



## See you there...

### Viewpoint luncheons

Friday, October 1  
Italian Community Center  
Grand Ballroom  
**11:45am**

One of Milwaukee Mayor Tom Barrett's campaign promises when he ran for mayor was that he would do an audit of MMSD. Well, he kept his promise. Don Theiler, chair of MMSD's audit committee and Seattle's wastewater treatment director, will present the audit's findings. A panel of mayors, including Barrett, will then have its say.

Thursday, October 28  
Italian Community Center  
Grand Ballroom  
**11:45am**

Frank H. Beal, executive director of Chicago Metropolis 2020, will discuss why acting locally on regional issues is jeopardizing Chicago's long-term economic growth and quality of life and how Chicago is moving toward better regional planning. Chicago Metropolis 2020 is a nonprofit organization funded by foundations, corporations, individuals, and The Commercial Club of Chicago that advocates for the region's long-term health.

Tuesday, November 30  
Pfister Hotel  
Imperial Ballroom  
**11:45am**

UWM's new chancellor, Carlos Santiago, will give his vision not only of how the school will change under his watch, but how the school could help change Milwaukee and enhance its growth and image.

## Water resource management study to help guide region's future

Quality of life. It all comes down to clean and abundant water. Without it, the best in arts, the best companies, the best neighborhoods, the best parks, and the easiest commutes don't mean a thing.

As a region, southeastern Wisconsin has a powerful advantage when it comes to having lots of clean water, being located on the shore of Lake Michigan and in the middle of five watersheds. Unfortunately, the natural boundaries of the region's watersheds differ from their political boundaries, making management of water resources a complex and sometimes exasperating undertaking. Nevertheless, managing that resource is critical to ensure the region's future health.

The Forum – through support from The Joyce Foundation, The Brico Fund, and the Greater Milwaukee Foundation – has undertaken an 18-month-long study to identify the policies and financing mechanisms necessary for the responsible stewardship of water resources throughout metro Milwaukee. Objective research and analysis of that information is the start to creating and guiding water policy in the interests of the region as a whole.

## School information available soon

The Forum's annual public schooling book soon will be available, comparing finance, enrollment, and student participation and performance in the 94 school districts of Southeastern Wisconsin's seven counties. A handy pullout poster gives a complete picture at a glance.

Separate studies are being done for the Racine and Kenosha districts.

Support for the comprehensive schooling book comes from Northwestern Mutual Life and Griffin, Kubik, Stephens, Thompson, Inc. The Racine study is sponsored by Education Racine, Inc.; Kenosha's by the Kenosha Area Business Alliance, Inc.

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## Forum's faces change

Look at the newsletter's masthead and you'll see several new names.

Focusing on regional issues and undertaking studies on water resource management, land use, and regional collaboration, plus wanting to heighten its awareness in southeastern Wisconsin, the Forum has added new people to handle the workload.

**Kate Ksobiech, Ph.D.** has joined the Forum as senior research analyst. Kate has a doctorate in philosophy from the Urban Studies Program at the University of Wisconsin-Milwaukee where she concentrated on the design and evaluation of health-related communications. She also has a master's degree in broadcast communications from Marquette University's College of Speech. Before coming to the Forum, Kate was a postdoctoral fellow at the Medical College of Wisconsin's Center for AIDS Intervention Research where she researched HIV/AIDS policy and risk reduction intervention.

Researcher **Ryan J. Horton** has done extensive study on economic development, workforce development, and education policy as a research assistant to Dr. Sammis B. White at the University of Wisconsin-Milwaukee's Center for Urban Initiatives and Research. While at the center, Ryan helped develop the Wisconsin Research Institute study, *Jobs in the New Millennium: Wisconsin's Regional Economies 1999-2003*. At the Forum, Ryan will concentrate on economic development and transportation issues.

**Jerry Slaske** is the Forum's first-ever communications director and will raise the forum's profile in the community, the media, and among members. Jerry has been in marketing or public relations for 30 years. For the last 20 years, he has been with the public relations agency of Morgan&Myers in its Milwaukee office. Prior to that, he was in marketing communications with Kenosha-based Snap-on Tools Corporation, and in corporate communications with Milwaukee-based Manpower, Inc. A Milwaukee native, Jerry is a 1974 graduate of Marquette University's College of Journalism.

In addition, **Daniel C. Nedset** is the Forum's intern. Dan is a Marquette University pre-law junior with a history and psychology double major.

### Personal choice helps explain segregation

It may seem obvious that people live where they do because that's where they choose to live. But when it comes to racial segregation, perhaps that isn't so obvious. In fact, housing affordability and discriminatory lending practices are seen as the usual culprits. Nevertheless, personal choice also helps explain segregation, according to the Forum's latest housing survey, *Housing, Diversity and Choices: A Metro Milwaukee Opinion Survey*.

Interviews with 800 households in Milwaukee, Waukesha, Ozaukee, and Washington counties found that almost two-thirds of those surveyed believe the main reason metro Milwaukee is segregated is because people choose to live with people of their own race. Even so, choice means different things to different people, and barriers to home ownership certainly do exist.

### Share and share alike

As part of its *One Region, One Future* regional collaboration project, the Forum soon will release a study of how revenue sharing used to work, how it currently works, and various models for discussion of future tax-base sharing initiatives.

Tax-base sharing involves taxing several entities for a public benefit they all enjoy, but in whose jurisdictions the benefit might not be located. Revenue from the tax is then pooled and shared among the entities according to agreed-upon criteria.

Racine and its suburbs began tax-base sharing for sewer infrastructure and water treatment. It has since spread to the zoo, art museum, and library.

The study is funded by The Lynde and Harry Bradley Foundation, Helen Bader Foundation, The Richard & Ethel Herzfeld Foundation, Inc., and the Greater Milwaukee Foundation.

### Meet the staff



**Top row, left to right:** Kate Ksobiech, Ph.D., senior research analyst; Ryan J. Horton, researcher; Jerry Slaske, communications director; Daniel C. Nedset, intern; Jeffrey C. Browne, president; Anneliese M. Dickman, J.D., senior researcher; **Bottom row, left to right:** Jeffrey K. Schmidt, researcher; Deborah A. Curtis, researcher; Catherine A. Crother, office manager.