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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

2014 Annual Report
Milwaukee County 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 600 events, of which 150 were veteran-related, with a total of approximately 120,000 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 sacrifice 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 tour 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 Memorials

General MacArthur statue moves to new home at WMC.

95th Annual Purple Heart Day of Honor held at WMC.

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

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

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

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

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

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

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

Another soldier honored for July 3 Fireworks show for Atlanta event.

Local high school military cadets honored during MacArthur Statue dedication.

5,700 people gather to watch 9/11 Ceremony.

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

119th annual Memorial Day Parade route ends at WMC.

51st Annual Veterans Day Parade and Day of Honor.

Yet another veteran honored for July 3 Fireworks show for Atlanta event.

Another soldier honored for July 3 Fireworks show for Atlanta event.

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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.

Operation Renew Timeline

- **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.
- **Fall 2013:** Restoration to the west facade Lewandowski Mosaic Mural & lighting of the Lincoln Statue.
- **July 2013:** Milwaukee County approves funding needed to address significant deferred maintenance.
- **May 2014:** Operation Renew Veterans Courtyard plans revealed.
- **November 2014:** Buses of school children visit WMC for new education program.
- **January 2014:** New Friends of the War Memorial Program begins to build supporter list.
- **April 2014:** Operation Renew Veterans Courtyard plan revealed.
- **December 2014:** 35-foot diameter granite Ring of Honor installed in Veterans Courtyard.
- **November 2014:** $500,000 gift from Bradley Foundation and another $100,000 gift from Albert O. Nicholas.
- **May 2014:** WMC launches new website warmemorialcenter.org.
- **November 2014:** $500,000 gift from Bradley Foundation and another $100,000 gift from Albert O. Nicholas.

“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

- James & Lois R. Archer Charitable Foundation
- Bandt Foundation
- Paul Baik
- David Bishop
- B'nai B'rith Hiram Post #188
- Chipstone Foundation
- Bill Christofferson
- Department of Veterans Affairs
- Elizabeth Elser Doolittle Trust
- In Memory of Rose Dent
- Ralph Esteke Foundation
- Toni Holand
- Dorothy Inbusch Foundation, Inc.
- Jack Norman Catering
- Juneau Wisconsin Post 15
- Laumann Wright
- Stan Kogutkiewicz
- Milwaukee Armed Forces Council
- Charles D. Ortgiesen Foundation
- Oyam Community Institute
- Richard Pape
- Col. Peter & Isabelle Pochowski
- Jerry & Mary Kay 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

Mary Ann Dacquis
Laura Coms
Bill Christ
Thomas Cannon
John & Murph Burke
Bruce Ramme
Brenda Bratcher
Donald & Kaaron Brengel
Deanna Braeger
Donald Dennett
Mike Fitzgerald
George Freese
Lori Houghton
Wendy Randall
Mark Millard
Mike Good
Gary Geisler
In Memory of Melvin B. Geisler (USA Ret.)
In Memory of George Gaspar
George Gort
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