

August Meeting: The Impact of Social Media and Technology on the World of Work

By *Nathania Rohlinger*

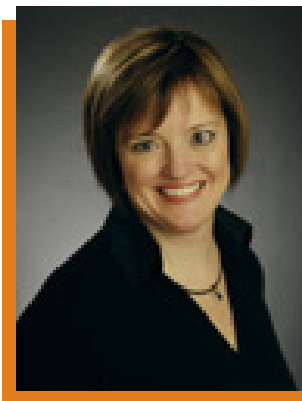
Tammy Johns, senior vice president of Global Workforce Strategy for Manpower Inc. will share her expertise on the ways that social media and technology are changing the way we work.

Johns leads the Manpower group of companies in anticipating and navigating the trends in the changing world of work and creating innovative services and solutions that help their clients win in the marketplace.

As Manpower's resident futurist, her key areas of focus include developing strategic partnerships, collaborating with thought leaders on key world-of-work issues, and advancing Manpower's social media and virtual work strategy.

Social media is a powerful tool for connecting people. Johns was quoted in a recent article in the Business Journal. "In the world of work you want to create

relationships with people who are on similar career journeys who can give



you advice along the way," Johns said. "It might seem like a little bit of a stretch to say 'How do you leverage the concepts of social media?' But once you think of the connection capability, it makes perfect sense."

Technology is also changing the way people work. Johns was quoted as saying, "If you can predict that technology is going to have an impact on the world of work, then you can start to say what kind of an impact... and what the practices are that need to change as a result (of being) able to work from anywhere you want. It's not just about creating the solution, but understanding the trends behind it.

Johns focuses on a core set of trends that she thinks is going to change the way work is done in the future. According to Johns, the rapid changes in technology and the development of social media have already dramatically altered the work environment.

The increasing trend toward the use of social media at work is a timely and relevant subject for the members of TEMPO Milwaukee. The Member Outreach Committee

and the Communications Committee are preparing a survey to determine which social media outlets (Facebook, LinkedIn, Twitter and others) TEMPO members are using. The committees will use the information to develop new avenues to further engage members and provide networking and information-sharing opportunities. Don't miss the opportunity to learn the importance of the trends in social media from a recognized expert!

Tammy Johns holds an MBA from the Richard Ivey Business School and a Canadian Certified Human Resource Professional designation. Her extensive Human Capital experience spans Global Sales Management, Operational Management and Recruitment Management. She is a native of Canada, and divides her time between Manpower's Milwaukee corporate headquarters and its office in Mississauga, Ontario, a suburb of Toronto.

The Details

Thursday, August 19, 2010

Noon-1:30 p.m.

The University Club of Milwaukee

924 East Wells Street

No cost for members, guests \$30

Register at www.tempomilwaukee.org

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TEMPO Milwaukee Past Presidents will be in attendance and will be honored at the meeting.

From the President

Member Engagement & Communication Initiatives Are Underway

By Kimberly Kane
TEMPO Milwaukee President

A couple of years ago, a Milwaukee-based company relocated its corporate headquarters to Chicago. They wanted to be closer to a hub in their industry, increase their visibility in the media, and they thought it would be easier to attract top talent. Leadership announced the changes sporadically though, and as they focused on the business, they stopped communicating with employees unless there were major updates. On the other side, another Milwaukee-based company was acquired recently by a much larger company. As soon as the news was announced the CEO and his leadership team began regular road shows, engaging employees and keeping them informed even if there were no new updates.

The first company struggled with moral, retention and meeting business goals in some units. The second company weathered its changes and had very few employees leave by choice. Deliberate engagement and communication initiatives are essential to any organization – whether it's going through change or not.

Historically, summer tempers our pace; but this summer, it's thrilling to see how many new ideas the TEMPO Milwaukee board and committees are working on surrounding member engagement and communication initiatives.



The Member Outreach Committee, led by Sandy Wysocki (The Business Journal,) is rolling out new programs around member engagement. These include everything from a step-by-step on-boarding process for new members, more regular networking outside of TEMPO's monthly programs, and a series of touch points throughout the first year of membership to help new members engage with the organization.

You may have seen the emailed invitation for a "Casual Networking Gathering" at the Intercontinental Hotel. Cassy Scrima (Marcus Hotels), a committee member, took the lead on this. Members who can't always make noon meetings like Michelle Lukacs, Principal of Atlas Prep School and Barbara Nestingen joined us for this impromptu networking. It was great! Many thanks to Cassy and Marcus Hotels.

Susie Falk (The Falk Group), TEMPO VP of Communications and her committee are taking substantial steps surrounding organizational communication. The committee has put together a multi-page strategy with tactics that include technology, public relations and branding. In fact, the committee has broken up into a number of smaller sub committees, each focused on a different project. For example, Sue Bartfield (Blue Star Creative) is on the Branding Brochure Subcommittee, and is providing design

services for the brochure. Blue Star Creative has submitted a mock-up to the committee for approval while content development is underway.

Both Susie and Sandy have put together short columns in this month's newsletter outlining highlights of their committees' work. I encourage you to take a look ... offer suggestions ... even get involved.

Other news from the board: we're working on new fundraising strategies to streamline our requests of corporate sponsors and partners and help them experience great value in their support for TEMPO Milwaukee. Also, Heather Fields (Reinhart), Katie Clark (Boy Scouts) and the Leadership Committee are working feverishly on our October 21, 2010 Leadership Event. They could use your help in a few areas, including table sponsorships. The money we raise from this great event supports other programs and opportunities we offer our members. Please contact them directly:
Katie Clark: kclark@mccbsa.org
Heather Fields: hfields@reinhartlaw.com

I look forward to seeing you at upcoming meetings and events and hope to hear from you about anything that's top-of-mind. Please, don't hesitate to reach out!

A handwritten signature in black ink that reads "Kimberly Kane". The signature is written in a cursive, flowing style.

Member News

Anna Benton, director of Family and Community Health Services at the City of Milwaukee Health Department, has been elected to the board of directors of CityMatCH.

Karen Coy-Romano, CFRE, president, Dynamic Strategies in Planned Giving, has recently launched a new division of her consulting practice called Solutions Unlimited and serves as its president as well. Karen was also recognized as a co-founder of *WomenConnected*, a women's philanthropy initiative, at a 10-year anniversary luncheon.

Lucia Francis, previously dean of the business division, has been named interim vice president of the Milwaukee Area Technical College (MATC) Mequon Campus.

Lori Gervais, CFP®, senior vice president, Robert W. Baird & Co., was recognized on the 2010 FIVE STAR: Best in Client Satisfaction Wealth Managers (SM) list in the July issue of *Milwaukee Magazine*.

Kristi Hayek, senior vice president, Associated Banc-Corp, has been promoted to senior vice president, Deputy General Counsel for Associated Banc-Corp.

Nancy Hernandez, president of ABRAZO and TEMPO Milwaukee past president, has been selected a United Way of Greater Milwaukee Emerging Leaders Council 2010 Philanthropic 5 Award winner.

Security Personnel Inc. was named a Future 50 Company for a third year by the Metropolitan Milwaukee Association of Commerce (MMAC) and BizTimes Milwaukee. TEMPO Milwaukee member **Nancy Hyndman** is president of the firm.

Kathy Klein, CFP®, portfolio manager, partner, Marietta Investment Partners, LLC, was recognized on the 2010 FIVE STAR: Best in Client Satisfaction Wealth Managers (SM) list in the July issue of *Milwaukee Magazine*. This is the second time Kathy has appeared on the annual list.

Joanne MacInnes, owner, MacInnes Consulting, has been elected to serve as the chair of the board of the National Kidney Foundation of Wisconsin.

Abby Ramirez, executive director, Schools That Can Milwaukee, Inc. has been selected a United Way of Greater Milwaukee Emerging Leaders Council 2010 Philanthropic 5 Award winner.

Cassy Scrima, Market Director, Sales and Marketing, Marcus Hotels & Resorts, is one of the team members responsible for the concept and execution of Pink Rooms at the Intercontinental Hotel. The rooms are decorated in pink and a portion of the rate goes to ABCD: After Breast Cancer Diagnosis.

Fay Spano, senior manager, communications, American Society for Quality (ASQ), has been appointed to serve on the Membership Committee of the Milwaukee Symphony Orchestra (MSO) League .

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Mentor Committee Offers UWM Student Mentoring Opportunity

By Louise Hermsen

The Mentor Committee alerts you to an opportunity to make a difference in the professional success of a multicultural college business student. To learn more, you are invited to a no-obligation program that will explain how you can participate in a well structured, successful mentoring program for a UW-Milwaukee Lubar School of Business junior or senior student of color who is majoring in the same area of expertise as yours.

The keynote speaker is Dr. Belle Rose Ragins, an award winning teacher, author, consultant, and researcher on the topics of diversity, mentoring, and gender issues in organizations.

This program provides opportunity to share your knowledge, accomplishments and success with someone who has career interests similar to yours. The time commitment is not major – three meetings at your place of employment during the fall and again during the spring semester. In addition to a workshop on entrepreneurship, there will also be a community leader guest speaker and roundtable gathering this fall and spring.

The mentor program makes the transition into the work world considerably smoother and successful for the, often first generation, college student. It also provides you and your company the opportunity to meet bright, hardworking students, who will, upon graduation, most likely remain

in the Milwaukee area. The Program has been in existence since 1994, and this past academic year 50 matches took place. Many Greater Milwaukee Committee (GMC) members have participated actively in this program, contributing to its success.

If you have interest, but are unable to attend August 18, you are still invited to become a mentor for the program.

WHAT: UW-Milwaukee Mentor Program Presentation

WHEN: Wednesday, August 18, 2010
7:30 a.m. continental breakfast
8:00 a.m. program

WHERE: Lubar School of Business, Room S341
3202 N. Maryland Avenue

For questions about the Mentoring Program please contact:
Jill Pelisek, Executive-in-Residence & Adjunct Professor
jgp@uwm.edu, 414.352.3997
or
Howard Spearman, Senior Academic Advisor & Multicultural Student Coordinator
spearman@uwm.edu, 414.229.6084

RESERVATIONS for the Presentation:
Kristen at kageorge@uwm.edu
414.229.5271

If you decide to participate in the UW-Milwaukee Program, please advise Louise Hermsen, or any Mentor Committee member that you have engaged in the process.

Member News - continued

Julie Tolan, vice president, University Advancement, Marquette University, was awarded the 2010 Partners in Philanthropy (PIP) Scott M. Cutlip Professional Fundraiser Award by the Association of Fundraising Professional (AFP) Greater Milwaukee Chapter.

Renee Vandlik, previously senior manager of State and Local Government Relations, was recently promoted to director of State and Local Government Relations for the National Multiple Sclerosis Society.

Take Me Out to the Ball Game!

How suite it is - a night at Miller Park cheering on your 2010 Milwaukee Brewers!

Enjoy a girls' night out - Brewers baseball in a Miller Park suite! This evening is being donated by the Milwaukee Brewers and Brewers Community Foundation We are offering TEMPO members an incredible price of just \$45 for this all-inclusive evening, complete with ballpark fare, beverages, and suite parking. This package is available only to the first 24 TEMPO members who register. (Sorry, no guests at this event due to the limited number of seats.)

DATE: Wednesday, September 8, 2010

GAME TIME: 7:10 p.m.

OPPONENT: St. Louis Cardinals

TEMPO Member Cost: \$45

Register at www.tempomilwaukee.org

Outreach Committee Plans Casual Networking Gatherings

The Member Outreach Committee has begun planning Casual Networking Gatherings. The concept is to provide unstructured networking and socializing time at pre-planned local events, where TEMPO Milwaukee members can expect to see other members. There is no pre-registration and attendance will not be taken.

The first gathering took place at the InterContinental Milwaukee CLEAR lounge on August 4. Members enjoyed Wine Craze Wednesdays, which included exclusive selections from the CLEAR wine rack and complimentary appetizers.

An upcoming Casual Networking Gathering will take place Sept. 20 at Ristorante Bartolotta, Wauwatosa. Meet Violante Gardini, who represents two wineries owned by Donatella Cinelli Colombini, one of Italy's premier wine producers. The wineries employ a full-time enological team comprised solely of women. Their premium wines will be available by the glass.

Save the Date

TEMPO Milwaukee's Fifth Annual Leadership Event

Join one of the world's renowned speakers on change management, Dr. Gray Bradt, author of the "The Ring in the Rubble." He will bring to life the tenets of "Who Moved My Cheese", and discuss how leaders can effectively identify opportunities within change and guide others to enthusiastically embrace it. Dr. Bradt will also provide practical strategies for becoming a leader of change and explain how stepping out of your leadership comfort zone can help others re-establish theirs.

Thursday, October 21, 2010

The Pfister Hotel

7:00 – 7:30 a.m. Registration & Networking

7:30 – 8:00 a.m. Breakfast

8:00 – 9:00 a.m. Program

Register online at www.tempomilwaukee.org

Member Survey to Ask About Social Media Use

The Communications and Member Outreach Committees plan to use social media to make connections, share information and enhance networking amongst TEMPO Milwaukee members. The committees are working together to develop a survey to determine how our members are using social media and then provide training to strengthen TEMPO's presence. Look for the survey in your email inbox in the coming weeks!

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Communications Committee Unveils 2010-2011 Communications Program

By Susie Falk

President, The Falk Group PR

Communications Committee Chair

The Communication Committee has developed a communications program for 2010-2011 that focuses on raising awareness of TEMPO Milwaukee at the member and business community levels, increasing communication between the board the membership and leveraging technology to accomplish these goals.

As chair of the Communications Committee, my intent was to draft a communications program that would define the goals and objectives of the committee in alignment with the TEMPO Milwaukee mission and vision, and then specify strategies to implement to reach those goals. Following is an outline of the program.

Communications Goals & Objectives

To design a strategic communications program that engages members and raises awareness of TEMPO Milwaukee.

- Educate members on TEMPO and its vision, mission, and programs, to instill pride, loyalty, and engagement.
- Educate and raise awareness of TEMPO among business and community leaders and prospective sponsors and donors.
- Increase board communication to membership around decisions, time lines, goals & initiatives.
- Leverage technology to achieve our goals and objectives.



Projects Underway

The following projects to support our goals and objectives:

- **Expert and Member Directories:** The expert directory will be shared with the media, business and political leaders who are interested in contacting our members for input on topics and issues. The member directory will be updated and, as always, serves as a wonderful way for us to connect with each other. Please watch for a form coming your way. We would like to include you in both directories.
- **Social Media:** Develop LinkedIn as a TEMPO Milwaukee communication tool. Provide member training seminars. Stay tuned for details of a LinkedIn training workshop this fall!
- **UpBeat Newsletter:** This year, we will include monthly committee board reports to enhance communication between the board and members. In addition, we are working on launching a searchable digital newsletter that may include video.
- **Branding Brochure:** An updated brochure will be used as a membership recruiting tool, as well as a way to generate sponsorships and educate various audiences about who we are.
- **Website:** We will continue to enhance and expand the website, and improve the Search Engine Optimization (SEO) of the site.
- **External Communications:** We will send out a regular stream of news releases to announce events, speakers, new members and to help raise community awareness of TEMPO Milwaukee.

If you have any questions or comments, I welcome your call or email.

My cell phone is: 414.232.2562. Call anytime.

Email: sfalk@thefalkgrouppr.com

The full text of the Communications Program can be found on the TEMPO Milwaukee website at www.tempomilwaukee.org. On the home page, visit the Member Center, click on Committees and then click on the Communications Committee link.

Welcome New TEMPO Milwaukee Members

Send an Email to Greet Our New Members!

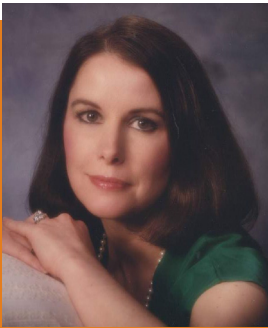
Please welcome our new members by sending them an email, inviting them to lunch or introducing yourself to them at the next meeting. Encourage them to join a committee and get involved at TEMPO. Each new member's email address appears at the end of their bio. Help make them feel welcome and a part of TEMPO Milwaukee!



Lucia Francis is interim Vice President for Milwaukee Area Technical College's Mequon Campus. With more than 25 years of collegiate educational experience in the classroom and in leadership, she has lead in the areas of Health Occupations and Business. Francis has a passion for education and strives to create an environment that fosters excellence in educational experiences leading to student success and offering businesses with a highly-qualified labor force. As MATC's Dean of the Business Division, she worked with staff and industry in facilitating the implementation of initiatives and partnerships including entrepreneurial education, community organizations, comprehensive articulation with four- year institutions and the expansion or development of numerous academic programs. Email: francisl@matc.edu



Linda Mertz, CPA, is Managing Director and sole owner of Mertz Associates, a middle market merger and acquisition advisory firm with transaction values up to \$100 million. Clients range from the smaller privately held business to companies like WE Energies and Joy Global, among others. Linda is past president of the Wisconsin Chapter of Association for Corporate Growth, past president of IMAP (International Merger and Acquisition Professionals) and a founding member of AICA (Alliance of International Corporate Advisors). She is a CPA, has her MBA and is a past recipient of The Business Journal's Woman of Influence award. Email: l.mertz@mertz.com



Barbara Nestingen has returned to TEMPO having previously been a member from 1987-2005. Barbara is now seeking to return to a position in corporate communications, management, or social services. She served on the TEMPO Milwaukee and TEMPO International Boards, was a member of the Membership Committee for 15 years and chaired the Mentor and Roster Committees. She previously held positions with Jacobus Wealth Management, Associates for Health Care and American Red Cross. She currently serves as a Board member of the Mensa of Wisconsin Foundation and Three Meadows Homeowners Association and previously served on boards of a variety of community organizations. Barbara is a resource for corporate communications and non-profit development. Email: 3meadows@wi.rr.com

Dru Popper is a Sr. Account Manager at Scheibel Halaska. A marketing and communications industry veteran, Popper has a strong technical background having worked at Sandia National Laboratories in the technology transfer area and with computer software and hardware start-ups. As a Six-Sigma green-belt and proven problem solver, she also has experience in the manufacturing sector in the aerospace & defense and consumer products markets. Previously she was Strategy and Business Development Director for Regal Ware, where she spearheaded product strategy and vision for several business divisions, launched new product lines and developed key distributor partnerships worldwide. She holds an MBA from the University of Phoenix and a BA in Journalism from the University of New Mexico. Email: dpopper@insidesh.com



We Want to Get to Know You Better!

By Sandy Wysocki
Director of Circulation & Marketing
The Business Journal Milwaukee
Member Outreach Committee Chair

This year, the TEMPO Membership Outreach Committee is working to enhance the membership experiences of all TEMPO members - especially those who are new and those who are not currently active on the board or on a committee. We want EVERY member to get the maximum benefit from being a part of our organization!

Our membership surveys consistently ask for more opportunities to network with other TEMPO members. Your Membership Outreach Committee is responding to your requests by hosting a new series of networking events called Casual Networking Gatherings. Watch your email for your personal invitation. Come join us!



The Membership Outreach Committee will also be working closely with the TEMPO Membership Committee to assist new members in getting to know other TEMPO members, especially during their first year. As a new member, you can expect to be contacted by committee members with personal invitations to member meetings and offers of assistance to answer questions and provide referrals for further involvement.

If you are a member that hasn't joined us in a while or haven't had the opportunity to get involved, you can anticipate a call from one of our committee members. We WANT to assist you in getting more involved, if that interests you. We WANT to help you meet other members and WANT to help you feel you are getting enough benefit from your membership that you'll continue to be a member for years to come.

Let us know how we can help or if you would like to join the Membership Outreach Committee, contact me at swysocki@bizjournals.com

E-Beat is a GREAT Way to Connect with TEMPO Milwaukee Members

E-Beat is a monthly email sponsored by TEMPO Milwaukee. It is used to advertise events, services, job openings, and other opportunities to our membership. There are almost no limits to what you can advertise or promote!

What: Advertise to TEMPO Milwaukee membership
Who: Anyone can advertise in E-Beat
When: E-Beat goes out on or near the 20th of the month. Deadline for submissions is the 17th of the month (or closest weekday following)
How: Submissions must be less than 300 words and include contact information.

How Much: \$25 / listing for members
\$40 / listing for nonmembers. A listing consists of one issue of E-Beat. Check or credit card accepted.

Send submissions to: tempo@tempomilwaukee.org with the subject line: E-Beat Questions? Contact Tracy Johnson at tjohnson@tempomilwaukee.org

Event Invitation:

"In Memory of Melodie" Team for Komen SE WI Race for the Cure

Last year, members of Professional Dimensions (PD) and TEMPO Milwaukee formed a combined team for the Komen Milwaukee Race for the Cure in honor of Melodie Wilson Oldenburg. We are joining up again this year to walk and run in memory of Melodie who passed away last November. A member of both PD and TEMPO, (she was a past president of TEMPO Milwaukee) Melodie was also the founder of ABCD: After Breast Cancer Diagnosis and was very involved in establishing the Race for the Cure here in Milwaukee.

Please join us. Friends and family are welcome. Race day details will be sent to team members closer to the event date.

What: Susan G. Komen SE Wisconsin Race for the Cure, 5k (3.1 miles) or 1.4 mile
When: Sunday, September 26 at 9:15 am
Where: Milwaukee Lakefront at Milwaukee Art Museum
Who: Members of Tempo Milwaukee, Professional Dimensions AND friends and family
Team: "In Memory of Melodie"
Event: Walk or run. This is not a timed event.
Register: [Click Here to Register](#)
Deadline: You must register online by September 3
IMPORTANT: Make sure to choose the \$5 "mail my shirt" option as delivery of t-shirts is not available for this team.

UpComing Events

Upcoming events are posted on the website at www.tempomilwaukee.org a few months in advance. Please register online.

Thursday, August 19, 2010

TEMPO Milwaukee Member Meeting

11:30-1:30 p.m. at the University Club
(Included for members, guests \$30).

Speaker: Tammy Johns, Manpower SVP
for Global Workforce Strategy

Wednesday, September 8, 2010

Brewer's Game

How suite it is - a night at Miller Park
cheering on the Milwaukee Brewers!

GAME TIME: 7:10 p.m.

OPPONENT: St. Louis Cardinals

Thursday, September 9, 2010

New Member Orientation

11:30-1:00 p.m. Business Journal Offices
825 N. Jefferson St.

Thursday, September 16, 2010

TEMPO Milwaukee Member Meeting

11:30-1:30 p.m. at the University Club:
(Included for members, guests \$30).

Speakers: Mother and daughter judges
Justice Patience Drake Roggensack and her
daughter Circuit Court judge Brostrom.

Thursday, September 16, 2010

Komen Race for the Cure

"In Memory of Melodie" TEMPO Milwau-
kee and PD team - 9:15 a.m.

Walk or run - 1.4 miles or 5K.

Register by Sept. 3

Thursday, October 21, 2010

5th Annual Leadership Event

The Pfister Hotel 7:00-9:00 a.m.

Learn from renowned speaker on change
management, Dr. Gray Bradt.

Thursday, November 18, 2010

TEMPO Milwaukee Member Meeting

11:30-1:30 p.m. at the University Club

Members: included, Guests: \$30

Speaker TBA.

To Register:

- Visit www.tempomilwaukee.org

Click on "login" circle at the top right-
hand side of the screen

Your username is your first initial and
your last name, with no spaces. If you've
forgotten your password, contact the
TEMPO Milwaukee office

- Click on the event link
- Click submit [if you are bringing a
guest, enter the number of guests and
follow the prompts for payment]

*TEMPO Milwaukee accepts Visa,
MasterCard, DiscoverCard and
American Express.*

TEMPO Milwaukee

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Milwaukee, WI 53203

Ph: 414.905.0117 • Fax: 414.272.7051
www.tempomilwaukee.org

Executive Director

Tracy Johnson

Cell: 414.698.7474

Email: tjohnson@tempomilwaukee.org

Office Hours:

Monday-Friday • 8:30 a.m. to 5 p.m.

Member Services Coordinator

Nathania Rohlinger

Ph: 414.336.5914

Email: nrohlinger@tempomilwaukee.org

TEMPO Milwaukee program meetings are held
from noon -1:30 p.m. on the third Thursday of
most months at The University Club,
924 E. Wells St., Milwaukee.

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