

2022 WAR MEMORIAL CENTER

ANNUAL REPORT



Medal of Honor recipient Gary G. Wetzel reflects on the new Wisconsin Medal of Honor exhibit.



HONOR THE DEAD – SERVE THE LIVING



The War Memorial Center is an experiential space unlike any other where our **heroes are honored, history is taught, warriors are healed**, events are celebrated, and memories are made.

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2022

ANNUAL LETTER

“Any Nation That Does Not Honor Its Heroes Will Not Long Endure.”

— *Abraham Lincoln*

Dear Friends,

We took President Lincoln’s quote to heart in 2022 and moved the War Memorial Center in an exciting new direction. The launch of Operation Advance set us on a path toward permanent exhibits for the first time in our history. We are pleased to report the success of phase one allowed us to open the Wisconsin Medal of Honor exhibit in Honor Gallery in August of 2022.

The exhibit transforms previously unused space in a corridor connecting the War Memorial Center to the Milwaukee Art Museum. This reimagined space is designed to honor our heroes, educate with history, and support the healing process by sharing the timeless stories and experiences of veterans.

Wisconsin’s Medal of Honor exhibit tells the stories of the 64 Wisconsin recipients since the Civil War who have been awarded our nation’s highest military decoration. They were farmers, shopkeepers, factory workers, sons and brothers. But when called to serve our country, they each did something extraordinary. It is our privilege to share their stories in hopes that they will inspire us all to reach our potential and create a better future for our state, our country and our world.

We are moving into phase two of Operation Advance to fund future interactive exhibits. These include one focused on POW/MIA (Prisoner of War/Missing in Action) and one centered on a Situation Room—a leadership lab where students and adult learners explore the characteristics of military exemplars throughout history.

Something for Everyone

The War Memorial Center continues to reintroduce itself to the community through a host of engaging events that have brought thousands of visitors to our beautiful lakefront home. From the awe-inspiring Memorial Day weekend **Field of Flags** to the return of the **Celebration of Freedom** July 3rd fireworks show after a two-year absence to the expansion of our summer beer garden, there is truly something for everyone at the War Memorial Center.

Thank you for helping us fulfill the mission that has guided us for 66 years: Honor the Dead by Serving the Living.

With much gratitude,

Daniel Buttery, President & CEO

Michael W. Grebe, Board Chairman



2022 AT A GLANCE



150,000
VISITORS



12,244
STUDENTS

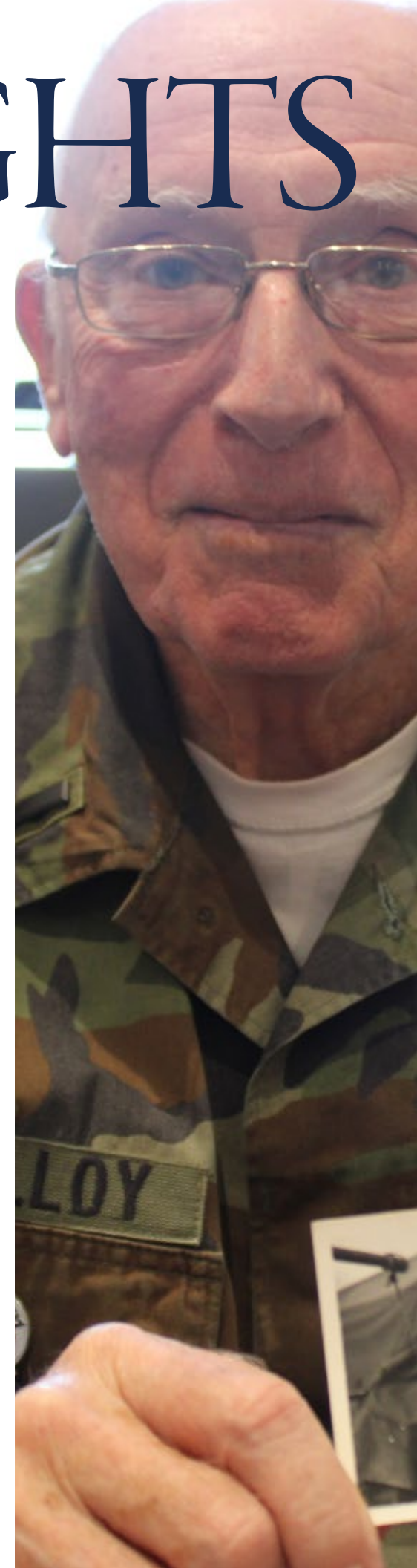
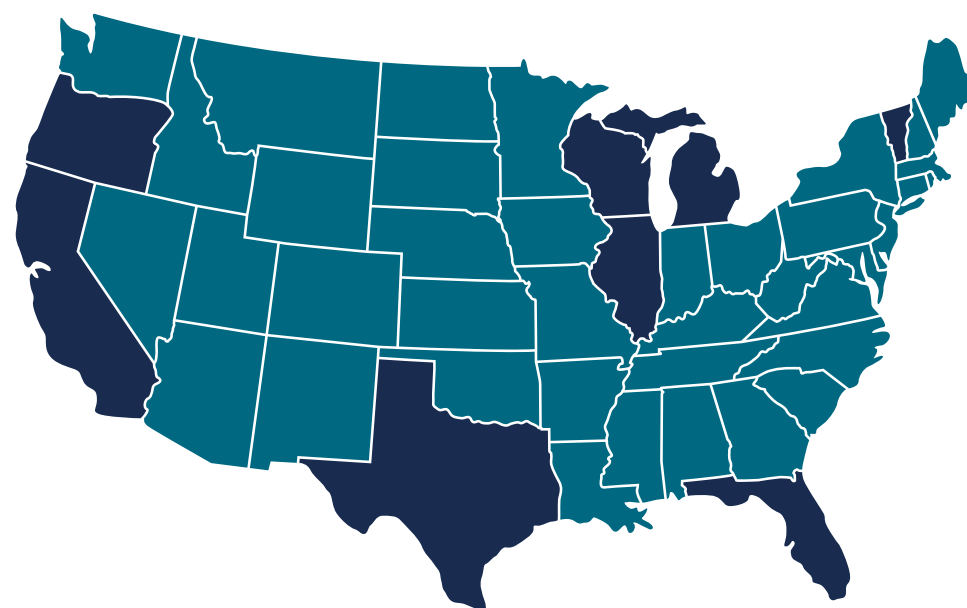


\$210,000
SERVICES

WMC provides services to the following organizations who utilize our building: USO, Paralyzed Veterans of America Wisconsin Chapter, Next18, National Association of Minority Veterans, Military Officers Association of America, Milwaukee County Veterans Association, Rotary, Kiwanis, Milwaukee Church of Christ, and many others.

HIGHLIGHTS

- ★ Wisconsin Medal of Honor Exhibit opens August 2022
- ★ Over 12,000 American Flags displayed over Memorial Day weekend during Field of Flags
- ★ New mental health and suicide prevention programs launched in 2022
- ★ WMC receives the MMSD Green Luminary Award for the parking lot renovation
- ★ July 3rd Fireworks Celebration of Freedom returns after 2-year absence
- ★ Record number of students served by our education programs
- ★ WMC digital lesson plans serve 2,500 students across 8 states





THE WISCONSIN MEDAL OF HONOR EXHIBIT

64 STORIES OF COURAGE

“NEVER IN THE FIELD OF HUMAN CONFLICT WAS SO
MUCH OWED BY SO MANY TO SO FEW”

—WINSTON CHURCHILL



Janine Sijan Rozina, Medal of Honor Recipient Gary G. Wetzell, and WMC President/CEO Dan Buttery cut the ribbon for the Wisconsin Medal of Honor Exhibit grand opening August 2022.

2022 marked a new and exciting direction for the War Memorial Center. For the **first time in our history** we developed a permanent exhibit. The Wisconsin Medal of Honor exhibit in Honor Gallery transforms previously unused space and is designed to **honor our heroes, educate with history, and support the healing process** by sharing the timeless stories and experiences of veterans.



GALLERY OF HONOR
HONORING WISCONSIN'S
MEDAL OF HONOR RECIPIENTS



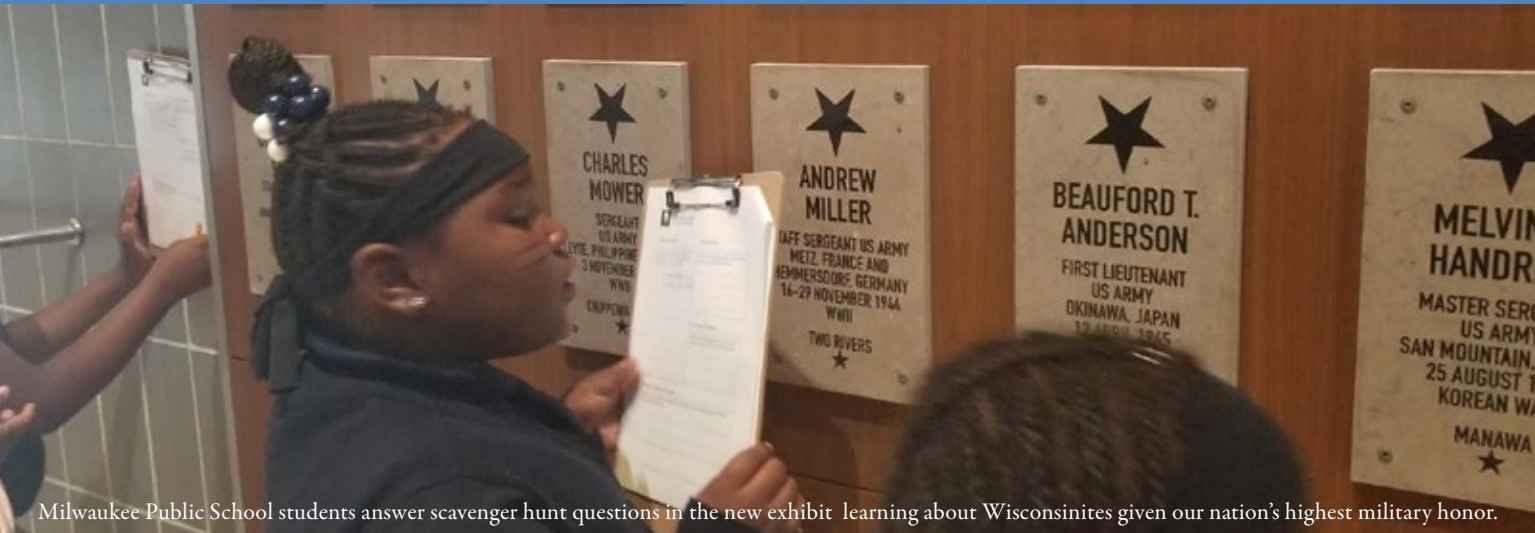


The Congressional Medal of Honor is our nation's highest military decoration. Presented to over 3,500 recipients since the Civil War, 64 with roots in Wisconsin, each one with an individual story to tell of courage and sacrifice. It is our privilege to share their stories in hopes that they will inspire us all to reach our potential.

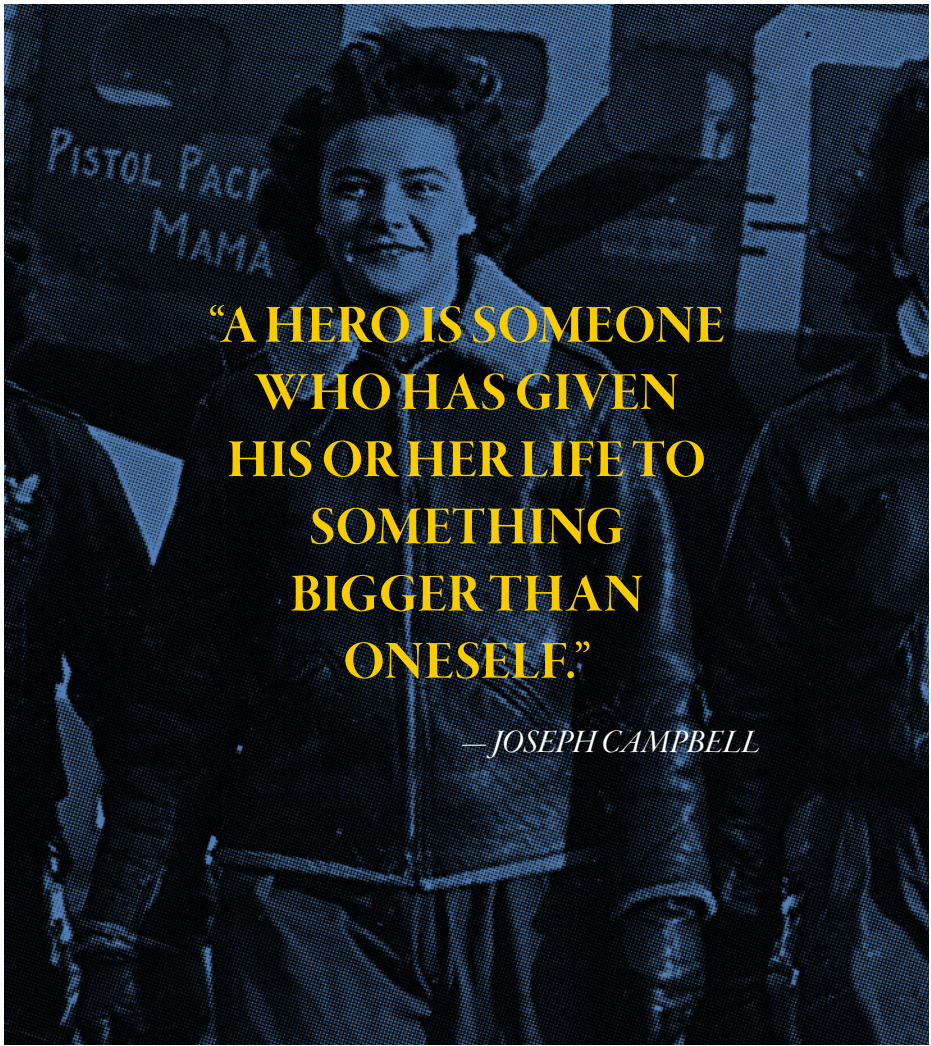
GALLANTRY IN ACTION. INTREPIDITY.

Above and beyond the call of duty. Risk of life. Selflessness. Exemplary action. Unwavering devotion. Conspicuous gallantry. Extraordinary heroism.

The words enshrined with the Medal of Honor citations capture the best of what it means to be human.



Milwaukee Public School students answer scavenger hunt questions in the new exhibit learning about Wisconsinites given our nation's highest military honor.



“A HERO IS SOMEONE WHO HAS GIVEN HIS OR HER LIFE TO SOMETHING BIGGER THAN ONESELF.”

—JOSEPH CAMPBELL

MAJOR SUPPORT OF THE MEDAL OF HONOR EXHIBIT PROVIDED BY:



THE LYNDE & HARRY
BRADLEY
FOUNDATION

★★★★

CHRIS ABELE

★★★★

MICHAEL W. GREBE



we We Energies
Foundation

★★★

VADM DIRK DEBBINK USNR (RET) AND TERRY DEBBINK

In Honor of

ROBERT W. DOUCETTE
THE CARA FOUNDATION

GEORGE AND
ANNA CLAIR GASPAR

EVAN AND MARION
HELFAER FOUNDATION

MIKE AND SUE
HEYER

CSM MICHAEL KOSZUTA, USA
(RET) AND PAMELA KOSZUTA



Kiwaniis
CLUB OF MILWAUKEE FOUNDATION

DENNIS AND SANDY
KUESTER



Rotary
Club of Milwaukee

MARY AND ROSS
READ



SENSIENT

CDR RICHARD T.
VALLIN, USN (RET)



WATERSTONE
BANK

★

CANDEE AND RAY ARNDT

DAN AND PATTY BUTTERTY

ALBERTA DARLING

PAT AND RACHEL ENGLISH

MICHAEL AND DONNA FARRELL

RICHARD AND ELLEN GLAISNER

GERALD AND ELAINE MAINMAN

JOHN AND LINDA MELLOWES

MARIAN AND BILL NASGOVITZ

JENNIFER AND STEVE PANKOWSKI

PHIL PRANGE

LISA MAUER AND ED PROBST

MAJOR CHERI L. RUMLER,
USAR-ANC AMEDD (RET)

PAMELA AND JEFFREY SHOVERS

MILWAUKEE ARMED SERVICES COMMITTEE, INC.

128TH ARW COMMUNITY COUNCIL



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DECORATING OUR HEROES

Temporary Exhibit in Freedom Gallery

Visitors to the new Medal of Honor exhibit also learned about other decorations the military uses to recognize its heroes in this temporary exhibit.

It featured stories of Wisconsinites who have received Purple Hearts, the Navy Cross, or Silver Stars. This student (pictured here) was particularly taken with the story of Anna Mac Robertson who served in the “Six Triple Eight” postal battalion, the only all-female Black unit to serve overseas during World War II. The War Memorial Center connected the student with Robertson for a personal visit to meet a hero!

DECORATING OUR HEROES SPONSORS



GENERAC



COURI INSURANCE AGENCY

★

CDR Richard T. Vallin, USN (Ret)



GALLERY OF HONOR
HONORING WISCONSIN'S
MEDAL OF HONOR RECIPIENTS

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MEET OUR FREEDOM FELLOWS

What does it mean to be Champions of Freedom? We asked the community to nominate veterans, nurses, first responders, teachers — anyone who has made an impact on Milwaukee in support of the veteran community.



GEORGE BANDA

Look up “veteran advocate” in the dictionary and you will see a photo of Vietnam Veteran George Banda. He has a Purple Heart and Silver Star and has dedicated his life to advancing causes for Latino veterans. We are also proud to have had him serve on the War Memorial Center Board of Trustees.



LORI ARCHIQUETTE

After 20 years in the U.S. Army working in the 452nd Combat Support Hospital, Lori was tasked to become a Family Readiness Leader (FRL) during her husband's service. She became known as the “FRL Mother” to countless other Milwaukee military families dealing with deployments and other issues.



DORIS APPLEBAUM

Doris was tapped by the Department of Defense to fly to Washington, D.C. to speak about helping veterans deal with transitions. Forty plus years in the business, she is still providing these resources to veterans in Milwaukee and the surrounding areas.



SAM & DANIELLE ROGERS

When the Rogers accepted their Freedom Fellow award at the War Memorial Center on the evening of the July 3rd Fireworks, Danielle had just returned from her deployment with the U.S. Navy. As the mother of four young children (the youngest only months old when she deployed), her husband Sam held down the fort while she served. Sam is a veteran of the U.S. Army with multiple combat tours in Afghanistan. He works to advance veteran-centric policies at both the state and federal level.

WMC GOT YOUR SIX

“As a veteran, I consider the War Memorial Center ‘hallowed ground.’ I have a deep personal connection with this building. In 1983, I had my commissioning ceremony here to become a new 2LT in the U.S. Army Nurse Corps Reserves.”

—Major (Ret.) Cheri Rumler

“It was an honor for us to play a part in such an incredibly inspiring exhibit.”

—Beth Straka, We Energies Foundation

“The War Memorial Center serves as a vital link and symbol of respect for the veteran community. We are proud to be headquartered here.”

— National Association of Minority Veterans of America (NAMVETS)

“One could easily spend hours here taking in all the information! This is absolutely an under-utilized place in Milwaukee. Everyone in Wisconsin should come here!”

—Instagram comment

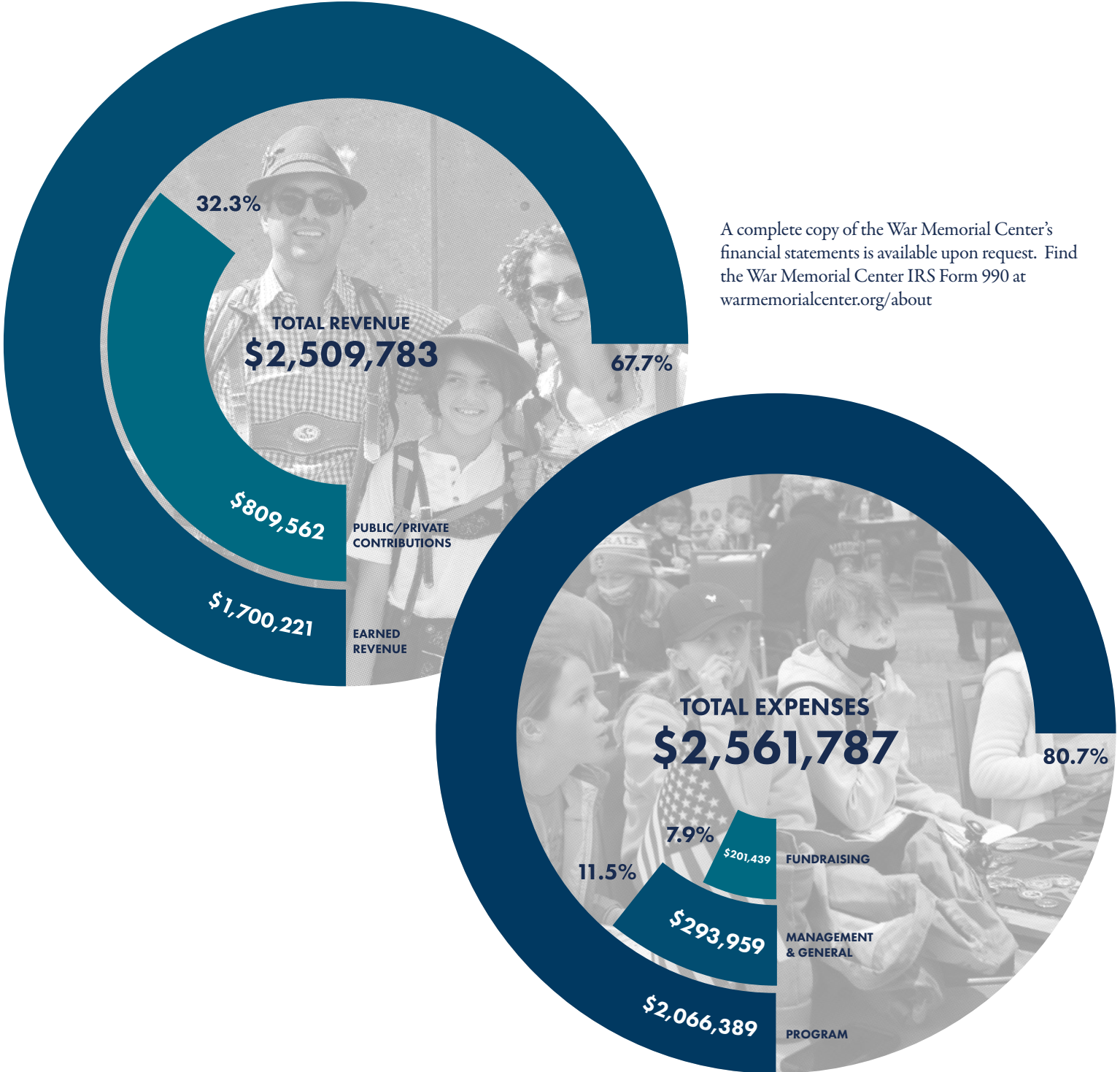
“I think it's important that veterans share their experiences and knowledge. By mentoring young people, veterans can steer them away from violence, illegal drugs, and irresponsible behavior. I'm proud to be a member of the veteran volunteer community that engages our youngest citizens and encourages them to fulfill their dreams.”

—John Hien, Vietnam Veteran and WMC volunteer



FINANCIALS

Fiscal Year Ending December 31, 2022



A complete copy of the War Memorial Center’s financial statements is available upon request. Find the War Memorial Center IRS Form 990 at warmemorialcenter.org/about

TOTAL ASSETS	\$13,344,459
TOTAL LIABILITIES	\$291,088
TOTAL NET ASSETS	\$13,053,371



COMMUNITY SUPPORT



Thank you for helping the War Memorial Center be the place where our heroes are honored, history is taught, and warriors are healed. Donors and volunteers are making a difference every day at the War Memorial Center (WMC).

- ★ Hundreds of community volunteers helped place 12,301 American flags over Memorial Day weekend.
- ★ Over 100 veterans volunteer each year for our education programs with area youth.
- ★ Visitors come from all over the country, even volunteering to help revitalize monuments in front of WMC.
- ★ Area corporations play a vital role through sponsorships of our events and exhibits.
- ★ Foundations and our individual donors are critical partners in the success of WMC services and programs.



“My son is a Marine. So this cause is really close to my heart.”
— Susan Schaffer, Slinger



“I’m a veteran and my grandfather and uncle were veterans. This is a very important cause to me. I’m new to Wisconsin, coming from Illinois, and wanted to get involved in a meaningful way for Memorial Day.”
— Jarod Clayberg, Field of Flag volunteer



DONOR STORY

The third commemorative WMC ornament featured the Medal of Honor. It was our most popular design to date and was displayed on Christmas trees across the country. A Medal of Honor recipient purchased numerous ornaments to send as gifts to his fellow Medal of Honor veterans.

WMC BOARD OF TRUSTEES



Michael W. Grebe, Chairman, Trustee since 2016

Michael Grebe is an American philanthropist, lawyer, and businessman. He was Chairman/CEO of the law firm Foley & Lardner and then served as President/CEO of the Bradley Foundation. He graduated from the United States Military Academy at West Point and received a J.D. from the University of Michigan Law School, magna cum laude. He served in the U.S. Army during the Vietnam War and was awarded the Combat Infantryman's Badge and two Bronze Stars. He's been on numerous high-profile boards from the Milwaukee Brewers Baseball Club to the Board of Visitors of his alma mater at West Point. **WMC Fun Fact:** Michael Grebe is one of the many participants of the WMC Veterans Story Project. You can watch his military service story on the WMC YouTube channel.



Charles A. (Andy) Gordon, Vice-Chairman, Trustee since 2016

Andy Gordon is a Milwaukee native. He graduated from the United States Military Academy at West Point and was commissioned as an infantry officer in the 101st Airborne Division (Air Assault). Andy spent seven years in the Army during which time he deployed twice to Iraq. Andy earned his law degree cum laude from Marquette University Law School and is now a litigation attorney at Godfrey & Kahn, S.C. **WMC Fun Fact:** Andy emceed the Military Appreciation program at Summerfest!



Mary B. Read, Secretary, Trustee since 2019

Mary Read graduated from Smith College and earned her law degree from Marquette University. A retired attorney, she serves on other non-profit boards with a focus on historic preservation, education, art or music. Mary comes from a long line of West Point graduates beginning with her great-great-grandfather, a Major General in the Civil War. **WMC Fun Fact:** Mary would like more people to know about the extraordinary educational programming that goes on at the WMC.



Michael Gibson, Treasurer, Trustee since 2016

Mike Gibson served 22.5 years in the U.S. Army with deployments to Afghanistan, Iraq, and Haiti. He was commissioned an Engineer Officer and ROTC Distinguished Military Graduate from Xavier University. Mike ran Marquette University's Department of Military Science Program commissioning 99 second lieutenants in four years. He's currently a Construction Project Manager for J.H. Findorff & Son, Inc. **WMC Motivation:** Educating our children about veterans and their sacrifices. This isn't taught in our schools or homes and I feel it is important for all to hear what makes our nation strong.



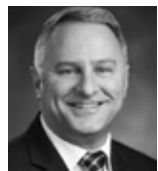
Candee Arndt, Trustee since 2020

Candee Arndt is an events services professional with a huge track record of military events in Wisconsin. The proud daughter of a World War II veteran, Candee dedicates her time to many military causes and boards. She was on the commissioning committees for the USS Milwaukee and the USS Freedom and serves on boards for the Milwaukee Armed Services Committee, Navy League and Milwaukee Air & Water Show.



Berdie Cowser, Trustee since 2020

Berdie Cowser has a Ph.D. in Educational Leadership and is Vice President of Housing & Development with the Center for Veterans Issues. The programs she oversees provide permanent and transitional housing to veterans who are motivated to change their homeless condition through honest self-examination and commitment to learning new behaviors. She began her military career in high school and went on to be a commissioned officer in the U.S. Army and Army Reserves. **WMC Fun Fact:** Berdie is featured in the I Am Not Invisible traveling exhibit honoring women veterans.



Joshua Davis, Trustee since 2022

Josh Davis is the Director for Training Delivery on the Global Service Team for General Electric Healthcare. Josh also had a 28-year-career in the U.S. Army serving in all three Army components. Josh served as an Army sniper and received cross training in emergency medicine. He became a combat medic and served in direct support of Special Forces and was an instructor at the Noncommissioned Officer Academy. Josh had the unique distinction to serve as advisor and planner to the Brazilian Ministry of Defense for the 2016 Olympics.



Robert "Bert" Garvin, Trustee since 2018

Bert Garvin is the Executive Vice President of External Affairs for WEC Energy Group. He has overall responsibility for the company's legislative and regulatory affairs at the federal, state and local levels. Bert served in the Wisconsin Army National Guard and is an Iraq war veteran. He holds Bachelor of Arts and Juris Doctor degrees from the University of Wisconsin – Madison.



George J. Gaspar, Trustee since 1990

George Gaspar is the longest serving member of the WMC Board and its former chairman from 2002-2013. For almost 50 years, he worked as a financial and research analyst and was named a four-time Wall Street Journal "All Star Analyst." George was a First Lieutenant in the U.S. Army Corps of Engineers and received the Army Commendation Medal. **WMC Motivation:** Making certain our veterans know how important their military service was for our country.



Jeffrey Marks, Trustee since 2019

Jeff Marks is the Senior Director of Installation Transformation for Johnson Controls, Building Systems North America. He is a U.S. Army veteran, who retired as a Brigade Command Sergeant Major in 2014. He is a graduate of U.S. Army Sergeants Major Academy at Fort Bliss, Texas; and holds a Bachelor of Applied Science in Electrical Engineering Technology from Milwaukee School of Engineering. Mr. Marks is affiliated with numerous veterans organizations including the American Legion, VFW, U.S. Cavalry & Armor Association, and the 32nd Red Arrow Veterans Association.



Michael B. Koszuta, Trustee since 2018

Mike Koszuta served 30 years in the U.S. Army retiring as a Command Sergeant Major. Mike's years of service to our country and community started as a law enforcement officer for Waukesha and Milwaukee Police Departments. He then enlisted with the U.S. Coast Guard, eventually transferring to the U.S. Army. He served in the Middle East during Operation Desert Storm. **WMC Motivation:** The people I served with during peace and war made me a better soldier, husband, and father. My mission is to tell their stories.



Co Nguyen, Trustee since 2021

Co Nguyen is a first-generation Vietnamese American who immigrated to the United States with his parents and younger brother after the fall of Saigon, which he witnessed from a ship as his family escaped. Co was the fourth Vietnamese American ever selected for admission to the United States Military Academy at West Point. Co was Airborne, Air Assault and Ranger qualified. As a battery executive officer, Co deployed with his unit to Panama in support of operation Just Cause. As a detachment commander, Co led his detachment in joint task force deployments from Alaska to Mexico. Co is currently the head of quality for Rockwell Automation. Co and his family have lived and worked in Brazil, Hong Kong/China, and Singapore.



Ray Pasbrig, Trustee since 2022

Ray Pasbrig is a Vietnam veteran with decades of service to veteran organizations. Ray enlisted in the U.S. Marines under the "buddy system" in 1968. That meant he was guaranteed boot camp as a group with his three high school friends. He served in Vietnam from 1969-1970. As a veteran, Ray worked his way up through numerous leadership positions with the American Legion, Legion Riders and Wisconsin Forty & Eight.



John Weishan, Jr., Trustee since 2013

John Weishan, Jr. is one of the longest serving members of the WMC Board. He is a U.S. Marine Corps veteran and deployed to Japan twice and the Philippine Islands for training exercises. John served on the Milwaukee County Board of Supervisors for the 16th District from 2000 to 2022.



Christine Westrich, Trustee since 2019

Christine Westrich graduated from the U.S. Naval Academy and served 11 years as a Marine back-seater in the F/A-18D Hornet with additional tours at the White House Military Office and within the Intelligence Community. She is now a professional artist working with hand embroidery, oil paint, and the occasional digital design. **WMC Fun Fact:** War Memorial Center architect Eero Saarinen is also the industrial designer behind the modernist Tulip Chair and the Gateway Arch in St. Louis.

LOOKING AHEAD IN 2023

FIELD OF FLAGS

Memorial Day Weekend

SERVICE DOG DAYS OF SUMMER

June 10

CELEBRATION OF FREEDOM FIREWORKS

July 3

SUMMER BEER GARDEN

DOORS OPEN MKE

September 23

LOST IN TRAUMA WORKSHOPS

January to August



War Memorial Center

**750 N. Lincoln Memorial Drive
Milwaukee, Wisconsin 53202**

Janine Sijan Rozina, sister of Medal of Honor recipient Lance Sijan, reacts to the new name of the WMC entrance road named in honor of her brother.