

The Business Journal of Milwaukee - March 24, 2008

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Friday, March 21, 2008

## United Way names co-chairs

The Business Journal of Milwaukee - by [David Schuyler](#)

The **United Way of Greater Milwaukee** is expected to announce March 21 that three Milwaukee business leaders -- David Lubar, Mary Ellen Stanek and James Ziemer -- will serve as co-chairs for the 2008 fundraising campaign.

Lubar is president of **Lubar & Co.**; Stanek serves as managing director for **Robert W. Baird & Co. Inc.**; and Ziemer is president and chief executive officer of **Harley-Davidson Inc.**

Last year, the United Way raised more than \$43 million, which is invested in more than 150 Milwaukee-area programs that assist more than 410,000 people. The goal for the 2008 campaign will be announced in September.

When asked if the current softness in the economy will pose a particular challenge for this year's effort, Stanek said fundraising campaigns are "never easy." It may be possible, however, to garner additional support for United Way by leveraging the message that the economic slowdown may increase the community's need for human services.

"Ironically, the tougher economic times is exactly when the need is the most," she said.

Ziemer said raising awareness of the causes supported by United Way, and the success driven by the funds provided by the United Way, is a crucial element of the campaign.

Issues such as early childhood education and teen pregnancy are key to breaking the cycle of poverty, he said. Success in boosting the visibility of United Way's mission will drive the overall success of the fundraising effort particularly with the economy in its current shape.

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