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BUSINESS

Bud Selig, Shel Lubar, Steve Marcus receive Herb Kohl Service Award--highlighting their friendship



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Milwaukee Journal Sentinel

June 12, 2025, 11:26 a.m. CT

Key Points AI-assisted summary ⓘ

The Milwaukee Jewish Federation honored Allan “Bud” Selig, Sheldon Lubar, and Stephen Marcus with the Herb Kohl Service Award.

The honorees, longtime friends of the late Herb Kohl, reminisced about their shared history.

The event, attended by roughly 550 people, celebrated the honorees' contributions to the Milwaukee community.

Selig, Lubar, and Marcus each spoke fondly of Kohl, highlighting his dedication to public service.

It was a gathering to honor three Milwaukee titans of business, but for the honorees their minds were on their friend: Herb Kohl.

Allan “Bud” Selig, Sheldon Lubar and Stephen Marcus each received the Herb Kohl Service Award from the Milwaukee Jewish Federation on June 11. Roughly 550 people from the Jewish community, and the greater Milwaukee community, attended the Pfister Hotel event.

Each award winner knew Kohl personally from their childhood, or from attending the University of Wisconsin-Madison.

Having brought Major League Baseball back to Milwaukee with the Brewers and serving as baseball commissioner, [Selig](#) is perhaps the most high-profile honoree.

[Lubar](#) founded Lubar & Co. private equity firm in 1977. [Marcus](#) is chairman emeritus of hotel and theater operator Marcus Corp., which counts the Pfister among its holdings.

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And each has spent considerable time improving Milwaukee through their philanthropy – [just as Kohl did.](#)

But the three buddies weren't interested in their career achievements as much as talking about old times and the one member of the crew that wasn't there.

[Kohl died in 2023](#) leaving a legacy of service, including four terms in the U.S. Senate.

“When we all traveled through Madison at the University of Wisconsin in the same fraternity, all of us at one time or another were about this far away from being in the jail in Madison,” Marcus said, holding his index finger and thumb close together as the crowd laughed.

Selig added some context.

“Stephen's correct when he's talking about the jail. What he forgot to tell you is I'm the guy who got them out of jail,” Selig said.

Each spent time honoring their friend who would go from helping operate his family's Kohl's supermarket chain to becoming owner of the [Milwaukee Bucks](#) and a senator.

“We talked about sports and politics. We were both American institution majors, took all the same courses, the problem was Herb loved getting up early and I hate getting up early,” Selig said. “So he took the 7:45 a.m. (class) and I took the 4:30 p.m.”

Selig considers himself fortunate to be friends with Kohl.

“He was then what he became,” Selig said. “He loved politics but he loved public service, believed in public service. So when he became a senator and did all the things that he did, I wasn’t the least bit surprised.”

Selig told a story of when he and Kohl squared off against each other in baseball when they were elementary school kids. A story Kohl repeated “50,000 times,” Selig said.

“We won 9-0. And he was mad about it until the day he died,” Selig said.

Their history made the relationship special, he said.

“It’s the kind of relationship that you had and it’s the kind of relationship that you’re blessed to have,” Selig said. “Wherever Herb is, he’ll be smiling because I told that same silly story.”