



freedom valor heroes sacrifice service
operation renew honor freedom valor heroes
sacrifice service operation renew honor
freedom valor heroes sacrifice service
operation renew honor freedom valor heroes
sacrifice service operation renew honor
freedom valor heroes sacrifice service
operation renew honor freedom valor heroes
sacrifice service operation renew honor
freedom valor heroes sacrifice service
operation renew honor freedom valor heroes
sacrifice service operation renew honor

2016 Annual Report
War Memorial Center



Caution: If you have not visited the War Memorial in the past few years - you may not recognize it!



Veterans Board for LZ: While planning LZ War Memorial Center, we enlisted the help of an honorary board of Vietnam veterans. Their help was invaluable.



Custom Tours: We customize tours for all sorts of groups of all ages. Our education program is bringing new people to visit the WMC. War Memorial Center education and outreach provided programming to more than 1,300 in 2016.



History Wall Installed: WMC proudly tells its fascinating story with this new display outside our offices on the third floor.



\$10,000 Grant: WMC Executive Director David Drent accepts grant from Wisconsin Dept. of Veterans Affairs with Gov. Scott Walker, State Rep. Jonathan Brostoff, and WDVA board member Larry Kutschma.



Mettle and Honor Screening: MPTV holds a panel discussion with veterans and screening of its second documentary based on interviews from our Veterans Story Project.



Retirement Ceremony: The WMC is a stunning location for numerous military change of command and retirement ceremonies throughout the year.



LZ WMC Float: WMC builds a float for Milwaukee's annual Memorial Day Parade to promote our special tribute to Vietnam veterans.



WMC Road Show: In-school Veterans Day programming impacts more than 650 students in two school districts and results in more than 150 cards for veterans at the VA Hospital.



Memorial Day: After every Memorial Day parade, the crowd moves to Veterans Courtyard for a Memorial Day ceremony.



Doors Open: WMC participates in Doors Open MKE for a second time, welcoming some 700 people. Historic military vehicles on display were a big hit!



Vietnam Veterans Memorial: Ceremony honors the 25th anniversary of the dedication of the Southeast Wisconsin Vietnam Veterans Memorial.



"Birdcage" Renovation: Work begins on the signature staircase affectionately known as the birdcage. The \$800,000 project is funded by Milwaukee County.

The Renewal Continues... Dear War Memorial Center Stakeholder:

After an extremely successful 2015, in which major renovations to the War Memorial Center were completed, we continued into 2016 with an equally aggressive agenda. Our new year began with the important hiring of Vicki Chappell as our Director of Development. Vicki brings a long record of success in her field, and with her expertise we are confident that we can continue to enhance the WMC experience with new displays, programs and activities. We were also proud to add new Board of Trustee members: Pat Romero (Navy veteran and Chairman of the Veterans Board), Robert Cocroft (retired Army brigadier general), Michael Grebe (former Army officer and Chairman of the Bradley Foundation), Michael Gibson (retired Army lieutenant colonel and Marquette ROTC Program Director), and Andy Gordon (former Army captain and West Point graduate).

We are very proud that our most sacred area in Veterans Courtyard now features a memorial to Gold Star Families, honoring the families of the 3,481 from Milwaukee County who have been killed in action. In the presence of several Gold Star Family members, the new elegant memorial was dedicated at a special event on November 5, following the Veterans Day Parade. John Witmer, who lost his daughter Michelle; Jeanine Sijan-Rozina, who lost her brother Lance; and Janice Dahlke, who lost her son Randy, were our special guests and helped unveil the monument.

Tragically, not all of our service members are accounted for. To honor them, we placed a *Missing Man Table* that recognizes we still have Wisconsin service men and women who are missing in action (MIA) or are prisoners of war (POW). We also started a committee to complete this project to ensure they are never forgotten. Ever.

In the summer, we had the authors of the hit book *We Gotta Get Out of This Place* speak to more than 200 veterans and families. The book is a musical tribute to the vets of the Vietnam War and our event was an informative, humorous, and yes, a cathartic experience for all. We then took full advantage of our newly expanded plaza where we continued our tribute with 400-500 of our closest friends and supporters. We ended our summer activities by presenting the WMC's first Patriot Award (by unanimous vote) to Michael Grebe for his decades-long support of Milwaukee's veterans and the War Memorial Center.

We kicked off the fall with our second Doors Open Milwaukee event that brought 700 visitors to our site. Perhaps the signature event of the year for us was the cutting edge *Cyber Security Symposium* and dinner. Nearly 200 local business

representatives, technical experts, and ordinary citizens who were concerned about this ever-increasing threat to our national security participated.

We also held our Second Annual War Memorial Center Golf Outing. Under the leadership of Laura Brushel, Kristin Pochowski, and Shawn Leet, more than 80 golfers helped raise money for the MIA/POW display that is under development. We also wish to thank the friends and the loyal customers of the *Stone on KK* for making this event a success.

This past fall we began reconstruction on our glass-enclosed staircase, the last of the major reconstruction projects that will restore the WMC to its original appearance. We are especially proud that this iconic Milwaukee landmark will look as it did when it was dedicated in 1957.

One of our last official acts of 2016 was to hire our Education Coordinator Kristen Scheuing who has added a much-needed spark to our education plans. Other events in which the WMC participated was the 25th Anniversary of the Vietnam Memorial, further development of the MacArthur Project, the Purple Heart Ceremony, 9/11 ceremony, MPTV screening, and Veterans Day Dinner.

The first 60 years of the War Memorial Center were great, and we thank our community and financial supporters for standing by us through some tough times. Yes, the sun is shining down on us now and things are going very well. With almost 900 events and over 142,000 visitors in 2016, our staff and Board of Trustees is very pleased with our progress over the past few years. However, after reviewing the plans we have for 2017, symposiums, book signings, displays, etc., I assure you — you ain't seen nothin' yet! Come visit your *new* War Memorial Center soon. I promise you will like what we have done to the place.



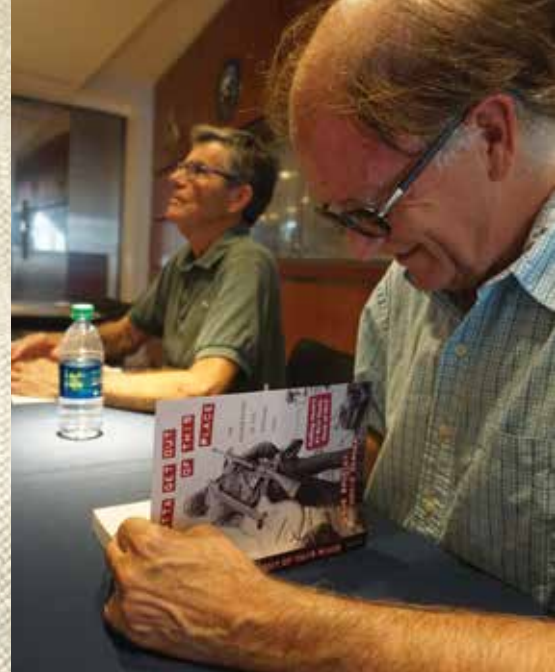
Peter P. Pochowski
Peter P. Pochowski, Chairman
War Memorial Center



David J. Drent
David J. Drent
WMC Executive Director



2016



LZ War Memorial Center: A Musical Tribute to Vietnam Veterans

On August 4, 2016, Fitch Plaza transformed into an Army base camp from the Vietnam era for this special event to recognize the 50th anniversary of the Vietnam War, and honor all who served. The free musical tribute event was inspired by *Rolling Stone Magazine's* No. 1 Music Book of 2015 *We Gotta Get Out of this Place: The Soundtrack of the Vietnam War* by UW-Madison professors Doug Bradley and Craig Werner. The authors talked about how and why U.S. troops turned to music as a way of coping with the war. Many veterans in attendance shared their stories of what favorite songs meant to them.

New Memorials at WMC



The Gold Star Family Memorial was dedicated on November 5 to honor those who lost a loved one in war. The new memorial has a place of honor in Veterans Courtyard, in close proximity to the Honor Roll, which pays tribute to the 3,481 from Milwaukee County killed in action since World War II. The Gold Star Family Memorial will remind all who visit that behind each of those names is a family forever changed.



The Missing Man Table Memorial was installed in Veterans Gallery at the beginning of 2016. This cherished symbol of all military and POW/MIA families has long had a place at numerous special events held at the War Memorial Center, but now it has a permanent home. We want to ensure they will never be forgotten.



War Memorial Center Donors

We are grateful for the support of our programs and operations in 2016 from the following donors:

Al Hurvis/Adamm Education Foundation
 Allied Veterans Council of Milwaukee County
 William and Patricia Alverson
 David and Carol Anderson Family Foundation
 Mike Ankenbrandt
 Anonymous Donors
 Glen and Elizabeth Armstrong
 Thomas and Betty Arndt
 Robert W. Baird and Co.
 George Baldus
 Salvadore and Chris Balistreri
 Michael and Jackie Barber
 Steven and Mary Barney
 Ted and Renee Barthel
 Donald and Donna Baumgartner
In memory of Joseph Bennett,
 Catherine Bennett
 Charles Berard, Jr.
 Marshall Berkoff
 Michael Berzowski
 Paul and Paula Bialk
 David and Eva Bishop
 Judith Boone
 Lynde and Harry Bradley Foundation
 Bradley Impact Fund — Michael Grebe
 Bradley Impact Fund — George and Julie Mosher Foundation
 Deanna Braeger
 Joan Brengel
In memory of Anton Brinza,
 Darla Hadel
In memory of Anton Brinza,
 Philip and E. Jane Pape
In memory of Anton Brinza,
 Col. Peter and Isabelle Pochowski, USA, (Ret)
 Brenda Brown
 John and Kathryn Burke
 C. Wylie Butler

Butters-Fetting Co., Inc.
 Cary and Barbara Cameron
 Joseph F. Campbell
 Gary and Norma Caputo
 Carroll University
 Vicki Chappell
 Chip and Alice Chipman
 Thomas Chua
 Robert Cocroft
 Janice Dahlke
 Ronald and Doreene De Villers
 Vice Adm. Dirk and Terry Debbink, USNR, (Ret)
 Dental Associates
 Lloyd Dickinson and Kristin Bergstrom
 Ralph and Loretta Dolata
 David J. and Debbie Drent
 John Drent
 Maj. Gen. Donald and Colleen Dunbar
 Thomas and Sandra Dunst
 Bill and Mary Eberling
 Jeremy Edson
 Jayson Edwards
 Albert J. and Flora H. Ellinger Foundation, Inc.
 Bruce and Renee Elliott
 Linda Faria
 Michael and Donna Farrell
 Glenn Fieber
 Heather Fields
 Paul and Murium Fine
 Bill and Claudette Finke
 First Business Bank
 Timothy and Roberta Flatley
 Sg. Maj. Raymond and Patricia Frannecki
 Frederic and Elizabeth Friedman
 Ann Fritsch
 Rick Fullington
 Fund for Lake Michigan
 George and Anna Clair Gaspar
In honor of George Gaspar,
 Gary Geisler
In honor of George and Anna Clair Gaspar,
 Kevin McDevitt
 Lt. Col. Michael and Cynthia Gibson, USA, (Ret)

Michael Good
 William and Ann Vollmer
 Goralski
 Craig and Helen Graybar
 Richard and Linda Green
 Green Bay Packers Give Back
 Wayne and Margaret Hader
 William and Marilyn Haker
 Robert and Vicki Hemke
 Mary Henke
 Toni Holland
 Charles and Jean Holmburg
 Husch Blackwell LLP
 Dorothy Inbusch Foundation, Inc.
In memory of Alvin Jankowski,
 Tom and Sharon Mack
 Todd Jaremko
 Lennart Johnson
 Johnson Controls Foundation
 Donna Jordahl
 Kristine Kadlec
 Jerome and Judith Kasza
 Timothy and Mary Keane
 Richard and Barbara Kelly
 Kenan and Sally Kersten
 Kenneth and Christine Kiel
 Laurieann Kildegaard
 Herbert H. Kohl Charities
 John and Marlene Kreilkamp
 Albert Lagore
 Eleanor Lee
 Ethan and Jill Lenz
 Terry Longo
 William Lucas
In honor of Ed Lutynski,
 William and Colleen Paulin
 Holger and Lana Machwitz
 Michael and Louise Mahoney
 John and Marian Malan
 Michael and Ellen Malloy
 Manheim Milwaukee
 Marquette University
 Kate Maternowski
 James and Janice McMahon
 Maureen Mertens
 Dana Meyers
 Milwaukee County
 Minact, Inc. — Imprest Fund

Rosemary Monroe
In memory of Basil Moore,
 Detlef Moore and Rochelle Bast
 Detlef Moore and Rochelle Bast
 Patrick and Jenny Moran
In memory of Richard Moreau Sr.,
 Theodore and Lynne Moreau
 Hugh and Diane Morgan
In memory of John Moses,
 Ted Fetting
In memory of Cpl. Randy Mueller,
 Janice Dahlke
 Justin Musil
 Frederick and Mary Ellen Muth
 Nagel Wealth Management
 Jerome Nickels
 Northwestern Mutual Foundation
 Michael Ogrodowski
 Charles D. Ortgiesen Foundation
 Enrique Pahn
 Philip and E. Jane Pape
 Park Bank Foundation, Inc.
 Frank and Lynn Parker
 Michele Patten
 Curtiss Peck and Susan Kostritza
 Creamheld Pepito
 Robert Pfeifer
 Pieper Electric, Inc./Ideal Mechanical
 Col. Michael Pierce, USAF, (Ret)
 Col. Peter and Isabelle Pochowski, USA, (Ret)
 Donald and Suzanne Potter
 Dorothy Randall
 Forrest Ratliff
 Clayton and Renee Riddle
 Donald and Sandra Rinzel
 Rockwell Automation
 Patrick Romero
 George and Carol Rooney
 Jean Rosenbauer
 Jim Schlater
 Andrew and Andrea Schlidt
 Dean and Diane Schmelzer

Gerard and Goldie Schuh
 Sensient Technologies
 Russell and Patricia Sereno
 The Sigma Group
 Francie Luke Silverman Foundation
 Ken Skowronski and Barbara Barbian
 Roy and Muge Smith
 Joyce Smith
 Gerald and Nancy Stern
 Peter and Elizabeth Stillmank
 The Stone Golf Outing
 Col. Warren Stumpe, USA (Ret)
 E. C. Styberg Foundation
In memory of Thomas Sweinberg,
 Thomas and Michele Tiffany
 Richard and Anna Teerlink
In honor of Roy and Gwen Thomas,
 Sandra Dunst
 John and Jane Thompson
 Richard and Darlene Trawicki
 Jerome Tutaj
In honor of U.S. Navy Veterans,
 Gerald and Nancy Stern
 Thomas and Judith VandenBoom
 Veterans Board of Directors
 Vietnam Veterans of America Chapter 324
 Barry Von Gulner
 Mark and Amy Waltz
 Weldall Manufacturing, Inc.
 Jude and Nora Werra
 Robert and Barbara Whealon
 Whyte Hirschboeck Dudek
 Whyte Lights Program
 Wisconsin Chapter First Marine Division Association
 Wisconsin Vietnam Veterans Chapter 1
In memory of Thomas Wynn,
 Ted Fetting
 Kelly Yang
 James and Karen Young

We gratefully acknowledge Operation Renew Donors:



Albert O. Nicholas

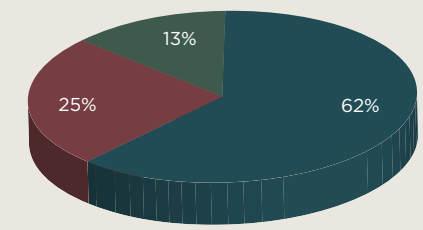


James B. and Lois R. Archer Charitable Foundation
 Baird Foundation
 Paul Bialk
 David Bishop
 Bonau-Whereatt Post #69
 Joseph F. Campbell
 Chipstone Foundation
 Bill Christofferson
 Elizabeth Elser Doolittle Trust
 David J. and Debbie Drent
 Rose Drent
 Ralph Evinrude Foundation
 Finnish American Society of Milwaukee
 George J. and Anna Clair Gaspar
In honor of George J. Gaspar,
 Salvadore J. Balistreri
 Greater Milwaukee Foundation's Walter and Olive Stiemke Fund
 Evan and Marion Helfaer Foundation
 Toni Holland
 Dorothy Inbusch Foundation, Inc.
 Jack Norman Catering
 Johnson Controls Foundation
 Juneau Wisconsin Post 15

In memory of Ib Kildegaard,
 Laurieann Kildegaard
 Laurieann Kildegaard
 Stan Kogutkiewicz
 MillerCoors
 Milwaukee Armed Forces Council
 Charles D. Ortgiesen Foundation
 Oyam Community Institute
 Park Bank Foundation, Inc.
 Richard Pieper
 Col. Peter and Isabelle Pochowski, USA, (Ret)
 PPC Foundation
 Jerry and Mary Kay Roberts
 Sensient Technologies
 Foundation, Inc.
 Bert L. and Patricia S. Steigleder
 Charitable Foundation
In memory of Otto Stibbe,
 Joyce Stibbe
 Christine Tischer
 Richard Vallin
 Wisconsin Department of Veterans Affairs
 Yontz Valor Foundation
 84th Division Alumni Association Ltd

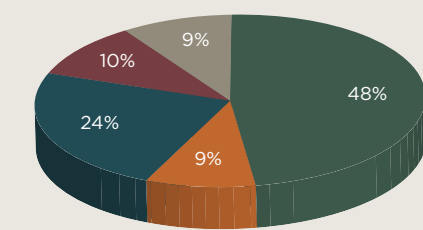
Financial Statements

Revenue \$1,950,502



- Earned Revenue - \$1,210,169
- County Support - \$486,000
- Donations & Grants - \$247,635
- Other - \$6,698

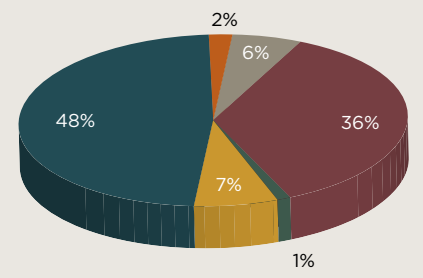
Expenses \$1,647,042



- Personnel - \$793,329
- Professional Fees - \$145,424
- Facility - \$389,822
- Administrative, Advertising & July 3 - \$160,761
- Programming & Capital Expenses - \$157,706

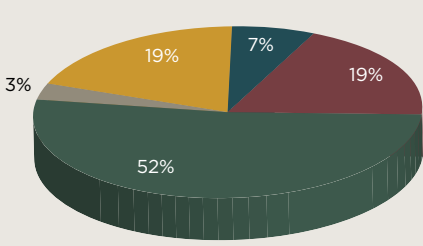
Statistics

Attendance 142,091



- War Memorial - 2,727
- Veteran - 8,411
- Nonprofit/Civic - 50,337
- Corporate - 1,715
- Private - 10,151
- General Public - 68,750

Number of Events 886



- War Memorial - 62
- Veteran - 168
- Nonprofit/Civic - 458
- Corporate - 27
- Private - 171

Space provided at no charge to veterans and active military organizations totals \$120,000.

Board of Trustees

Peter P. Pochowski
Chairman
Col., USA, Retired

Andrew J. Schlidt III
Vice Chairman
Husch Blackwell

Toni Holland
Secretary
Charter Communications

Patrick Romero
Treasurer
*Patrick Romero Sales
& Consulting*

Ted J. Barthel
Husch Blackwell

Robert A. Cocroft
Center for Veterans Issues

George J. Gaspar
Retired

Michael C. Gibson
Lt. Col., USA, Retired

Charles A. (Andy) Gordon
Godfrey & Kahn

Michael W. Grebe
Retired

Ethan D. Lenz
Foley & Lardner LLP

Creamheld Pepito
Northwestern Mutual

Michael N. Pierce
Col., USAF, Retired

Gwen Sheppard
Maj., USAF, Retired

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

David J. Drent
Executive Director
War Memorial Center

Board members who retired during 2016

Michael Balistriere, Milwaukee Area Labor Council, AFL-CIO

Leo C. Lesch, Waddell & Reed, Inc.

Lynn Sprangers, Mount Mary University

Save the Date for



CELEBRATE SERVICE ★ WAR MEMORIAL CENTER

at the War Memorial Center

Friday, August 25, 2017



Join us as we celebrate 60 years of honoring veterans
at the War Memorial Center.

- Live Music on Fitch Plaza
- Mess Hall Food
- Food Trucks



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