

“At the end of the day, you know you’re having an **impact** on peoples’ lives.” “I think we have a chance to change the PERCEPTION OF how MILWAUKEE is viewed nationally.” “It’s about results, and the more you can prove results, the better.” “(It’s) a **big part** of why I chose to **stay in** Milwaukee for the **long term.**” “He is playing the long game **rather than** trying to **win** today’s headline or vote.” “I feel we’re responsible to future generations.” “IF IT DOESN’T FEEL TRUE, THEN IT **DOESN’T REALLY** WORK.” “No way I would put in the **hours** and **effort** if I didn’t love it and love seeing the results.” “I’m trying to give back to Wisconsin as much as I can.” “With everything, I’m trying to do the best I can.” “What I did not expect was to just fall in love.”

# GAME CHANGERS

BY NAN BIALEK, BOB GOSMAN AND JANET RAASCH  
PHOTOGRAPHY BY DAN BISHOP

13 PEOPLE WHO ARE MAKING MILWAUKEE MORE INTERESTING, INTELLECTUAL, CARING, EXCITING, ARTISTIC, RELEVANT, BEAUTIFUL AND DECENT



## Madeline Lubar

Milwaukee Institute of Art and Design

»An interest in art led Madeline Kelly Lubar to the Milwaukee Institute of Art and Design board of trustees in 2006. »“I knew nothing about higher education,” she admits. Nonetheless, she immediately began making an impact. “There wasn’t enough buzz around town about MIAD,” Lubar says. “I saw that MIAD needed to be better known in our own community.” »She and husband David Lubar initiated the signature fundraising event for the arts school, Creative Fusion. “We raised over \$300,000 that first year,” she says. “That’s real money for this small school” where 97 percent of the school’s 700 students receive financial aid. »As her involvement with the school grew so did her emotional commitment. “I’m increasingly impressed by how hard the staff, faculty and management work to serve the students,” she says. “It’s very moving and touching to see the lengths people will go to make the student experience a good one.” »And once they graduate, MIAD students stick around, Lubar says, noting that 80 percent of grads stay in the Milwaukee region and find work at places like Harley-Davidson, Kohl’s Corp. and GE Healthcare, among dozens of other businesses. “We don’t have a brain drain problem. Our creatives continue to contribute to our community.” »Lubar is now board chair and works closely with MIAD President Neil Hoffman to bring ideas to fruition, continuing to raise MIAD’s profile and also to deepen the educational experience for art and design students. »The MIAD Creativity Series, founded by the Lubars, brings in nationally known artists for programming with students and the public. There’s also a new residence hall being built on the Third Ward campus and a new initiative with Marquette University to develop a joint industrial design/engineering program. »The volunteer experience has been a rich one for Lubar. “What I did not expect was to just fall in love,” she says. “It is so fun to walk in that door. There is always something different, always fresh. It’s a really enjoyable place to be.”

(Lubar, photographed with a 1967 first edition Excalibur, part of the Brooks @ 20 exhibit at MIAD.)

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