

# INSIDE

THE UNIVERSITY OF WISCONSIN - GREEN BAY

## NIFTY AT 50

34,000 strong,  
The Phoenix rises!

*Nancy (Abyl) Deprey is  
UWGB's No. 1 graduate,  
having been first in line  
at the school's inaugural  
graduation ceremony*

*Celebrating*



© Neville Public Museum of Brown County

**50<sup>th</sup> Anniversary Edition**  
• SEPTEMBER 2015 •



*50 years,  
countless reasons  
to celebrate...  
and big dreams of our own*

Greetings!

This year the University of Wisconsin-Green Bay celebrates its 50th anniversary, and what a 50 years it has been! This commemorative issue of *Inside UW-Green Bay* offers just a sampling of the photos, memories and milestones that tell our story.

Throughout this academic year we plan to celebrate with campus and community events, our most ambitious Alumni Days ever, a 50th anniversary lecture series, print and digital publications, online conversations and more.

There is much to celebrate. We have a great, innovative curriculum — one of the most unique in America — with a problem-solving focus and fantastic faculty and staff. We have wonderful facilities and one of the most beautiful campuses in the country. Our graduates are leaders in Green Bay, in Wisconsin, across the nation and around the world. We have deep roots in Green Bay, an internationally known city, which we enrich with our music, arts and cultural offerings. And we're very proud, of course, of our Division I athletics program.

Recently I have had the pleasure of meeting with some of UWGB's early founders and students, and I've enjoyed being reminded that people here had truly big dreams in 1965. Working together, over time, those same people, both community supporters and people on campus, made those dreams come true.

Today, we're ready to start another 50 years, a great 50 years of innovation, transformation and growth. We, too, have big dreams... of doing even more for our students and community.

We hope you'll join us in making our 50th anniversary year a launch pad for a fantastic future at the University of Wisconsin-Green Bay. *Fifty and Forward!*

A handwritten signature in black ink that reads "Gary L. Miller". The script is fluid and cursive.

Gary L. Miller  
Chancellor

**INSIDE  
UW-GREEN BAY**

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# INSIDE

THE UNIVERSITY OF WISCONSIN - GREEN BAY

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### BIGGEST. ALUMNI. EVENT. EVER.

October weekend celebrates  
50 years of UWGB

## on the cover

*UW-Green Bay's first graduate, Nancy (Ably) Deprey posed recently on the second-level bridge connecting Laboratory Sciences and Environmental Sciences, the only two buildings on the new University's skyline when she received her diploma from Founding Chancellor Weidner on June 1, 1970 (inset photo). The other inset photo shows outdoor graduation in May 1981.*

VISIT INSIDE  
ON THE WEB AT

<http://blog.uwgb.edu/inside/>

## departments

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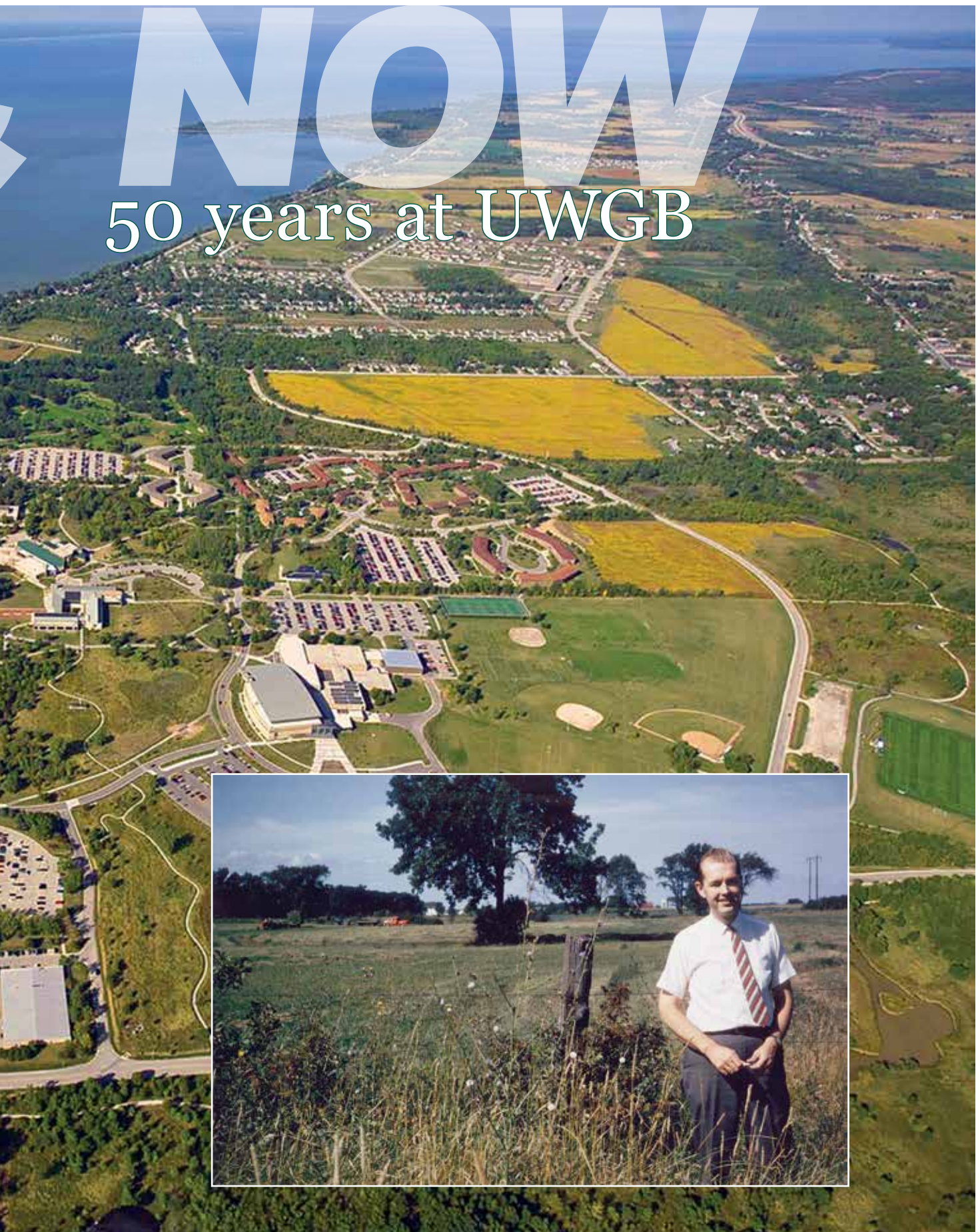
# THEN &

*“I don’t know if you can see the buildings out there, but I can.”*

*Edward Weidner, overlooking empty fields, proclaimed those words at the first ground-breaking. Weidner (inset, 1967) would serve two decades as founding chancellor. Afterward, he remained in Green Bay, never tired of his involvement and lived more than long enough to see the vision realized. His concept campus — deeded a generous patchwork of farmland, sand pits, golf course acreage and cottage holdings along the bay (1968 photo below) by a community eager for its own UW — would emerge as a modern, respected university. Weidner died in 2007, about the time the color aerial here was captured. The University of Wisconsin-Green Bay continues to grow.*







# NOW

50 years at UWGB





# 'Proud Phoenix'

## UW-Green Bay's first grad compares notes

*Nancy (Abyl) Deprey is a semi-retired social studies teacher (she still subs occasionally) who enjoys golf, family and exploring interesting subjects through UWGB's Learning in Retirement program. Victoria Zacarias, in her early-20s, has her sights set on a master's degree in urban planning with an emphasis on community development. Her goal is to work with the Latino community to strengthen individuals and communities.*

*Separated by five decades in age, the two Green Bay natives will not have met before Sept. 2, when they'll be honored guests as UWGB celebrates its 50th anniversary with ceremonies on campus, but they have plenty in common.*



### No. 1

*Nancy (Abyl) Deprey  
Class of June 1970  
Regional Analysis, teaching  
Hometown: De Pere*

### Graduation day

#### **Deprey, Class of '70:**

I was Abyl then, before I became Deprey. When I found out I was going to be the first graduate of UWGB, because of alphabetical order, it was quite a surprise. I was a little nervous, too. I didn't think I needed the spotlight, or wanted the spotlight, but it was there. (The *Press-Gazette* newspaper profiled her in its pre-commencement coverage.) I felt very proud to be one of that first graduating class.

#### **Zacarias, Class of '15:**

Because of my major and because my last name starts with "Z," I was the very last person to cross the stage. Afterward, people congratulated me on being UWGB's "newest" alumni of the school's first 50 years. They told me that I'm graduate No. 33,836.

#### **Deprey '70:**

The day of our graduation there were 78 of us scheduled to get degrees. It was supposed to be outdoors, on campus, but the weather forecast wasn't good and there wasn't a lecture hall large enough. So we had it in the gymnasium at the Decker campus. With all the guests and dignitaries (for the inaugural UWGB graduation ceremony) it was quite small. But it worked out.

### Going to school in Green Bay

#### **Zacarias '15:**

I grew up in Green Bay, so for me going to school here is something I appreciated. It's a good fit. The University really connected with the best parts of the city — its rich culture, the many resources in a city this size and, of course, the pride we feel in having the Packers here.

#### **Deprey '70:**

I had attended college earlier, but then I had my three children. Going back to school, it was exciting to have a four-year campus. Before that, you'd have to do your two years in Green Bay (at the UW Center) and go somewhere else to finish. Now, you could do it all here, the campus was growing, the excitement was here. It was something very special to be able to finish your education in Green Bay, at UWGB.

### Classroom memories

#### **Deprey '70:**

I went on to spend 30 years as a teacher... I had a very demanding methods teacher who prepared me well for teaching classes in social studies. It was helpful to have that background.... I remember spending hours trying to design, say, a debate that might be used in a social studies classroom... and I'd feel good about what I had done, but it was never quite up to his standards. Looking back, I think he was just trying to push you to be better than you thought you could be.

#### **Zacarias '15:**

Prof. (Ray) Hutchison... In our Urban Sociology class we went to Chicago and saw real-life examples of what we had learned in the classroom. In my senior seminar he taught us how to create and design a study to use as foundational research. My study focused on redevelopment of University Avenue. I was able to meet the urban planner for the city of Green Bay. I examined the history of the area, did ground work to examine current conditions and spoke with local community members to assess their needs and interests.

# with most recent grad



**No. 33,836**  
*Victoria Zacarias*  
Class of May 2015  
Urban and Regional Studies  
Hometown: Green Bay

## Reflections on UWGB

### **Zacarias '15:**

Over my four years here I really came into my own. I'm proud of my academic successes, and I hope I made my community proud, as well. Like the Phoenix, I've learned that learning and growing is a constant rebirth — I didn't expect that opening the doors to UWGB would actually open so many doors to the world. I'm a proud Phoenix, a proud graduate of UW-Green Bay.

### **Deprey '70:**

To come back today and see how the campus has grown, how beautiful it has become... when I look out from the eighth floor of the library and see the campus, those changes are phenomenal. Very impressive. It reminds me how this 'new' school has grown into a wonderful, respected university. I come back fairly often. Learning in Retirement is a wonderful program for anyone who is retired. We've gone to quite a few shows at the Weidner Center. I've met Chancellor Miller and it's great to hear his ideas for growing UWGB even more.

## Faculty

### **Deprey '70:**

The professors in those early days spent a lot of time with students, they made themselves available, they were very much interested in you. It was so unlike other universities where you might have been in a huge lecture hall, with hundreds of other students, and so you never get to know them. At UWGB that first year or two the advanced classes were very small. I'll always remember Prof. McHale and only 10 or 12 students. He made sure that what you wrote, you had to defend. He would go around the room, one by one, and really challenge you, to make sure you knew what you were talking about. Jim Murray, in economics, was absolutely one of the best... very knowledgeable.

### **Zacarias '15:**

When I think about my professors, I really loved the fact that they brought real life into the classroom and related it to what we had learned.

## Then and Now

### **Enrollment**

1969-70 — 1,981

2014-15 — 6,921

### **On-campus Residents**

1969-70 — Zero

2014-15 — 2,000

### **Size of Graduating Class**

June 1970 — 78

May 2015 — 975

### **Tuition and Fees:**

1969 — \$278

2015 — \$7,758

### **Largest Programs**

1970 — (by academic college)

Creative Communication

Community Sciences

Professional Studies

Environmental Sciences

Human Biology

2015 — (by major)

Business Administration

Integrative Leadership (online)

Psychology

Human Biology

Human Development

# Signing Day: Sept. 2, 1965 is official birth date

Wisconsin Gov. Warren Knowles formally set things in motion when he signed legislation authorizing a four-year university for Northeast Wisconsin on Sept. 2, 1965.

UW-Green Bay celebrates 1965 as the year of its founding, then, in keeping with the custom of most American colleges and universities. The year is reflected on the official University seal and in the naming of the 1965 Room at the University Union.

## 1965

*Sept. 2 — Enabling legislation: Knowles is joined by a happy Green Bay area contingent at a signing ceremony for Senate Bill 48, with elected officials Robert Warren, Jerome Quinn, Cletus Vanderperren and civic leaders John Borgenson and Rudy Small.*



## 1967

*Nov. 3 — Ground-breaking: On a cold, windy day on the Shorewood site, Weidner, UW President Fred Harvey Harrington and equipment operator Edmund Gersek get things rolling.*



## 1969

*Sept. 2 — First day on the bay: UW-Green Bay opens the fall semester with classes in the three newly completed buildings on the Shorewood site.*

## 1966

*Feb. 25 — Site selection: A state committee recommends a nearly 600-acre site overlooking the bay on Green Bay's far northeast side.*

*Oct. 6 — First employee: The UW Board of Regents appoints Dr. Edward W. Weidner chancellor. Weidner, 45, was a rising star at the University of Kentucky, a full professor and chair of political science at Michigan State by age 31.*

### DRIVE FOR UWGB BEGAN AT DECKNER

The 1965 creation of UW-Green Bay culminated a community campaign bubbling since at least 1958, when then-Gov. Gaylord Nelson entertained the possibility of a new regional university. That was barely a decade removed from creation of the two-year UW feeder campus, "Cardboard Tech," in a World War II ordnance building near East High School.

By 1961, when the new \$1.3 million Extension building opened on Deckner, the two-year Green Bay Center was the second-largest of UW-Extension's eight freshman-sophomore feeder centers, and the fastest growing, on pace to reach nearly 1,000 by the mid-1960s.

In 1963, Brown County Supervisors petitioned the Regents to locate a campus at Green Bay. By the following spring, a Green Bay Area Chamber of Commerce committee headed by Rudy Small was collecting data on the region's unmet demand for higher education. John "Jake" Rose, president of Kellogg Bank, led efforts behind the scenes to acquire land and raise private funds.

## 1968

*July 1 — University status: The new UW-Green Bay takes formal control of its three former sister campuses in Manitowoc, Marinette and Menasha, and begins offering upper-level courses at Deckner.*

## 1970

*June 1 — First commencement.*

## A Year of Celebration

September 2<sup>nd</sup> is just the beginning of a year-long celebration with activities geared toward and featuring students, academic programs, athletics, alumni and more.

For the latest information, visit  
**50.uwgb.edu**







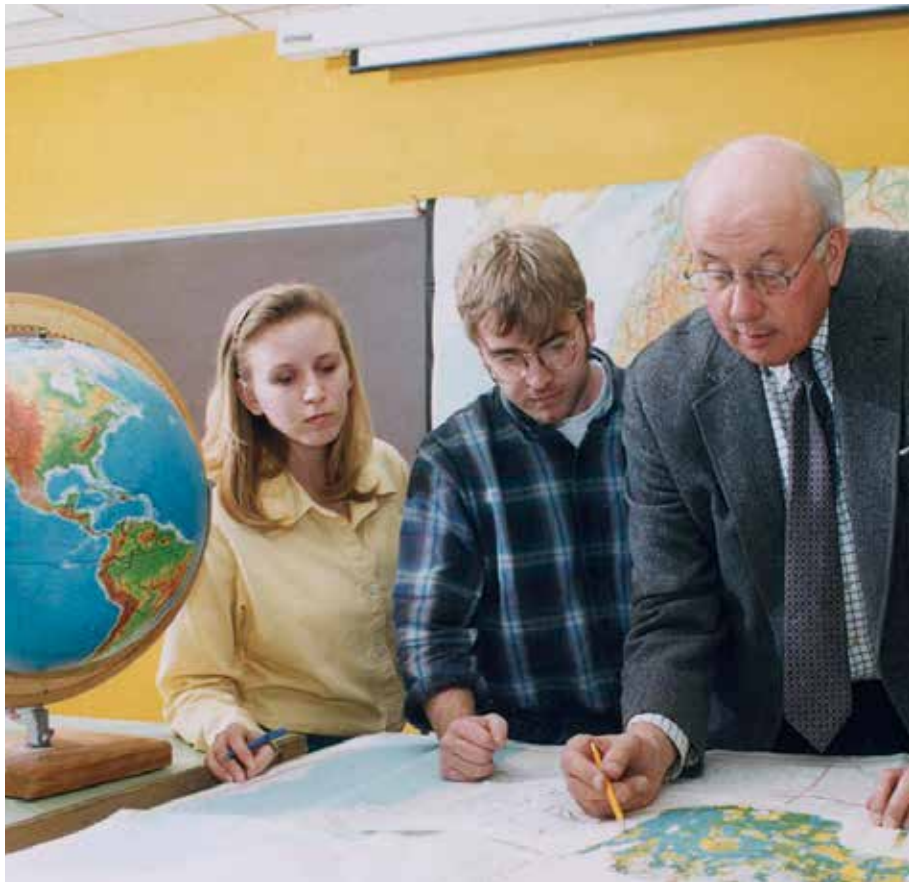
*With top teaching, history repeats* in an unbroken are from Bill Laatsch, Joyce Salisbury and Denise Scheberle to Regan A.R. Gurung and classics scholar Gregory S. Aldrete (shown above in character at the ruins in Ostia, Italy). UW-Green Bay professors have garnered more than their fair share of national and state teaching honors. Over the last five years UW-Green Bay faculty members have dominated the list of those receiving the UW System's statewide teaching excellence award. The roster of campus teachers of the year is a who's who of UWGB history.

UWGB

**Prof. William Laatsch began his career in 1965** at the UW-Fox Valley two-year campus and was a founding faculty member when the new UWGB began offering upper-level classes in 1968. He capped more than 40 years of teaching in May 2008 with a one-year appointment as interim provost, the top academic administrator reporting to the chancellor.

A cultural geographer and specialist in northern lands, Laatsch perennially ranked among the University's most popular instructors. His outreach to the larger community — in particular his in-depth study of the Belgian history and culture of the Door Peninsula — made him a widely recognized and respected ambassador for UWGB.

The following profile by reporter Christopher Sampson is excerpted from a special issue of the statewide Wisconsin Ideas magazine.



## Serious research, humor a UW-Green Bay campus,

— Reprinted from 1990

William Laatsch takes satisfaction in helping his students see the distinctive in the commonplace, the remarkable in the familiar.

As a professor of geography at the University of Wisconsin-Green Bay, Laatsch specializes in the study of settlement and northern lands. His research and teaching focus on the cultural landscape of Northeastern Wisconsin and the Belgian community of the rural Door County peninsula.

"Many of our students have never had the opportunity to stand back and look at themselves and their culture in context," Laatsch said. "When they

do, the drive home after class to Door County or Manitowoc or across town takes on a new dimension. I feel good about that."

Whether it's a brick home crafted by 19th century Belgian immigrants, a Depression-era dairy, or city streets oriented not north and south but perpendicular to the Fox River, after the fashion of the earliest French settlers, the signposts of cultural geography may be familiar to Green Bay area residents but not always fully appreciated.

"Geographic analysis doesn't have to start with exotic locations," Laatsch said. "I tell people that their observations and

interests about their own region are as interesting as anything in *National Geographic*."

Laatsch says his favorite teaching comes from field trips and field-oriented courses, where historical details from plat maps come alive on the land. When time and budget constraints require him to offer out-of-classroom experience without leaving the classroom, he shows slides. He assigns readings or, better yet, reads aloud from works by Willa Cather, Aldo Leopold or John Steinbeck.

Laatsch is admired for his good humor, enthusiasm



### *The Cheese Classic*

Bill Laatsch went all in on school spirit, donning an oversize, gray felt mouse suit to host the Cheese Classic social each September. The beloved event began in 1978 as part of Homecoming festivities.





“THE BELGIAN ROADSIDE CHAPELS ARE PART OF THE FABRIC OF THE RELIGIOUS COMMUNITY. THEY ARE VISITED BY THE FAMILY WHO CARES FOR IT. THEY ARE VISITED BY PEOPLE FROM ACROSS THE UNITED STATES.”

— PROF. WILLIAM LAATSCH

## made Laatsch community favorite

and rapport with students. Some suspect he would have done well as a comic actor. Fondly remembered is the time he strolled into his Geography of Human Settlement class decked out in waders and fly-fishing gear. Rather than lecture, he sat among the students and thought out loud about nature and the historical intersection between humans and the environment.

“I am very serious about my work and what I do, but I don’t always take myself very seriously,” Laatsch said. “I want to remain approachable.”

William Kuepper, UW-Green Bay’s vice chancellor for academic affairs

and a longtime colleague, says Laatsch’s manner makes for a comfortable classroom environment.

“When you walk into his class, here’s this physically large man, 6-foot-4 or 6-foot-5, with incredible knowledge in his field,” Kuepper said. “He could come off as an imposing figure, but instead, students find him extremely supportive. He’s demanding without being formidable.”

In the larger community, Laatsch has been active in teaching people of all ages about the unique culture in their midst through presentations, noncredit courses and guided field

trips. Many years a director of Heritage Hill Corporation and elected its president, he has served in similar capacities for the state Historic Preservation Review Board.

*Shortly after this story appeared, Bill Laatsch earned national recognition in his field, receiving the 1992 Distinguished Teaching Achievement Award from The National Council for Geographic Education. On the UW-Green Bay campus, in 2004 students and alumni of the Extended Degree distance-learning program recognized his dedicated teaching with contributions in his honor and the naming of Mary Ann Cofrin Hall Room 237 the William G. Laatsch Geography Room. (It was the first University space to be named for a faculty member.) The retired professor resides in rural Sturgeon Bay with his wife, Fran.*

“I enjoy teaching and I hope to transmit that to my students,” Laatsch said. “I don’t expect them all to become geographers. I just expect them to be better stewards of the earth and its people.”

## Teachers of the Year

- 1975 Nikitas L. Petrakopoulos, Schafer Williams
- 1976 Julie Brickley
- 1977 Karl Zehms
- 1978 Fergus Hughes
- 1979 Michael Murphy
- 1980 Robert Obenberger
- 1981 Kenneth Fleurant
- 1982 Keith White
- 1983 Raquel Kersten
- 1984 Charles Ihrke
- 1985 Ronald Starkey
- 1986 Michael Morgan
- 1987 John Harris
- 1988 Joyce Salisbury
- 1989 William Laatsch
- 1990 Marilyn Sagrillo
- 1991 Charles Matter
- 1992 Joseph Moran
- 1993 Elmer Havens
- 1994 David Galaty
- 1995 John Harris
- 1996 Timothy Sewall
- 1997 Donna Ritch
- 1998 Denise Scheberle
- 1999 Joan Thron
- 2000 Warren Johnson
- 2001 William Shay
- 2002 Theodor Korithoski
- 2003 Gregory Aldrete
- 2004 Regan Gurung
- 2005 Kim Nielsen
- 2006 Aeron Haynie
- 2007 Andrew Kersten
- 2008 Lucy Arendt
- 2009 Derek Jeffreys
- 2010 Clif Ganyard
- 2011 Rebecca Meacham
- 2012 Jennifer Ham
- 2013 Stefan Hall
- 2014 Sylvia “Mimi” Kubsch

*Recipients of the annual UW-Green Bay Founders Association Award for Excellence in Teaching*

# UWGB: Titletown for top teachers

*UW-Green Bay, with a current student population of about 6,700 and roughly 175 full-time professors, is a fair-size public university but nowhere near the largest in the state.*

*The Madison campus has 42,000 students, for example, Milwaukee 28,000, Oshkosh 13,000 and Whitewater 12,000.*

*UW-Green Bay has always hovered near the modest end of the scale in size and funding of the UW System's 13 four-year public universities. When second-year Chancellor Gary L. Miller pledges growth to more adequately serve the region — "This university is going to get bigger" — he's joining a decades-old conversation shaped by politics, tradition, the state's economy and UWGB's youth relative to its peers.*

*There's at least one area, though, where UW-Green Bay's footprint is already far larger than most: excellence in teaching.*



Exhibit A would be the prestigious Teaching Excellence Awards presented by the UW System Board of Regents, selected from faculty members at each of the state's 13 public universities and 13 two-year colleges.

The Regents have honored 72 individuals and departments



— three per year — since initiating the program in 1992.

UW-Green Bay faculty members have won the award a remarkable nine times. (We did the math: A university that employs 2.5 percent of the state's professoriate has grabbed 12.5 percent of the top-teacher awards.)

Somebody's doing something right.

"The people make it happen," explained one of today's leading award winners, Regan A.R. Gurung of Human Development, when asked a few years ago about the phenomenon of phenomenal teaching. "It's good mentorship, it's good colleagues, it's strong chairs, to foster all of this. So that's the answer on how it gets done."

The University's teaching-first focus — most faculty interviews include an audition in front of real, live students — is evident across campus, and seen in the variety of academic units boasting past or present award winners.

Joseph Moran, honored among the second batch of UW System honorees in 1993, was a meteorology and climate scholar. John Harris taught management, Joan Thron education and Denise Scheberle politics and public

“

**TEACHING IS IMPORTANT HERE. THERE IS A STRONG CULTURE OF NOT ONLY BEING GOOD SCHOLARS BUT ALSO STRONG AND EFFECTIVE TEACHERS. OUR FACULTY WORK HARD TO ENGAGE THEIR STUDENTS ON THE COURSE MATERIAL AND ENHANCE THEIR LEARNING... THROUGH SIMULATIONS, THE USE OF TECHNOLOGY, ENGAGED LECTURING, SMALL GROUP WORK... THERE'S REAL DEDICATION TO THE SCHOLARSHIP OF TEACHING AND LEARNING.”**

— SCOTT FURLONG,  
ACADEMIC DEAN



policy. Human Development and the Education faculty have won department-of-the-year honors. The two most recent Regents award winners, Clif Ganyard and Gregory S. Aldrete, are historians.

Additionally, UW-Green Bay educators claimed Regents Diversity Awards in 2012 and 2013 for excellence in serving underrepresented populations, with awards to the Education Center for First Nations Studies (large photo, left) and former Human Biology Prof. Angela Bauer.



Honors received by UWGB faculty members aren't limited to the UW System level, either. William Laatsch, Scheberle and Aldrete earned national honors in their respective fields. (See list at right.)

On three different occasions, the Carnegie Foundation and CASE have named professors here best in Wisconsin and finalists for their national teacher-of-the-year award. Historian Joyce Salisbury in 1991, psychology professor Gurung in 2009, and classics scholar Aldrete in 2012 all earned invitations to Washington, D.C., for the national awards banquet.


The national Society for the Teaching of Psychology elected Gurung its president. Not only did the American Philological Association — the national association devoted to the study of ancient Greece and Rome — give Aldrete its Excellence in Teaching Award, he's a two-time recipient of National Endowment for the Humanities fellowships.

Aldrete took time to describe his philosophy when accepting the Regents award this past June. The essence of good teach-

ing, he said, remains true to the Socratic method pioneered 2,500 years ago. "I hope we never lose sight of the original core function of the university, which was to be a place in which informed, thoughtful citizens are forged and, above all, as a place where questions are asked," Aldrete said.



5



***They wrote the book***  
*Introduction to Environmental Sciences*, first published in 1973 by Little, Brown, was the first textbook produced by a UWGB faculty team. Faculty colleagues Joseph Moran, Michael Morgan and James Wiersma published multiple editions in the decades to come.

## Award-Winning Faculty

### **CASE Wisconsin Professor of the Year**

- 1991 Joyce Salisbury  
(pg. 10, b&w photo)
- 2009 Regan A.R. Gurung  
(pg. 11)
- 2012 Gregory S. Aldrete  
(pg. 7)

### **Regents Teaching Excellence Award**

- 1993 Joseph Moran
- 1994 Human Development  
faculty
- 1996 John Harris
- 2000 Joan Thron  
(pg. 10, left)
- 2004 Denise Scheberle  
(pg. 7, lower left)
- 2011 Regan A.R. Gurung
- 2011 Education faculty
- 2014 Clif Ganyard  
(pg. 11, left)
- 2015 Gregory S. Aldrete

### **Regents Diversity Award**

- 2012 Education Center for  
First Nations Studies  
(pg. 10)
- 2013 Angela Bauer,  
Human Biology

### **National Geography Teacher of the Year**

- 1992 William Laatsch (pg. 8)

### **National Classics Teacher of the Year**

- 2010 Gregory S. Aldrete

### **National Political Science Teacher of the Year**

- 2012 Denise Scheberle

## ADVISER TO THE WORLD BANK

Prof. Ismail Shariff retired in 2011 after 44 years with UWGB, but the well-regarded economist continues to advise the World Bank, travel nationally to present on economic issues, and spend a day a week at the emeriti office on campus. A scholar of international trade, developing economies and globalization, he once helped represent the United States at the General Agreement on Tariffs and Trades (GATT) meetings, in Tokyo, and served as a U.N. economic adviser to the government of Nigeria.



## FIRST CHAIR

The first to hold a distinguished "chair" at UW-Green Bay, that is. Prof. Timothy Meyer was awarded the first John P. Blair Endowed Chair in Communication in 2005. A gift from Blair's widow, Dorothy, created the professorship and allowed Meyer's unit to expand its curriculum and offer more and advanced courses in public relations and media planning and buying. Prof. Phil Clappitt accepted the Blair Chair in 2013 following Meyer's retirement.

# DID you know?



## TOPS IN SOCIAL WORK

Co-author of the influential text *Educating the Baccalaureate Social Worker*, Prof. Betty L. Baer was honored in 1979 as national "Baccalaureate Social Work Educator of the Year." That was a half dozen years before she joined the UW-Green Bay faculty but she achieved plenty here, too. Baer was a primary architect of UW-Green Bay's undergraduate and graduate programs in Social Work as well as the NEW Partnership for Children and Families.



## THE FAMOUS NAIR

"To destroy or burn a tropical rain forest is like burning a Renaissance painting," Prof. Ganga Nair once told an interviewer. The energetic Nair taught for 40 years at UWGB and was a world-renowned expert on forest preservation and diseases of trees and other woody species. For many years an adviser to the United Nations Development Program on tropical forests around the globe, he passed away in early 2010, less than a year after his retirement at age 79.

## FAVORITE FACULTY MEMBERS? GO ONLINE AND LET US KNOW

The response has been terrific, so far, for our online poll asking UW-Green Bay alumni to weigh in on 50 years of faculty favorites. Our basic ballot lists the names of the 40 individuals who have received the Founders Association Award for Excellence in Teaching since its inception in 1975. Obviously, that list is just a start — our comment section welcomes "write-ins" of personal favorites, talented researchers or amazing educators with relatively brief UWGB careers who nonetheless had outsized influence.

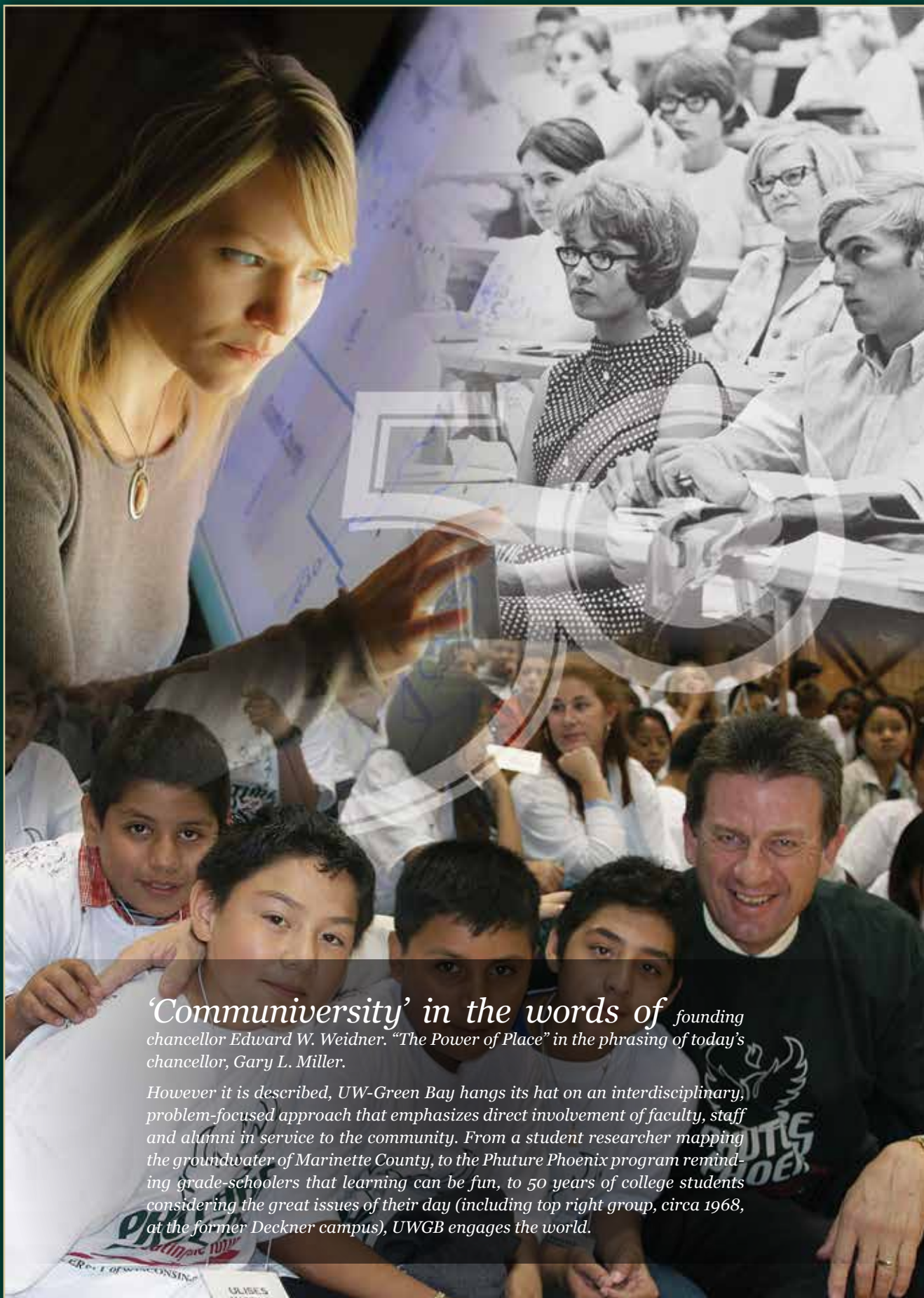
Look for the top-teacher collage (you'll find IDs for those pictured above) at the 50th Anniversary website. Vote for three, at [50.uwgb.edu/vote-award-winning-teachers](http://50.uwgb.edu/vote-award-winning-teachers)



## THE OUTSPOKEN KAYE

Few if any UWGB faculty members have had more to say than Harvey J. Kaye, whose scholarship on FDR, Thomas Paine and labor history makes him a frequent guest lecturer and interview subject around the globe. He has appeared on PBS with Bill Moyers (above) and has been a regular op-ed contributor to the (London) *Times Higher Education Supplement*, the *Huffington Post*, the *Daily Beast* and others.





*‘Communiversality’ in the words of* founding chancellor Edward W. Weidner. *“The Power of Place” in the phrasing of today’s chancellor, Gary L. Miller.*

*However it is described, UW-Green Bay hangs its hat on an interdisciplinary, problem-focused approach that emphasizes direct involvement of faculty, staff and alumni in service to the community. From a student researcher mapping the groundwater of Marinette County, to the Phuture Phoenix program reminding grade-schoolers that learning can be fun, to 50 years of college students considering the great issues of their day (including top right group, circa 1968, at the former Deckner campus), UWGB engages the world.*

UWGB

## A few hundred words

in an institutional magazine can't begin to even scratch the surface.

Start with UW-Green Bay's founding chancellor pledging "communiversity" and a priority on problem-solving to address regional issues. Sift through nearly a half century of impressive examples of campus and community connections. Then, listen to another UWGB chancellor, Gary L. Miller, in 2015, promise to keep delivering on that original pledge and expand it with one of his own.



## Faculty, students, grads connect with region

"You're going to see a wave of community engagement for this University," Miller told an audience of civic and business leaders this past spring. "We are organizing ourselves for partnerships with business, government and the nonprofit sector to anticipate the needs of a changing innovation economy in this region."

In short order following Miller's arrival in 2014, the University moved to roll out a new business school partnership with InitiativeOne, downtown Green Bay, and to engage local industry in three newly added, long-sought majors in engineering technology.

He also reorganized the University's administrative team to create a new associate chancellor for external affairs, charged with pursuing innovative partnerships and increasing service to the region.

All new, yet in keeping with traditions first established decades earlier:

- Prof. Nancy Sell was a pioneer — both as a woman in environmental engineering and a researcher. Grants and technology received through a 1970s partnership with Feeco International, Inc., allowed Sell and her students to test processes for reclaiming industrial waste (photo above, left).

- An early 1970s issue of *Inside UWGB* described Prof. Lee Schwartz's early research into anaerobic digestion and potential byproduct use at Green Bay Metropolitan Sewerage District. Prof. Thea Sager's research on rats explored the links between PCBs and reproductive functioning. A local cold-storage warehouse provided the laboratory for student researchers under the direction of Prof. William Kaufman to test cold-weather gear for national manufacturers.

- Hopscotch decades ahead, to 2003, and a team of UW-Green Bay interns led by alumna



### Summer camps

Even before UWGB, there were summer youth camps in music and art offered at the two-year center. By the late 1970s, the camps enrolled more than a thousand students annually. Today, computer, science and various enrichment camps enliven the lineup.





Diane Nichols is mapping out plans to restore downtown Gillett (left), and make the small, near-north Oconto County community a place of destination.

As the years progressed, an increasing number of outside grants elevated the size and scope of faculty research across the curriculum. In many cases, the grants allowed professors to invite UWGB students to gain valuable research experience, preparing them for graduate school and future careers.

Lidia Nonn, director of the Office of Grants and Research at UW-Green Bay, says the University has long prided itself on the quality of its undergraduate research opportunities.

"Anyone who has seen (a posters session) and seen the work," Nonn says, "comes away impressed by the range of subjects and the depth and quality of our students' work."

Beyond academic research, and student service work assisting the community, UW-Green Bay has also shone in its emphasis on outreach services and programming.

Conferences, short courses, professional development workshops and more — mostly coordinated by the Office of Outreach and Extension — publicized the UWGB brand across the region over many decades.

As just one example, the Municipal Clerks and Treasurers Institute began in the late 1970s and immediately began drawing local officials from around the state, all interested in updating their skills and learning of the latest developments in their fields.

Faculty members have received major grants to help science teachers and other local K-12 educators improve their classroom strategies.



Alumni including school social worker Andrea Pasqualucci (above, left), a state educator of the year, and local emergency room doctor Angie (Johnson) Qualio make life-changing contributions every day.

Faculty members and graphics/editorial students have long been the driving force behind *Voyageur*, the periodical of Northeastern Wisconsin history published by the University and the Brown County Historical Society. Prof. Norbert Gaworek was founding editor. The first issue was published in conjunction with Green Bay's 1984 Heritage Festival, a celebration of the 350th anniversary of the city's founding as a trading post.

The community, and "communiversity," have a long history.



**THE NORTHEAST WISCONSIN COMMUNITY REALLY VALUES CONNECTIONS WITH OUR FACULTY AND STUDENT RESEARCHERS. WE HAVE GREAT SUPPORT FOR GROWING OUR ACADEMIC PROGRAMS. I SEE THE POSITIVE IMPACT OF COMMUNITY PARTNERSHIPS IN PROGRAMS I OVERSEE — BUSINESS AND ACCOUNTING, EDUCATION, NURSING AND HEALTH SCIENCES, AND SOCIAL WORK — AND ALSO ACROSS CAMPUS IN ENGINEERING TECHNOLOGY, NEW GRADUATE PROGRAMS, AND THE ARTS AND SCIENCES.**

— SUE MATTISON,  
ACADEMIC DEAN



## Campus and Community

- 1975 H.J. Day
- 1976 Bernie Starks
- 1977 Michael Troyer
- 1978 Richard Presnell
- 1979 Dorothy Heinrich
- 1980 Paul Abrahams
- 1981 Trinidad Chavez
- 1982 Betty Brown
- 1983 Peter Stambler
- 1984 Clifford Abbott
- 1985 Philip Thompson
- 1986 Dan Alesch
- 1987 Margaret Laughlin
- 1988 Thomas Van Koevering
- 1989 George O'Hearn
- 1990 Steven Dutch
- 1991 Robert Mendelsohn
- 1992 Thomas McIntosh
- 1993 Lorraine Noll
- 1994 William Niedzwiedz
- 1995 Michael Troyer
- 1996 Peter Kellogg
- 1997 Ismail Shariff
- 1998 Dan Alesch
- 1999 David M. Littig
- 2002 Don McCartney
- 2003 David Coury
- 2004 Jan Thornton
- 2006 John Katers
- 2007 Kevin Fermanich
- 2008 Cyndie Shepard
- 2009 Andrew Kersten
- 2010 Denise Scheberle
- 2011 William Niedzwiedz
- 2012 Ellen Rosewall
- 2013 Cristina Ortiz
- 2014 Illene Cupit

Recipients of the annual UW-Green Bay Founders Association Award for Excellence in Community Outreach

## STUDENTS TAKE STEPS TO MAKE A DIFFERENCE

There aren't many student-run charity walks that stand the test of time, but the Steps to Make a Difference Walk can claim just that. The annual event began in 2002 as organized by the Public and Nonprofit Management Class to raise money for high-impact local nonprofits. The walk has garnered national attention and was a *USA Weekend* finalist for the Make a Difference Award.



### OUTDOOR LEARNING

UW-Green Bay and faculty including Prof. Scott Ashmann are partners with the Bay Beach Wildlife Sanctuary and Green Bay Area Public Schools in developing the experimental OAK (Outdoors Adventures for Kids) Learning Center at the sanctuary.



### PACKERS ARE FANS OF THIS UWGB STUDENT

It's normal for out-of-state students to become Packers fans. Marc Minani (center), a native of Rwanda, met Randall Cobb, Aaron Rodgers, Jordy Nelson and Mason Crosby last fall through a mutual friend, J.R. Schoenfeld. Hearing about Minani's plan to earn an environmental master's at UWGB and return home to help rebuild his impoverished country, the players and coach Mike McCarthy donned all-black wait-staff outfits for a fundraising dinner at Chives restaurant. Says Minani, "The players all wished me good luck in school and my work. They are very nice guys."



### A QUARTER CENTURY OF BAYFEST

*Bayfest became a rite of early summer in the 1980s and '90s. Held the second weekend in June along the main entrance boulevard, the annual festival featured music, food, a carnival midway and, some years, a 200-ton sand sculpture.*

*Bayfest had a 25-year run as a primary fundraiser for Division I athletics. Its promoter, the late Tim Quigley, noted the event attracted tens of thousands of visitors annually — alumni and newcomers alike — and raised nearly \$2.5 million over the years. Facing increased competition and always-iffy weather, the festival was discontinued in 2005.*



### FOLKLORE THEATRE GETS ITS START

Debuting in 1970 as the Heritage Ensemble, students helped produce musicals and plays celebrating Wisconsin's lumber, railroad and maritime history. The troupe later evolved into the fully professional American Folklore Theatre at Peninsula State Park. Recalls early member Fred "Doc" Heide '74, "They wanted to do folk songs and I was the only guy in the group who owned a guitar."

# DID you Know?



### FROM 'AUDITORS' TO LIR

In the mid-1970s UWGB became the first UW System school to welcome "guest auditors," men and women ages 60 and older, who were invited to sit in on courses in which there was extra capacity, free of charge. Today, the booming Learning in Retirement program, at nearly 1,000 members, is the largest in the state.



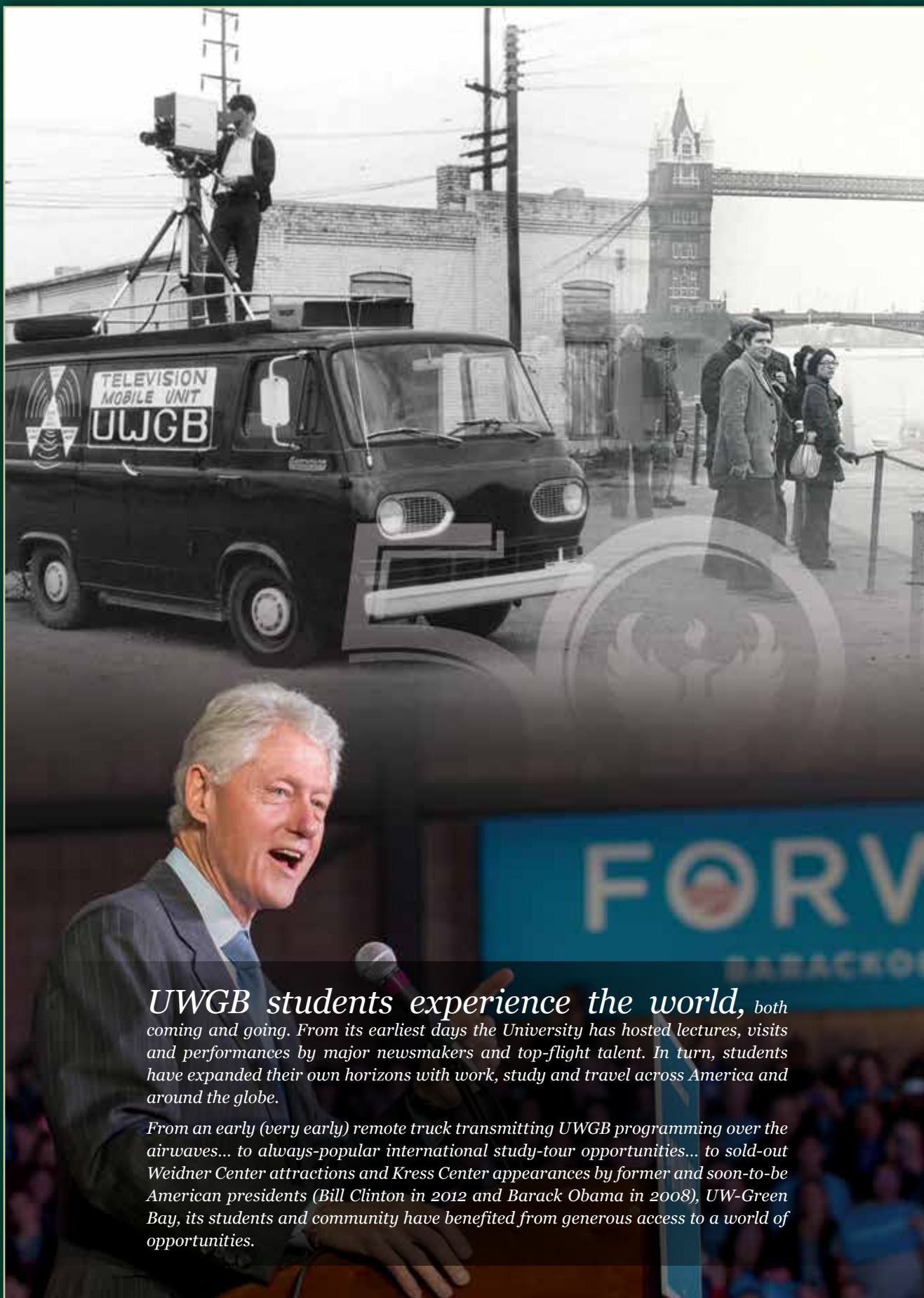
### SAVING A LANGUAGE

Maria Hinton, a revered Oneida Tribal Elder and distinguished UWGB alumna, earned national acclaim for her work preserving the endangered Oneida language. In her late 90s she teamed with Prof. Cliff Abbot to record an online, spoken-word dictionary of more than 34,000 words. Hinton died in 2013 at age 103.

### DEATH, TAXES AND ACCOUNTING'S 'VITA'

Each spring since 1971, upper-level students from UWGB's highly regarded Accounting program have provided free help to senior citizens, low-income households and others who require assistance in filing their taxes.





*UWGB students experience the world, both coming and going. From its earliest days the University has hosted lectures, visits and performances by major newsmakers and top-flight talent. In turn, students have expanded their own horizons with work, study and travel across America and around the globe.*

*From an early (very early) remote truck transmitting UWGB programming over the airwaves... to always-popular international study-tour opportunities... to sold-out Weidner Center attractions and Kress Center appearances by former and soon-to-be American presidents (Bill Clinton in 2012 and Barack Obama in 2008), UW-Green Bay, its students and community have benefited from generous access to a world of opportunities.*

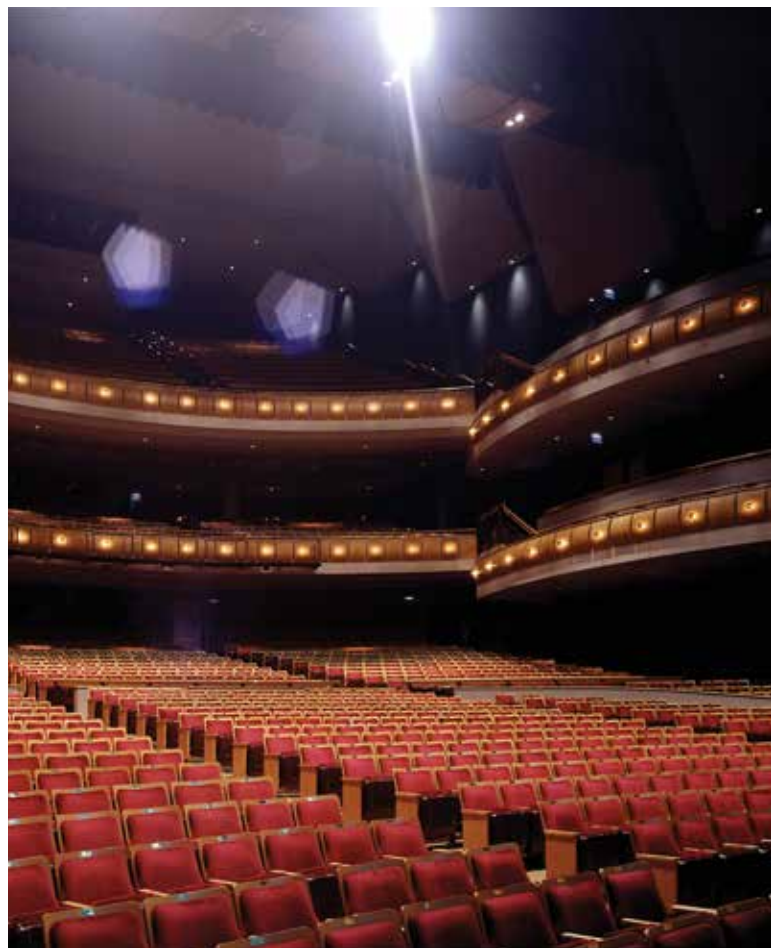
UWGB

# Campus plays host to famous, talented

*Fanfare greeted the January 1993 opening of the Weidner Center for the Performing Arts, a 2,000-seat, national-caliber performing hall on the University of Wisconsin-Green Bay campus. The community dream of a first-rate venue for touring entertainment and fine arts performances finally had been realized.*

*The Weidner represented an ambitious undertaking for both campus and community. Construction costs of nearly \$20 million dwarfed any previous capital outlays for a single building at the University.*

*The goal — to provide University students as well as community members a chance to enjoy outstanding performances, and even to perform at such a visually and acoustically superb venue themselves — actually had roots in UW-Green Bay's founding in the late 1960s.*



**“ A COMMUNITY IS ONLY AS BEAUTIFUL AND VIBRANT AS THE PEOPLE LIVING THERE WANT IT TO BE... THERE IS SUCH A THING AS AMERICAN KNOW-HOW. WHEN WE WANT TO GET SOMETHING DONE, WE KNOW HOW TO DO IT. ”**

**— OPERA STAR BEVERLY SILLS, DEDICATION OF THE WEIDNER CENTER, 1993**

The institution's first chancellor, Edward Weidner, saw no reason his innovative campus — drawing major interest across academia — should shy away from attempting to schedule an ambitious array of distinguished lectures and symposia. The fact the developing campus initially had no proper auditorium of its own — beyond the sparsely designed Environmental Sciences 114 lecture hall — was no deterrent.

Within six weeks of the fall 1969 opening of the Shorewood campus, Weidner's team had scheduled a major public celebration, the Year One Convocation, for a Thursday night in October at the Brown County Veterans Memorial Arena. A nationally known speaker, *Saturday Review* editor Norman Cousins, saluted the fledgling University for its “man and the environment” theme.

The following spring, UWGB marked the first Earth Day on April 22, 1970 by hosting 3,000 and national speakers M. King Hubbard and Victor Yannacone for a “Survival '70s” program at the Arena. A spring storm uprooted trees and

power lines and nearly blew the roof off, but the event generated extensive publicity.

In the 1970-71 academic year, U.S. Sen. Gaylord Nelson came to town to speak on “environmental wisdom,” and this new thing called “Earth Day.” Nelson was the first lecturer in a series that would include Harvard biochemist George Wald, Clark Kerr, the renowned president of the University of California, and Steward Udall, who had been JFK's secretary of the interior.

The years 1972 and 1973 brought high-ranking Nixon administration official EPA administrator William Ruckelshaus to town to talk Clean Water Act and major environmental legislation. “Sophisticate at large” Henry Morgan shared his wit, William Windom played “Thurber,” TV's Hugh Downs made an appearance, and the University arranged a Green Bay concert by the Preservation Hall Jazz Band. The famous anthropologist Margaret Mead (facing page) visited UWGB.

Thomas Birmingham, founding director of UWGB's Visiting Artists Series, was booking visiting artists

and lecturers into ES 114 or the Preble High School assembly hall.

The April 21, 1974, dedication ceremony of the Creative Communication complex, with a University Theatre of 475 seats, was cause for celebration. The theatre was christened with remarks by Michael Whitney Straight of the National Endowment for the Arts. The Milwaukee Skylight Theatre presented “Threepenny Opera” and the Green Bay Symphony Orchestra under the direction of Miroslav Pansky performed over a gala opening weekend.

With the larger auditorium, artists the caliber of Jessica Tandy and Hume Cronyn (photo this page) graced the series. Regarded as America's first couple of the theatre, they performed in “The Many Faces of Love.”

At the same time, faculty and students weren't waiting for the world to come to them.

In early 1970, a large contingent of UW-Green Bay students — more than 100 juniors and seniors — spent the January Interim in London with the new university's first over-



seas study tour, the only trip that first year as a full-fledged four-year institution.

Trips to Mexico and Florence, Italy, would begin in 1972. The list of destinations expanded to include Austria, Germany, France, Spain, Belgium, Norway, Netherlands, Colombia and Jamaica.

Today, the Office of International Education reports, approximately 15 travel courses depart per year for destinations worldwide... still including London, and a more recent favorite, India (below).

Weidner was also eager to extend the reach of the new UWGB via technology and mass media.

The University made history in October 1970 by inaugurating a live, closed-circuit TV hookup of the course Man and his Social Environment, transmitted from the Instructional Services Building studios to Marinette. It was a higher-ed first in Wisconsin. In 1972-73 WPNE-TV, Channel 38, set up headquarters as the first operating unit of the new state educational television network.

Prominent politicians and newsmakers stopped in with regularity. Civil rights leader Julian Bond was a featured speaker just a few years after he burst onto the national scene when he became the first African-American nominated to be vice president in 1968.

Years later, contested presidential primaries on the Democratic side would bring Hillary Clinton, Ted

Kennedy, John Kerry, Bill Clinton and others to the old Phoenix Sports Center for regional campaign events. Barack Obama held the first major political gathering at the then-new Kress Events Center in February 2008. A controversial 2004 appearance by satirist/activist/filmmaker Michael Moore drew student counterprotests (below, left) at the Weidner Center.


Issues-oriented lectures, sprinkled with entertainment-world personalities, continued to draw attendance. In a single year (2005), the Weidner Center's "LifeLines" series featured actress and TV personality Joan Rivers, terror survivor Mariane Pearl, former U.S. Secretary of State Madeline Albright, and poet Maya Angelou.

The Weidner Center, which had opened in January 1993 with an all-star local performing arts gala hosted by celebrated, world-renowned opera star Beverly Sills, permanently changed the local cultural and entertainment scene by raising expectations. "The Phantom of the Opera" broke all ticket sales records, with "Les Miserables" and "Miss Saigon" to follow.

In more recent years, comedy has been a big seller. The house record for most career laughs on campus probably resides with Jerry Seinfeld: The standup and sitcom king played three multi-show dates at the Weidner Center, in 2008, 2011 and 2014.



5



**Roots of success**

In 1973, UWGB hosted a lecture and visit by a not-yet famous author. Students, faculty and community heard Alex Haley talk about his upcoming book on the African-American experience, "Roots."

## Famous 50: a Weidner sampler

*Jerry Seinfeld*  
*The Phantom of the Opera*  
*Miss Saigon*  
*Maya Angelou*  
*Julie Andrews*  
*Gregory Peck*  
*Ray Charles*  
*Yo-Yo Ma*  
*Tony Curtis*  
*Ann-Margret*  
*Willie Nelson*  
*Tony Bennett (the singer)*  
*Anne Murray*  
*James Taylor*  
*Bonnie Raitt*  
*Tim Conway, Harvey Korman*  
*B.B. King*  
*Madeline Albright*  
*Itzhak Perlman*  
*David Copperfield*  
*Victor Borge*  
*George Carlin*  
*John Denver*  
*Wynton Marsalis*  
*Mannheim Steamroller*  
*Johnny Cash*  
*Marie and Donny Osmond*  
*Frankie Valli and the Four Seasons*  
*STOMP*  
*Blue Man Group*  
*John Mellencamp*  
*Oak Ridge Boys*  
*Kenny Rogers*  
*Cats*  
*Lady Antebellum, Jason Aldean*  
*Riverdance*  
*Les Miserables*  
*Jeff Dunham*  
*Lily Tomlin*  
*Johnny Mathis*  
*Peter, Paul and Mary*  
*Jim Gaffigan*  
*Celtic Woman*  
*Bryan Adams*  
*Kenny G*  
*Disney's Beauty and the Beast*  
*Rent*  
*Jeff Foxworthy, Ron White, Larry the Cable Guy, Bill Engvall*  
*Garrison Keillor*  
*Gordon Lightfoot*

## FROM ITALY... LEONARDO

A massive 550-pound marble bust of Leonardo Da Vinci occupies a prominent place in the Lenfestey Courtyard. Installed in 2014, the sculpture is a gift from the Romualdo Del Bianco-Life Beyond Tourism Foundation, which fosters international intellectual exchange. Based in Florence, Italy, the Foundation has hosted UWGB scholars and students in music, art and urban planning.



## CUERNAVACA PARTNERSHIP

A growing partnership between faculty members here and educators, officials and citizens of Cuernavaca, Mexico is winning attention and awards. The relationship started with an Education program initiative placing student teachers at an elementary school in Cuernavaca and living with local families. Early success persuaded other academic units— Business Administration, Nursing and Social Work among them — to explore similar placements.

# DID you know?



## STUDENTS, PEACE

After the Kent State shootings in May 1970 UWGB students were among 2,000 local citizens who walked downtown in a silent procession. Mayor Donald Tilleman joined and addressed the marchers.



## NATIONAL ATTENTION

Students protested outside the Lawton Gallery in fall 2005 at the opening of "Axis of Evil," a touring exhibit of mock postage stamps. They wore t-shirts bearing images of the satiric art "Patriot Act" depicting a revolver aimed at President George W. Bush. Some had alleged censorship because Chancellor Bruce Shepard ordered the one work removed. He said he would not allow the University to appear to "condone such a violent and illegal act." He did allow the image's display in a book inside the gallery.

When Shepard's decision drew national media attention, local critics complained the episode would saddle the University with an art-unfriendly reputation. As it turned out, the provocative exhibit would have a very limited tour and be shown at just one public university in the country: UW-Green Bay.



## WOMEN'S CENTER MURAL

A large mural adorned the wall of the campus Women's Center for a few years before the lounge/library gathering space closed for budgetary and space reasons in 1995. The center was an early focal point for campus and community supporters of the nationwide women's movement — the new Lucy Stone Center occupied Room 705 when the Library-Learning Center opened in 1972. An ambitious series of lectures and special events marked International Women's Year in 1975.

Today, student interest remains steady in the interdisciplinary minor in Women's and Gender Studies. Universitywide, two-thirds of students and 46 percent of all instructional faculty and staff are female.

## OUT OF THIS WORLD

Political Science Prof. Martin H. Greenberg, an authority on the Middle East and terrorism, was the first director of graduate studies at UWGB. He was better known, though, for his world-class involvement in the science fiction publishing industry. He collaborated on anthologies with the likes of Tom Clancy, Dean Koontz, Nora Roberts and Isaac Asimov. Greenberg, who died in 2011, was credited with helping found the Sci-Fi Channel.





*The story of Phoenix spirit at UW-Green Bay is five decades in the making. In the 1970s and '80s, alumni, community, family members, faculty and staff packed the old wooden bleachers on a single side of the Phoenix Sports Center gymnasium to cheer on the ascendant women's basketball program.*

*Today, the student-driven Green Bandana Brigade leads the cheering for the Top 25 Phoenix. The state-of-the-art Kress Events Center arena exists primarily because community and campus firmly believe in the ability of UW-Green Bay students to compete and succeed against the nation's best.*

UWGB



### Late 1990s

Compared to Phlash 2015, feathery fringe defined this incarnation, in action at the old Brown County Arena.



### Early 1990s

Mike Pritzl's Phoenix (story below) got plenty of air time with the rise of Bennett Ball and Hammertime.

# phlash

*Dozens of UW-Green Bay students have played the role of Phlash Phoenix (formerly "Phred," and often just "The Bird") since 1970.*

*Some donned the feathers only a time or two — for a photo shoot, guest appearance or on-campus function — while others spent entire seasons working the sidelines in costume for the Phoenix pep squad.*

Mike Pritzl had a penchant for dance, performance and mischief during his four-year gig in the early 1990s.

With props, gags, and a more relaxed environment for "fowl" play in Division I arenas, Pritzl's antics as The Bird parroted those of the San Diego Chicken or Phillie Phanatic. Now VP of transportation sales for RGL Holdings, Green Bay, Pritzl has warm memories.

"Kids loved me," he recalls. "They gave me Valentines and one of them would bring me birdseed.

Among the crowd favorites was when I (The Bird) pretended to listen in on referees' conversations, teased them behind their back, or delivered pizza to the crowd."

It was something unintentional, however, that made Pritzl arguably the feistiest and most famous Phoenix. The infamous "mascot fight" in DeKalb — when Northern Illinois was UWGB's fiercest rival — began as friendly sparring but devolved into fist-cuffs, apologies and headlines ("Fighting Phoenix gets Good-natured Roasting!").

As Pritzl recalls it, a few NIU fans joined in the phony Phoenix-Husky rumble, an act they'd pulled before, pretending to ruffle their rival's feathers. Things migrated south in a hurry.

"I'm pretty passionate about our teams, and it was a heated game in the (North Star) tournament... When they came over to grab me, someone got under my mask and was choking me in the madness. Not on purpose, but they couldn't hear me, I couldn't breathe, so I did the only thing I could do... I started swinging to get them off of me."

It ended with three Huskies' fans getting tossed, and a letter of apology from NIU athletics.

Another towering figure as Phoenix was Jason Blohm, who stood 6-7 with padding. Don-





## Mid 1970s

The bright red bodysuit and fearsome head stood out along the sidelines at soccer and basketball games.



## Early 1980s

The headpiece was aerodynamic, the body minimalist and the look relatively shortlived, for a Phoenix.



## Early 1970s

The impressive wingspan and the light-up red eyes made a memorable first impression for UWGB's founding Phoenix.

# mob

ning, as he describes, "fun, fur and feathers" from 1997 to 2001, Blohm is credited for naming the mascot "Phlash."

"I absolutely cherished my time as Phlash," he says. "Becoming friends with the student-athletes and fans, traveling to NCAA tournament games, and really feeling like I was 'a part of UWGB' were all highlights."

Blohm traveled with the Cheer Team to national camps and competitions on several occasions. In back-to-back years he received leadership awards as voted by his mascot peers. That was flattering, but acknowledging the sweaty lives of those inside the suits, he adds, "The downside was there wasn't enough Febreze in the world for 60 or 70 mascot costumes."

Blohm turned semi-pro after college and earned a 2011 championship ring in his part-time summer job as Woody the Woodchuck for Wausau's team in the

Northwoods (Baseball) League. Now retired from mascot work, he serves as director of student recruitment for Midland University, in Fremont, Neb.



## Bay Badger:

Founded as a sister campus to the UW in Madison, UWGB used a water-skiing "Bay Badger" as its sports mascot in 1969-70, before declaring independence with the Phoenix in May 1970.

## A Phoenix never forgets

Ten memories from Mike Pritzl, "The Bird" from 1991-94:

*Parading in front of hostile student sections (Marquette, UW-Madison)*

*"I had a police escort at Butler, they hated me so bad"*

*A game-winning shot by Tony Bennett to beat Butler*

*The NAAs, Ogden (Utah) and the Flying J truck stop*

*The thrilling upset of Cal*

*The women's NWIT in Amarillo (Texas)*

*Leading the team's charge onto the court at the old Brown County Arena*

*The time he "tripped and nearly killed (Phoenix forward) Logan VanderVelden"*

*Putting on boxing gloves to fake-spar with rival mascots*

*"When men's player Gary Greszk cut down a piece of the conference championship net and gave it to me"*



## UNIVERSITY of WISCONSIN GREEN BAY

### *The official histories*

— the sanitized histories, some say — proclaim that the Phoenix became the UW-Green Bay mascot in May 1970. That's when students flocked to the polls for a pick-the-mascot contest and the mythical bird soared to victory.

The real story, however, or at least the story whispered on campus for years afterward, was that the Phoenix actually finished second. We revisit the great mascot mystery here, reprinting excerpts from staff writer Christopher Sampson's semi-serious investigative report for the Spring 1992 edition of the *Inside UWGB* alumni magazine.



— Reprinted from 1992

There is at least fuzzy evidence to support Tomatoes' claim to the mascot mantle as decided by a student vote at the new University of Wisconsin-Green Bay.

That Tomatoes was on the ballot is undisputed. An election-eve preview in the May 20, 1970 edition of the student newspaper, *The Fourth Estate*, carried sketches and supporting statements for each entry. Backers of Tomatoes touted the virtues of a distinctive, environmentally correct fruit with a cheerful disposition.

## Great Mascot Mystery: Phoenix? Or Tomatoes?

Competition was keen. A \$100 cash award drew more than 40 entries from students at UW-Green Bay and its two-year campuses in Marinette, Menasha and Manitowoc.

The Earthmen, Eco-nauts, E-Gulls ("they clean up the environment") and The Environmentalists all played to a primary academic emphasis of the new university. Bisons, Dolphins, Sharks and Beavers ("a large rodent important to our area's ecology") also billed themselves as environmentally friendly. Nicolets paid homage to a 17th century European explorer, while Loggers boasted a hard-working outdoors spirit.

Supporters of the Gee-Bee Guzzlers said their nickname would pertain to a greedy thirst for knowledge, although the sketch submitted depicted a red-nosed little man peering from a beer mug.

Organized by the student government association and the 4E, the election was the talk of campus. It also was tainted by allegations of fraud.

"It was obvious that it wasn't the most scrupulously policed election," remembered former chancellor Edward Weidner, smiling.

A source close to the election, Green Bay resident Nancy Phoenix, Class of 1979, hinted at massive vote fraud on behalf of Tomatoes when she said, "Phoenix was the legitimate winner." (Her recollections were presumably unaffected by her 1978 decision to adopt Phoenix as her last name.)

Donna Scheller Lipper, '71, another election official, said flatly, "Phoenix did not win. The real winner was just so ludicrous that we decided to toss it."

Patrick Madden, '71, claimed to know the truth. He painted himself as the man who canned Tomatoes, causing visions of tomato-red jerseys and shouts of "C'mon Tomatoes, ketch up!" to die on the vine.

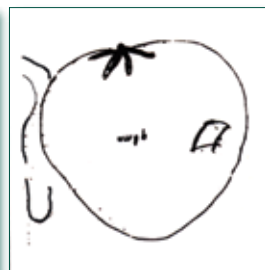
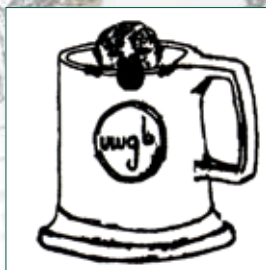
"I was editor of the newspaper at that time and we were running the election," Madden said. "On the last day before publication



“

THE ONLY THING BETTER WOULD BE THE UNIVERSITY OF PHOENIX 'PHOENIX.' I'M A SUCKER FOR MYTHICAL CREATURES, ESPECIALLY A BIRD WHICH LIVED FOR 500-600 YEARS, LIT ITSELF ON FIRE AND THEN ROSE FROM ITS OWN ASHES.”

— COLUMNIST LOREN NAUSS, RANKING PHOENIX 12TH OF HIS TOP 100 MASCOTS



some guy came in with a sketch of a tomato he had made in blue ink on notebook paper.”

Madden had to retouch the art before it could be legible to be printed in the paper as part of the official ballot. When Tomatoes squeaked to a 10-vote victory, as Madden told the story, he went back to the rule book and made a judgment the original drawing had not met the requirements for a “reproducible drawing.” Phoenix was declared the winner, on a technicality.

Local media accounts of the time made no mention of Tomatoes, and specific vote totals were not provided. A University press release said Phoenix, Nicolets and Loggers finished 1-2-3 in the student balloting.

Years later, Greg King, during his student days a member of Omega Kappa fraternity and then a St. Louis-area physician, claimed credit for suggesting Phoenix, a mythological bird which after 500 years consumed itself by fire and rose renewed from the ashes.

The election took place at the very end of the second semester. By the time students returned for fall 1970, the noble Phoenix had replaced the school's unofficial first-year mascot, a water-skiing Badger.

Madden, who went on to law school and election as a circuit court judge in Iron County in northern Wisconsin, was satisfied justice had been done.

“Phoenix was accepted right away, and there's no question it has been a

great nickname,” he says. “At the time, no one complained about the results.”

Weidner, amused but skeptical, maintained the legend of a cliff-hanger election with Tomatoes at or near the top made for a good story, but was apocryphal.

“You have to remember the people involved,” Weidner said. “They were serious-minded students, but they also had a great sense of humor. I know they had a lot of fun

with that election. I think they're still having fun with it.”

— Excerpts reprinted from “Soaring To Victory, Planting a Legend” article in the spring 1992 edition of the *Inside UWGB* magazine



### *“Fighting Phoenix”*

is unofficial, a nickname for the nickname. Longtime PA announcer Steve Noel says Ed Weidner coined the usage when he suggested “Stand up for your Fighting Phoenix!” as a way for Noel to welcome the men's hoops team onto the floor.

## The Ballot

- Americans
- Apollos
- Aquarius
- Aquas
- Arrows
- Bison
- Beavers
- Buccaneers
- Centaurs
- Crusaders
- Dolphins
- Earthmen
- E'agles
- Echos
- Ecomen
- Econauts
- E-Gulls
- Environmentalists
- Explorers
- Frontiersmen
- Gatemen
- GeeBee Guzzlers
- Gladiators
- Gremlins
- Gulls
- Gebes
- Horsemen
- Hydros
- Loggers
- Mavericks
- Nicolets
- Novas
- Phoenix
- Pioneers
- Sharks
- Spartans
- Titans
- Tomatoes
- Vigilantes
- Vulcanists
- Voyageurs
- Zeppelins

## 'GREEN BAY,' NOT 'GB'

Alumni from the 1970s recall that "UWGB" was once the school's primary identifier, but "UW-Green Bay" or the full name are preferred today. Recruiters found the acronym didn't travel well beyond Northeast Wisconsin, and it failed to capitalize on the Packers connection and city's nationally known name.



## RED RELICS

The color of the flagship UW in Madison and the fiery mythical Phoenix, red was a mainstay of early UWGB. It wasn't until the 1990s that the university styleguide began to dictate green for Green Bay.



## GO, PHOENIX!

UWGB had a commuter campus and a low-key, non-traditional vibe when Phoenix men's basketball gave the young university a rallying point. Leading the cheers in February 1977 were, from left, Debra Dacey, Chris Ward, Mary Pollack and Mary Mitchell.



## ALMA MATER

Lovell Ives arranged a hymn-like melody — simple to sing and dignified — in the fall of 1980 for the official UW-Green Bay alma mater. Poet Peter Stambler of the Humanistic Studies faculty provided the words, alluding to the mythical Phoenix bird, the UWGB mascot. The alma mater was introduced at May 1981 commencement in a solo performance by choral Prof. Trinidad Chavez.

## PHOENIX FIGHT SONG

A 1970s composition, the Phoenix Fight Song has always brought fans to their feet. The original lyrics were updated in 2000 by Profs. Kevin Collins and Scott Wright:

*Hail to the fighting Phoenix, rise up and light the flame!  
Green Bay is the home of champions, We're gonna win this game!  
Hail to the fighting Phoenix, we're rising up to say  
Fight, fight fight for a win tonight, the champions from old Green Bay!*



## BEAK TO BEAK

Referee Tim Fogarty unloaded on the student inside the Phoenix costume during a timeout at a men's basketball game in the mid-1990s. The veteran official had called foul on The Bird's pantomimed, on-court mockery of the men in stripes.

# DID you Know?



## MUSIC MAN

Renowned as a jazz performer, arranger and instructor, Lovell Ives helped found the UWGB music program... and earned the honor of composing the University's Alma Mater and Phoenix Fight Song. Ives retired in 1997 but has remained active in the local music scene.



## A RARE BIRD

UW-Green Bay, for many years, was the only D-I team with a Phoenix mascot until Elon (N.C.) dumped Fighting Christians for Phoenix. The University of Chicago and Swarthmore College also have Phoenix mascots.





*'We were green well before green became mainstream.' That's how former professor David Ward described the cutting-edge nature of UW-Green Bay's multidisciplinary approach to solving environmental problems.*

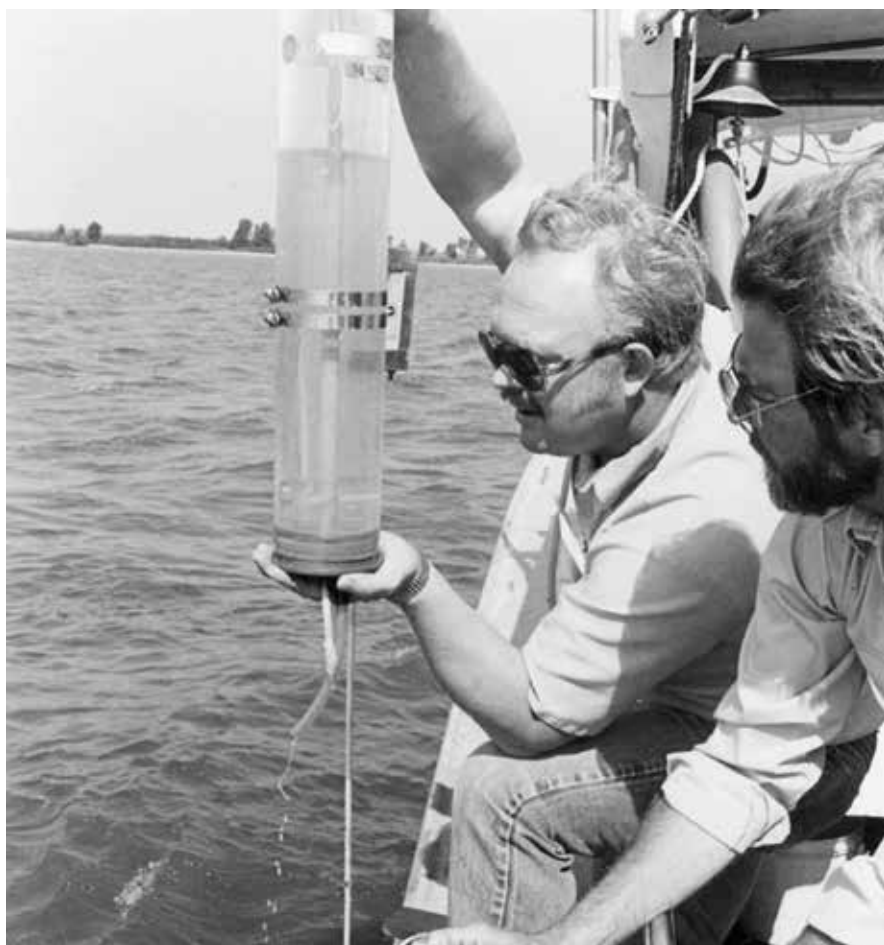
*At the outset, enthusiasm for ecology and all things fresh and new energized campus, from recycling and field research to awareness campaigns and even collaborative new games such as Earth Ball, a favorite of communication professor Jack Frisch. Today, "sustainability" is the driving concept, with the Environmental Management and Business Institute, strong undergraduate and graduate programs in environmental science and policy, the 290-acre Cofrin Memorial Arboretum and an impressive range of sustainable initiatives.*

UWGB

## America's first environmental

university, where every day was Earth Day, UW-Green Bay was dubbed "Eco U" by *Newsweek* magazine in the early 1970s. Then and now, the University boasts strong programs in the natural sciences and environmental affairs.

The nature of environmental activism, however, has changed greatly over five decades. The shift was already evident when Earth Day celebrated its silver anniversary. The following is excerpted from a feature story by reporter Christopher Sampson for *Wisconsin Ideas*, the UW System magazine.



## True to its founding, 'Eco U' adapts to times

— Reprinted from 1995

A hotbed of environmentalism in a paper-mill town. A new school with an innovative academic philosophy in a conservative community. A rallying place for youthful activism at a time when older generations worried about counterculture radicalism.

That was UW-Green Bay — or at least how many in Northeast Wisconsin perceived the young university — when the first Earth Day took place April 22, 1970.

Few places were as electric as UW-Green

Bay, weeks away from its first commencement but already drawing national attention for its focus on Mother Earth. *The New York Times* and other media offered glowing descriptions of the new school's slant toward ecology.

When Sen. Gaylord Nelson of Wisconsin lobbied for a day to honor the environment, UW-Green Bay students took it to heart. Many took part in that first Earth Day's full schedule of recycling seminars, films, poetry readings and "pocket theatre" performances. Some

biked downtown, plugged nickels into parking meters and sat down to deny spaces to gas-guzzling cars. Others marched.

Before the year was out, students had banished throwaway bottles and cans from campus vending machines and even suggested energy-saving modification to outdoor lighting. Faculty hosted what was billed as the first national conference on environmental education.

In the local community, however, reviews were mixed. The new campus occupied a bayshore site



### Early Recycling

Messy but meaningful, this used-glass dropoff site near the Environmental Sciences Building was ahead-of-the-curve stuff circa 1970, the spring of the first Earth Day. UW-Green Bay was among the first local institutions to urge recycling.



not far from the mouth of the Fox River, home to one of the world's richest concentrations of pulp and paper plants.

"There was apprehension," recalled H.J. "Bud" Harris, a founding UW-Green Bay professor and water-quality expert. "There certainly was mistrust. There were those who thought this was a very radical group of people who had the potential to totally disrupt the way of life here."

Colleague Robert Wenger, a mathematician and faculty specialist in pollution modeling, remembered an early field trip to the Thilmany pulp mill in Kaukauna to study air-pollution abatement. He wound up trying to defuse the tension as outspoken students confronted their industry tour guides with pointed questioning.

Prof. Nancy Sell, a physicist and registered engineer, would later collaborate on waste-reclamation projects with Thilmany and many other local companies. But she remembered that "for a while, we had a difficult time getting a foot in the door at some places."

Sell added, "As much as anything, the University had a problem with terminology back then. One of our majors was 'Environmental Control.' That was exactly the wrong message to send to industry at that time."

Thomas Cuene was a 17-year-old high school senior when he drove his Volkswagen Beetle to the UWGB campus to take part in Earth Day 1970.

"It did start out to be sort of adversarial," Cuene said. "Rallies and wild statements were part of the

movement. The students certainly raised awareness, but we probably could have marketed it better."

If the activism of Earth Day 1970s had at least some us-against-them undertones, the environmental movement would gradually evolve.

"People developed a fuller realization now that it isn't any single corporation," commented Harris, who would be a key contributor to the Fox River Remedial Action Plan, a nationally recognized model for waterway cleanup and community cooperation. "We've moved closer to understanding a key concept, sustainability. Economic and ecological sustainability."

Don Schneider, vice president of research and development for Fort Howard Corp., credited UWGB and UW Sea Grant researchers including Harris and Paul Sager for providing a technical baseline by collecting data, identifying issues and tracking progress.

Added Cuene, who was later elected Brown County executive, "The turnaround in water quality and pollution abatement have just been phenomenal. Cooperation makes a big difference. Industry now comes to government and the University for assistance."

Harris said the environmental focus at UW-Green Bay remained as strong (in 1995) as it had been at the school's founding three decades earlier. What changed was the way it was expressed.

"There's less arm waving and finger pointing," he said, "and more hands-on rehabilitation, restoration."



Today, "Eco U" is making scientific contributions as valuable as any in its 50-year history. Profs. Bob Howe and Amy Wolf are documenting the case for "de-listing" the bay of Green Bay and lower Fox River as a designated area of concern. With Prof. Matt Dornbush, they're working to re-establish high-value aquatic species such as wild celery and wild rice. They and others including Paul Baumgart, Kevin Fermanich and Michael Zorn are advancing a watershed approach to clean water. The work builds on that of Harris, Wenger, Sager, Jack Day, Jim Wiersma, the late David Dolan and others. If it was common public sentiment around the time of the 1972 Clean Water Act to see water pollution as a point-source, industrial problem, by 2015 UW-Green Bay scientists had helped persuade everyday citizens making everyday choices that they, too, could make a difference.

“ I VIEW THE BAY OF GREEN BAY AS COMPARABLE TO CHESAPEAKE BAY ON THE EAST COAST AND SAN FRANCISCO BAY ON THE WEST COAST... PLACES WHERE RESOURCES ARE (DEGRADED) BUT STILL VERY MUCH ALIVE AND VITAL TO THEIR COMMUNITIES. ”

— PROF. ROBERT HOWE

## Earth Caretakers

2010 Paul Tower, '78, Bothell, Wash., CEO of Applied Filter Technology biogas-to-energy systems

2011 Paul Wozniak, '78 and '94, Madison, environmental author and advocate

2012 Victoria Harris, '98 Green Bay, former UW Sea Grant Water Quality Specialist

2013 Ryan Stockwell, '01, Washington D.C., National Advocacy Center Agricultural Manager

2014 Paul Linzmeyer, '78, Green Bay, ThedaCare Sustainability Leader

2015 David Kriebel, '77 Lowell, Massachusetts, Epidemiology professor

Recipients of the annual Earth Caretaker Award presented jointly by the Alumni Association and the Environmental Management and Business Institute (EMBI)

## ECO U®

In 2010, UW-Green Bay obtained trademark rights to the words "Eco U." The move by Chancellor Thomas Harden both honored the University's ecological roots and protected the institution's right to the nickname first bestowed upon it at its founding.



## CARL RICHTER'S GIFT

UWGB has one of North America's largest oological collections, a gift from self-taught naturalist Carl Richter of Oconto. In the 1970s, DDT was banned after Great Lakes researchers analyzed those eggs, collected over many decades, and tied an increase in pesticide accumulation to a decline in eagles and other species. Today, the Richter Museum of Natural History is a priceless repository of bird and mammal specimens.

# DID you Know?



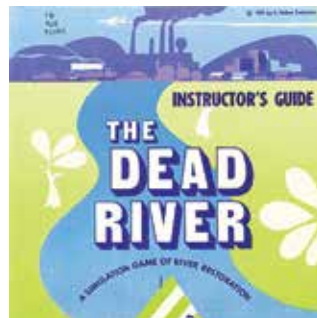
## CAMPUS GARDEN — THEN AND NOW

By spring 1973 a half-acre organic garden on the edge of the central campus was a happening place for staff and students. (Schellie Hensley, at left, above, thinned lettuce for a healthy salad.) The project went dormant but came alive in 2009 when a student group called the SLO Food Alliance — sustainable, local and organic — planted a garden near the University Union. Since 2013 and remodeling of the outdoor plaza atop the Student Services Building, student cultivation of fruit and vegetables takes place near the heart of campus. Some plants are leftovers from the Natural and Applied Sciences program's popular Heirloom Plant Sale every May.



## SEA OF POSSIBILITY

The grassy hillside of the Laboratory Sciences Building (that's Environmental Sciences in the background) made a picture-perfect unloading spot for this small fleet of sturdy canoes, bound for yet another environmental outing in the early 1970s.



## SIM CITY 1971

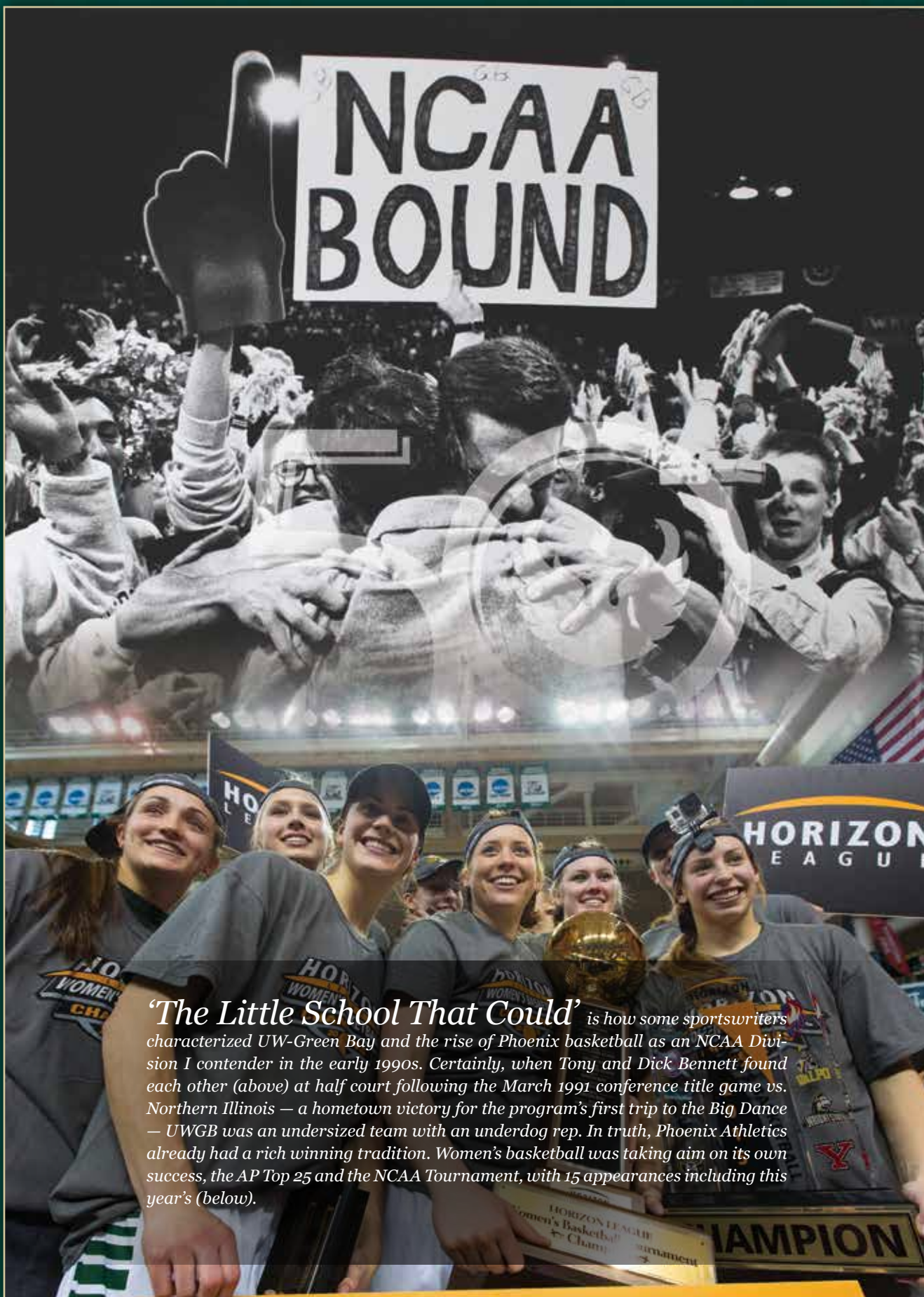
A simulation game designed to show that waterway restoration is a complex and collaborative endeavor was the brainchild of UW-Green Bay Prof. E. Nelson (Al) Swinerton. A political scientist and public policy expert with an interest in the environment, Swinerton devised the "Dead River" board game as a tool for local classroom teachers to address ecological issues.



## RETAIL RECYCLING

Billed as "a new recycling project at UWGB," the Second Gear resale shop got its start in 1975 in cozy quarters on the Library-Learning Center's first-floor concourse. Used clothes, albums and kitchen items were hot sellers. Run by volunteers from the University League women's service organization, the shop raised money for scholarships and programs benefiting students. It closed in 1999.





*'The Little School That Could'* is how some sportswriters characterized UW-Green Bay and the rise of Phoenix basketball as an NCAA Division I contender in the early 1990s. Certainly, when Tony and Dick Bennett found each other (above) at half court following the March 1991 conference title game vs. Northern Illinois — a hometown victory for the program's first trip to the Big Dance — UWGB was an undersized team with an underdog rep. In truth, Phoenix Athletics already had a rich winning tradition. Women's basketball was taking aim on its own success, the AP Top 25 and the NCAA Tournament, with 15 appearances including this year's (below).

UWGB

# Big dreams, bigger success

*Edward Weidner believed robust sports programs could attract local support for his new University. From his temporary farmhouse office overlooking vacant fields, Weidner audaciously predicted his yet-to-open UWGB would be nationally competitive.*

*It was one part bold leadership, one part blue-sky optimism. Yet, with the passage of time — and not much time, at that — he was proven correct.*

*From its immediate rise as a 1970s small-college power in NAIA and NCAA Division II through the bold gamble of stepping up to the big time and Division I in 1981, Phoenix Athletics has more often than not met and exceeded those early dreams.*

*"Athletics has been a very important success story for this university," says longtime administrator and former athletics director Dan Spielmann. "You can't overstate the value of opening doors and reaching out to the community."*



**“ I ALWAYS BELIEVED WOMEN’S BASKETBALL COULD DRAW A GREAT FAN BASE. IT GIVES ME CHILLS TO RETURN AND SEE A PACKED KRESS CENTER. ”**

**— CAROL HAMMERLE**

Today, Green Bay women's basketball is a national brand. A perennial Top 25 program, it has made the NCAA Tournament 15 times in the last two decades under founding coach Carol Hammerle, Kevin Borseth, Matt Bollant and Borseth again, in his second tenure. In 2010, the Phoenix ranked as high as No. 14 in the nation. In 2011, Kayla Tetschlag's team reached the Sweet 16 vs. Baylor and Brittney Griner (above, right). In 2012, all-American Julie Wojta led the team to a 31-2 finish and a No. 10 ranking in the final Associated Press poll.

Remarkable stuff for a so-called "mid-major," that level of success is unprecedented but not entirely unexpected given UW-Green Bay's history.

The potential was first demonstrated in Year One, an attention-getting first season (1969-70) as the Bay Badgers.



- The soccer team went 12-2-1 and got a nation's best 36 goals from "The Greek Flash," Zach Papanikolaou. A 3-0 road win at Colorado College was the first UWGB victory in any sport as Coach Lou LeCalsey's men made a splash with the exotic (for Green Bay) sport of soccer.

- Basketball went a promising 16-8 under highly regarded young coach Dave Buss, behind prolific scorer Ray Willis and rugged rebounder Dennis Woelffer.

The upward arc continued through the 1970s.

- UWGB recorded college soccer's most shocking upset of 1973, a 1-0 victory over a visiting St. Louis University team ranked No. 1 in the nation and that season's eventual D-I champion.

- In spring 1973, the basketball team beat DePaul 63-62 for its first victory over a big-time program. The Phoenix took a 15-game winning streak and 26-3 record to the national NAIA tournament in Kansas City, reaching the quarterfinals.

- That same year, the University hired Carol Hammerle to begin an intercollegiate sports program for women.

- The men's basketball team made consecutive D-II title games, in 1978 and '79. A home win over DePaul set the stage for an epic Green Bay-Chicago rematch near the close of the 1978 season. UWGB, 23-0 and No. 1 in its division, gave the No. 8 team in D-I all it could handle in a 55-49 loss.

The 1978 DePaul game earned huge local television ratings and built momentum for a jump to Division I. Such a move would be ambitious, and not without critics.

"Taking our successful athletics program to Division I was controversial," the project's point person, Associate Chancellor Donald Harden, recalled for a 2011 interview. "In fact, a local sportswriter called me 'unwise, uninitiated and uninformed.'"

"But it was simple. We wanted, in marketing our University, to position ourselves in prominence with Marquette and Madison (major-college programs in Wisconsin's other large cities)."



In soccer, D-I success was immediate as Coach Aldo Santaga and his son, star forward Greg, led a high-scoring 1983 team to the NCAA Tournament. Women's basketball, still a few years away from seeking D-1 status, was beginning its run, including a third-place finish at the NAIA national tournament.

In the make-or-break revenue sport of men's basketball, however, positive results were elusive. Ambitious goals were set for fundraising and ticket sales. Donors, and sponsors for the most part, stepped forward. Ticket buyers did not.

Without a conference and playing as an independent, UWGB had to

Things began to change when Associate Chancellor Harden took the lead in pulling together a conference, the old AMCU-8. Cleveland State and Southwest Missouri broke out on a national level, attracting big crowds for their Brown County Arena visits. When Harden hired small-college coaching star Dick Bennett in 1985, the rise of the Phoenix was a matter of time.

Bennett proved to be a perfect fit. His popular persona and hard-working teams drew capacity crowds to the "DickDome," broke through with an NIT bid in 1990 and a first-ever trip to the NCAA's big dance, with son Tony as star point guard, in 1991.

Then came 1994 and the Cal game. The opening round win by UW-Green Bay over the California Bears and future NBA players Jason Kidd and Lamond Murray is still recalled as one of the great upsets in NCAA tournament history. Guys named Grzesk, Nordgaard, Vandervelden and Ludvigson — as one national columnist memorably described them, "the blue-collar boys from The Land That Vowels Forget, or Distributed Unevenly" — had made the big time.

And so, again, had UWGB.



cobble together a mix-and-match schedule lacking in marquee home games. The Phoenix finished its first D-1 season under Buss (1981-82) a game over .500, but the coach ignited a firestorm with the unpopular, high-profile dismissals of local players Joe Mauel and Casey Zakowski. Buss was dismissed himself, and succeeded by assistant Dick Lien.

"He (Lien) was a wonderful gentleman, and he had enjoyed some success in coaching, but the results weren't there," recalls Dan Flannery, then a local sportswriter and recent UWGB grad and later managing editor of the *Post-Crescent* of Appleton. "The first couple of years of Division I were just horrible."

When the team went 9-19, 9-19 and 4-24, the "rampant apathy" that Flannery had observed among UWGB students wasn't limited to campus.

"We (reporters) sat on press row and literally counted the people in the stands, and it wasn't hard to do," he recalls. "Zero interest from the students. And not much more from the community."



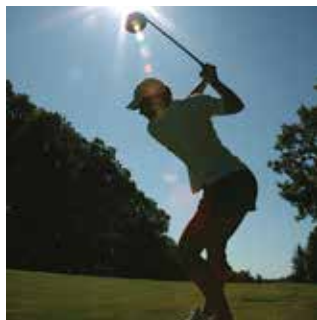
### Vince liked soccer

UWGB plays soccer as its primary fall sport on the advice of the late Vince Lombardi, an athletics adviser to UWGB in the late 1960s. He said football would be costly and overshadowed by the Packers.

## Hall of Fame Athletes

Christian Akiwowo  
Tom Anderson  
Vicki Anklam Porter  
Sue Aspenson Sagal  
Nathan Barnes  
Jeanne Barta Stangel  
Tony Bennett  
Ben Berlowski  
Jerry Blackwell  
Bryan Boettcher  
Tom Brown  
Ivan Delbecchi  
Tom Diener  
Tim Dunne  
Philip Gallagher  
Dan Goltz  
Donna Gunville  
Lisa Hanson Dyer  
Nezih Hasanoglu  
John Hummel  
April Jensen Kocken  
Ben Johnson  
Tom Jones  
Candace Kaye  
Debbie Kind Urben  
Mark King  
Susie Klaubauf Bodilly  
Dawn LeClair Taddy  
Josh Lynk  
John Martinez  
Kathy Mertz  
Blake Middleton  
Leon Mitchell  
Chari Nordgaard Kneuppel  
Jeff Nordgaard  
Ann Olin Lundstrom  
Zach Papanikolaou  
Nicole Paplham Benson  
Sue Pitroski  
Terry Powers  
Erich Quidzinski  
Ron Ripley  
Pamela Roecker  
Greg Santaga  
Cindee Schmalz Haider  
Terry Schott  
Richard Sims  
Chuck Stark  
Julie Steeno  
Horst Stemke  
Janelle Tomlinson Richard  
Dean Vander Plas  
Rick Voigtlander  
Mark Wehking  
Dennis Woelffer  
Kimberly Wood Jianas

For the full list of Phoenix Hall of Fame inductees including coaches and contributors, visit <http://www.uwgb.edu/alumni/phoenix-hall-of-fame/>



#### ‘FORE’ MAKES 16

Women's golf is the youngest Green Bay sport, debuting in 2007. It gave the program 16 sports in all: both men's and women's basketball, cross country, golf, skiing, soccer, swimming and diving and tennis, and two women's-only sports in softball and volleyball.



#### UNFORGETTABLE ENTRANCE

Dick Lien's formal introduction in 1982 as coach of the embattled men's basketball program would have broken the internet if it had occurred years later. As it was, the press conference went 1982's equivalent to viral when the new coach hit the floor mid-sentence not once, but twice, during his acceptance remarks. Lien was unhurt and treated the episode with good humor. A distance runner, he fainted from the day's excitement after forgetting to re-hydrate from his morning workout.



(Photo courtesy of You Magazine and Gannett Wisconsin Media)

#### FROM MAKUEN TO GILLESPIE

Phoenix Athletics Director Mary Ellen Gillespie, appointed in late 2013 and shown here with student-athletes, is the first woman among the eight individuals who have held supervisory responsibility for intercollegiate athletics at UW-Green Bay. Previous ADs were Donald Makuen (1969-70), Dean Austin (1970-73), Bruce Grimes (1973-82), Donald Harden (1982-85), Daniel Spielmann (1985-94), Dennis "Otis" Chambers (1994-2001), and Ken Bothof (2002-2013).

#### NCAA D-I TOURNAMENTS

Women's basketball (15) — 1994, 1998-2000, 2002-05, 2007, 2009-13, 2015; Men's basketball (4) — 1991, 1994-96; Men's tennis (3) — 2012, 2014-15; Men's soccer (2) — 1983, 2009; Women's softball (2) — 2005, 2014; Women's volleyball (1) — 2003. Student-athletes in sports including Nordic skiing have advanced as individuals to NCAA regionals. Men's soccer and basketball made numerous trips to the NAIA and D-II tournaments and women's basketball qualified for AIAW and NAIA tourneys before going NCAA D-I in 1988.



#### SAIL POWER

UWGB ranked as high as No. 1 in the Midwest and competed in major national regattas during the high-water era of the Sailing Club in the early 1980s. Brothers Blake and Tyler Middleton were team-leading skippers. An official NCAA-sanctioned sport here at the time, sailing was touted as a unique option for students. The hottest new club sport today takes place on ice: UWGB students took the national all-divisions curling club title in 2014.

# DID you Know?



#### NATIONAL CHAMPS!

Setting meet records in four different relays, Coach Roger Harriman's swimmers and divers won the NAIA meet in March 1984 for UWGB's only national championship. Leading the charge were future Phoenix Hall of Famers Ann Olin and Cindee Schmalz.



#### BETTER HEADERS

Until Phoenix Field (later to be named Santaga Stadium) was completed in 1972, Phoenix soccer home games were played at Joannes Stadium or nearby Bay Beach Park. Players disliked heading the ball at Bay Beach, where abundant geese fertilized the field.





*Music, theatre and art* provided an immediate opportunity to connect with the community. Music did so with a strong jazz program, a Packers-backed marching band and the continuation of a vital summer program for youth. In the visual arts, creative professors and students pushed the envelope. In theatre and dance, an avant-garde reputation dating to Deckner carried over to the new campus and makeshift staging in ES 114. When the University Theatre opened in the 1970s (above), the program was on its way to award-winning success including 2014's "Avenue Q: The Musical" (below).

*Well over a year before the new campus opened, the Green Bay Packers made a pledge of \$24,000 to provide instruments and uniforms... Conducted by Robert Bauer, that 130-piece marching band and color guard would strut its stuff at Packers games in Milwaukee as well as at Lambeau Field.*

— From the book *"UWGB: From the Beginning"*

“

...CULTURE, ENTERTAINMENT AND QUALITY OF LIFE IN NORTHEASTERN WISCONSIN... IF YOU COULD TIME TRAVEL TO THE DAY THE DECISION WAS MADE TO BUILD A UNIVERSITY IN GREEN BAY, THEN COMPARE THAT TO WHAT'S AROUND TODAY, THE DIFFERENCE WOULD BE PROFOUND.”

— WARREN GERDS, LONGTIME REPORTER AND ENTERTAINMENT CRITIC, 2008 COLUMN



# mobile



## Great Jazz

Carl Allen, a Music alumnus, headlined the annual Jazz Fest on campus last February. He's a former musical director for trumpeter Freddie Hubbard. The Jazz Fest concert and youth clinic dates to 1971.

In 1970, UWGB had perhaps the only marching band in the country without a corresponding college football team. But it did happen to have an NFL football team, right across town.

The idea was filled with promise. Notoriety as the Green Bay Packers Marching Band would be great for the newly formed University and its music program. The Packers would supply reversible uniforms (with UWGB on the flip-side) and a \$50,000 annual scholarship commitment to the band's 100-plus members. UWGB Founding Chancellor Ed Weidner

approached newly hired Director of Bands Robert Bauer for his thoughts.

In an interview years later, Bauer recalled the conversation: "Weidner asked, 'What do you have to have to do a music program that will be sufficient to produce a marching band?' I responded, 'Number one, a resident arranger/composer (Lovell Ives) and two brass instructors, two woodwinds, and one percussion instructor.' Weidner responded, 'No problem! You can have them all!' ... That was the start, then, of building a music program."

The marching band made for a memorable startup but by 1977 or so the project had run its course. Packers funds withered, the logistics of commuter and resident students splitting rehearsals between school and stadium proved difficult and — most important — the larger goal of building a positive reputation and respect for the UW-Green Bay Music program was being achieved.

It would also prove true that, marching or stationary, subsequent UWGB bands would earn the national spotlight. The exuberant Phoenix Pep Band has been a media



magnet over the years. When shoeless members played barefoot throughout the conference tournaments and NCAA tournament appearances in the early '90s in a bid to lure Converse into offering the nation's first pep band shoe contract, it earned a mention in the *New York Times*.

When the Green Bay men shocked Cal in the 1994 NCAA Tournament, it was the UW-Green Bay "Cheesehead" Pep Band

some still teaching, roll off the tongue of UWGB's current Director of Bands Kevin Collins, a member of the faculty since 1988.

"Greg Sauve '71 and Marc Jimos '91 from Ashwaubenton, Denny Kramer '79 and Bob Johanek '78 from Marshfield, Steve Bader '77 at De Pere, Tom Busch '99 and Tim Kozlovsky '89 at Pulaski, Kevin VanEss '84 in Green Bay, Andy Pagel '98 at Two Rivers, Andy '86 and Sue Zipperer '85 of Howard Suamico,

just a few, have influenced generations.

"There has always been a strong music education component at UW-Green Bay," says Collins. "To be honest, music was really the first program at UWGB that started to offer a disciplinary (as opposed to an interdisciplinary) major. In fact, the faculty created their own recruitment materials that stated, 'Yes, you can major in music at UWGB.'"

music student who has done his share of college tours the past few years.

"We have it quite special here. A large-school facility (Weidner Center for the Performing Arts), medium-size-school opportunities and small-school individual attention... definitely a hallmark of a UW-Green Bay music education," he says.

"I have been on college visits and seen music programs with more than a thousand students, but in terms of facilities, opportunities and individual attention, they have nothing on UW-Green Bay."

## Raves for Theatre

*Trojan Women, 1981*

*Children of a Lesser God, 1985*

*In Circles, 1991*

*Camp Meeting, 1993*

*On the Verge, 1998*

*Aloha, Say the Pretty Girls, 2002*

*The Christmas Schooner, 2004*

*Red Herring, 2006*

*The Balkan Women, 2009*

*Almost, Maine, 2011*

*Avenue Q, 2014*

*UW-Green Bay productions that advanced to the ACTF Great Lakes regional theatre finals*



# music

that was the front-page photo of choice for the *Milwaukee Sentinel*. "It's stuff like that that gives us air time that is probably 6-to-1 over other pep bands," Kevin Collins says.

The Music program's true legacy, though, lies in the long lists of talented students and alumni who now entertain and perform across the world, teach at some of the finest music programs in the country, or lead award-winning K-12 music programs in school districts across Wisconsin and the Midwest.

The names of these educators, some now retired,

Brett Dimmer '98 at Grafton, and the list goes on... Many of these programs are respected nationwide for their concert, marching and jazz bands, their choirs and showchoirs, and can be found representing the state of Wisconsin in national spotlight events such as the Rose Bowl and Macy's Thanksgiving Day Parade," Collins says.

Music professors including Collins, Bauer and the late Jerry Abraham, choral and vocal specialists Trinidad Chavez and Sarah Meredith, percussionist Cheryl Grosso and jazz standouts Ives and his former student John Salerno, to name

The program's reputation throughout the state is evident in the Wisconsin Music School Association's sponsorship of major events at UWGB, including the Wisconsin State Honors Camps and the Wisconsin State Solo Ensemble, hosted here for more than 40 years. Thousands of budding musicians have participated in UWGB middle and high school music camps and, now, Collins is starting to see grandchildren of some of UWGB's first music campers.

Today, Collins is gaining new perspective as the parent of a prospective



### TECHNICALLY, THE BEST

Last year's production of *Avenue Q, The Musical* was lauded with a national college merit award for "Distinguished Achievement in the Production of a Musical." The show earlier earned a regional Golden Handtruck award for excellence in technical execution, as UWGB has done each of the last five times it has taken a show to ACTF regional competition. "We have talented actors and musicians," says Director Laura Riddle, "but we also have excellent students in stage management and backstage roles."



### • 'MONK' A PHOENIX?

Not exactly, but Emmy and Golden Globe-winning actor Tony Shalhoub once starred at UWGB. As a senior at Green Bay East H.S. in 1973, he stepped up to take the lead in a campus and community production of "Captain Jack's Revenge." Director Jack Frisch described him as "very good" in a "tour de force" role.

## DID you know?



### • SHEEPSHEAD 2.0

In 1975, the *Sheepshead Review* (named for a locally popular card game) debuted as a student outlet for creative writing and visual art. For nearly a quarter century, it gave students and others a venue for short stories, poetry, creative writing and visual images. Citing finances, the student publishers released the final issue of the *Review* in 1999. Like the Phoenix, *Sheepshead* would be reborn in 2003 with a new spelling and renewed energy. Championed by Prof. Rebecca Meacham, the *Sheepshead Review* bills itself today as a leading college literary magazine of the Midwest.



### INNOVATING ART

The visual arts program made an early splash at UWGB. By the time the spacious, well-equipped Studio Arts Building opened for fall 1973, faculty artists including Clary Nelson-Cole, Bill Prevetti, Robert Pum, David Damkoehler, Bruce Grimes, Michael Kazar and others had helped build a solid reputation for the program and its students.



### A SOUND IDEA

Years before "Glee," there was the UWGB Sound Idea, the University show/jazz choir under the direction of Prof. Trinidad Chavez. (Pictured here: the debut ensemble of 1985-86.) The group performed at special events, conventions, competitions, UWGB concerts and periodic tours of selected Wisconsin high schools. A highlight of the all-scholarship group's decade-plus run was opening for comedy's Smothers Brothers at the Weidner Center in 1994.



### • TEXTBOOK EXAMPLE

Prof. Ellen Rosewall wrote the 2013 text *Arts Management: Uniting Arts and Audiences in the 21st Century* (Oxford University Press, USA, 2013). Rosewall joined UW-Green Bay's Arts Management program in 2001 and helped grow the program to more than 75 students and 40 majors.





*Life on campus changed, in a big way, as UW-Green Bay developed over the years. During UWGB's first decade, the nine apartment buildings of the Bay Apartments complex provided a home for about 500 resident students. Alumni remember a comfortable vibe—you knew everyone, enjoyed your freedom as a college student, and there was just enough happening (the old Shorewood Club, BlueWhale, and tug-of-war and tricycle races at Homecoming) to keep things lively. It wasn't until the late 1980s and '90s, though, that the on-campus census reached critical mass. As student numbers jumped, so did programming.*

UWGB



## From ‘no dorms’ to nicest, UW-Green Bay grew

*In its earliest days in the 1970s, UWGB was generating national buzz as an innovative university, an exciting experiment in building a non-traditional campus from the ground up.*

*There was one critical area, though, where being different would be difficult, and maybe even deadly.*

*Dorms, residence halls, on-campus student housing run by the institution. Other colleges and universities had them. UWGB didn't.*



"We were fighting the battle of not having this be a (strictly) commuter campus, as opposed to a residential campus," recalled longtime campus facilities planner Lyle Bruss in a 2012 interview. "There was a battle that had to be fought."

When it came to recruiting potential students, it had too often been a losing battle.

UWGB's first full year on its new Shorewood site overlooking the bay was accomplished without benefit of student housing. By fall

1970, a private developer opened the first apartment buildings on Circle Drive land near (but not yet owned by) the University. The nine, two-story apartment buildings were surrounded by a sea of mud, but the 500 or so student residents and campus officials were thrilled by the development.

The old Bay Apartments were often less than capacity, though. They weren't accepted as substitutes for dormitories, especially by parents of high school recruits who anticipated supervised halls with good service and a meal plan.

**“WE ARE AHEAD OF THE WAVE ON SUITES AND APARTMENTS. TODAY'S STUDENTS WANT PRIVACY. THEY WANT MORE CONTROL OF THEIR ENVIRONMENTS.”**

**— THEN-DIRECTOR OF HOUSING  
TOM HAEVERS, 1999 INTERVIEW**



With UWGB enrollment leveling off and even dropping in the years that followed — with the housing situation on the rural/suburban campus partly to blame — school officials asked for \$1.5 million in up-front funds from the UW System building budget for traditional dorms.

That hope died in February 1977 at the hands of Gov. Patrick Lucy. He challenged the wisdom of building housing in an era when other dorms across the state were sitting empty, especially at a university with shaky enrollment.

The “No dorms for UWGB” headlines hurt, but campus officials had no choice but to press forward.

UWGB bought the 550-bed Bay Apartments complex from the private owners in 1980, and set up a food service in the Student Union. The move helped, a little, but former Associate Chancellor Don Harden recalls a conversation with local civic leader Jack Robishaw as a breakthrough.

“We came to the conclusion that the University couldn't grow enrollment and couldn't improve the quality and quantity of student leadership with-

out residence halls,” Harden says. “We felt that students needed to live on campus as freshmen and sophomores to become engaged.”

In 1984, UW-Green Bay announced its first capital campaign, headed by co-chairmen Donald J. Long and James A. Temp. The \$2.2 million drive yielded the upfront money for a loan that could be used for construction of the University's first four residence halls, housing 240 students.

The key piece was University Village Housing, Inc., a limited-purpose foundation formed by Robishaw and others specifically to build campus housing. Freed from state restrictions, builders could offer reasonable rents yet nicer







"These are tremendous facilities," former housing director Glenn Gray told a reporter in 2009. "Truly state-of-the-art... the quality of the construction, the quality of the furnishings... the students just love it."

UW-Green Bay's resident population exceeded 2,100 with the completion of 126-bed Keith Pamperin Hall in 2009.

In honoring UVHl contributor Pamperin, the project came full circle, in a sense. He was one of the first students to live on-campus, in the old Bay Apartments. He graduated from UW-Green Bay in 1970 with a degree in Urban Analysis.

amenities — a private bathroom for every two-person room — that gave UWGB's Residence Life complex a competitive advantage.

The first cluster of four halls opened in 1985. New freshmen enrollment increased 14 percent that fall, and total enrollment topped 5,000 for the first time.

In the years that followed, with student rent proceeds fueling construction, six more 60-bed buildings went up, to be followed by seven more, even larger. The newer facilities offer apartment-style suites, each with private bedrooms, private bathrooms (of course), living room and kitchen.



### The Shoe Tree

It has long been tradition for graduating seniors to target a large oak tree near campus housing. They knot the laces and toss their used footwear high into the tree's branches, symbolically leaving a "footprint" at UWGB.

## Home, sweet home

UW-Green Bay halls and apartment buildings, noted here by style, affectionate student nicknames ('I live in 'Ted)'), year opened, and capacity:

### Residence Halls

*Arlene Walter Hall*

'Arlene,' 1985, 60 beds

*Josephine Lenfestey*

'Josie,' 1985, 60

*Byron Walter*

'Byron,' 1985, 60

*Ted Lenfestey*

'Ted,' 1985, 60

*R.E. Small*

1987, 60

*Cletus Vanderperren*

'Cletus,' 1987, 60

*Robert Warren*

1987, 60

*Donald Long*

1989, 60

*Bob Schaefer*

1989, 60

*James Temp*

1989, 60

*Roy Downham Hall*

'Roy,' 1994, the original

"super dorm with 194 beds

### Contemporary Apartments

("The Contemps")

*John Robishaw Hall* 1997, 113

*Donald Harden* 1998, 113

*Ed Thompson* 2002, 122

*Richard Liebl* 2003, 122

*Tom Haevers* 2004, 122

*Keith Pamperin* 2010, 126

### Traditional Apartments

"The Trads" opened fall 1970, 62 students per building.

Originally numbered 101-109, they now have street addresses.

3312

3314

3316

3318

3322

3324

3326

3332

3334

# Life after 50: It's still lively

*They are the events and activities that enhance the University experience. From clubs and comedians to concerts and leadership training, from intramural teams at the old PSC or the new Kress to the sheer fun of going all-out superhero at the annual Grave Dancers Ball on Halloween.*

*UW-Green Bay has a rich tradition of Student Life opportunities across its 50-year history. And it's still strong today.*



"I think that it is remarkable, despite the fact that technology has captured our students wherever they are and predictions were that they were going to check out of social activities because of their 48-inch screens in their dorm rooms, our Student Life events are as well attended as ever," says current Student Life Program Coordinator Grant Winslow.

It may have started with the "folksy" vibe of the BlueWhale Coffeehouse in the old Shorewood Club (see page 64 to read about the BlueWhale vibe being brought back for one night only at Alumni Days) or, before that, at the Carley's Place Coffeehouse that opened in the basement of Building 107 (now 3326) way back in 1971.

It transitioned into events such as the Spring Screamer in 1983 (photo of hillside crowd, opposite page), Frost Fest of the '90s and events that have built staying power in the last decade such as GB Nites, Groovin' Grounds, Shopko Night, Jim Wand and the aforementioned Grave Dancers Ball.

It's not just fun and games, Winslow relates, drawing student interest. Issues-oriented programming is big, too.

"What is exciting for our staff is the opportunity to bring important, relevant speakers and topics to the students, and they respond with excellent attendance," he says.

Past speakers have included Stephen Covey, the Rev. Mel White, Blake Mycoskie, Ralph Nader, Candy Chang, Nobel Peace Prize recipient Jose Ramos-Horta. People who have influenced culture outside of the University, but also impacted the lives of students.

And of course, there was fun... lots of it. The credit goes mostly to Good Times Programming, celebrating its own anniversary (40 years). Working with Student Life staff, GTP books serious stuff but also the concerts (Phillip Phillips, Jimmy Fallon, Switchfoot and Relient K, The Gufs, The Goo Goo Dolls, David Cook, Hot Chelle Rae, the MTV Choose or Lose Tour) and, of course, the every-year traditions Wand, Pat McCurdy, Ladies Night Out.



## *The Fourth Estate*

In 1969, editors named the student weekly for the European term for the press as a fourth power joining the clergy, nobility and commoners and the fact the 4E served four campuses including Manitowoc, Marinette and Menasha.



Winslow recalls the Kress Events Center opening concert in 2007, Switchfoot and Relient K, as the greatest challenge. "Figuring out the logistics on the fly of hosting a sold-out concert in a brand new venue was a bit of a nightmare" — but, with help, the student organizers pulled it off.

Another big booking that went off flawlessly, but first had to be rescheduled because of artist illness, was the sold-out show by "American Idol" winner Phillip Phillips in 2013. Working with the consummate pros at the campus Weidner Center is a great learning experience for students.



"I have colleagues across the UW System jealous of the venues we have on this campus, and the opportunities we have here," Winslow says.

UWGB has also been a leader in providing leadership opportunities. From the 1970s through the 1990s, when the UW System presented a President's Award for Student Government, the Green Bay leadership was the first four-time winner.

That involvement does several things, according to Sue Keihn, who took over from the founding UWGB dean of students in 1996 and served through 2009.

"It provides the University with student input on policies, fees and issues," Keihn said. "Most importantly, it gives students more opportunities to apply their learning to leadership, decision-making, teamwork and serving the community."

SUFAC, RHAA, Student Senate and the Executive Board have provided much-valued experience for hundreds of students, across the student body. There was quiet pride on campus in 2001 when the Joanne Jackson and Priscilla Moore ticket was elected, the first time in UW System history two African-

Americans had been voted president and vice president. A decade later, UWGB's election of Palestinian-American Heba Mohammad was another first.

"Our students take their leadership roles seriously," says Winslow. "They have been forward thinking. Our students who took part in "The Campus Life of the 21st Century" were fully on board with the Union renovation and student funding for the Kress Events Center. Without those additions, this campus wouldn't have the same opportunities right now."



**“ WHEN YOU LOOK AT WHAT’S HAPPENING IN THE WORLD... ALL THE PROBLEMS... I’VE ALWAYS FELT THAT YOU COULD TAKE A CROSS-SECTION OF OUR STUDENT LEADERSHIP OVER THE YEARS... PUT THEM IN A ROOM, CLOSE THE DOORS, AND THEY’D WORK OUT ANY PROBLEM PUT BEFORE THEM. THERE ARE SO MANY OUTSTANDING PEOPLE.”**

**— LONGTIME DEAN OF STUDENTS  
JERRY OLSON, 2008 INTERVIEW**

## Student Government Presidents

1967 Scott Knapp  
1968 Donna (Scheller) Lipper  
1970 Sharman Sturchio  
1971 Dennis Borkovec  
1972 Wayne DuQuaine  
1973 Joe Smith  
1974 Rufus Surhke  
1975 Rob Stevens  
1976 Patrick Hayes  
1977 Deborah (Hutter) Menacher  
1978 Richard Knodt  
1979 Debra (Twelmeyer) Han  
1980 Donna (Cole) Roberts  
1981 Andrew Hect  
1981 Bonny Hawley  
1982 Scott Reinhard  
1983 Karl Boehler  
1984 D. Christopher Schulman  
1985 Sue Premo  
1986 Linda Lambert Meyer  
1987 Don Hazaert  
1988 Jay Wadd  
1989 Timothy Kalies  
1990 Timothy Roellig  
1991 Julie Lanudrie  
1992 Darin Allen  
1994 Jamie Kuhn  
1995 Jason Helwig  
1996 Sean Linnan  
1998 Brian Gold  
1999 Kurt Kober  
2001 Joanelle Jackson  
2002 Nick Kohn  
2003 Jonathan Virant  
2005 Nathan Petrashek  
2006 Trista Seubert  
2007 Sara Duginske  
2008 Ricky Staley  
2009 Joe Tyrrell  
2010 Andrew Teale  
2011 Riley Peterson  
2012 Heba Mohammad  
2014 Vanya Koepke  
2015 Hannah Stepp

## R.I.P., OL' BLUE

It happened suddenly, without much warning. A victim of progress and elevator-car update, the famous blue-shag carpeting on the walls of the Theatre Hall (nee CC) elevator was ripped from the scene in 2013. It had been common for students to leave a handprint as the ride from floor 1 to floor 3 was normally so slow, it helped pass the time. The Cofrin Library archived a small remnant of Ol' Blue as a memorial.



## BOOKSTORE, 1980S STYLE

Today's students probably believe the Phoenix Bookstore has always been located in its spacious, modern digs on the plaza level of the University Union. Nope. Prior to 2008, it was on the library's second floor. Pre-1989, it occupied below-ground space in the Instructional Services Building.



## SHOREWOOD CLUB

It fell into disrepair and was torn down in 1987, but ask any 1970s Era alumnus of UWGB for his or her favorite memories and it's almost certain to include the word "Shorewood." On an under-construction campus that had few buildings at all until the mid-1970s, the former Shorewood Country Club clubhouse was a mecca for students, serving as the student union and semi-official hangout.



## 'MACARONI HALL' WAS ONE BIG PSYCH JOB

*Hey, it was the '70s. Few architectural features or interior design elements of the mod new UWGB campus turned more heads than the corridor dubbed "Macaroni Hall."*

*Completed in 1973 to connect the Library-Learning Center with the new Student Services Building, the gray concrete tunnel's first paint job consisted of colorful geometric shapes that looked a lot like... well, macaroni. Psychology Profs. William Smith, Per Johnson and Design Prof. Ronald Baba worked with students on the repeating pattern meant to make the corridor more appealing by visually separating it in two. Legend has it there was only one full "O" in the entire 30-yard array. Any results of the experiment were lost to history, as was the paint job, covered over by the mid-1980s.*

## RADICAL FEARS

A 1969 door-to-door student survey of 750 Green Bay-area residents found a majority (53%) worried about the era's campus radicalism. Respondents said they suspected the new UWGB would bring 'trouble': marches, anti-war demonstrations, mobs, militants, drugs, partying and 'dirty art.'



## ALL-TIME UWGB FAVORITE

Like a swallow to Capistrano, hypnotist Jim Wand has been returning to campus each fall with his crowd-pleasing, persuade-student-volunteers-to-follow-amusing-suggestions routine since time immemorial. We couldn't locate a date for Wand's first visit — fittingly, nobody seems to remember — beyond a 2009 article that said his annual show had been a student union staple for "25 or 30 years."

# DID you Know?



## THE RATHSKELLER

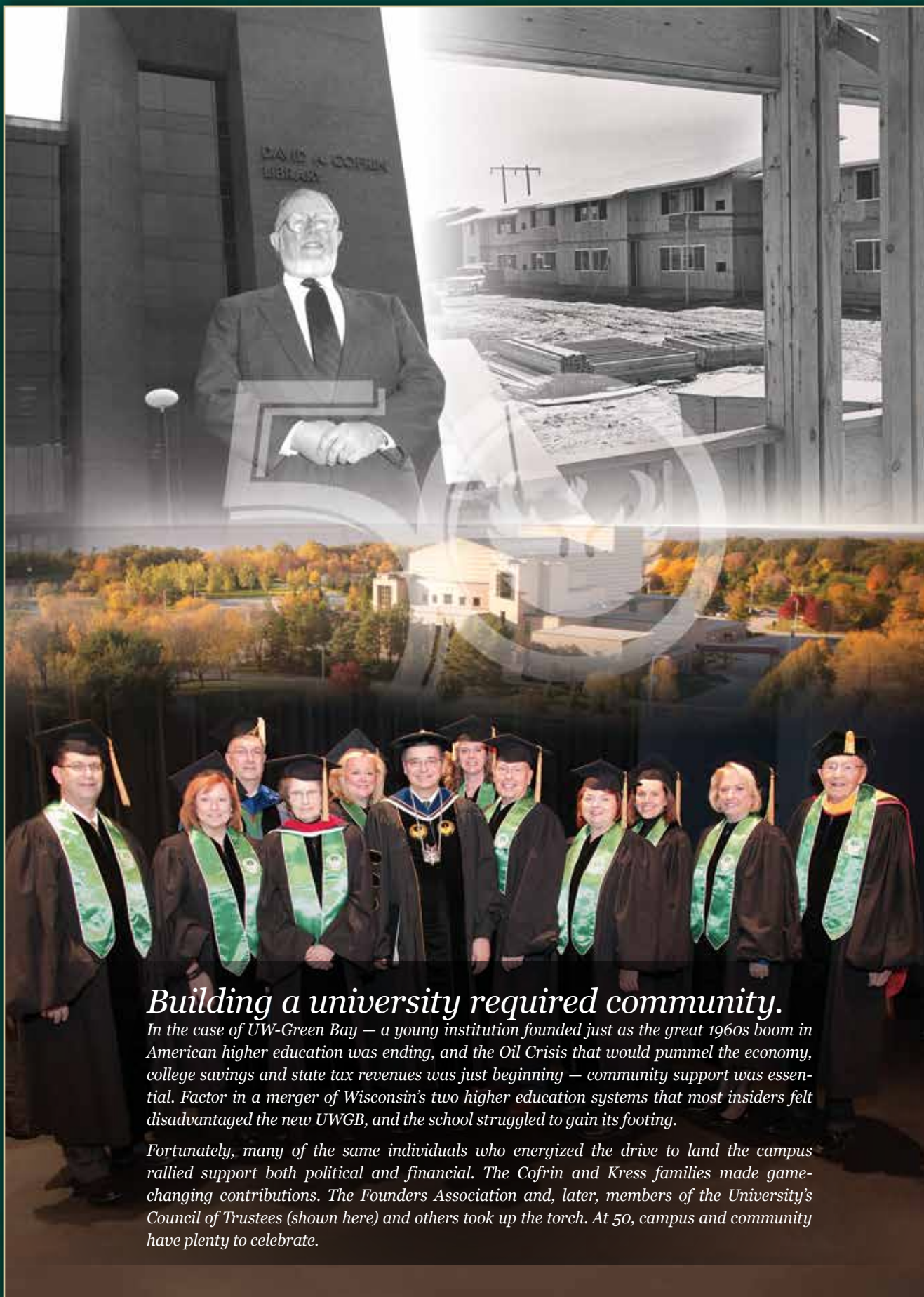
When the University Commons opened in the late 1970s, the Rathskeller was an immediate hit. Students were immediately introduced to the science of risk/benefit analysis: Too much time shooting pool and lingering with friends promised immediate reward but might imperil your GPA. The Rathskeller survives today, sort of, as the Phoenix Club.



## PEOPLE POCKETS

The most famous of the "People Pockets," these carpeted half-pipes and platforms on the second floor of the old Socio-Ecology Building (Wood Hall since 1985) were once award winners. They received best-architecture recognition in the spring 1975 issue of *American School & University* magazine.





## *Building a university required community.*

*In the case of UW-Green Bay — a young institution founded just as the great 1960s boom in American higher education was ending, and the Oil Crisis that would pummel the economy, college savings and state tax revenues was just beginning — community support was essential. Factor in a merger of Wisconsin's two higher education systems that most insiders felt disadvantaged the new UWGB, and the school struggled to gain its footing.*

*Fortunately, many of the same individuals who energized the drive to land the campus rallied support both political and financial. The Cofrin and Kress families made game-changing contributions. The Founders Association and, later, members of the University's Council of Trustees (shown here) and others took up the torch. At 50, campus and community have plenty to celebrate.*

# UWGB

*'Behind the Music'* has its own urban dictionary entry. It's a reference to the long-running VH1 documentary series and its overly familiar formula, now a pop culture cliché: Unknown rock star makes stunning debut, struggles following the inevitable fall... and is ultimately validated by the even more inevitable redemption. Stardom achieved, story told.

*It's a popular story line in politics, too. Americans love comebacks.*

*A comparison to early UWGB is arguably a bit of a stretch. Even as it suffered growing pains and struggled with enrollment and curriculum issues in the late 1970s and early 1980s, the University had too much momentum to be sidetracked for long. The "rock star" label fits, however, as does the eventual success.*



## Early splash, but growth not guaranteed

In fall of 1969, reporters from the Associated Press, the *Chronicle of Higher Education* and *Harper's and Innovation* magazine all trumpeted the new UW-Green Bay as a national model for innovative, environmentally focused higher education.

The early buzz grew. UW-Green Bay campus historian Betty Brown would later observe, in her book capturing the University's first quarter century, that "... no single event would so firmly fix the image of the new University, for good or ill, as the publication of a 5,000-word article in the

February 1971 issue of *Harper's* magazine."

Contributing editor John Fischer referred to UWGB as "Survival U." He described a University "where all work would be focused on a single unifying idea, the study of human ecology and the building of an environment in which our species might be able to survive." He called it "the most exciting and promising educational experiment that I have found anywhere."

Reprinted in the *Press-Gazette*, it spawned related articles across Wisconsin, in other U.S. publications and even abroad (the *Cape Times* of South Africa.) When *Newsweek* dubbed the campus "Ecology U," the name stuck. Inquiries about the University

flooded in from the East Coast and from overseas.

On the Shorewood campus, you couldn't walk around without passing new construction, or even the latest groundbreaking ceremony.

- The eight-story Library-Learning Center was completed in 1972.
- The College of Creative Communication (today Studio Arts, Theatre Hall and Student Services) was completed during 1973-74
- The Community Sciences "spoke" opened in time for fall 1974.

Generous state funding, however, was drying up.

The merger of the University of Wisconsin and the state teachers colleges was fully implemented by

1974-75. Previously one of just three siblings of the prestigious and well-funded UW campus in Madison (Milwaukee and equally new Parkside were the others), UWGB was now part of a 13-member UW System family. Founding Chancellor Edward Weidner said UWGB's newness, small size and innovative curriculum made it a target at budget time.

Meanwhile, the initial surge of local enrollment in response to pent-up demand was subsiding, and there was no national recruiting budget. An internal "Retention at UW-Green Bay" report in 1976 found serious problems: 40 percent of new freshmen did not return for a second year, and it was projected that 70 percent of new freshmen would not earn degrees here.



### West Side story

In 1964, the early frontrunner for the proposed University was a 400-acre site near the intersection of Highways 41 and 54 on Green Bay's West Side. Known as "the Larsen orchard site," it was eventually passed over for the scenic 700-acre bayshore location.





The University's unusual terminology, arguably essential to its founding, was recognized as a growing recruiting liability. An internal task force took note of "a discrepancy between increased career orientation of students and traditional disdain for career orientation at UW-Green Bay."

Another high-profile problem was a list of majors (called "concentrations") that most students, parents, guidance counselors and employers had trouble deciphering.

Changes began in 1977. The catalog descriptions

to Harvard as dean of its Divinity School — but he spearheaded the clarification that had seen UWGB disparaged as "Gobbledygook U" in a report by two of its own professors.

In the coming years, the institution would continue to tweak its innovative curriculum in ways that seemed to better appeal to its mostly traditional-minded students. Gone were the challenging (for 18-year-olds, anyway) freshman seminars, and the requirement that all students major in an interdisciplinary subject.

staff and opportunities for real-life engagement.

On the facilities front, the University Commons and Phoenix Sports Center opened in the mid-1970s to provide a focal point for student life. The PSC plan had been downsized dramatically after still more budget cuts, but at last students had a place for intramurals, recreation and Phoenix Athletics.

The University wouldn't get another academic building funded by the state until 2001, when Mary Ann Cofrin Hall opened as the new primary classroom building.

Private donors and students spurred growth nonetheless. High-amenity student housing, the dazzling Weidner Center for the Performing Arts and, more recently, the Kress Events Center gave UW-Green Bay facilities to envy. Students partnered, through their activity fees, to help fund Kress construction and several expansions of the student union.

At more than 6,500 students today, and with a well-developed 700-acre campus regarded among the best around, UWGB has reaped the benefits of decades of sometimes-stop-and-start growth.

The school's chancellor, Gary L. Miller — who describes the founders' vision of a new university organized around solving the world's great problems as "one of the most important innovations in higher



## Was then, is *now*

*Socio-Ecology Building*  
**L.G. Wood Hall**

*Community Sciences Building*  
**John M. Rose Hall**

*Creative Communication Building*  
**Theatre Hall**

*Library-Learning Center*  
**David A. Cofrin Library**

*Phoenix Sports Center*  
**Kress Events Center**

*Ecumenical Center*  
**Mauthe Center**

*University Commons*  
*Student Union*  
**University Union**

education" — says UWGB's future is the region's future.

"I believe any physical distance between this beautiful campus and the center of this wonderful city can be made irrelevant," Miller said in his first major community address last fall, "if this university commits itself to a vigorous, organized, institution-wide program of partnership and leadership in education, economic development and community vitality."

“

**A LOT OF WHAT WENT WRONG IN THOSE EARLY YEARS CERTAINLY RESULTED FROM THINGS BEYOND OUR CONTROL: THE BUDGET WENT HAYWIRE, MERGER CAME ALONG. BUT A LOT OF IT WAS SELF INFLICTED... ONCE WE GOT (THOSE THINGS) TURNED AROUND, THE UNIVERSITY BEGAN TO GROW. ”**

**— FORMER VICE CHANCELLOR  
WILLIAM KUEPPER, IN A 1991 INTERVIEW**



of each concentration now designed to include a paragraph about career possibilities linked to each program. Expunged from the vocabulary were concentration names like ecosystems analysis, modernization processes and analysis-synthesis (the latter made famous by its abbreviation, ANAL SYN). The school's nationally regarded dean for academic affairs, George Rupp stayed at UWGB only two years — he returned

(The tradeoff for this last being they would minor in an interdisciplinary area, say Human Biology, if they majored in a specific discipline, say Chemistry.)

By 1981-82, enrollment began to turn around, headed for 5,000 students. The school's problem-focused, interdisciplinary curriculum was gaining traction with alumni and others who spoke highly of the dedicated faculty and



# Local names stand tall in Green Bay

*Cofrin and Kress. Kress and Cofrin.*

*Of all the new and only vaguely familiar names a UW-Green Bay freshman will encounter and re-encounter during his or her first few weeks on campus — friends, buildings, faculty and staff — only a relative few will have more staying power than the famous family names that identify several of the University's signature programs and facilities.*

*The David A. Cofrin Library. The Kress Events Center. Mary Ann Cofrin Hall. The Weidner Center for the Performing Arts.*



The Cofrin name is particularly prominent across campus.

A 2003 dedication ceremony for a portion of the arboretum brought several family members together on campus. Then-Chancellor Bruce Shepard called the family's history of involvement with UW-Green Bay "a remarkable story."

"It is a story that started with Austin E. Cofrin, grew with hometown pride and the rise of a leading, international papermaker, and took

on a new dimension with the family's commitment to give back to that hometown," Shepard said.

Austin E. Cofrin had founded the Fort Howard Paper Co. in Green Bay in 1919. He died in 1980 at the age of 96. Industry colleagues praised Cofrin for his visionary leadership and resourcefulness in solving problems and anticipating trends, making Fort Howard the world's largest papermaker.

“

**A LOT OF SUCCESS CAME BECAUSE CAMPUS AND COMMUNITY WERE ENTREPRENEURIAL. THEY PURSUED CREATIVE PARTNERSHIPS AND NEW MODELS FOR FUNDING FACILITIES AND PROGRAMS. WITH HARD WORK AND DEDICATED SUPPORT, THE COMMUNITY HELPED US POWER THROUGH ECONOMIC DOWNTURNS AND LEAN BUDGETS.”**

**— THEN-CHANCELLOR TOM HARDEN,  
2013 INTERVIEW**



Austin's son, Dr. David A. Cofrin and his wife, Mary Ann (third from right and far right, respectively, in the photo above), would make a series of philanthropic gifts benefitting the Green Bay campus and community.

In the mid-1970s they formed a bond with the new University and its first chancellor, Edward Weidner, and his family. The Cofrins went on to make dozens of contributions including a half-dozen gifts of seven figures or more, across a range of academic fields, nature-conservation projects and fine arts initiatives.

It began with the campus arboretum (with nieces and nephews) and continued through student scholarships, named professorships, and help with the University's primary classroom facility and new recreation and events center.

Most prominently, in 1987 the couple announced a challenge gift (eventually to total more than \$5 million) for a public campaign for a state-of-the-art performing arts center they insisted would be named for their friend. The Cofrins later funded construction of a \$4.6

million addition to the center, completed in 1998.

At a campus dinner honoring the Cofrins in 2001, Weidner paid tribute to his friends' dedication to education.

"Real philanthropists have to be more than 'money givers,'" Weidner said. "They have to be real families with real values that express themselves through their philanthropy. That's very true with the Cofrins. They care about communities."

The institution's landmark building, the eight-story library learning center, was renamed the David A. Cofrin Library in his honor in 1990. Then-chancellor David L. Outcalt described it as "our University's highest honor."

Other facilities bearing the family name are the classroom building Mary Ann Cofrin Hall; the Cofrin Center for Biodiversity (a center for environmental research and education); the 2,000-seat Cofrin Family Hall at the Weidner; the 290-acre Cofrin Memorial Arboretum encircling campus; and the Austin E. Cofrin School of Business.





Also inspiring by example is another Green Bay paper industry family whose generosity has boosted generations of students at UWGB.

Ground was broken in late 2005 with ribbon cutting in fall 2007 for the University's state-of-the-art recreation and events center, the Kress Events Center.

A generous naming-rights gift from the George F. Kress Foundation pushed fundraising past the threshold to start construction on renovation and expansion of UW-Green Bay's Phoenix Sports Center at a total cost of \$32.5 million.

University officials addressed their personal thanks to John Kress, president of the George F. Kress Foundation, and to James Kress and his wife, Julie. (Shown in a 2005 photo, below, are Jim and Julie Kress, foreground, joined by Jim's sons John and Will, holding his own son.)

George Kress — James' father — was the founder of Green Bay Packaging Inc. and a longtime supporter of education and other community causes.



It was a desire to more fully honor the legacy of Austin Cofrin (above) that led David, shortly before his death in August 2009, to announce a \$5.5 million gift to the University. That contribution, the largest single private gift for academics in the history of UW-Green Bay, created a fully endowed chair (an additional faculty position) in business.

Said Chancellor Tom Harden in making the announcement, "We are delighted that current and future students in the Austin E. Cofrin School of Business may be inspired by his example."



### 47 years of giving

Dr. Herbert and Crystal Sandmire '80 hold the record for consecutive years of giving to UWGB, since 1969. Last year the couple raised the bar with a \$1 million gift for scholarships.

## UW-Green Bay Council of Trustees

*Louis (Lou) LeCalsey, Chair*

*Virginia Riopelle '70, Vice Chair*

*Beth Gochnauer, Secretary*

*Diane Ford '75, Treasurer*

*Dean Basten '89*

*Richard (Rick) Beverstein*

*Robert Bush*

*Craig Dickman '82*

*Susan Finco*

*Philip B. Flynn*

*Beth Gochnauer*

*Michael Jackson '76*

*Mark King '81*

*Carl Kuehne*

*Louis (Lou) LeCalsey*

*Dr. Mokenge Malafa '82*

*David Martin*

*Mark McMullen*

*Mark Murphy*

*Thomas Olson*

*David Pamperin '74*

*Virginia (Ginny) Riopelle*

*Kramer Rock*

*Dr. Tina Sauerhammer '99*

*Mark Skogen*

*Sahil Tak*

*James (Jim) Wochinske '74*

*Scott Wochos*



#### ● FIRST \$1 MILLION ALUMNI GIFT

"Captain" Craig Mueller passed away in 2007, but not before pledging \$1 million for a scholarship endowment to UWGB. His gift generates more than \$40,000 annually for three dozen recipients each year.

## DID you know?



#### ● FOUNDING FRIENDS

Rudy Small and John "Jake" Rose (from left, above) helped found UWGB as persistent and effective business leaders who volunteered their time to bring a UW campus to Green Bay. The two men were presented the new university's highest honor, the Chancellor's Award, at the first commencement, 1970. Bidwell K. Gage of Green Bay (above, right) was the founding president (1974-77) of the Founders Association, the community philanthropic organization.



#### WPS A SPECIAL CORPORATE PARTNER

UWGB and Wisconsin Public Service Corp. have long enjoyed a special partnership. Over the years, many WPS employees and executives have been UWGB grads. WPS has been an important supporter of UWGB research, the Weidner Center, student scholarships and construction of Mary Ann Cofrin Hall as a showcase for energy conservation. (Pictured here is the 1999 groundbreaking for MAC Hall, with Larry Weyers, former CEO and president of WPS and, later, Integrys Energy Group, joining Chancellor Mark Perkins on shovel duty.)

WPS was among the first companies to earn the UW Regents' Partnership Award for its work with UW-Green Bay. WPS organized an annual "Solar Olympics" for local high schools and sponsored a solar research station on campus, and supported related faculty and student research. Most recently, the WPS Foundation made a gift to help underwrite public celebration of UWGB's 50th anniversary.

#### 'AVERAGE' STUDENTS NEED HELP, TOO

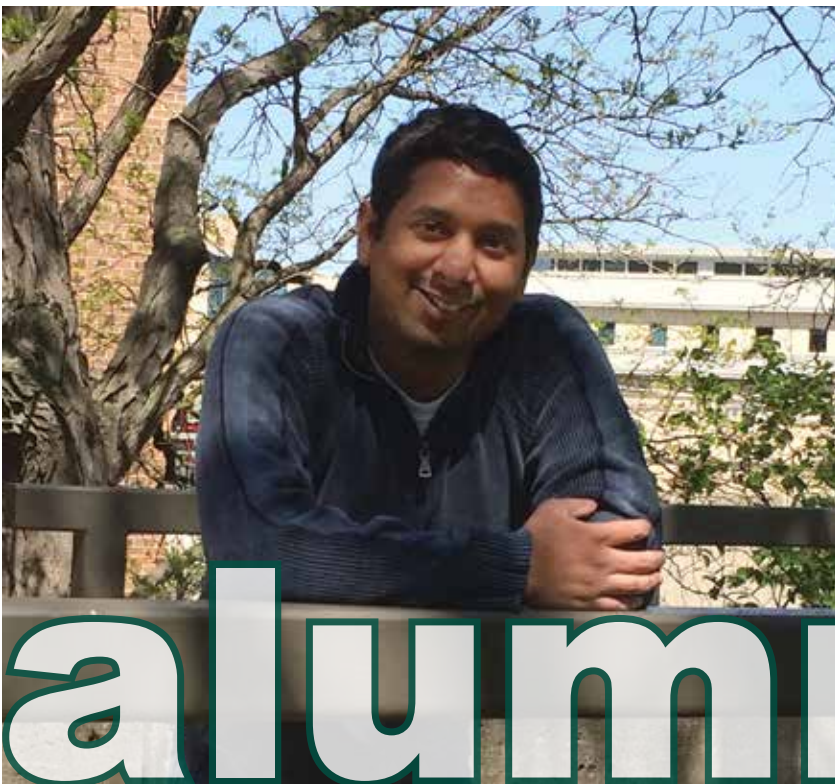
Betty Rose Meyer's philanthropic contributions were extensive and far-reaching — support for the Weidner Center and the Kress Events Center included — but she was perhaps most proud of a \$400,000 gift to UW-Green Bay scholarships. The fund was notable in that Mrs. Meyer specified awards go not to the "gifted and talented" but to hard-working local students who might not qualify for merit scholarships.



#### ● MOTHER'S GIFT WAS SPECIAL

When Henrietta C. Gallagher contributed \$250,000 in 1996 for scholarships, it made newspaper headlines around the state as the single largest scholarship gift to UWGB at that time. Gallagher was 97, with a lively spirit. She charmed many with her explanation that while she was not an alumna of UW-Green Bay she wanted students here to have the same opportunity she received in Madison as a UW freshman in 1916.





## Sri Lankan transplant considers UW-Green Bay 'home'

Shiyanke Goonetilleke, a native of Sri Lanka who works as a diversity coordinator for Colorado College in Colorado Springs, Colo., returns regularly to his adopted hometown.

enthusiast, he happened into a friendship with a couple from Kellnersville in rural Manitowoc County. Soon, young Shiyanke Goonetilleke (pronounced *SHE-yonka Goon-ah-TILL-ah-kah*) was on his way to a one-year (2002) exchange at Manitowoc Roncalli High School.

Following several years of college prep back home, he transferred to UWGB. He was active in the International Club, Student Life and the International Center, sang with the Music program, enjoyed classes with Prof. Tim Meyer and interned at WBAY-TV.

Following graduation he was off to St. Cloud (Minn.) State to pursue a master's degree in counseling. In 2011, a summer internship again brought him back to UWGB where he joined a team project involving the LGBTQ community. The project succeeded, and the Pride Center was born.

"To come back to campus, to walk in and see students using and enjoying that space, to see that measurable goal achieved... and in some way to have been part of making it happen... was a wonderful moment. Green Bay is a very special place."

"No matter where I am, I'll always talk about UWGB being home," he says. "I have so many good memories here."

The 2008 Communication grad enjoyed the beauty and quiet of the bayshore campus, a sharp contrast to growing up in Colombo (population two million), where Sri Lanka's long-standing, sectarian civil war would periodically erupt in terrorism and violence.

"I was 7 years old and attending an all-boys private school, and I will always remember hearing a bomb blast nearby, knowing that people were killed and injured, and always having that fear... My parents said, 'When you grow up, maybe we'll find a way of getting you to a college in another country.'"

His father had traveled to America and admired JFK and the "American Dream" of hard work, education and a positive attitude as paths to a brighter future. A shortwave radio

## 50 graduates, 50 stories

*When the Alumni Relations Office extended an open invitation to UW-Green Bay graduates to respond to the question, "How did UWGB transform your life?" the response was impressive.*

*We highlight a sampling of those responses on these pages. We extend our appreciation to all those alumni who volunteered to share their stories. We thank also Zachary Taylor, Class of 2010 and Phuture Phoenix staff member, who helped manage the project and organize the information. For the full stories, visit <http://news.uwgb.edu/category/magazine/>*



### Social (media) butterfly

Jena Richter '13

"UWGB helped me acknowledge my passion for social media and turn it into a viable career path... Phil Clappitt is an amazing professor because he not only teaches students, he also instills in them the skills that will make them successful in the world after college... I feel UWGB is unique because I had all of these opportunities to work alongside staff and faculty."



### Seeing the world

Kristine Berg '10

"No matter what course, what area of study, or which professor was teaching, you learned something new about yourself to take with you throughout your life... Professors Ellen Rosewall and Carol Emmons pushed their students... (Emmons) opened my eyes, and the eyes of many other students, to the importance of art in the world."



### Ph.D. researcher, Cal-Riverside

Jordan Taylor '13

"UWGB converted my interest in science into a passion... I use coordination chemistry to design catalysts that could help solve the world's energy issues. I work to identify new strategies and binding modes. It is deeply humbling to think that any of my research could lead to more efficient and better-designed catalytic systems. I owe it all to UWGB."



## Homegrown expert finds joy in helping students succeed

Award-winning UWGB Prof. John Katers has something in common with many of his students — he's "first-generation," from the area and made UWGB his own college. Katers says he benefitted from the school's focus on students "Wenger, Day, Rhyner, Jowett, Stoll, Davis, Harris, Schwartz, Wiersma, Troyer. All tremendous teachers and an honor to work with." Mary Kohrell, from the UW Extension Solid and Hazardous Waste Education Center, gave Katers his first job, first research experience and inspiration for his thesis. A 1991 and 1993 grad, Katers is today one of the foremost experts in solid and hazardous waste issues in Wisconsin, a tenured faculty member and director of the Environmental Management and Business Institute (EMBI). He is the recipient of the Founders Award for Community Outreach. Always busy, he believes his time and passion are best spent paying it forward. "As a faculty member, the best memories are when students graduate and get their 'dream job,' which means that we have done ours."



**Teaching music, in Italy and the US**  
Kerry J. Kuplic '06

"In many respects, I've come full circle. I participated in these weeklong vocal workshops (in Florence, Italy) as a student, and now I'm bringing my own (college-level) students. The commitment of my UWGB professors to excellence in all things, and their advice and guidance, informed my choices and have helped me to succeed professionally."



**Becoming a fan of lifelong learning**  
Brittany Schreiner '14

"The study-abroad trip (to Cuernavaca, Mexico) opened my eyes... Profs. Lucy Arendt, William Lepley, and Don McCartney love what they do and are so passionate about the subject matter, it's impossible not to be inspired... UWGB ignited a spark inside me that made me hungry to learn more... It's nice when others recognize you as a person who always wants to learn more, do more, and be more..."

### A redirected career path

Katrina VerHagen '13

"I was determined to become a Business Administration major, but my UWGB education made me realize that I needed to get out into the community and make a difference in a different way... The UWGB experience allowed me to grow as a person and truly find my passion, which sets you up for success."



### Getting a second chance

Anne Lampert '08

"I attended another university in the early 70s, I didn't exactly apply myself to my studies and it bugged me for years that I squandered my first go at a university... (Here) I allowed myself to focus totally on my studies. My commitment to my academic success at UWGB was absolute, and I loved it."

### Making a difference through theatre

Lindsay (Kujawa) Barr '12

"At UWGB I not only grew into the academic theatre professional I have become but into a person who is confident and strives to help my students find their confidence everyday... Laura Riddle really encouraged me to challenge myself and grow. Mike Ingraham was one of the toughest professors I encountered and showed how effective 'tough love' can be. John Mariano, an incredible director and acting professor, really believed in me."



### Prepping for grad school, and beyond

Samantha Jackson '14

"I went to Seattle for the American Writers and Writing Programs Conference (as a leader of the English honors society at UWGB)... It was the most memorable and impactful event of my career. The opportunity to meet so many other writers was amazing, and it was a conference geared towards my passion, major, and career interests. I know what is expected of me, and my experiences have helped me obtain a job."



### Discovering Germany, and her career

Melanie (Froelich) Lasee '96

"I tried math... I tried counseling... I decided to take a January interim class, German I, and I immediately loved it... Herr Doktor Werner Prange most impacted me during my time at UWGB, (he) was so interesting, engaging, and funny, and the class was held in a non-traditional classroom. He suggested I try the German Intensive Workshop, and I did and I was hooked."

### Gaining perspective

Mike Powers '00

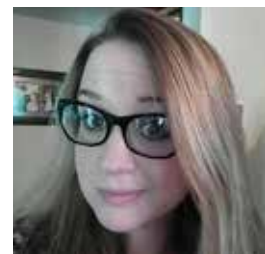
"In most cases, I was not comfortable stepping outside of my comfort zone. However, multiple experiences (including Study Abroad, and working for admissions) helped me gain a new view of the world while also giving me the confidence to take on new challenges."



### Not a couch potato

Natalie Salkowski '13

"Entering college, I was a scared and timid 18-year-old, but I left a confident woman... I discovered through many different activities my love of leadership, fitness, and learning. It has made me a better teacher at the school I work at, a better coach, and a good role model for all of my students... The people I have met at UWGB surely helped shape me into a better person."



### 'Bookworm' gains confidence

Erica Larsen '10

"I came to UWGB a timid, shy, and sheltered bookworm... Bryan Vescio really challenged me to think critically and not take anything at face value. Rebecca Meacham inspired me to push my own boundaries and, when faced with closed doors, to build my own. And Denise Scheberle gave me self-confidence and the ability to rely on myself."



# 50 stories



## Stepping outside of her comfort zone

Molly Witt '05

"Jennifer Ham and David Coury pushed me to advance my proficiency, my cultural competency, and encouraged me to engage in the opportunities outside of class. They made my studies tough but enjoyable. In fact, I never wanted to miss their classes because of the way they inspired me to learn... (My year abroad) helped me step outside of my norm to immerse myself in something totally different."



## Adapting to a culture outside her own

Zeta Sion '11

"After meeting with Chuck Rybak (for a poetry critique)... I left walking on air, and yet with a hundred things to think about or change. It emphasized, for me, how much fun it was to think about every individual word... I still think in poems... The cultural and social knowledge I gained during my time at UWGB helped immensely when adapting to another culture (Sweden) and then another (Denmark)."



## Achieving more in her career

Ami Irmen '05

"UWGB was 'close enough,' and affordable... but then it turned out to be the luckiest choice I have ever made. The four years that I spent at UWGB — a place that became more than just a great location and price tag, a place that became home — shaped who I am today... It's about more than just teaching a student how to write an essay. It's about giving people like me a chance to be more than what I thought I could be."

## A love for learning

Jo Wiebel '97, '04

"Without the very personalized, smaller scale learning environment at UWGB, I may have never discovered my passion... I became a well-rounded, confident adult with a love for learning and a varied problem solving skill set. This has served me well, as I have had the opportunity to work in a variety of fields to eventually find a job that is truly my passion in life. Without the opportunity to grow, reflect and mature at UWGB, this wouldn't have been possible."

## First in her family

Margaret Drewa '98

"Spending times with friends in the Union shooting pool... studying, just hanging out. I loved being in the women's choir. I had an awesome boss at the library. Loved living in the campus apartments... I was also the first one in my family to graduate from college."

## Learning how to learn

Clarice Tuinstra '14

"I started college at age 22, when many people graduate. I didn't follow the typical path of attending college directly after high school, but I was far too young to be an 'adult student.'"

I hadn't been in school for four years, and I wasn't sure how well I would do... (UWGB helped me) think for myself, to learn quickly, to understand instructions and better analyze things."



## At UW-Green Bay, she learned to survive pre-med

Dr. Janet Freedman, M.D., began her academic career by attending a very competitive, high-stress high school in New York City. She arrived in Green Bay when she was still 16 years old, and from then on, her entire life calmed down.

"Green Bay was nurturing (with professors including Thea Sager, Ron Starkey, and Charles Ihrke) and UWGB was half the size of my high school; classes were small and professors' offices were always open. Independent study was encouraged, design your own classes, major, et cetera. It was the days of Eco U," says Freedman, today a rehabilitation specialist with Greenwich Hospital/Yale New Haven Health in Connecticut.

"Later, when I was in (med) school in Madison," she says, "I would get together with friends from UWGB, and very quickly, our conversation would gravitate to UWGB memories. I still remember all of my Madison friends asking, 'What is it with you UWGB people? It's all you talk about!'"



## 'Happily Ever After' takes off

Amanda '08 and Marcus '03 Reitz, brother and sister

"I was going to complete my degree in education, but I was going to be going down a little bit of a different path by starting a 501(c)3 organization and the shelter. Profs. Linda Tabers-Kwak and Scott Ashman continued to support me during this transition." — Amanda

"I spent the majority of my classroom hours in 'Phil classes,' which offered incredible opportunities for applied learning... I come back to Prof. Clappitt's simple axioms daily... (In my first job after graduation) it did not take long for me to realize that nearly every business or organizational problem was a result of a communication breakdown." — Marcus



## Embracing interdisciplinarity

Susan Frost '97

"When I started, I came to get a piece of paper to nail to my office wall that said I was 'certifiably smart.' What I got was something far more important, much to my surprise..."

I am eternally grateful to this institution (and) the professors who opened so many doors, a profound debt which I try to repay with every student I teach today."



## Finding her voice

Katie Butitta '04

"I did go on to earn my master's in voice, and I tried my hand at teaching voice myself... During the time in between seasons with Opera for the Young, a position became available in their office as a tour manager. My having earned that minor in Arts Management so many years prior got my foot in the door on the administrative side of a thriving arts organization."



## Welcoming environment

Paula Fleurant '75, '86

"The university was welcoming to non-traditional students and those of us who were employed while attending school. Faculty were accommodating and willing to work with you to ensure that your experience would be positive, that you would excel, and that you would graduate with abilities to succeed personally and professionally."

## 'Synthesize and transfer'

Kristin Masarik '01

"I have been able to synthesize and transfer what skills I learned through... practice and practical skills... into a multi-faceted position."

## Nurses in politics, and innovation

Crystal Malaka '09

"I had great professors at UWGB who were very involved and sincerely invested in their students.... I worked with (Nursing Professor) Chris Vandenhouten on a research study titled "Nurses in Politics" (addressing the influence of practicing nurses as a form of patient advocacy.)"



Photo by Len Villano

## A culture of hands-on learning

Elizabeth Gigstead '04

"The key here was the range of opportunities... they were plentiful, whether it was an internship, exhibit opportunity, or volunteer experience. It was the real-world experiences I had that gave me a leg up and positioned me for success after graduation."



## Box office success

Melyssa Behnke '07, '10

"My boss and our board continually trust me with responsibilities (as box office manager) because of my efficiency and knowledge of the business. I feel my education from UWGB in Arts Management as well as Psychology and Human Development has shaped me as a person and employee."



## A world of opportunity

Jill Neuendorf '95

"Thanks to that class, I befriended (visiting instructor) Alisa Strelnikova and ended up going to Kharkov, Ukraine on a UWGB exchange in 1994 just to reconnect with her, meet her friends and family... (after that) I wanted to go back to that area of the world again and again to keep learning more... If I hadn't taken Russian with Alisa at UWGB, I would have never studied it and I have no idea what I would be doing today."

## Aware of her potential

Jentzen Ostman '13

"The professors and staff made me aware of my potential... I couldn't even begin to describe how much more prepared for life I am after graduating from UWGB, let alone the leadership skills I developed while there. I could barely say hello to a stranger, and now I have confidence in myself and in my actions."

## Transformation: Transitioning to civilian life

Mark Ard Jr. entered UW-Green Bay not long after exiting the armed forces, having spent eight years in the U.S. Marine Corps where he was deployed to Fallujah, Iraq in 2004.

Accustomed to being cool under pressure, he nonetheless recognized the stress. "I found myself in the same difficult spot many veterans face when they are transitioning back into civilian life.

"I didn't fully realize it, but I know now, that it's a very challenging time in your life for a multitude of reasons," the 2012 graduate in Political Science says today. He says he might not have succeeded in school without "the direction and constant show of support from not only my friends and family but also from my UWGB teachers."

Prof. Katia Levintova "had the most impact on my development and progression as a student."

Veterans Adviser Elaina Koltz, helped him navigate the benefits that paid his tuition. Mark Olkowski in the Dean of Students Office offered guidance, the zeal of Prof. Marcelo Cruz motivated him to learn, and the Vets 4 Vets student organization provided a social network to re-connect with others.



## Finding a place

Kathleen Lacey '04

"I would not have had the successes I've had if not for (my professor's) tireless guidance... I started to see that I had a place in the world, that I had something to offer because my UWGB teachers believed in me and my abilities."



## Alleviating doubts

Ryan Ruzziconi '99

"Scott Furlong and Denise Scherle were not only wonderful professors, but they gave students hope and encouragement — hope that a student's hard work and dedication would pay off later in their career, and encouragement no matter the obstacle, in and outside the classroom. For students, there are no two greater gifts that a professor can impart..."



## Learning leadership

Nicole Vaux '03

"I found my voice, my identity, my strength, and my love of learning at UWGB. Through my engagement with UWGB leadership organizations, I strengthened my character and sense of purpose to improve the lives of teenagers through secondary education, and I learned of my love for service."



## Welcomed home

Tyler Gajewski '11

"My first semester of college was at another university, and I hated it. I had a terrible rooming situation, it was an unfamiliar setting, and I was from a small town but was dropped into a place where I was basically a number instead of a person... one of the things I like telling people is that UWGB gave me more opportunities than I would have had (at the much larger school)."



## Helping others

Angela Bub '12

"By becoming connected with older students, I was able to become more engaged in school. In doing so, I significantly raised my GPA and found my passion: helping others... My UWGB experience transformed me and the foundation of my educational career."





## Rock star professors, rock star results

Musical Theatre major Elizabeth Tanenbaum '05 is a potential rising star in the world of arts management. She credits her minor in Arts Management and that program's lead professor, Ellen Rosewall.

"She always encouraged community engagement," Tanenbaum recalls. "For one assignment, we had to conceptualize a (revenue-generating) project, and develop a (hypothetical) budget and marketing plan. My concept was a concert by one of my favorite musicians, Willy Porter. Upon Ellen's recommendation,

I actually called Willy Porter's manager and she was incredibly helpful.

"Fast forward to graduate school at the University of Oregon, and Willy Porter was playing at a local venue. Of course I went, and following the performance, I went up and introduced myself. I thanked Willy for how helpful his manager had been (years earlier) with my project. He replied, 'I remember you and your Arts Management class! What a cool assignment and great learning experience.'"

With Rosewall's assistance, Tanenbaum landed

a prestigious undergraduate internship with the country's largest arts advocacy organization, Americans for the Arts. She worked as public arts manager for Clackamas County before returning to Wisconsin as executive director of Marshfield Clinic's New Visions Gallery.

"I recently accepted a position teaching Arts Management at the University of Oregon where they use Professor Rosewall's arts management textbook, as her program at UWGB is truly renowned... Ellen is the reason I am doing what I am today."

### Academic success

Lindsey Przybylski '12

"Professors like Sarah Detweiler, Alison Gates, Allison Stehlik, Linda Tabers-Kwak, Karen Eckhardt, and Aurora Cortes have been the driving force behind my education... UWGB's students are truly lucky to have these individuals as part of the faculty."

### Real work experience

Shanna Casperson '08

"Working in Residence Life helped me develop a passion for diversity and helping others... it set me up to go to any program I wanted, and gave me the transferable skills to jump in and do well."



### Freedom to be yourself

Jessica M. Knox '10

"I am constantly looking for new things to learn about my field and I have managed to network pretty well, both in my immediate region and nationally. The most important aspect of my UWGB education was that I was finally in a safe environment to grow and learn as a person. I came out at UWGB and am now an involved member of the LGBT community where I live."

### Creativity a plus in business

Kara Counard '07

"I needed to know that I had a degree in order to feel confident in the business world... (Prof.) Denise Sweet was my favorite and a brilliant-beyond-words person. I think I appreciated that she was a real person, and spoke to us like we were real people, too. She did not lecture, in a 'holier than thou' way, and she believed in her students."

### An early grad

Judge Patrick Madden '72

"The social change field trip to LA... Prof. Ija N. Korner... UW-Green Bay allowed us to practice interdisciplinary problem solving (used outside the classroom and in the courtroom)... staying connected with UWGB... serving on the alumni board... learning by doing."



### The artistry of business

Amy Vannieuwenhoven '15  
"I have a business degree, but theatre classes helped me understand how to be outgoing and use the skills I learned to my advantage. I also feel driven to pursue a job which I feel passionate about."



### In love with, at UWGB

Mary Benton Wilmot '98  
"I met my husband in my second semester as a freshman at Wood Hall and we married four years later. Wood Hall will always hold a special place in our hearts. I learned the most from Don McCartney. My husband recommended him. He was great to learn from, and I remember feeling accomplished when I finished his classes."



### A business plan for success

Ben Chester '13  
"UWGB's teaching faculty always helped work around my schedule, teaching the importance of thinking outside the box... people Larry McGregor, Peter Smith, and Don McCartney... I was taught to create high expectations for yourself and have a clear plan on how to reach those goals and never settle."



### Careers that didn't exist

Arie DeWaal '72

"When I graduated, I never dreamed of being a federal hydroelectric licensor because, quite simply, the job didn't exist... UW-Green Bay gave me the footing to succeed... My professors (including Don Gandre, Bill Laatch, Bill Kuepper, Jim Murray, Kumar Kangayappan) had a genuine interest in their students."



### Tangible experience and skill

Angela Wix '05

"Tangible experience and skill is what the working world wants and requires of new potential workers, and UWGB helped get me there... (The University) made my dreams into tangible skills and experiences that I could build from in a professional way. I went from dreamer and student to professional, and I couldn't have done that otherwise."

# Names and honors, 1965-2015

*With an emphasis on alumni and student honors, the lists on these pages offer just a glimpse of some of the outstanding individuals who have been part of the UW-Green Bay success story since the institution's inception in September 1965.*

*For a more complete list of all-time honorees and contributors — including Outstanding Thesis Award winners, Board of Visitors leadership, named professorship holders and every recipient of a Founders Association Award for Excellence — consult the online version of this magazine at <http://news.uwgb.edu/category/magazine/>*

## CHANCELLORS OF THE UNIVERSITY

Edward W. Weidner  
1966-1986

David L. Outcalt  
1986-1993

Mark L. Perkins  
1994-2001

W. Bruce Shepard  
2001-2008

Thomas K. Harden  
2009-2014

Gary L. Miller  
2014-

## CHANCELLOR'S AWARD

1970	John (Jake) M. Rose Rudy Small
1971	Robert Hood John (Jack) P. Nash Marjorie Buchanan Kiewit
1972	Emma Toft John P. Blair and Dorothy Blair
1973	Haydn R. Evans
1974	Daniel C. Beisel
1975	Carl Richter, Warren P. Knowles
1976	Bidwell K. Gage Oliver M. Thomsen
1977	John E. Somerville
1978	Mrs. F.J. Lenfestey James E. Madigan
1979	Margaret Keenan Icks Dr. Jack A. Killins
1981	The Frankenthal Family
1982	Paul D. Ziemer
1983	Philip J. Hendrickson and Elizabeth B. Hendrickson
1984	George Nau Burridge
1985	Donald J. Long, Sr. James A. Temp
1985	Samuel C. Johnson and Imogene Johnson
1986	John S. Stiles, Stuart L. Stiles
1987	Dr. Jeremy R. Green
1988	Fred Will
1989	Children of John and Barbara Hauxhurst Cofrin: Andrew Cofrin, G. Douglass Cofrin John Cofrin, Jr. Mrs. Charles (Patricia Cofrin) Shepard Penelope Cofrin, Peter Cofrin
1990	George F. Kress, James F. Kress
1991	Frederick E. Baer and Patricia Wood Baer
1991	Paul J. Schierl
1992	Robert G. Bush
1993	Dr. David Cofrin and Mary Ann Cofrin
1994	John R. Underwood
1995	Robert W. Schaefer
1996	Henrietta Gallagher
2001	Louis LeClasey III Virginia A. Riopelle
2002	Carol B. Bush
2003	Thomas L. Olson Gary R. Weidner
2004	Betty Rose Meyer Norman M., Richard J. and Ryan D. Chernick
2004	Ron Weyers
2005	Mrs. Leona Cloud and Mrs. Nancy Stiles
2005	Bernard and Saly Killoran Robert Southard
2006	Dr. Herbert Sandmire and Crystal Sandmire Mike Meeuswen and Kate Meeuswen

2006	Donald F. Harden
2007	Bernie and Alyce Dahlin Patrick and Ann Murphy
2007	Gerald Olson Carl and Mary Ellen Kuehne
2008	Daniel Nerad Leonard Seidl
2008	Bob Harlan
2009	Irene "Billie" Daniell Kress
2010	Paul Kendle
2011	Diane L. Ford '75
2012	Dr. Jim and Patricia Hinckley
2013	Steve Dhein
2014	Mike Kline Janet and Charles Lieb Larry Weyers
2015	Craig Dickman '82

## HONORARY DEGREE

1989	Joseph S. Murphy
1990	John A. Gronouski
1992	Henry G. Cisneros
1994	Henry A. Spille
2007	Paolo Del Bianco
2008	Verna Fowler
2014	Virginia Riopelle

## DISTINGUISHED ALUMNI

1989-90	Patrick Madden '71
1990-91	John Stoll '73
1991-92	Richard Chernick '74
1992-93	Karen Mandl '77
1994	Keith Pamperin '70
1995	John C. Heugel '71
1996	Debra Herlache Galaty '85 Ron Vander Velden '73 and '78
1997	Dr. John K. Amuzu '81 and '84
1998	Julie J. Gordon '70
1999	Urla (Teixeira) Barrow '79 (AA) and '83 (BA)
2000	Gary L. Garriott, MS '77
2001	Ronald C. Opicka '70
2003	Diane L. Ford '75 and Steven A. Taylor '79
2004	Christian Akiwoko '74
2005	Jim Wochinske '74 William Hanrahan '82 Craig Cobane '90
2006	William Gollnick '81 Betsy Hendrickson '79 Paul Linzmeyer '78
2007	Kathleen Christensen '73 Mike Jackson '76 Wayne Micksch '74
2008	David Meunch '72 and '79 Mary Kabacinski '71 Paula Fleurant '75 and '86
2009	Dr. Betty J. (McNulty) Amuzu '83
2010	Patricia Finner-Stone '73 Timothy F. Nixon '87
2011	Robert Cera '84 Daoud Abboud '87 Laura (Busby) Hollingsworth '89
2012	Maria A. Hinton '79 Dr. Mokenge P. Malafa '82

2013	Dr. Jerry Blackwell '78 Kate Meeuswen '76 Julie Van Straten '91
2014	Craig Dickman '82 Constance Downs '96 Bob Pyle '83

## OUTSTANDING RECENT ALUMNI AWARD

2005	Naletta Burr Tina Sauerhammer
2006	David Lamers, '01 Veronica Brieno Rankin, '99
2007	Joseph Carroll '97 Manee Moua '97
2008	Rachel (Neff) Greenley '98 Amy Roznowski '01
2009	Joel Hansen '01 Justin Rebman '06
2010	Jason F. Helwig '96 Samuel T. Huber '03
2011	Jody Weyers '96
2012	Jacqueline D. Frank '00 Dr. Laura J. Rammer '01
2013	Danny Schulz '05
2014	JoAnn Miller '01 Crystal Osman '08

## OUTSTANDING STUDENT AWARD

1976	Rob Stevens
1977	Alix Baptiste
1978	Peg LeRoy
1979	Valdimar Stefansson
1979	Tom Jones
1980	Pat Binkowski
1980	Juliet Ebieri Cole
1981	Steven Olsen
1982	Maryanne Marinetti
1983	Sheryl Johnson
1984	Steve Duchrow
1985	Mary Jo Ebert
1986	Thomas Younk
1987	Lucy Arendt
1988	Margaret Liberski
1988	Peggy Edwards
1989	Susan Miller
1989	Rhonda VanPembrook
1990	Staci Massey-Simonich
1990	Julie Bedora
1991	Koenraad Driessens Deborah Hallada
1991	Eileen Jahnke
1992	Mary Flynn Toni VandenHeuvel
1992	Sharon Kraemer
1993	Faith M. Beam
1993	Ruth M. Hyler
1994	Deborah Burden Victoria LeCloux
1994	Cory John Miltzer
1995	Jennifer C. Oshita
1995	Ronald A. Rasmussen
1996	Jason F. Hellwig Kristin A. Neperud



1996	Tamara Ann Smith
1997	Erika Lynn Lemke
1997	Alicia J. Hoffman
1998	Melissa L. Greil
1998	Eric B. Sorensen
1999	Ma Moua
	Tina Marie Sauerhammer
1999	Jessica Behling
2000	Ryan C. Johnson
2000	Andrea L. Stiff
2001	David Lamers
2001	Katie Ginsbach
2002	Suzanne M. Johnson
2002	Stacy Blavat
	Kimberly Kargus
2003	Chad E. Griepentrog
2003	Eryn L. Wallander
2004	Hope Krepline
2004	Jill West
2005	Rachel Abhold
2005	April Kobishop
2006	Michelle J. Missall
2006	Ellie M. Reich
2007	Wendy Berth
2007	Lynn Bellmore
2008	Rachel Southern
2008	Stacey Frey
2009	Jamie Lynn Froh
2009	Nick Cibula
2010	Nicholas J. Vlies
2010	Kari M. Kropp
2011	Jeff Cook
2011	Tonya Filz
2012	David John Depeau
2012	Wendy Huber
2013	Areanna Lakowske
2013	Andrea Reisenauer
2014	Nicole Will
2014	Jordan Grapentine
2015	Jared J. Spude

#### ALUMNI ASSOCIATION PRESIDENTS

1970-71	Kenneth Hogg '70
1971-72	Donna (Scheller) Lipper '71
1972-73	Kit Sorenson '71
1973-74	Mary Kay (Peters) Sanders '72
1974-75	Keith Pamperin '70
1975-76	Gary L. DeByl '71
1976-77	James Harrison '72
1977-78	John Pischner '72
1978-79	Gary R. Schmidt '75
1979-80	Patrick Madden '71
1980-81	Trudy (Frisque) Jacobson '71
1981-82	Thomas Klimek '73
1982-83	William Patzke '73
1983-84	Sunny (Mason) Archambault '79
1984-85	Robert Maki '74
1985-86	Nancy (Jochman) Phoenix '79
1986-87	Wesley Rosemann '79
1987-89	James Zipperer '70, '02
1989-91	Lucy (Cayemberg) Arendt '97, '00
1991-93	David Muench '72, '79
1993-95	Paula Fleurant '75, '86
1995-97	Martin Holden '76
1997-98	Joseph Zach '91

1998-00	Daniel Walter '77
2000-02	Pamela Stoll '74
2002-04	Suzanne (Pedersen) Vigeland '95
2004-06	Andrew Bottoni '97
2006-09	Kelly Ruh '01
2009-11	Joel Hansen '01
2011-14	Donna Sheedy '94
2014-15	Steve Maricque '78

#### FOUNDERS ASSOCIATION PRESIDENTS

1974-77	Bidwell K. Gage
1977-80	Charles A. Lawton III
1980-82	James A. Temp
1982-83	James Madigan
1983-85	Clifford C. Wall Jr.
1985-87	Stuart Stiles
1987-90	Robert Southard
1990-93	J.G. Swoboda
1993-96	Elaine Milson
1996-97	Thomas L. Olson
1998-99	Paul Kendle
2000-01	Richard Beverstein
2002	Nanette Nelson
2004	James R. Prast
2006	Susan M. Frost
2008	John C. Heugel
2010	Scott Wochos
2012	Rob Cera '84
2013	Anita Resch '03 and '09

#### COMMENCEMENT SPEAKERS

1970	May	Max Lerner
	Dec	Sydney Howe
1971	May	R. Buckminster Fuller
	Dec	John R. Beaton
1972	May	Daniel G. Aldrich Jr.
	Dec	John T. Caldwell
197	May	Philleo Nash
	Dec	Ruth Clusen
1974	May	Leo F. Buscaglia
	Dec	Harold Taylor
1975	May	Edwin Young
	Dec	William Proxmire
1976	May	Loren Eiseley
	Dec	Barbara Thompson
1977	May	John Weaver
	Dec	Edward E. Hales
1978	May	Michael R. Monfils
	Dec	Gaylord A. Nelson
1979	May	Alexander A. Kwapong
	Dec	Ada E. Deer
1980	May	Martha Peterson
	Dec	Philip J. Hendrickson
1981	May	Theodore M. Hesburgh
	Dec	Timothy Quinn
1982	May	Juanita Kreps
	Dec	Mark Curtis
1983	May	Ruth Schmidt
	Dec	James T. Flynn
1984	May	Clifton Wharton, Jr.
	Dec	Samuel Halloin
1985	May	Edgar Harden
	Dec	Shirley Abrahamson
1986	May	Fred Harvey Harrington
	Dec	Paul Schilling

1987	May	Vernon Cheadle
	Dec	Robert H. Atwell
1988	May	Kenneth Shaw
	Dec	Thomas Lyon
1989	May	Joseph Murphy
	Dec	Ruth Clusen
1990	May	John H. Gronouski
	Dec	Paul Ziemer
1991	May	Paul Hassett
	Dec	Don Long Sr.
1992	May	Ruth Clusen
	Dec	Henry G. Cisneros
1993	May	George K. Steil Sr.
	Dec	Lt. Gov. Scott McCallum
1994	May	Henry A. Spille
	Dec	Mark Perkins (inauguration)
1995	May	William Kuepper
	Dec	Joyce Salisbury
1996	May	Lou Erdmann
	Dec	Kathleen Hempel
1997	May	David Ward
	Dec	David Outcalt
1998	May	Judge N. Patrick Crooks
	Dec	Kristine M. Michell
1999	May	Gary D. Urban
	Dec	Robert J. De Vos
2000	May	Diane L. Ford
	Dec	Bob Wood
2001	May	William Kuepper
	Dec	Rev. R. Grace Imathiu
2002	May	Mark Green
	Dec	Robert Axtell
2003	May	Barbara Lawton
	Dec	Ellen Kort
2004	May	Chancellor Emeritus Edward Weidner
	Dec	David Prosser, Jr.
2005	May	William Laatsch
	Dec	William E. Hanrahan
2006	May	Martin H. Greenberg
	Dec	Mark King
2007	May	William Gollnick
	Dec	Jill Lajdziak
2008	May	David Kriebel
	Dec	Laura (Busby) Hollingsworth
2009	May	Mokenge Malafa
	Dec	Daniel Keegan
2010	May	Steven Taylor
	Dec	Neil Diboll
2011	May	Tina Sauerhammer
	Dec	Timothy F. Nixon
2012	May	Kathleen Christensen
	Dec	Frederick J. Hiede
2013	May	Ma Manee Moua
	Dec	Craig Dickman
2014	May	Dr. Joseph Carroll
	Dec	Cristina Danforth
2015	May	Julie Van Straten



1970s logo



1980s



1990s



Since 1996

## Vintner, brewer toast Phoenix 50<sup>th</sup>



Two local businesses are helping UW-Green Bay toast its 50th anniversary in grand style.

Graduates Aric ('95) and Brad ('97) Schmiling, owners of Captain's Walk Winery in Green Bay, will have a special 50th Anniversary label bottle of cabernet sauvignon available for sale wherever Captain's Walk wines are sold.

Tittletown Brewing Co. is issuing a special label version of its famous Snowcap Root beer as well as a commemorative Phoenix-themed brew beginning with a keg-tapping ceremony downtown Sept. 2. The name and nature of the brew have not been announced as of this writing but the long list of creative suggestions included Phoenix Pilsner, Arboretum Ale, Rathskeller Retro Brew, Shorewood Special Edition, Sykes Hops, and Eco brU, among others.

In addition, Tittletown will be selling commemorative pint glassware to mark the 50th. A portion of the proceeds of beer and glassware sales will go to student scholarships.

## LECTURE SERIES FEATURES LEADING CONSERVATIVE VOICE

The 50th anniversary of UWGB coincides with the 30th anniversary of the Historical Perspectives Lecture Series. Prof. Harvey J. Kaye of the Center for History and Social Change is marking both occasions with a visit by one of American politics' most prominent analysts. Richard Brookhiser, senior editor of the *National Review*, a respected historian of the conservative movement and author of biographies

of Washington, Hamilton and others, will speak at 7 p.m. Oct. 6 in a free public lecture in the Christie Theatre of the University Union. Brookhiser's topic is "Lincoln and the Founders." The fall's second lecture takes place 2 p.m. Nov. 3, with a Christie Theatre appearance by University of Michigan historian Margaret Somers. She'll discuss the work of the 20th century political economist and "economic democracy" advocate Karl Polanyi.

## Funding cut for two dozen jobs at UW-Green Bay

The equivalent of 24 positions at UW-Green Bay are losing their state taxpayer funding as the University gears up to deal with its share of the \$125 million cut assigned to the UW System as part of the 2015-17 state budget.

"It is a serious reduction, a significant reduction in our workforce," said Chancellor Gary L. Miller. "We are losing some key people, and some important institutional knowledge."

The University will have to make do with nearly \$3 million less than last year's appropriation of \$26 million from the state. That's a reduction of about 11 percent.

University officials had been bracing for a much larger reduction, \$4.6 million, based on Gov. Scott Walker's initial proposal and UWGB's typical, proportional share of the larger UW System budget. When the Legislature voted in July to scale back the statewide cut and UW System administration agreed to prioritize that relief so some institutions including Green Bay would see slightly smaller cuts, the annual reduction here became \$2,868,000.

In a message to the campus community, Chancellor Miller credited members of the UW-Green Bay Council of Trustees for effective advocacy in lessening the size of the cut — "I continue to be deeply grateful to them" — and he thanked campus leadership and the University Planning and Innovation Council for their contributions to ongoing budget-reduction planning.

UW-Green Bay was able to avoid immediate involuntary layoffs largely because 29 individuals (of the 158 employees ages 55 or older who were eligible, about one-quarter of all staff and faculty) accepted voluntary separation offers.

With savings from those departures, normal ongoing staff turnover and a campuswide directive in February to limit travel, purchasing and hiring in anticipation of deep cuts, the institution bought more time to manage the downsizing. Remaining decisions on whether particular vacancies will be eliminated, consolidated or re-staffed will be finalized over the coming months.



## MASTER'S IN NURSING HAS FIRST GRADS

*Seven nurses became the first graduates of UW-Green Bay's online Master of Science in Nursing (MSN) Leadership and Management Health Systems program at May commencement. The degree provides advanced coursework in leadership and management to improve care at multiple levels across various healthcare settings. All seven graduates — in alphabetical order, Jacquelyn Bailey, Clinton, Md.; Denise Gloede, Madison; Jason Mattson, Green Bay; Martha Pettineo, Lake Bluff, Ill.; Alison Reitzner, Neenah; Ramona Speier, Green Bay; and Roxanne Tienor, Suring — participated in the commencement ceremonies. The new master's degree gives the UW-Green Bay Professional Program in Nursing alumni in three separate degree areas: the registered nurse (RN) to BSN Bachelor of Science in Nursing, a bachelor's in Health Information Management and Technology, and the new master's.*



## Pfeifer joins UWGB as Associate Chancellor

Ronald T. Pfeifer of Green Bay has joined the University's administrative team as Associate Chancellor for External Affairs and Chief of Staff. Pfeifer was associate general counsel for Schneider National Inc., and previously spent 28 years as an employment-law attorney with the local office of Godfrey & Kahn, S.C. The "external affairs" element of Pfeifer's title is new at UW-Green Bay and indicative of Miller's priority in having the University be more aggressive in pursuing innovation, transformation and service to the region. Pfeifer will serve as Miller's chief of staff, the institution's legislative liaison, and adviser to the chancellor on legal matters. He will also oversee the Office of Marketing and University Communication and the Weidner Center for the Performing Arts, and assist with Chancellor's Office oversight of Phoenix Athletics and the Office of Outreach and Adult Access.

## FACULTY AND STAFF

The UW System Regents approved promotions or tenure for 17 faculty members in June. Moving to the senior rank of full professor were **Lucy Arendt**, Business Administration; **Mathew Dornbush**, Natural and Applied Sciences; **Susan Gallagher-Lepak**, Nursing; **Catherine Henze**, Humanistic Studies; **John A. Luczaj**, Natural and Applied Sciences; **Bryan D. Vescio**, Humanistic Studies; and **Amy T. Wolf**, Natural and Applied Sciences. Promoted from assistant professor to associate professor with tenure were **Tohoro Francis Akakpo**, Social Work; **Hernan Fernandez-Meardi**, Humanistic Studies; **T. Heather Herdman**, Nursing; **Minkyu Lee**, Art and Design; **Deirdre Radosevich**, Human Development; **Courtney Sherman**, Music; **Alison Stehlik**, Art and Design; **Mussie Teclezion**, Business Administration; **Gail Trimmerger**, Social Work; and **Le Zhu**, Human Biology.

Receiving 2015 Founders Awards for Excellence were Prof. **Georjeanna Wilson-Doenges** of Human Development, teaching; Prof. **Mathew Dornbush** of Natural and Applied Sciences, scholarship; Prof. **Denise**

**Bartell** of Human Development, institutional development; Prof. **John Luczaj** of Natural and Applied Sciences, community outreach; assistant athletics director **Michael Kline**, academic support; **Amanda Wildenberg** of the Dean of Students Office, university staff award; and Profs. **Caroline Boswell** and **Chuck Rybak** of Humanistic Studies for excellence in collaborative achievement.

Prof. **Mathew E. Dornbush** is the new Assistant Vice Chancellor for Professional Development and Grants, and Director of Graduate Studies. History Prof. **Clifton Ganyard** of Humanistic Studies was named Associate Provost for Academic Affairs.

**Heinz W. Geppert**, a professor of German during the 1970s, passed away May 7 in Colorado, at age 84. David Watanabe, the first campus photographer and cinematographer, passed away this summer in Bellevue, Wash. He was 74.



## Weidner Center lineup for 2015-16

Tickets for the 2015-2016 Weidner Center Performing Arts Season are now on sale at the website [www.weidnercenter.com/](http://www.weidnercenter.com/). The lineup:

*Whose Live Anyway?* Oct. 9

*Home Free*, Oct. 10

*Celtic Woman*, Oct. 14

*Joseph and the Amazing Technicolor Dreamcoat*, Oct. 20

*The Midtown Men*, Oct. 27

*Cirque Mechanics: Pedal Punk*, Nov. 6

*It's A Wonderful Life: A Live Radio Play*, Nov. 19, 20

*Ronnie Milsap*, Nov. 21

*Mannheim Steamroller Christmas* by Chip Davis, Nov. 28

*Holiday Pops*, Dec. 11, 12

*Doctors in Recital*, Jan. 16

*Vocalosity*, Jan. 22

*Goodnight Moon and The Runaway Bunny*, Jan. 23

*L.A. Theatre Works – Bram Stoker's Dracula*, Feb. 2

*Celtic Nights – Spirit of Freedom*, Feb. 12

*The Peking Acrobats*, Feb. 18

*ONCE*, Feb. 25

*PostSecret: The Show*, Feb. 27

*Dancing in the Streets*, Mar. 17

*Wild Kratts Live!* Apr. 8

*Mnozil Brass*, Apr. 12

*RAIN – A Tribute to The Beatles*, May 1

## Students to stage 'Wonderful Life (Radio Play)'

To help audiences get into the Thanksgiving and Christmas holiday spirit, the UW-Green Bay Theatre and Dance program will perform "It's a Wonderful Life: A Live Radio Play" at the Weidner Center Nov. 19 and 20. It will be the program's first production in the Weidner's 2,000-seat Cofrin Family Hall since 2012's well-received musical theatre production of *Cabaret*. Consult [www.weidnercenter.com/](http://www.weidnercenter.com/) for ticket information.



## ATHLETICS WINS BIG IN THE CLASSROOM

The Green Bay women's basketball program made the national Top 10 (the WBCA academic honor roll) for the seventh time in program history. Team members combined for a 3.53 grade-point average for the 2014-15 season. Leading the way was Ellen Edison, a May graduate in Human Biology with a near perfect GPA and summa cum laude honors. Edison received the Horizon League's highest individual honor — this year's Cecil N. Coleman Medal of Honor — for achievement in academics, athletics and extracurricular activities. Also winning Division I academic kudos were the Phoenix women's volleyball team and both men's and women's cross country. The three teams each finished in the top 10 percent academically for their respective sports as measured by the NCAA.



## Blasts from the past

Interested in seeing even more vintage images from UW-Green Bay's storied history?

Many of the photographs published in this special issue of *Inside UW-Green Bay* were selected from a digital gallery of nearly 400 black-and-white and color images dating to the 1960s.

The photographs were digitized by the University Archives on the seventh floor of the David A. Cofrin Library, the official repository for institutional documents, records, objects and publications. Additionally, the Archives collections include copies of all master's degree theses and nearly all course syllabi, as well as a growing selection of

audiotaped and transcribed interviews from the UWGB "Oral History Project" capturing memories of retirees, alumni and others influential in the school's early development.

The University Archives is always seeking new additions to its collections. If you have memorabilia or documents to share, please contact the Archives at [archives@uwgb.edu](mailto:archives@uwgb.edu) or (920) 465-2539. They also would love to hear from those willing to share their stories for the oral history project.

To find more online images or links to the other collections mentioned here, go to the "University Archives" link at [www.uwgb.edu/archives/university-archives/photos.asp](http://www.uwgb.edu/archives/university-archives/photos.asp). You also can follow the Archives on Facebook and enjoy the popular "Throwback Thursday" feature.



## And the Alumni Honors go to...

### DISTINGUISHED RECIPIENTS:



**Dr. Jack Potts '71**

Humanism and Cultural Change, is a practicing general and forensic psychiatrist, primarily in the state of Arizona. He is active in various issues involving forensic psychiatry including working on insanity and competency legislation, human rights activities, and provides pro bono service to many.



**Mark King '81**

Business Administration, is president of adidas Group North America. He was named Golf industry's Executive of the Year in 2001 and was inducted into the Phoenix Hall of Fame in 2002.



**Barbara A. Nick '83**

Communication and the Arts, is President and CEO of Dairyland Power Cooperative. She has had a prestigious 30-year career in the electric and gas industry.

*Five meritorious graduates of UWGB and two committed community members will be honored at the 2015 Alumni Association Awards, Friday October 16. The annual program spotlights UW-Green Bay alumni who have made special contributions to the University, their communities and professions. The ceremony takes place at the Weidner Center and includes a 5 p.m. social, 6 p.m. dinner and program. \$35 per person. E-mail [alumni@uwgb.edu](mailto:alumni@uwgb.edu) for registration.*

### OUTSTANDING RECENT RECIPIENTS:



**Kelly Ruh '01**

Business Administration and Accounting, is controller at PDQ Manufacturing, De Pere. She spent time as CFO at a non-profit organization before returning as controller at PDQ at age 32. The active volunteer served as former president, vice president and treasurer of the UWGB Alumni Association.



**Andy Rosendahl '07**

Public Administration, serves as the Chief of Staff for Green Bay Mayor Jim Schmitt. He has served as the President of the Astor Neighborhood Association, VP of the Mediation Center of Greater Green Bay, board member of Greater Green Bay Habitat for Humanity and Bay Area Community Council.

*Extended profiles can be found online at [www.uwgb.edu/alumni](http://www.uwgb.edu/alumni).*



## Honorary Alumni

Longtime friends and advocates of UW-Green Bay, Ronald and Suzy Pfeifer, will be presented with the Honorary Alumni Award at the 2015 Alumni Association Awards presentation. They are longtime financial supporters of UW-Green Bay. Though neither is an alumnus, they have endowed a Phuture Phoenix Scholarship, are active supporters of Phoenix Athletics, serve on various University boards and committees, and are extensively involved in community advocacy, cultural opportunities, and educational empowerment. They join John Maino (2003), Dr. and Mrs. David Cofrin (2005), Kathy Majewski (2006), Marge Weidner (2007), Irene Kiefer (2008), and Mike Meeuwsen, Thomas Olson and Virginia Riopelle (2010), as honorary alumni. Read the full biography of the Pfeifers and their contributions to UWGB at [www.uwgb.edu/alumni](http://www.uwgb.edu/alumni).



# Calendar of Events

## SEPTEMBER

27 9 am to 2 pm Color Run\*

## OCTOBER

16 5 pm to 8:30 pm Alumni Awards Dinner

16-17 All Day Alumni Days

## NOVEMBER

21 9 am to 11 am Holiday Parade\*

## DECEMBER

11 7 pm UW-Green Bay Day with the Green Bay Gamblers

19 1 pm to 2 pm Commencement Receiving Line, Weidner Center\*

## JANUARY

8-10 All Day UW System Alumni Gathering, Kalahari, Wis. Dells

22 (Unconfirmed) Phoenix/Panthers Rivalry Game, Bus Trip (MBB)

15 7 pm Phoenix Bash - Phoenix/Panthers Rivalry (MBB)

## APRIL

TBD UW-Green Bay Day with the Green Bay Blizzard

\*Volunteers Needed!

WWW.UWGB.EDU/ALUMNI

ALUMNI@UWGB.EDU

920-465-2226

FB: UWGBALUMS

@UWGBALUMNI



## LOOKING FOR A PLACE TO SERVE?

Join an Alumni Association subcommittee

### Student/Alumni Connection:

Plan and execute events and activities that engage and bring together alumni and students. Additionally, fundraising to increase current scholarship giving, selection of Alumni Association Scholarships. Specific taskforce groups: Alumni Days, regional receptions, scholarships.

**Fund Development:** Plan and execute events and activities that will generate funds for the Alumni Association and increase scholarship giving. Specific taskforce groups: Scholarship Golf Outing, affinity programs, tuition raffle, corn tent.

### Board Development and Governance:

Focus on the inner workings of the Alumni Association Board, ensuring strategic decision making processes and efficiency. Improving processes to provide meaningful experiences for all board members. Concentration areas: governance (policy review, structure), board recruitment processes, board development, training and evaluation.

## Return to Wisconsin for Tuition Savings

Did you know out-of-state students can get a 25% tuition discount if their parent or grandparent attended UWGB? Now is a great time to steer your loved one back to your alma mater. You can find the policies at [www.uwgb.edu/policies/return\\_WI.htm](http://www.uwgb.edu/policies/return_WI.htm). And, of course, the UWGB Admissions team is always available for tours or to answer your questions.

## STAY IN THE KNOW

The Alumni Relations office sends out a monthly Alumni E-newsletter and regularly communicates about events, news and special benefits available only to UWGB alumni. Approximately 10,000 alumni stay connected through email communications, but you need to subscribe. Please send a "subscribe" message to [alumni@uwgb.edu](mailto:alumni@uwgb.edu).



## GET YOUR ALUMNI ID CARD

Do you like discounts, special perks and benefits? Special pricing for men's and women's basketball, Weidner Center performances and The Phoenix Bookstore? The Alumni ID Card has been created just for you. See [www.uwgb.edu/alumni](http://www.uwgb.edu/alumni) for details.





## Celebrate 50 Years with the Phoenix 500!

500 people giving \$500 each will have a major impact for UW-Green Bay students. Will you join the flock as we celebrate UW-Green Bay's 50th Anniversary and support UWGB students with a big splash? The ultimate goal is a Phoenix 50th Anniversary Scholarship creating a \$250,000 scholarship endowment for UWGB students.

### Be part of the Flock with your own Phoenix Rubber Ducky and Game Day Racer

Each Phoenix 500 member will receive a one-of-a-kind, custom **PHOENIX RUBBER DUCKY** and your name will be listed on the UWGB website as being part of the "flock." Additionally, flock members will be invited to the following:

- **Cheese and Quackers Gatherings**  
(watch for dates throughout the year)
- **National Rubber Ducky Day**  
(January 13, 2016)
- **Phoenix Duck Race** (July 2016 TBD)  
As a campaign flock member, you will automatically have a duck in the race for a chance to win a fantastic prize package

All it is Quacked Up to Be —

**\$25 PER  
MONTH:**

- Make a gift of \$500 or more between May 1, 2015 and June 30, 2016
- Gifts can be made in full or divided into equal monthly installments for 20 months or less
- Gifts can be paid by cash, check, or credit card

UW-GREEN BAY **50 Years** ANNIVERSARY  
**PHOENIX 500**  
SCHOLARSHIP CAMPAIGN



Go to [www.uwgb.edu/foundation.phoenix500](http://www.uwgb.edu/foundation.phoenix500)  
for more and to watch the campaign progress.



*Claudia Schmidt, returns to BlueWhale stage.*

## BlueWhale Coffeehouse returning to UWGB

*At first reminisce, the BlueWhale Coffeehouse was a cozy gathering of musicians, on a stage set with a barn board backdrop, amidst hand-me down couches and tattered furnishings in the Fireside Room at the old Shorewood Club.*

*And yet it was so much more.*

"It's hard to explain, says '80 UWGB graduate Mike Stearney. "It wasn't the music alone, or the place, or the people. Somehow, taken together, it was magical. It was just these wonderful times at this warm and welcoming place, shared with the most amazing people."

That nostalgic BlueWhale vibe is being recreated as a one-night show in celebration of UW-Green Bay's 50th Anniversary during the annual Alumni Days, at 7 p.m. Fri-

day, October 16 at the Shorewood Golf Course Club House (formerly the Annex).

Returning will be BlueWhale favorite Claudia Schmidt, now an international performer known for her lively folk, jazz and blues and playful humor. Schmidt will share the stage with "masterful" guitar/banjo player, storyteller and recording artist Mark Dvorak and contemporary artist Randal Harris. Skip Jones (who thankfully saved the original barn board

BLUEWHALE COFFEEHOUSE sign before Shorewood's demise in the 80s) will serve as host and master of ceremonies, taking the audience back on a special journey through UWGB musical history.

Cost of the event is \$15 at the door or is included in a \$25 all-Alumni Days pass. Watch [50.uwgb.edu](http://50.uwgb.edu) for more BlueWhale memories and UWGB's 50th celebration. Updates are posted at [www.facebook.com/Bluewhalecoffeehouse](http://www.facebook.com/Bluewhalecoffeehouse)

### 50TH FEATURES FAVORITE FACULTY IN LAST LECTURES SERIES

Do you pine for the days in Rose Hall 250 when your favorite professor engaged you with new ideas, perspectives, motivation? History repeats. As part of the 50th celebration, six faculty members will have their chance to deliver a lecture as if it were their last. What would they say? You need to return to campus to find out. The Wednesday events begin at 7 p.m. in the Christie Theatre.

- Sept. 23 — Derek Jeffreys, Humanistic Studies  
"The Mystery of the Person: Teaching Philosophy and Religion in a Maximum-Security Prison"
- Oct. 21 — Jeff Entwistle, Theatre and Dance  
"We All Need Theatre in Our Lives and in Our Future"
- Nov. 18 — Susan Gallagher-Lepak, Nursing  
"E-Learning: The Train has Left the Station"
- Feb. 17 — Lucy Arendt, Business Administration, "Made to Serve: The Tragic Corruption of America's Founding Values"
- March 23 — Steve Meyer, Natural and Applied Sciences  
"Forget the Three T's: Focus on the Six C's"
- April 13 — Phil Clampitt, Information and Computing Science  
"The Magical Connection between Uncertainty, Innovation, and the Human Spirit"

### Phoenix Fest and Phoenix Frenzy highlights of Alumni Days

It makes us want to shout, "Come one, come all." Phoenix Fest will certainly have a big-tent feel with a zipline, stunt jump, corn tent (Yes, corn tent!) from 11 a.m. to 5 p.m. Saturday, Oct 17. At 5 p.m., Phoenix Phrenzy features our Green Bay athletic teams with dunk contests, scrimmages, Phlash's Birthday Party and the Chicago Boyz Acrobatic Team.

### HABITAT CHAPTER CELEBRATES WITH ALUMNI BUILD

The UWGB Chapter of Habitat for Humanity is celebrating its 20th straight year as a Student Organization with an Alumni Build, 8 a.m. Saturday, October 17, 722

and 728 Crooks St., Green Bay. Go to [facebook.com/UWGBH4H](http://facebook.com/UWGBH4H) to register or watch [50.uwgb.edu](http://50.uwgb.edu) for more details.

### 'Maino Classic' returns to Shorewood

For years, local TV and radio personality and honorary alumnus John Maino lent his name to a nine-hole golf tournament to benefit scholarships played annually on Bayfest weekend. We're bringing it back as part of Alumni Days, 8 a.m. Saturday, October 17. For \$30, golfers receive nine holes, a power cart and a 50th Anniversary Golf Glove.



# Third Annual ALUMNI Days

OCT.

16  
FRI.

17  
SAT.

2015

Cost: \$25 for 1 and a guest, \$5 each additional family member

Includes: up to two (please alumni only) Phoenix PRIDE Shirts, admittance to events included with registration and 10 tickets for Phoenix Fest

Visit [gbalumnidays2015.eventbrite.com](http://gbalumnidays2015.eventbrite.com) to register.

## FRIDAY, OCTOBER 16

(events included with registration)

- 12 p.m. - 9 p.m. Registration
- 12:30 p.m. Zumba
- 2 p.m. - 3 p.m. Phlash Talks with 2015 Alumni Award recipients—  
Dr. Jack Potts, Andy Rosendahl & Kelly Ruh
- 6:30 p.m. CheapSeats presents "Minions"
- 7 p.m. - 11 p.m. Campfire Social and Outdoor Movies  
(Showing "Sandlot" at 7 p.m. & "American Graffiti" at 9 p.m.)
- 7 p.m. GB Volleyball vs. Milwaukee
- 7 p.m. Bringing back the BlueWhale Coffeehouse  
with Claudia Schmidt and Mark Dvorak
- 9:05 p.m. CheapSeats presents "Minions"

### Events available at an additional cost:

- 5 p.m. - 9 p.m. Alumni Awards Dinner \$35/person
- 7:30 p.m. UWGB Theatre Mainstage Performance Presents  
"Theophilus North" \$10/person



## SATURDAY, OCTOBER 17

(events included with registration)

- 7 a.m. - noon Downtown Farmer's Market—At the UWGB booth,  
all attendees who wear GB gear will receive a UWGB gift
- 7:30 a.m. - 5 p.m. Registration
- 8 a.m. - 3:30 p.m. Green Bay Habitat for Humanity build on Crooks Street
- 10 a.m. - 5 p.m. Balloon making, face painting and carnival games
- 11 a.m. - 5 p.m. **Phoenix Fest** featuring band members of "White Chocolate,"  
"Fat Brass," and "Big Mouth and the Power Tool Horns," a zip  
line, stunt jump, and other attractions, Segway tours of campus,  
photo scavenger hunt, intramural tournaments, shoe tree toss as  
well as a chili bar, corn tent and beer garden
- Noon Phoenix PRIDE Shirt Unveiling and Alumni Photo
- Green Bay Swimming and Diving Intrasquad/Alumni Meet
- 1:30 p.m. - 2:30 p.m. Guided, indoor walking campus tours
- 1:30 p.m. CheapSeats presents "Minions"
- 4:05 p.m. CheapSeats presents "Minions"
- 5 p.m. **Phoenix Phrenzy** featuring introductions of GB Athletic  
Teams, dunk contest, scrimmages, Phlash's Birthday Party  
and the Chicago Boyz Acrobatic Team!
- 6:30 p.m. CheapSeats presents "Minions"
- 7 p.m. Green Bay Men's Soccer vs. Oakland
- 9 p.m. Pat McCurdy
- Time TBD Art Mural Painting

*All weekend: Explore Green Bay - Student Orgs/Affinity Group Gatherings*

### Events available at an additional cost:

- 8 a.m. Maino Classic (includes 9 holes of golf with power cart and  
50th Anniversary golf glove) \$30/person
- 9 a.m. - 2 p.m. American Fisheries Society 5K Spawning Run \$15/person
- 9 a.m. & 10 a.m. Lambeau Field Stadium Tours \$7/person
- 7:30 p.m. UW-Green Bay Choral Concert featuring alumni \$5/person
- 7:30 p.m. UWGB Theatre Mainstage Performance Presents  
"Theophilus North" \$10/person

*(Events and times are subject to change)*

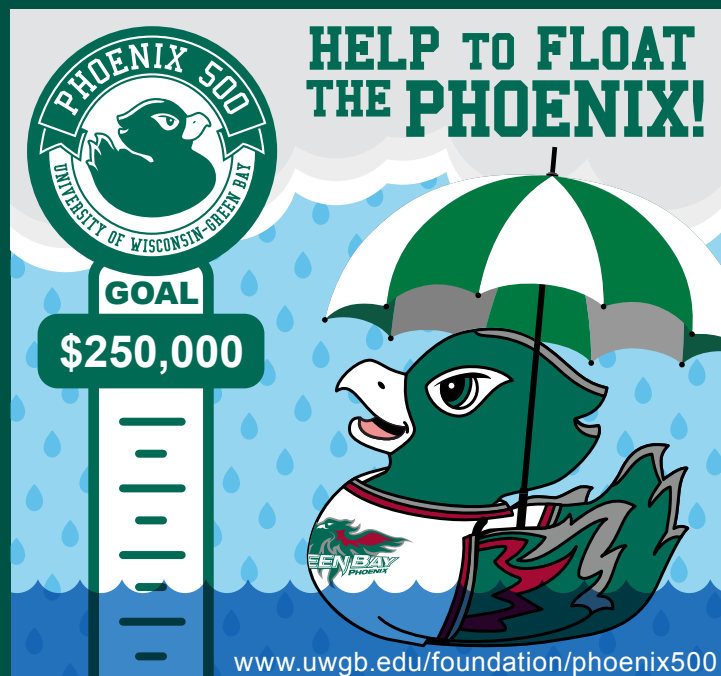
for more information on lodging, event cost and more  
**[WWW.UWGB.EDU/ALUMNI](http://WWW.UWGB.EDU/ALUMNI)**

University of Wisconsin-Green Bay  
2420 Nicolet Drive  
Green Bay, WI 54311-7001

## [ in PHOCUS ]

### JOIN THE FLOCK

Help the Alumni Association make a big splash with a donation to the Phoenix 500. The ultimate goal is to generate \$250,000 in scholarships in honor of the 50th Anniversary. There are fun events and prizes including your own Phoenix Rubber Ducky (for play or display). See page 63 for details.



UNIVERSITY of WISCONSIN  
GREEN BAY

PARENTS: If this issue is addressed to your son or daughter who no longer lives at home, please notify UW-Green Bay Alumni Relations of the correct address.  
PHONE: (920) 465-2074 E-mail: [alumni@uwgb.edu](mailto:alumni@uwgb.edu)

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