonies and programs
 - Provide educational programming for the general public
5. Stewardship of an iconic Milwaukee landmark and campus
 - Establish partnerships with lakefront stakeholders
 - Maintain a first-class facility
6. Secured partnerships with the veterans services community
 - Support Veteran Service Organizations by providing a location for meetings and events
 - Collaboration and joint promotion of veteran activities and events

Board of Trustees

Michael M. Berzowski
Chairman
Weiss Berzowski Brady

Peter P. Pochowski
Vice-Chairman
*Wisconsin School Safety
Coordinators Association*

Andrew J. Schlidt III
Secretary
Whyte Hirschboeck Dudek

Richard T. Vallin
Treasurer
*Advanced Manufacturing
Technologies, Inc.*

Michael Balistriere
*Milwaukee Area Labor Council
(AFL-CIO)*

Ted J. Barthel
Whyte Hirschboeck Dudek

Bill Christofferson
Retired

Matthew J. Flynn
Quarles & Brady

George J. Gaspar
Retired

Jacqueline Herd-Barber
Community Volunteer

Toni Holland
Time Warner Cable

Stan Kogutkiewicz
*State of WI Local Veteran
Employment Representative*

Gwen Sheppard
Major, USAF, Retired

Lynn Sprangers
Mount Mary College

John Weishan, Jr.
*Milwaukee County Board
of Supervisors*

David Drent
*War Memorial Center
Executive Director*

Re-Dedication Ceremony of Veterans Courtyard

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

May 29, 2015 • 3:30pm

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

All are welcome!



Milwaukee County War Memorial, Inc.
750 N. Lincoln Memorial Drive
Milwaukee, Wisconsin 53202
warmemorialcenter.org