Creative Marketing Strategies Power September Membership Meeting

There was no shortage of ideas last month when over 50 members of UWM’s Osher Lifelong Learning Institute gathered at the School of Continuing Education (SCE) to brainstorm about possible new directions for the group. The impetus for this September 28th membership meeting was the recent grant from the Bernard Osher Foundation and the new opportunities the grant monies offer.

Since renewal of the Osher grant is dependent on growing membership and diversity, many of the day’s discussions focused on various marketing strategies, including new programming ideas, additional short course locations, partnerships with other organizations serving older adults, and signature events designed to attract a broad audience. One theme that echoed throughout the sessions, however, was that word of mouth has always been the most effective recruiting strategy for this Guild/Osher group.

The programming ideas were rich and ranged from bridge to bio-science. They included: Great Books discussions, Ethnic Cooking classes at the Public Market, Art and Music Appreciation (with an emphasis on local artists and musicians), “New Technologies for Dummies” (how iPods work, taking pictures with your cell phone, programming your DVD, etc.) and Current Events (an informal get-together that could be offered at multiple locations -- after all, it’s an election year!). There was a lot of support for more offerings in the popular “Let’s Go” format, as well as interest in basic computer instruction.

Offering significantly more courses and activities will mean identifying a larger pool of instructors. Many in the group felt that we have not adequately mined the lode of UWM instructional talent available; or, for that matter, the talent within the group’s own ranks. There were also suggestions of possible partners who would bring their unique expertise to course development, organizations such as the State Humanities Council, the League of Women Voters, Discovery World, etc.
Focus On Interest Groups: Computers

The computer interest group could probably be more aptly titled the Technologies group. Over the past year, they’ve explored podcasts, digital cameras, and cellphones, as well as a variety of home/office computer questions.

The group’s leader, Peter Lee, points out that in the two years he’s been with the group, they’ve never had set agendas; yet they’ve also never lacked for items to fill the hour they spend each Friday morning in the basement of the Shorewood Public Library.

Peter points out that you don’t need to have a laptop to join the group. “Usually at least one or two people bring laptops, which we can then hook up to the library’s overhead projector. Otherwise, if people have specific things they want to explore with the group, they bring disks or flashdrives. On the pure computer side, we tend to cover a lot of formatting issues.” Members come with questions, interesting new web sites, and tips for computer or software shortcuts.

The group has a listserv where they share ideas for future discussions and last minute location changes. Lee is both enthusiastic and upbeat, encouraging anyone with an interest in joining to stop by. The group welcomes interested new members at all technology skill levels.

While you don’t have to be an expert to join, you will benefit from the knowledge of at least one professional authority. Len Levine, professor emeritus in UWM’s Department of Electrical Engineering, is one of the groups most faithful and active members.

If you have questions about the computer group, you can email Peter at lee@uwm.edu

Peter Lee

Peter Lee is an enthusiastic and upbeat lifelong learner, who retired two years ago from UWM’s English as a Second Language Program. Like most Osher folks, Peter has no trouble keeping busy in retirement. In addition to chairing the computer interest group, he is also teaching at Milwaukee Area Technical College, pursuing an avocation as an autoharp aficionado, and remodeling an

Peter Lee and Autoharp
Around UWM

The University of Wisconsin-Milwaukee (UWM) offers area residents an incredible variety of unique educational experiences. Osher members are encouraged to take advantage of these very special lifelong learning opportunities. For a full schedule of UWM events, you can go to www.uwm.edu. Click on the “Quicklinks” button at the top of the page and go to Event Calendar. In the meantime, here’s a sampling of events to whet your appetite.

Films:
The UWM Film Department is one of the most prestigious in the country, and this is reflected in the rich lode of films available for screening on the campus. For detailed schedules go to the Film Department’s site (uwmscreenings.blogspot.com) and the UWM Union Film Series site (http://www.aux.uwm.edu/Union/events/theatre/).

UWM has several series going on in November and December, including something called the DocUquarium Series on Wednesdays between September 5th and December 5th. Film goers are invited into Professor Brad Lichtenstein’s Film 301 class to view nine documentary premieres, with new guests every month. A few highlights include Banished, King Korn and Revolution 67.

There’s also a Turkish Film Series Thursday – Sunday, November 8-11 that leads off with Distant, winner of the Grand Prix at the 2003 Cannes Film Festival. Closer to home you can catch Locally Grown: the Brothers Riepenhof on Thursday, November 15th at 7:00 pm. Brothers Joe and John Riepenhoff host an evening of new film and video work from Milwaukee-based artists.

Theatre:
On Saturday, November 17th, UWM’s Theatre Lab/Works Series will present Modern Voices: "Thornton Wilder Shorts"-- Directed by Bill Watson. This production will highlight several of Thornton Wilder’s most innovative short works, modern even by today’s standards.
Cost: $5; Time: 7:30 p.m.
Location: Studio Theatre, Arts Center, 2400 E. Kenwood Blvd. (basement level)

Continued on page 6
President’s Message

“The time has come”, the Walrus said: “to talk of many things—of shoes—and ships—and sealing wax—of cabbages—and kings.” This literary reference is my excuse for presenting a hodge podge of ideas to you. First, thank you, thank you, thank you. It is the season when we should pause for a moment and remember all the good things that individuals have done for us. No organization can function without a group of dedicated and efficient workers. Renewed gratitude to Alice Kuramato and Joyce Durgerian who have left the board after years of service. Both of them helped us grow by contributing their talents and skills. Chris O’Brien and her committee have welcomed and served us at several functions this fall and are preparing to do it again for the holidays. The computer group helps to put out the Gazette. The short course committee barely gets one semester of courses operating and they start preparing for the next one. In the Special Interest Groups all the members support and encourage each another in their learning efforts. In each of the committees, members struggle and search for the right information and decisions to best reflect the goals of the organization. To each and every dedicated member, thank you.

The September 28th general meeting was attended by about 50 members who were led through a planning process by Miriam Reading. It was an energizing day spent reflecting on our purposes and plans. You can see a summary of the day’s activities elsewhere in this issue. The suggestions and ideas that were generated in the sessions are being forwarded to appropriate committees for analysis and action. Also in this issue is a copy of the Osher budget as was requested at that meeting. A special note to those individuals who had good ideas for improving the organization: consider joining a committee to help implement those ideas. The committees and chairs are all listed in the Gazette for contact purposes.

The renovation of the Osher Office in Hefter is just about completed. Cathie Sanders is “on site” on Monday and Thursday each week, so drop in to take a look. We’re also looking for volunteers to “office sit” so that we can keep it open. If you can give an hour or two a week, maybe before or after a meeting or course, please let me know. Because of the equipment and information in the space, we cannot leave it open without someone in attendance. There will also be a sign up sheet in the office.

I began with a thanksgiving reflection. I’ll end with a wish for a joyful, peaceful and happy holiday season. It’s been quite a year for us, but next year has even greater promise.

Terry Rozga

Many of those attending the September 28th membership meeting expressed a desire to know more about the Osher Institute budget. Kim Beck and Cathie Sanders of the School of Continuing Education (SCE) have put together the budget details below. This spreadsheet combines the three different accounts through which Osher funds flow: SCE Operating Budget, the UWM foundation account, and the grant from the Bernard Osher Foundation. If you have questions about these figures, please contact Cathie or Kim for clarification.

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<td>Salary and Fringes</td>
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<td>Executive Director (75%)</td>
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<td><strong>Total Salaries &amp; Fringes</strong></td>
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<td><strong>Total Other Expenses</strong></td>
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| Total Expenses                   | $150,527| $31,704              |
| Net                              | $23     | $105,216             |
| Balance UWM Foundation Account 8/31| $15,353 | $15,353             |
| Net                              | $15,376 | $120,569             |
Welcome New Members

Braun, Rose, 414-482-0289
Brite, Jane, 414-271-1192
Busacchi, Anthony, 414-963-9162
Chou, Clarice, 414-351-1538
Doellman, Janet, 414-332-8788
Drake, Sara, 414-963-6151
Dwyer, Jeanine, 262-242-9147
Enslow, James, 414-964-9478
Foss, Gary, 262-784-0962
Fox, Karen Joy, 414-224-1378
Frey, Margo, 414-964-7910
Gibson, Susan, 414-817-9039
Grosz, Joan, 414-964-1816
Gurney, Jean, 414-962-4121
Hahn, Barbara, 414-961-2090
Henriksen, Kathryn, 414-352-4863
Hessler, John, 414-278-1256
Hessler, Judy, 414-278-1256
Hoglund, Donald, 414-352-1788
Jacques, Sandra, 262-268-0788
Johnson, Sues, 414-273-2265
Kearney, Sandra, 414-778-1374
Kelly, Mary E., 414-964-6429
Kelly, Kathleen, 414-765-9348
Knutsen, Kathleen, 414-801-8950
Lavinovich, Marjorie, 414-427-9389
Lehmann, Jeannie, 262-251-1756
Lovelace, Willie, 414-265-8053
Mendelson, Bailie, 414-352-1176
Mendelson, Kenneth, 414-352-1176
Murphy, Margaret, 414-771-4321
Neidhardt, Donna, 414-352-1788
Pearson, Florence, 262-251-8731
Reis, Elaine, 414-744-2030
Rice, James, 414-778-1374
Roddy, Nancy, 414-964-4677
Roth, Beverly, 414-339-5838
Schulz, Marianne, 414-962-9733
Semon, Florence, 262-250-9876
Spector, Jerome, 414-351-0181
Stachnik, Jeanne, 414-962-9733
Stuckey, Bill, 414-357-4876
Thieman, Kathy, 414-272-8287
Thieman, Bill, 414-272-8287
Timm, Irene, 414-531-1178
Weiss, Richard, 414-962-3158
Wenzler, Nancy J., 414-228-8797
Winter, Mary Ellen, 414-384-5039

Around UWM, continued from page 3.

The UWM Theatre Mainstage Series is presenting *Ring round the Moon* by Jean Anouilh on Tuesday, December 4th through Sunday, December 9th. Michelle Lopez directs the Christopher Fry adaptation of Anouilh's magical and stylish account of matchmaking gone haywire.

Tuesday – Saturday, 7:30 pm; Sunday, 2:00 pm
Location: Mainstage Theatre, 2400 E. Kenwood Bd.
Contact: Box Office: (414) 229-4308
Cost: $10 general/$7 students & seniors & alumni

Lectures:

Sammis White, a Professor in UWM’s Department of Urban Planning will speak on The Milwaukee 7: Making the Region Sustainable
Date: Tuesday, November 13, 2007;
Time: Noon to 1:30 p.m.
Location: School of Architecture and Urban Planning, Rm. 110, 2131 E. Hartford Ave.

The Fourth Annual Nohl Fellowship Exhibition will feature Dan Klopp, recipient of a 2006 Fellowship in the emerging artist category, who will talk about his work.
Date: Wednesday, December 5, 2007;
Time: 5:30 p.m.
Location: Inova/Vogel Hall, 3253 N. Downer Ave.

Music:

UWM offers a plethora of outstanding musical experiences, including the First Annual Woody Herman Educational Jazz Workshop: Public events include: November 16, 2007 at 6:00 pm: Lecture by jazz historian John Graham, followed by a reading band session (free); November 17, 2007 at 7:30 pm: Concert with UWM Youth Jazz Ensemble and College Honors Jazz Ensemble with guest Steve Houghton.

Tickets: $10 general/$7 students, seniors & alumni.
Location: Helene Zelazo Center for the Performing Arts, 2419 E. Kenwood Blvd.

You are also invited to the UWM’s Choirs’ WINTER CHORAL CONCERT which features The UWM Concert Chorale, Men of Song, University Choir and Women’s Chorus welcoming winter with song.
Date: Friday, December 7, 2007; Time: 7:30 p.m.
Location: Helene Zelazo Center for the Performing Arts, 2419 E. Kenwood Blvd.

There’s lots more, including dance, sports, roundtables, etc. Get together with friends and explore this wonderful world of learning.
Chris O’Brien –
Consummate Lifelong Learner

Chris O’Brien, chair of Osher’s Social Committee, is a consummate lifelong learner, one whose favorite job is “retirement.” She joined Osher (then the Guild) two years ago, having decided that the variety of courses and activities suited both her eclectic interests and energetic lifestyle.

Chris grew up in rural Vernon County and came to Milwaukee at 18, right out of high school, right off the farm. As Chris tells it, “When you live on a dairy farm, you milk cows two times a day. We never went anywhere. Maybe we went to LaCrosse two times a year, but that was it!” Moving to Milwaukee on her own was a big deal.

In some ways, she’s never stopped moving. She worked throughout her marriage, first in accounting and later in real estate. She raised four children while making time for many hours of volunteer work for groups like the Girl Scouts, where she was a Day Camp Director and the Shorewood Woman’s Club, where she was President.

In retirement, she’s moving even faster. She’s a mentor for reading at the Cass Street School, co-chair of programs for the Fox Point Garden Club, a booth attendant at the Schlitz Audubon Center, a fundraiser for the Shorewood Woman’s Club, not to mention her work with Osher’s Social Committee. She claims to be a slow reader, but belongs to a book club and was familiar with the work of every author who came up in conversation, from Barbara Kingsolver to Khaled Hosseini.

Oh yes, she’s also a volunteer usher at the Marcus Center, First Stage Children’s Theater, the Symphony, and the Rep, Broadway, Skylight and Renaissance theaters. “I always said when I was working that if I had enough money and time I’d go to every show and symphony in town,” notes Chris. Well now she does.

What is unusual about Chris is that you don’t feel any of the jarring restlessness often characteristic of people on the go. She is very centered, with a comforting aura of calm. But perhaps that shouldn’t be surprising. Chris brought with her from the farm an interest and pleasure in nature and the outdoors. She loves to “walk around in the spring and see the different things emerge from the ground.” She believes it’s possible to heal mentally by being outside and getting in tune with nature. In fact she recently gave the Short Course Committee a lead on an instructor for a class in Ecology Psychology.

Chris’s husband Jim is also retired, he from a career as an engineer at A.O. Smith. In some ways at least, they seem to be a case of opposites attracting. According to Chris, “I’m out all the time and Jim stays home.” Chris considers herself lucky in this complementary relationship. “My friends always refer to him as my ‘secretary’ because I’m always gone when they call and he takes the messages. And passes them on.”

Yes – it was a big thing for Chris to come to Milwaukee and be on her own at 18. But her mother had one goal. She said her children couldn’t just stay home. They had to go out and do something. Well, Chris did – and continues to.

KUDOs to Members

To Rocille McConnell who was named Tutor of the Year by Literacy of Wisconsin. Rocille has been a tutor with LSW since 1991. In the past 16 years she has tutored for more than 800 hours. She also interviews prospective students, works with challenging students, and often stays late to help students. She is a model tutor.

Congratulations Rocille from your Osher friends

Computer Classes
Offered at Washington Park Senior Center

Many members attending the brainstorming meeting September 28th expressed interest in computer classes. If you can’t wait until these are offered through Osher, you might want to check out the Washington Park Senior Center which offers classes appropriate for both novice and experienced computer users. You can choose from classes on Computer Basics, Internet, Email, Webpage Design, Powerpoint, Ebay and more. Prices for the classes range from $11-$18 for those aged 62 and older and from $52-$100 for those 50-61. Call 414-033-2332 for more information.
# November 2007

**Legend:**

- **(C) - Course**
- **(E) - Event**
- **(M) - Meeting**
- **(I) - Interest Group**

<table>
<thead>
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<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td>10:30 Potpourri II - (C)</td>
<td>10:30 Spanish Conversation - (I)</td>
<td>10:30 French - (I)</td>
<td>9:30 Spanish - (I)</td>
<td>9:00 Computers - (I)</td>
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<tr>
<td></td>
<td>10:30 Broadcast Topics - (C)</td>
<td>10:30 Literature - F. Scott Fitzgerald - (C)</td>
<td>10:30 Energize Your Mind Twice - (C)</td>
<td>10:30 Poetry - (I)</td>
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<td>12:00 Italian - (I)</td>
<td>1:30 Gold Star Mysteries - (I)</td>
<td>1:00 Writers’ Round Table - (I)</td>
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<td>10:30 French - (I)</td>
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<td>10:00 Go Explore: Miracle on 92nd Street - (C)</td>
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<td>10:30 Poetry - (I)</td>
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<td>9:00 Computers - (I)</td>
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<td>9:00 <strong>Computers - (I)</strong></td>
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<td>10:30 <strong>Literature- F. Scott Fitzgerald - (C)</strong></td>
<td>1:30 <strong>Gold Star Mysteries - (I)</strong></td>
<td>10:30 <strong>Poetry - (I)</strong></td>
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SPECIAL INTEREST GROUPS NOTES
NOVEMBER-DECEMBER, 2007

For complete information about special interest groups, call the Osher Office at 414-227-3222. Unless stated otherwise, all special interest group meetings will be held at the Hefter Center – First Floor Library.

SPECIAL INTEREST GROUPS

LANGUAGE:

FRENCH: Prof. Martine Meyer  414-964-3717
Every Wednesday,  10:30 a.m. – Noon

ITALIAN: Silvana Kukuljan  414-332-4427
Every Tuesday, 12:00 Noon – 1:15 p.m.

SPANISH: Tony LoBue  414-962-2395
Every Thursday,  9:30 – 11:30 a.m.

SPANISH CONVERSATION:

Pat Ulman  414-332-2956
Every Tuesday,  10:30 a.m. – Noon

BOOKS:

Cathy Morris-Nelson  414-352-2839
Third Tuesdays, 10:00 a.m. – Noon
Meet at the Shorewood Library

Nov. 20: “And She Was” by Cindy Dyson

No meeting in December

COMPUTER USERS’ GROUP:

Peter Lee  414-202-6312
Every Friday, 9:00 – 10:00 a.m.
Meet at Shorewood Library – Lower Level

PLAY READING:

Second and Fourth Fridays, 10:30 – Noon

GOLD STAR MYSTERIES:

Beverly DeWeese  414-332-7306
First Thursdays, 1:30 – 3:00 p.m.
Meet at Shorewood Library – Lower Level

Nov. 1: “Gentlemen & Players” by Joanne Harris
“Cripple Creek” by James Sallis

Dec. 6: “Homes on the Range” by Steve Hockensmith
“Water Room” by Christopher Fowler

HISTORY:

Susan Comstock  414-291-9436
Second & Fourth Wednesdays, 9:00 – 10:15 a.m.

“A Commonwealth of Thieves” by Thomas Keneally

Nov. 14: Chapters 21 – 25
Dec. 12: Chapters 26 – Epilogue

POETRY:

Ruth Allschwang  414-223-4986
First and Third Fridays, 10:30 a.m. – Noon

THE WRITERS’ ROUNDTABLE:

Rosalie Robinson  414-383-3427
Second and Fourth Thursdays, 2:00 – 4:00 p.m.
New members are welcome.
Bring your writings to read.
Scenes from the Fall Reception

New member Mary Ellen Gembalis with faithful companion Maggie.

Ruth Allschwang (standing left), and Rosalie Robison (standing right) welcome a new member.

OFFICERS 2007-2008

President
Terry Rozga .............414-332-4052

President Elect ............Open Position

Secretary ..................Open Position

Treasurer
Betty White ..............414-962-0810

Past President
Alice Kuramoto..........262-241-0266

Leadership & Dev. Co-Chairs
David Wallace ..........414-247-8610
Peter Lee .................414-202-6312

Marketing Co-Chairs
Marilyn Stuckey ........414-352-4876
Betty Bump...............262-241-1803

Membership Co-Chairs
Jo Smirl .................414-963-2117
Phil Rozga ...............414-332-4052

Social Activities
Chris O’Brien ............414-228-8199

Short Courses Co-Chairs
Darlene Roberts ........414-962-7039
Ruth Kurensky ..........414-961-0427

Special Interest Group Representatives
Ruth Allschwang ........414-223-4986
Catherine Morris-Nelson ...
..............................414-352-2839

UWM SCHOOL OF CONTINUING EDUCATION STAFF

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The Osher Gazette is a bi-monthly publication of the UWM Osher Lifelong Learning Institute. Please contact Mary Mulroy at mjm@uwm.edu with ideas and/or articles.
Deadline for the January/February issue is December 1st.

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Mary Mulroy 414-962-0296 mjm@uwm.edu
Layout: SCE Marketing
The Holiday Gala

Thursday, December 13
12:00 pm to 3:00 pm

Northshore Funeral Services
3601 N Oakland Ave

Bring finger food, dessert or a bottle of wine to share.

Parking is available across the street.