



Rotary 1975-1983

This era opened with receipt of a generous bequest from Philip V. Orth (president 1940-1941). His son, Phil W. Orth (president 1954-1955), carried on a family legacy by leaving a bequest to create the Philip Orth Family Fund within the RCM Community Trust in 2011.

In 1976, RCM participated in a "Pancake Day" fundraiser for the Milwaukee County Historical Society Bicentennial project to restore the Jewish Curtin House near Whitnall Park, donating \$4,000 as well as providing 40 volunteers. The club ended its financial support of the Low Vision Clinic, established by RCM in 1964, as management had been assumed by Curative Workshop.

The club took a poll on whether to arrange non-smoking tables for luncheons and only 40% of members voted yes. In 1979, Rotary International polled its members on their willingness to admit women with 39% voting yes and 61% voting no.



Rotarian Price Davis, founding member of Second Harvest, also served as the food solicitor. He was often seen working in the warehouse.

In the early 1980s, more than 100 Rotarians collaborated to form the Milwaukee chapter of the national program Second Harvesters. Today, Feeding America Eastern Wisconsin is a highly recognized agency in the fabric of the community.

In this era, Rotarians enjoyed a variety of programs:

- A Columbus, Ohio, Rotarian described key features of the Camp Enterprise program of the American Management Association, which inspired RCM's Camp Enterprise, first held in 1976.



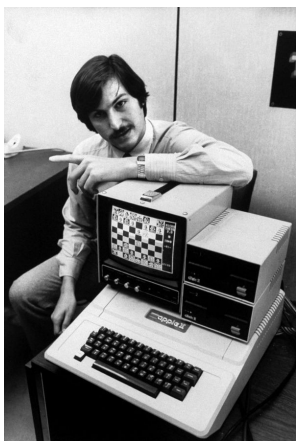
A Rotarian volunteers at Camp Enterprise, a 3 day camp aimed at educating high school students about the free enterprise system.

- In 1976, the President of General Motors predicted ongoing strong demand for large cars and little future appetite for small cars.
- A special luncheon described strategies to reduce dependence on foreign oil.
- Superintendent McMurrin described plans for MPS to meet challenges in the federal court order to enforce integration.
- The general manager of WISN radio explained his theory of why the media developed a liberal bent manifested by prime time being devoted to the "far left, black power, and hysterical ecologists." He suggested having honest economics taught in colleges and that businessmen stop advertising on liberal outlets.
- In 1978, Washington columnist Patrick Buchanan discussed "Why Jimmy Carter Is in Trouble" while predicting the Democratic Party will fail to re-nominate him as its Presidential candidate.
- Jim Fitzgerald, owner of the Milwaukee Bucks, described the necessity for a new arena to keep professional basketball in the city.
- The Rev. Billy Graham, a person who had already spoken to more people in the world than anyone else by 1979, discussed the pessimism he found in the outlook of worldleaders and his concern about the national debt.

- Olympic gold medal winner in the marathon, Frank Shorter, urged Club members to do more to promote physical fitness.
- Fran Ferguson from Northwestern Mutual discussed the importance of the \$10 million investment that created the Grand Avenue Mall and was to place Milwaukee ahead of other cities.
- In 1979, the President of IBM predicting that by 1990, an estimated 20% of U.S. jobs would require computer knowledge and, in the future, the transfer of information through computers will be as common as the telephone.
- The CEO of Pabst Brewery revealed an optimistic future for the extensive downtown production facility.

Milwaukee and the World 1975-1983

In 1975, Bill Gates founded Microsoft in Albuquerque, and the Vietnam War ended with the fall of Saigon. The first episode of Saturday Night Live aired, and the S.S. Edmund Fitzgerald sunk in Lake Superior.



Steve Jobs

In 1976, Jimmy Carter was elected president, Steve Jobs founded Apple Computers, IBM created the first laser printer, and the first class of women was inducted into the Naval Academy.

In 1977, President Carter created the Department of Energy, women were admitted to the Navy and Marine Corp, Elvis Presley died at age 42, and smallpox was eradicated.

California passed Proposition 13 in 1978, which reduced California property taxes by 60%. Leaders of Israel and Egypt won the Nobel Peace Prize after signing the Camp David Accords. The first test-tube baby was born in the U.K.

In 1979, the U.S. established full diplomatic relations with China, China introduced the One Child Policy, 53 Americans were captured at the beginning of the Iran hostage crisis, the Three Mile Island nuclear power accident occurred, and Margaret Thatcher became the first woman prime minister of Britain.



Margaret Thatcher

In 1980, the U.S. Olympic hockey team won the gold medal at Lake Placid in a game referred to as the Miracle on Ice. The eruption of Mount St. Helens caused \$3 billion in damages. Cable News Network (CNN) was established, John Lennon was murdered, and Ronald Reagan was elected president.

The design for the Vietnam War Memorial was selected from among 1,422 entries in 1981. Both President Reagan and Pope John II were shot in assassination attempts. The first cases of HIV/AIDS were diagnosed in Los Angeles, 700 million people watched the royal wedding of Prince Charles and Princess Diana, and Muhammad Ali lost his final fight.

The recession year 1982 saw the Christian right take credit for the failure of the states to pass the Equal Rights Amendment, the first compact disc player was sold, and Time magazine named the first non-human, the computer, as Man of the Year.

Created by Bill Durkin, edited by Mary Bolich

Bill Durkin, President of Durkin & Associates, was a member of the Rotary Club of Milwaukee from 2000 through his passing in the spring of 2021. Bill, who was instrumental in the development of MKE Urban Stables, was actively engaged in the Club's Centennial Anniversary celebration in 2013. An avid student of history, Bill created this history of the Club set in the context of key events occurring in the City, the State and the World.

Mary Bolich, a Principal with Red Rabbit Creative, joined Rotary in 2019. Mary has an extensive background in creative writing, journalism and editing working for organizations such as Kohler, Kohl's and the U.S. Navy. She is the volunteer coordinator of the Rotary Club of Milwaukee's People of Action profile series.