

WAR MEMORIAL CENTER  
**2018 ANNUAL REPORT**  
HONOR THE DEAD – SERVE THE LIVING



750 N LINCOLN MEMORIAL DRIVE  
MILWAUKEE, WI 53202



## **PATRIOT AWARD 2018 RECIPIENTS**

### **Joe Campbell & Gary Wetzel**

Our Patriot Award is a special recognition given to select individuals for extraordinary contributions to the War Memorial Center and two people received the award in 2018.

In February, Joe Campbell was surprised in front of family, friends and his Vietnam veteran brothers. Joe is responsible for driving to New York to pick up the steel beam from the World Trade Center that is now our 9/11 Memorial.

Then in November, while commemorating the 50th anniversary of Gary Wetzel's Medal of Honor, we surprised Gary with his Patriot Award. Gary has been an advocate and supporter of WMC since he first visited in 1968.

DEAR FRIEND OF THE WAR MEMORIAL CENTER,

You may notice a new look to this annual report. We believe it reflects the energy and mission-focused excitement happening at the War Memorial Center these days.

Coming off our 60th anniversary year, 2018 was filled with even more firsts and accomplishments. The year started with our \$1.4 million state-of-the-art renovation of Memorial Hall. In this space, we provided programming for a record 5,000 youth who visited the War Memorial Center in 2018. We strive to help visitors understand what it means to serve and sacrifice as a member of the United States military and teachers and students are connecting to our core values of duty, honor, service and commitment in meaningful ways. The War Memorial Center is uniquely positioned in the community to help students learn history directly from those who lived it—our veterans.

Our veterans also took center stage (or should we say center field) at Miller Park last summer! Thanks to a partnership with the Milwaukee Brewers we highlighted veterans during the Flag of Honor program.

Throughout this report, you will see how your support of the War Memorial Center is allowing us to reach the high ideals of our founding mission: Honor the Dead—Serve the Living. It is a mission without end. In the words of President Ronald Reagan, "Freedom is never more than one generation away from extinction ... It must be fought for, protected and handed on for [our children] to do the same."

With exciting educational programs, speakers, military events/ceremonies, and more, our 2018 was an exciting year, but we assure you, 2019 promises to be even better!

Sincerely,

**PETER P. POCHOWSKI**, *Chairman*

**DAVID J. DRENT**, *Executive Director*

# 2018 HIGHLIGHTS

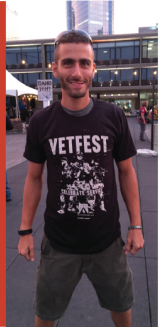


## MEMORIAL HALL RENOVATION

Proud of the \$1.4 million state-of-the-art renovation of Memorial Hall. Many thanks to Lynde and Harry Bradley Foundation, Evan and Marion Helfaer Foundation, Northwestern Mutual Foundation, Sensient Technologies Foundation, Nicholas Family Foundation, We Energies Foundation and many other generous donors.

## VETFEST & SUMMERFEST MILITARY APPRECIATION PROGRAM

VetFest, our annual celebration of service, was held Aug 9. We also organized a Military Appreciation Program for Summerfest.



## 50TH ANNIVERSARY MEDAL OF HONOR COMMEMORATION

On Nov. 13, the War Memorial Center held a special commemoration ceremony in honor of Vietnam veteran Gary Wetzel being awarded the Medal of Honor.



## BREWERS FLAG OF HONOR

Thanks to the Milwaukee Brewers for teaming up with the War Memorial Center for a special tribute to veterans during the Flag of Honor program. Families of deceased veterans were honored on the field while their veteran's photo was shown on the scoreboard. We will continue this program in 2019.

## MORE VETERAN STORIES

We released seven additional videos for our Veterans Story Project. Check out our YouTube channel to hear the firsthand accounts from veterans Gary Wetzel, Ray Stubbe, Bob Pfeifer, Stewart Johnson, Jim Bacon, Dan Toomey and Jean Pyzyk plus many other veteran stories.



## SHIPS OF MILWAUKEE

This new display features the five ships named *USS Milwaukee* that have protected our country, its people and our values since 1864. It was an Eagle Scout project led by Zach Pape and the scouts of Troop 18 in Muskego. U.S. Navy Vice Admiral Dirk Debbink was an advisor to this project.

## NEW IN 2018:

"WOMEN IN WAR" AND WWI LECTURE SERIES, STARS AND STRIPES HONOR FLIGHT TRAINING, & ALL ACADEMIES MILITARY BALL

"Thank you Mr. Wetzel for your service to your fellow soldiers and to our country. I promise to "look into" and not just "look at" the flag as you encourage us to do. Grateful always."—Mary Carson, on Facebook



## VETERAN IMPACT

2018

\$146,700

PROVIDED BY THE WAR MEMORIAL CENTER IN SERVICES  
TO VETERANS & VETERAN SERVICE ORGANIZATIONS

6,195

VETERANS DIRECTLY SERVED OUT OF THE 50,000  
VETERANS WHO RELY ON WMC EACH YEAR

“Everybody in Wisconsin should make an effort to go there and learn more about the history of war. I regret that I’ve lived in Wisconsin all my life and never took the time to go there.”—Sandy Kilbey, on Facebook

## EDUCATION IMPACT

SCHOOLS THAT VISITED WMC: 36

YOUTH SERVED: 5,417

COMMUNITY SERVED: 7,159

- RECORD NUMBER OF SCHOOL GROUPS VISITED
- PARTNERSHIP WITH MILWAUKEE ART MUSEUM FOR COMBINED TOUR
- WMC VETERAN TRADING CARDS
- POPULAR WAR DOGS AND OLD ABE PROGRAMS
- CREATION OF EXPERIENCE TRUNKS OF UNIFORMS & MILITARY GEAR
- SCOUTING MERIT BADGE CLINICS

## COMMUNITY IMPACT

TOTAL VISITORS: 140,934

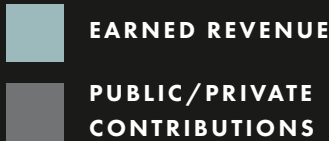
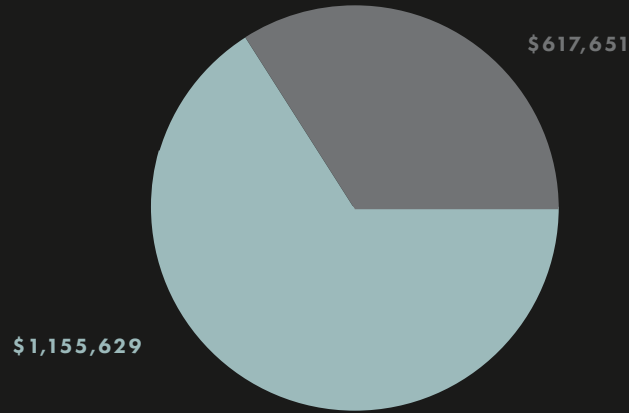
- VETFEST
- DOORS OPEN MKE
- NEW FIRST FRIDAY TOURS
- SUMMERFEST MILITARY APPRECIATION PROGRAM
- MEMORIAL DAY
- VETERANS DAY
- LATINO VETERANS LEGACY OF VALOR
- 9/11 REMEMBRANCE CEREMONY



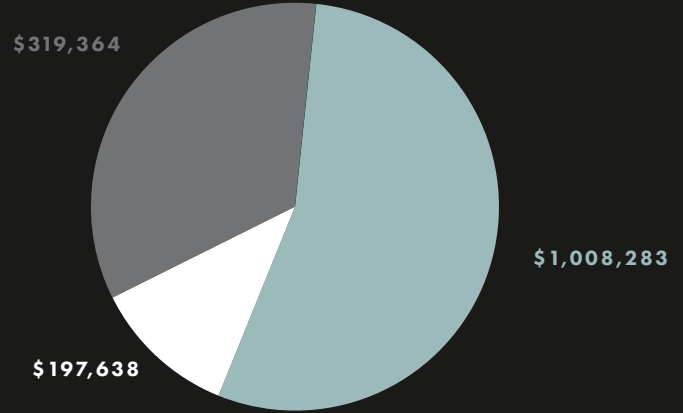
"I think it is amazing and hope all four of my kids get to go there. (One lives right in Milwaukee and another is a Marine.) There is a lot of history here and pictures cannot describe it. I felt it by walking around and actually thinking about the men and women who have paid the ultimate price. Just beautiful!"—Lori McFarlane, on Facebook

# OPERATING FUND

**REVENUES:**  
**\$1,773,280**



**EXPENSES:**  
**\$1,525,285**



## CONDENSED STATEMENT OF FINANCIAL POSITION

**TOTAL ASSETS**  
**\$585,917**

**TOTAL LIABILITIES**  
**\$219,178**

**TOTAL NET ASSETS**  
**\$366,739**

The condensed statement of financial position and condensed revenue and expense data are derived from the War Memorial Center's financial statement as of December 31, 2018.

A complete copy is available upon request.

# DONORS

**WE ARE GRATEFUL FOR THE SUPPORT OF OUR PROGRAMS AND OPERATIONS IN 2018 FROM THE FOLLOWING DONORS.**

## ANNUAL DONORS

Alois Roofing and Sheet Metal

Thomas and Patti Angerer

Mike Ankenbrandt and Claudia Garber

Anon Charitable Trust

Anonymous

Glen and Elizabeth Armstrong

*In memory of William Arnold,  
Richard and Darlene Trawicki*

Jody Baade

George Baldus

Salvadore and Chris Balistreri

George Banda

Michael and Jackie Barber

Steven and Pamela Bartel

Ted and Renee Barthel

Judith Bartlett

Donald and Donna Baumgartner

Bennett Family Foundation

Bebe Berkoff

*In honor of Michael Berzowski,  
CSM Donald K. Dennett, USA, Ret.*



Bishop Family Foundation

John and Deborah Blaha

Robert Bolz

*In memory of Daniel Edward Boone,  
Judith Boone, Darla Davis,  
Col. Peter Pochowski, USA, Ret. and  
Isabelle Pochowski*

Lynde and Harry Bradley Foundation

Joan E. Brengel

B. Briesemeister

Brenda Brown

Butters-Fetting Co., Inc.

Cary and Barbara Cameron

Joseph Campbell

The Cara Foundation, Inc.

Cargill

Mary Anne Ceraso

Brant and Vicki Chappell

Mary Cieslewicz

Emory T. Clark Family Charitable Foundation

David and Colleen Clark

*In memory of Robert Cocroft,  
Col. Peter Pochowski, USA, Ret. and  
Isabelle Pochowski*

Janice Dahlke

*In honor of Dennis Davidson, Jr.,  
Dennis Davidson*

*In memory of Harry Davidson, Dennis Davidson*

Joe and Jane Dean

VADM Dirk Debbink, USNR, Ret.  
and Terry Debbink

Mae E. Demmer Charitable Trust

Divine Mercy Congregation

John Drent

David and Debbie Drent

MG Donald and Colleen Dunbar

Thomas and Sandra Dunst

Bill and Mary Eberling

Bruce and Renee Elliott



Eppstein Uhen Architects, Inc.

Michael and Donna Farrell

Bill and Claudette Finke

Rhonda Fischer

Timothy and Roberta Flatley

*In honor of Leo Franecki,  
SGM Raymond T. Franecki, USA, Ret.*

Richard and Barbara Frank

Ann Fritsch

Robert M. Garvin

George and Anna Clair Gaspar

MaLisa Gennrich

Matthew Gerken

Gibb Building Maintenance

LTC Michael C. Gibson, USA, Ret.  
and Cynthia Gibson

Rochelle Glaeser

Laurie Glass

Greater Milwaukee Foundation -  
Fund for Lake Michigan

William & Janice Godfrey  
Family Foundation Trust

*In honor of Gold Star families,  
Anthony and Patricia Busalacchi*

Michael Good and Nancy Helland

# DONORS

Ana Gordan  
Paul and Honorable Bonnie L. Gordon  
Charles A. Gordon  
Randall Gosh  
Christine Grebe  
Michael W. Grebe  
Green Bay Packers Give Back  
Wayne and Margaret Hader  
Sandra D. Heitz  
*In memory of Willie Holland, Toni Holland*  
Harold L. Horneffer  
*In memory of Ralph Howell,  
Brant and Vicki Chappell*  
Humana  
Frieda & William Hunt Memorial Trust  
Al Hurvis / Adamm Education Foundation  
*In memory of Erwin Huston,  
William and Claudette Finke*  
IBM Corporation Matching Funds  
iHeart Radio  
Emory and Barbara Ireland  
Catherine Jackson  
Todd and Connie Jaremko  
Fred and Mary Johnson  
Johnson Controls Foundation  
Thomas Kasper  
Cathy Kaye  
Richard and Barbara Kelly  
Arthur and Donna Ketchman  
Kenneth and Christine Kiel  
Laurieann Kildegaard  
John and Barb Koeppen  
Kirk Korneisel  
*In memory of Randy Kosanke, Dennis Davidson*  
CSM Michael B. Koszuta, USA, Ret.  
Marlene Kreilkamp  
William and Lynda Krieger



Rick Kuhlman  
Judy Kulinski  
*In memory of Vernon Laue,  
Eric and Mindon Laue*  
Ethan and Jill Lenz  
*In memory of General Douglas MacArthur,  
Charles Mulcahy*  
Ralph and Mary Lou La Macchia  
Tom and Sharon Mack  
Michael and Louise Mahoney  
Gerald and Barbara Mainman  
Michael and Ellen Malloy  
Manheim Milwaukee  
Farris and Sawsan Martini  
Rae McClain  
James and Janice McMahon  
Milwaukee County  
Milwaukee Police Post 415 American Legion  
SE WI Military Officers Association of America  
Detlef Moore and Rochelle Bast  
Hugh E. Morgan  
George and Julie Mosher Foundation Fund  
John and Judy Mundy  
Stefanie Myllymaki  
Navy League of the United States

Jerry Nickles  
Northwestern Mutual Military Veterans ERG  
Lois O'Keefe  
Charles D. Ortgiesen Foundation  
OWLS of Elm Grove  
*In memory of Philip Pape, Col Peter Pochowski,  
USA, Ret. and Isabelle Pochowski*  
Paralyzed Veterans of America  
Wisconsin Chapter  
Park Bank Foundation, Inc.  
Frank and Lynn Parker  
Curtiss Peck and Susan Kostritza  
Nancy Pekel  
Creamheld Pepito  
Clare M. Peters Charitable Trust  
Pieper Electric, Inc./Ideal Mechanical  
Col. Michael N. Pierce, USAF, Ret.  
Kristin Pochowski  
*In memory of Sylvester Pochowski  
Judith Boone, Darla Davis*  
Col. Peter Pochowski, USA, Ret.  
and Isabelle Pochowski  
Donald and Suzanne Potter  
Puelicher Foundation, Inc.  
Robert Raddemann  
Red Hat Tour Group  
David Redlin  
John and Diana Rettig  
Kristi Riddle Creps  
Clayton and Renee Riddle  
Robert and Sherri Ronge  
George and Carol Rooney  
Melanie Rooney  
*In memory of Donald Rosenbauer,  
CSM Donald K. Dennett, USA, Ret.*  
Jean Rosenbauer  
*In memory of Gary Scheuing,  
Kristen Scheuing, Ruby Scheuing*  
Andy and Andrea Schlidt



# DONORS



Michael and Jeanne Schmitz  
Gerard and Goldie Schuh  
LCDR Ronald D. Scott  
William Sheahan  
The Sigma Group  
Francie Luke Silverman Foundation  
Wally and Muge Smith  
Spancrete  
St. Paul's Lutheran School  
*In honor of Frank Stadler, Dennis Davidson*  
*In memory of Kenneth Steffen,*  
Joe and Jane Dean  
Bert L. and Patricia S. Steigleder  
Charitable Trust  
Stella H. Jones Foundation  
Gerald and Nancy Stern  
The Stone Golf Outing  
E. C. Styberg Foundation  
*In memory of William Stys, Joseph Campbell*  
John and Jane Thompson  
Chris Torhorst  
Richard and Darlene Trawicki  
Michael Turza  
Jerome T. Tutaj  
Van Galder Bus Company  
Veterans Board of Directors

*In honor of Vietnam Veterans and  
their families, Joseph Campbell*

Philip and Marilyn Vollrath

*In honor of Alexander Waite,  
George J. and Anna Clair Gaspar*

WaterStone Bank Foundation

John and Karen Weishan

Neil Welch

Wisconsin Vietnam Veterans Chapter 1

Susan Wolfgram

Ziegler Family Foundation

Rick Zingsheim

Wayne Zingsheim

## OPERATION RENEW: The Next Chapter Donors

84th Division Alumni Association LTD

Alois Roofing and Sheet Metal

Anonymous

Michael and Jan Berzowski

Bishop Family Foundation

Deanna Braeger

Lynde and Harry Bradley Foundation

Anthony and Patricia Busalacchi

Brant and Vicki Chappell

Charter Manufacturing Co., Foundation, Inc.

*In memory of Clayton Chipman,  
Rudy Anich*

Jeff and Bev Bansemar

Lionel and Joanne Baxter

Chuck and Mary Ann Chipman

Arnold and Ilene Dahms

Mark and Cindy Draeger

Fred and Carol Herrmann

Al and Eileen Korchunoff

Ed and Judy McMilin

Lois O'Keefe

Rich and Sheryl Peshek

Mary Reinsma

Gert Rosenau

Ken and Marilyn Schultz

Victoria Seelow  
Pat and Dee Splitt  
Richard and Darlene Trawicki  
Jerome Van Treeck  
Wilbur Way  
Darrell and Helen Wittwer

Chipstone Foundation

David and Colleen Clark

Joe and Jane Dean

VADM Dirk Debbink, USNR, Ret.  
and Terry Debbink

*In memory of Robert Doucette,  
The Cara Foundation, Inc.*

David and Debbie Drent

Susan M. Edman

Einhorn Family Foundation

Albert J. & Flora H. Ellinger Foundation

Michael and Donna Farrell

Dean and Anne Fitzgerald

George and Anna Clair Gaspar

*In honor of George Gaspar, Mary Henke*

Gary Geisler

*In memory of Melvin Geisler, Gary E. Geisler*

Ronald and Lisa Gibb

LTC Michael Gibson USA, Ret.  
and Cynthia Gibson



# DONORS

Andy and Melissa Gordon  
Michael W. Grebe  
D. Michael and Carole Guerin  
Evan and Marion Helfaer Foundation  
*In honor of Willie Holland, Toni Holland*  
Charles and Jean Holmburg  
Dorothy Inbusch Foundation, Inc.  
Johnson Controls Foundation  
Glenn and Mary Jonas  
Ted and Mary Kellner  
Kenan and Sally Kersten  
Arthur and Donna Ketchman  
Laurieann Kildegaard  
Kiwanis Club of Milwaukee  
Kohl Charities  
James and Michele Koleas  
Scott Larson  
Ethan and Jill Lenz

Gerald and Barbara Mainman  
Vincent L. and Janet D. Martin  
Meehan Family Legacy Fund  
at the Greater Milwaukee Foundation  
Rosemary Monroe  
Detlef Moore and Rochelle Bast  
Frederick and Mary Ellen Muth  
National Center for Housing  
Management Charities  
Nicholas Family Foundation  
Northwestern Mutual Foundation  
Park Bank Foundation, Inc.  
Creamheld Pepito  
Col. Michael Pierce, USAF, Ret.  
Col. Peter Pochowski, USA, Ret.  
and Isabelle Pochowski  
Puelicher Foundation, Inc.  
Verne and Mary Read  
Lori & Rick Rosmann Foundation  
Rotary Club of Milwaukee  
Robert and Barbara Roth  
James and Andrea Schloemer  
Michael and Jeanne Schmitz  
Sensient Technologies Foundation, Inc.  
A. O. Smith Foundation  
Kathleen & Frank Thometz  
Charitable Foundation  
Steven and Denise Trinkl  
David Uihlein  
Margery Uihlein  
Willard and Mary Walker  
We Energies Foundation



WAR MEMORIAL CENTER

## LEGACY OF HONOR SOCIETY



The War Memorial Center  
established a Legacy of  
Honor Society to properly  
thank those friends who  
have included WMC in their  
estate plans. Legacy gifts  
provide the foundation for  
our work to continue now  
and in the future.

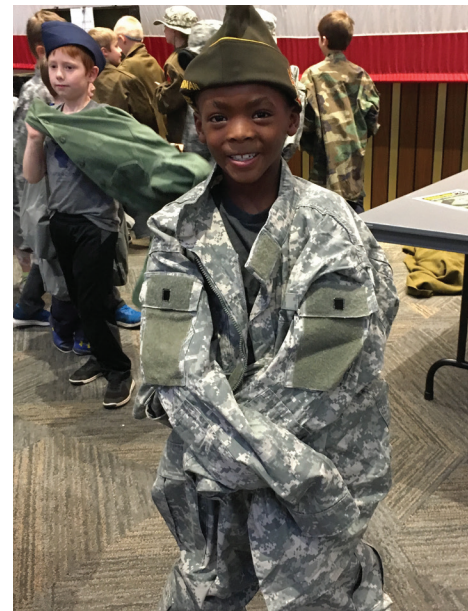
*"The War Memorial Center provides a variety of internal and outreach programs that offer unique opportunities for students and Wisconsin residents to learn about patriotism, history and the accomplishments of our veterans." —Bradley Impact Fund*



We offer the unique opportunity for students to learn about history directly from those who lived it — our veterans.



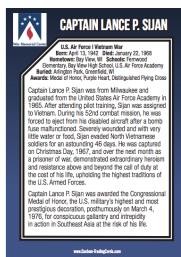
War Dogs is one of our popular education programs drawing in more students than ever before to WMC.



Experience trunks are a huge hit with our youngest visitors. We'll put your donated uniforms to great use!

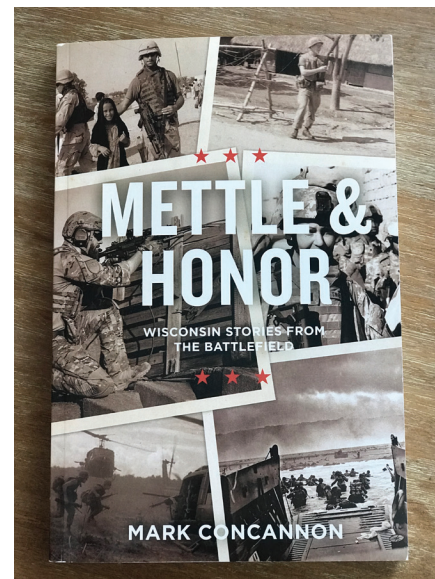


Congrats Dave Drent & Joe Campbell for getting the Veterans Board of Directors Americanism Awards.



Thanks to our incredible VetFest Advisory Committee!

WMC releases trading cards featuring local Medal of Honor recipients.



*Mettle & Honor* is based on interviews from our Veterans Story Project. \$1 of every book goes to WMC.

# BOARD OF TRUSTEES

**PETER P. POCHOWSKI, Chairman**  
Col., USA, Retired

**MICHAEL N. PIERCE, Vice-Chairman**  
Col., USAF, Retired

**TONI HOLLAND, Secretary**  
Charter Communications

**MICHAEL C. GIBSON, Treasurer**  
JH Findorff & Son

**ROBERT BOLZ**  
Retired

**JOE DEAN**  
MACC Fund

**BERT GARVIN**  
WEC Energy Group

**GEORGE J. GASPAR**  
Retired

**CHARLES A. (ANDY) GORDON**  
Godfrey & Kahn, S.C.

**MICHAEL W. GREBE**  
Retired

**MICHAEL B. KOSZUTA**  
CSM., USA, Retired

**ETHAN D. LENZ**  
Foley & Lardner LLP

**CREAMHELD PEPITO**  
Northwestern Mutual

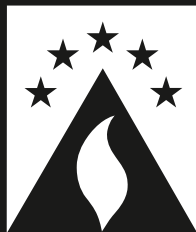
**JOHN WEISHAN, JR.**  
Milwaukee County Board  
of Supervisors

**DAVID J. DRENT, Executive Director**  
War Memorial Center

**RETIRED DURING 2018:**

**PATRICK ROMERO**  
Patrick Romero Sales & Consulting

**TED J. BARTHEL**  
Husch Blackwell



**War Memorial Center**

# ROBERT A. COCROFT 1946-2018



WMC and the entire Milwaukee veteran community suffered a terrible loss with the unexpected passing of Bob Cocroft. The retired Army Brigadier General was a leader for decades for numerous veterans organizations and served on the WMC board from 2016 until his passing in 2018. We miss him greatly.