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3 to lead United Way drive

Goal for 2008 will be revealed in September

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United Way of Greater Milwaukee announced the co-chairs for its 2008 campaign, naming a trio of area business leaders to lead fund-raising efforts in the city.

James Ziemer, president and chief executive of Harley-Davidson Inc.; David Lubar, president of Lubar & Co.; and Mary Ellen Stanek, managing director for Robert. W. Baird & Co., will chair the 2008 United Way Community Campaign.

Stanek also is a director of Journal Communications Inc., which publishes the Journal Sentinel.

Last year's campaign raised more than \$43 million for community programs and organizations. This year's goal will be announced in September.

The three were chosen as people "interested in the health and human service of the community," said Sue Dragisic, president of the United Way of Greater Milwaukee.

"We clearly like to have someone who is regarded as a leader in the community" as a chair, Dragisic said.

She said the three will be responsible for rallying new and existing supporters to participate in the campaign.

Lubar, a United Way board member, likened his role as a chair to "a coach with an athletic team."

"It's helping to describe the goal for the year, and it's getting all the players motivated," he said.

Stanek said the co-chairs' first task will be to recruit effective campaign cabinet members in the community on the way to developing an overall campaign strategy.

"I've been involved for a number of years," she said. "Baird supports it, with over 90% of our employees participating."

Ziemer said Harley-Davidson "has a tradition of supporting the Milwaukee community in partnership with United Way."

The company contributes \$1 million annually to the campaign, and last year, it donated a 2008 Road King motorcycle as a sweepstakes prize for those who made new donations of at least \$25.

"It is truly an honor for me to support a campaign that impacts the lives of the Milwaukee community in such a positive way," Ziemer said.

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