

inside



UNIVERSITY OF WISCONSIN-GREEN BAY | FALL/WINTER 2017



RECALCULATING

Higher Ed leaders are creating new pathways to a college degree



Going Coastal

Dear Friends of UW-Green Bay,

The University is embarking on another great adventure, one that will connect and engage four unique coastal communities in Northeast Wisconsin.

In November 2017, the UW Board of Regents approved a sweeping reorganization of public regional higher education in Wisconsin. Beginning in July 2018, UW-Marquette, the UW-Green Bay main campus in Green Bay, UW-Manitowoc and UW-Sheboygan will become a single university under the name of UW-Green Bay.

The adjacency of these four institutions, next to one of the greatest bodies of water in the world, is not lost on us. Water, like education, is vital.

There is much work ahead of us to effect the reorganization and there will certainly be challenges to overcome. However, I believe the opportunities afforded by the reshaped UW System for the State of Wisconsin and for Northeast Wisconsin vastly outweigh the challenges.

This coming together brings unprecedented synergy and endless opportunities to enhance the ways we prepare our students for the world and reimagine the regional economy.

A few that immediately come to mind:

- An integrated and coordinated regional approach to talent development and degree completion.
- An expanded team of partners with a common focus, together under one new university.
- A more cohesive and impactful approach to economic development in one of the most important economic regions in the Midwest, enabled by the powerful partners brought together under our new university.
- An illumination of the rich history, enormous assets and demonstrated commitment to community health and welfare and social vitality represented within each community.
- An advancement in the arts and music fueled by regional coordination across all four locations.

Perhaps the most exciting dimension of this reorganization is the certainty that from bringing together new partners, new strategies and new shared challenges, there will emerge exciting and positive transformative ideas to advance Northeast Wisconsin. Together, we will reshape higher education in Northeast Wisconsin. We will rise together.

Go Phoenix!

Gary L. Miller
Chancellor

inside

UNIVERSITY OF WISCONSIN-GREEN BAY

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ON THE COVER

If only it was as simple as asking "Siri™." Navigating the higher education terrain is difficult. UW-Green Bay and its partners are out to change that.

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Siri: Is going to college worth it?

Transforming Higher Ed to Effectively Guide Students

Navigating the higher education terrain is difficult. Earning a college degree takes a long time. It is expensive. It is complicated. Many ask: Is college even worth it?

The answer is an emphatic “yes.” But in order to give every student a chance to say “yes,” higher education must transform itself for the future by creating partnerships and simultaneously embracing competition. As partnerships are formed, competition must be preserved so that innovation and risk-taking are not dampened. Does this create robust tension across institutions? Absolutely, but a tension that is needed and extremely healthy as we work to prepare students for the workforce and the world.

“Today, we’re competitors and partners at the same time,” says Jeff Rafn, President of Northeast Wisconsin Technical College. “Working with instead of against each other creates the options, flexibility and cost savings the students in our region need. It’s the right thing to do.”

Siri, what is good about college?

A lot. Most, if not all future jobs will require some postsecondary education. In addition, many jobs of the future are unknown. At this very moment, colleges are preparing students for careers that do not even exist today. Higher education, with its great ability to teach important career skills like curiosity, discovery, critical thinking, problem solving and team collaboration is critical in developing future employees, ones who are agile and able to adapt to our constantly changing workplace and world.

And do not forget about the salary potential for those with a college degree. In 2011 *U.S. News and World Report** reported, “Those with bachelor’s degrees, no matter the field, earn vastly more (\$2.27 million in lifetime earnings) than counterparts with some college (\$1.55 million lifetime) or a high school diploma (\$1.3 million lifetime), indicating that no matter the level of attainment or the field of study, simply earning a four-year degree is often integral to financial success later in life.”

Siri: Can these partnerships really help more students take the college path?

Yes, particularly if the education transformation is committed to improving time to graduation and reducing costs. Higher education, community and business leaders across Northeast

Wisconsin have been working on transforming higher education for years, putting our region well ahead of the curve in Wisconsin and the nation.

The collection of area initiatives is impressive. Several of these one-of-a-kind partnerships are now becoming reality, creating new pathways for student success. The paths are unique and initiated by different partners, but all share a common goal: Making it easier to work toward, and navigate through, a college degree. Programs currently in play:

Phuture Phoenix – a UW-Green Bay program that introduces middle school students to college in fifth and eighth grades, planting the seed that college is within reach and encouraging students to dream big about their futures. This 15-year-old program is now producing graduates at UW-Green Bay.

Turbocharge – an intentional effort of the Green Bay Area Public School District, Northeast Wisconsin Technical College and UW-Green Bay to ensure all Green Bay students graduate high school with 15 college credits in hand. At no charge. The class of 2023 (sixth graders today) will be the first to graduate with this valuable jumpstart.

A2B – an initiative by Northeast Wisconsin Educational Resource Alliance (NEW ERA) designed to seamlessly move students from

**Best Colleges edition*



Student tutor Gillian Evanoff (left) helps former GPS program participant (now a teaching assistant) Alison Klein prepare for a chemistry final.

an associate to a bachelor's degree (A2B) in high-demand programs like engineering and IT. This effort is fueled by the immediate need for regional talent in these careers. A2B prioritizes and expedites students who are pursuing these careers as they move between higher education institutions in Northeast Wisconsin.

Articulation Agreements – these formal agreements between colleges document the transfer policies for specific academic programs or degrees. In recent years, UW-Green Bay has entered into such agreements with associate degree earn-

ers at UW-Marquette, UW-Manitowoc and UW-Sheboygan through the Rising Phoenix program. Also at Northeast Wisconsin Technical College (for business analyst, business management, early childhood education, engineering technology and nursing 1-2-1) and Fox Valley Technical College (business administration).

Collaboration – compact between Northeast Wisconsin Technical College and UW-Green Bay, along with the recently announced reorganization of the UW Colleges two-year campuses, intends to connect two- and four-year institutions

in ways not previously thought possible. Collaboration at this level requires a shared mission and a newfound commitment to develop curriculum, share information and data and to transfer credits more seamlessly.

Gateways to Phoenix Success (GPS) – a UW-Green Bay program that teaches first-year students how to “do college” through an intensive year-long experience that provides faculty and peer mentors, small group classes, campus and community involvement and leadership skill training to build confidence and, ultimately, student success.

Siri, where should we turn now?

I'll let Chancellor Miller answer that.

“We’re optimistic about all of these efforts and others to come and how they will increase the number of students in the region who get a degree and help keep our local economy and communities growing,” notes UW-Green Bay Chancellor Gary Miller. “But partnerships are only good if they do not dampen innovation and risk-taking. UW-Green Bay is incredibly excited about the new ideas this tension between collaboration and competition will deliver. While it’s too early to know which initiatives and pathways will be the ultimate game changers, we’re certainly headed in the right direction.”

The result: More students arrive at their destination.



Prof. Heidi Sherman (far left) and Owen and Elspeth Christianson, donors of the replica Viking House take a few moments to pose together during reconstruction.



An Unlikely Time Machine

UW-Green Bay's new Viking House transports visitors to medieval Norway

The first glimpse of the low, wooden structure sitting alone near Wood Hall gives no clue it is, in a sense, a time machine, ready to transport visitors 1,000 years into the past, to experience daily life in medieval Scandinavia.

This is the Viking House, a 14-by-28-foot replica of the trestle-frame construction style called *grindbygning* (GRINNED-big-ning), common in Norway. Until summer 2017, the house sat in Central Wisconsin on land owned by Owen and Elspeth Christianson.

When they retired in 2016, the Christiansons donated the house to UW-Green Bay, largely due to their strong friendship with Prof. Heidi Sherman (Humanities and History), who had taken many students to the Viking House in recent years for its hands-on experience living in the Viking Age.

"Most college students say they learn best through hands-on learning," said Sherman, "and that's what the Viking House offers. These opportunities are the biggest draw of the house, especially in the cyber age, when people feel disconnected from basic skill sets like sewing, woodworking or cooking over an open fire."

Students from Sherman's Public Humanities class spent three days in mid-September working with the Christiansons to carefully mark each piece and disassemble the building for its journey to Green Bay. Today, the Viking House rests

comfortably on the campus site with authentic green slate shingles, timber painted with black tar and beams secured with wooden pegs.

Once inside, a visitor is transported to medieval Scandinavia. The interior is dark, lighted only by the filtered sun shining through the open front door and a two-foot square vent in the ceiling, above a central hearth.

The five grinds — each a separate post-and-beam trestle — reach to the peak of the ceiling and extend from the front door to the back of the house. These grinds are the elemental structures that give *grindbygning* construction its name.

"The size of these structures symbolized the power and wealth of their owners," said Kevin Cullen, deputy director of Green Bay's Neville Public Museum. "The engineering provides exceptional load-bearing capacity and ample interior space. The conifer timbers in the fjords of the Baltic Sea region would have allowed Viking craftsmen and craftswomen to hone their architectural construction methods."

Standing in the dim sunlight, one can imagine living here. The wood-fired hearth would be used for heat and for cooking. At mealtime, a small dining table hanging at the far end of the house would be taken from its hooks and set on two carved trestle legs. Fabric would be woven on the vertical loom resting in one corner of the room. The

family would sleep on the slatted beds near the hearth, while the family's livestock settled in a similar room adjacent to this one.

It was an experience like this that had a major impact on UW-Green Bay graduate **Ryan Matsen '16**, who is a history teacher at Holy Family School in Green Bay.

"The trip to the Viking House in 2012 showed me what type of history teacher I wanted to be," said Matsen. "The weekend trip taught us weaving, cooking and blacksmithing, and I used that blacksmithing experience as my central research theme to complete that semester's History Seminar course."

"Reliving history through hands-on learning is such a wonderfully interactive way to teach students of literally all ages," he continued.

"Combined with educators who have true energy and passion for their subject matter, it creates an amazingly conducive learning environment. Having this resource for the education of all UW-Green Bay students and our region is absolutely wonderful."

These are the experiences Sherman and others in the community plan to create.

"We have already had several inquiries from the community about booking the house for special events and education seminars," she said. "Next year, we will host several master craftsmen, blacksmiths, leather workers and a culinary archaeologist from

Sweden. They will offer workshops for the community and students. We hope to offer a summer Viking camp for Green Bay district students and a workshop for Scouts to help them earn their archaeology badge."

"UW-Green Bay is fortunate to have such a unique outdoor classroom," said Neville's Cullen. "It offers a rare opportunity for immersive teachable moments about Viking life. It also offers an ideal space to conduct experimental archaeological courses like textile manufacturing, cooking, ale brewing and metalsmithing. When I mentioned the Viking House to a former graduate school instructor, she was jealous! I hope this is the beginning of many collaborative learning opportunities to come."

—Story by **Jim Streed '03**

"The trip to the Viking House in 2012 showed me what type of history teacher I wanted to be. Combined with educators who have true energy and passion for their subject matter, it creates an amazingly conducive learning environment."

— **Ryan Matsen '16**
history teacher
Holy Family School
Green Bay, Wis.



A poet, a sociologist and a psychologist walk into a... podcast?

What do you do when you want to deeply explore a topic in ways the typical classroom can't allow? You make your own classroom!

For three UW-Green Bay professors, that classroom is the internet and their whiteboard is a podcast. Bryan Carr (Communication), Ryan Martin (Psychology) and Chuck Rybak (Dean of the College of Arts, Humanities and Social Science) have teamed up with UW-Green Bay instructional technologist **Kate Farley '13** to create Phoenix Studios as an online site hosting faculty- and student-led podcasts.

The site launched in March 2017 and recently added "Serious Fun" with host Carr. With its focus on pop culture, the program features scholars, professionals and fans who interpret and create that culture. Whether it is comic books, video games or reality TV, "Serious Fun" examines the media that shape and reflect our lives.

Martin has been hosting "All the Rage" for more than a year. Now co-hosted by Rybak, it explores anger and violence, from road rage to Internet trolling to gun violence.

The program builds on Martin's 10-year-running blog about these topics and the research he conducts with his students. This year, it has taken a serious tone, focusing six episodes on human trafficking. Martin also hosts "Psychology and Stuff" a program which focuses on a broad-range of topics and activities related to psychology.

Just added, "Indented" by UW-Green Bay English majors.

Find all the shows recorded at www.uwgb.edu/podcasts

Associate Prof. Weinschenk shares prestigious company at German think tank

Associate Prof. Aaron Weinschenk (Public and Environmental Administration) was invited by the Konrad-Adenauer-Foundation — one of Germany's leading political think tanks — to be one of four experts to discuss U.S. campaigns and elections, particularly the 2016 campaign for U.S. President. The Foundation's International Conference for Political Communication was designed to bring together campaigners, scientists and experts to present their findings, views and insights and to discuss those with participants from the media and politics,

consulting firms and universities. Weinschenk is widely published on campaigns, elections and voter mobilization techniques.

"It was an incredible opportunity to present alongside nationally known folks like Hillary Clinton's 2016 campaign manager, Robby Mook (he may be able to make a trip to UW-Green Bay to speak!)," Weinschenk said. Weinschenk had an audience of more than 250 members. All talks were translated into French, Spanish and German.



HIGHLIGHTS

Prof. **Charles** (Chuck) **Rybak** was named interim dean of the College of Arts, Humanities and Social Sciences for the 2017-18 academic year. Rybak is well-known and respected on campus and in the community. He replaced Scott Furlong, who left the University to become provost and academic vice president at SUNY Oswego State University of New York.

An overflow crowd greeted UW-Green Bay members of the music faculty for “**Birth of the Cool**,” one of the highly anticipated performances of the 6:30 Concert Series. The

Weidner Center staff had to accommodate nearly double its expected audience, Nov. 29. There will be five more 6:30 performances in spring, including a live recording session with the band Gypsy Trip, featuring UW-Green Bay musicians and vocalists, April 26.

Congratulations to cast and crew of “**Legally Blonde: The Musical**.” The highly acclaimed production was a sellout with 1,248 attendees during the three shows, Nov. 16-18.

The Lawton Gallery featured the work of faculty emerita **Carol Emmons**. Her show, **Carol Emmons:**

retrospectable, featured three decades of work.

Associate Prof. **Caroline Boswell** (Humanities) published a new book, “Disaffection and Everyday Life in Interregnum England.”

Professor **Regan A. R. Gurung** (Psychology) presented a TEDx Fond du Lac talk, “Get Psyched: Think Stronger, Live Longer,” to a sold-out audience in August 2017.

Assistant Prof. **Rebecca Nesvet** (Humanities) was awarded an Everett Helm Visiting Fellowship at the Lilly Library, University of Indiana, Bloomington.

Associate Prof. **Sarah Detweiler** (Chair of Art and Design) debuted a solo exhibition of photographs and drawings at an exhibition titled “There is Thunder in Our Hearts” in fall 2017.

Prof. **Ellen Rosewall** (Arts Management) was appointed to the editorial board of the *Journal of Cultural Management: Science and Education*. Her new book, “Arts and Cultural Management: Critical and Primary Sources,” is now available.

Associate Prof. **Eric J. Morgan** (Democracy and Justice Studies), published, “Don’t Play Ball with South

Africa,” in a special issue on Sport and Protest in *The International Journal of the History of Sport*.

Prof. **Sarah Meredith-Livingston** (Music) and community advocate **Sharon Resch** hosted the American International Czech and Slovak Voice Competition at the Weidner Center in October 2017.

Prof. **Harvey Kaye** (Democracy and Justice Studies) has been busy on international speaking circuits, as an expert on Thomas Paine and Franklin Roosevelt and the Four Freedoms.

TEACHING MOMENTS

5

FASCINATING FACTS ABOUT ENGLISH LITERATURE



Emily Ransom
Assistant Professor of
English/Humanities



Heard Shakespeare’s works were “really” written by someone else? It’s not true, but the rumors exist because the greatest English poet was a nobody from nowhere, the son of a glove maker, with a simple education.

Shakespeare invented more than 1,700 common English words, including arouse, generous, lonely, hint, lower, majestic, undress, torture, tranquil, laughable, gloomy, unreal, marketable, luggage, fashionable and jaded. You could almost say examples are “countless,” another Shakespearean invention.

Queen Elizabeth I cut off the hands of a man named John Stubbs for writing against a potential royal marriage. Yes, his name was Stubbs. We can’t make this stuff up.

The most popular model for English Protestant devotional poetry wasn’t a Protestant at all. Robert Southwell, a Jesuit, was executed as a traitor for being a Catholic priest. Benjamin Britten’s “This Little Babe” is from one of Southwell’s poems.

John Milton, who defended the regicide in the English Civil War, was almost exiled to the colonies after Charles II restored the monarchy. “Paradise Lost” would have been the great early American poem.



'Lozza' Marketing

UW-Green Bay millennials serve up a marketing plan for pizza franchise

Owning and operating one of the nation's newest pizza franchises is a hands-on experience — from making the dough to slathering on the sauce, spreading the cheese, adding the fresh-cut toppings and putting the pie into a high-intensity, stone hearth oven.

UW-Green Bay Assistant Prof. Vallari Chandna's e-Entrepreneurship and Digital Management course approaches online marketing for start-ups with a similar hands-on approach. The class is an overview of how to create a new business, capture new markets and operate virtually in today's competitive digital arena. Pizza and entrepreneurship came together in fall 2017 to deliver a high-impact learning opportunity for students and an actionable marketing plan for an up-and-coming business, proving that collaboration can be productive. And delicious.

Ingredients for success

"Vallari came into the restaurant in early fall 2017," recalled Jeff McDonald, who with his wife, Jean, opened a Firenza Pizza franchise in Ashwaubenon, Wis. in early 2017. "While enjoying her pizza, we struck up a conversation and she asked us if we would give an introductory business presentation to her class." After meeting with the class, McDonald, recognized an opportunity for some fresh marketing ideas, delivered by his target audience... and the collaboration was born.

Firenza, founded in 2015, is a new player in the quick serve, build-your-own pizza market and currently has only 16 locations in the United States. The McDonalds' location in Northeast Wisconsin is the only one in the state and the Midwest.

"We call it fast casual pizza," McDonald said. "Our employees hand-toss the dough for each customer, who builds his or her own pizza. They can watch the flames flickering and pizza baking in the open-hearth oven and then have it delivered to their table in about five minutes."

"From day one, the company has maintained the value of targeting millennials," he said. "And, one of our main marketing objectives is advertising with social media. The company manages most of the advertising centrally from their corporate headquarters in Atlanta, Georgia, concentrating the majority of their efforts in maintaining our Facebook and Twitter accounts."

Together, Chandna's students worked to create a 2018 marketing plan for the business. Collaborating with top management teams is something entrepreneurs do a lot. Students get to advise on social media marketing as well, conduct market and competitor analyses and learn more about a business and its operating environment."

To get a sense for the operation, Chandna's class took a mid-semester field trip to the restaurant, with a perk. Pizza on McDonald.

"It was an awesome trip," UW-Green Bay Business Administration major **Wyatt Smet '19** said, as students got to see all parts of Jeff's operation at work. Some of us, myself included, even got to make our classmates' pizza behind the glass."

Delivering Results

Chandna was pleased with the end results. "The recommended strategies for Firenza included a mix of traditional, digital and social media marketing tools and tactics," Chandna said. "The students highlighted how Firenza needs to market to the "hip" adult crowd interested in fresh-made food, as well as the college student population." Some of their recommendations included:

- Development of an app that integrates loyalty points, deals and in-app contests
- Specific social media tool utilization: Instagram for video reviews, Snapchat filters that have a pizza theme which activate in the vicinity of Firenza and Facebook contests like creating a signature pizza or weekly caption contests
- Recommended blueprints for area partnerships and celebrity endorsements

Students also developed well-thought-out suggestions for enhancing the Firenza website, improving search engine optimization (SEO) and strategies for an improved Yelp and Google Review presence.

McDonald said he was excited to see the plan. I don't have a background in marketing so I have to depend on others. The only way the restaurant is going to stay competitive is by marketing."

"The opportunity that the class has given me as a student is one that many people dream of getting from their college career," said Smet, a native of Wrightstown, Wis. who is graduating with an emphasis in marketing and management and an entrepreneurial certificate. "The challenge that all start-ups have is being known. We feel like we are making a difference by pitching ideas."

Business Administration classmate **Renee DeGrand '19** of Luxemburg, Wis. concurs. "This project was extremely valuable because it gave us an idea on how to apply concepts we learn in class and use them in a real-world scenario," she said. "We can experience the challenges entrepreneurs face when they decide how to market their business."

McDonald is looking forward to implementing some of the ideas and to increasing customer traffic and frequency in 2018. The results, of course, will be in the pie.

—Story by Jay Lillge



Prof. Chandna's class learns the ins and outs of the pizza business before creating a marketing plan.



UW-Green Bay lecturer Ryan Kauth '96 mingles with another participant at Launch Wisconsin.

Forget zip ties.

Launch Wisconsin inspires students to think about opportunities, products and services that don't yet exist

In October, dozens of people with UW-Green Bay connections participated in Launch Wisconsin — the fastest growing startup conference in the Midwest.

The Austin E. Cofrin School of Business took special interest, serving as a sponsor, while providing UW-Green Bay students free admission to learn and socialize with attendees representing some of the world's largest brands. The event was held in the Lambeau Field Atrium.



December 2017 graduate (Business Administration) **Denise Olson** served as a volunteer stage captain for the event, introducing the speakers and moderators. Olson said the event was motivating, as she looks to advance in her career and secure a job as a controller, and someday CEO, of a company.

"As a controller, if I could be challenged daily by those believing they have a better idea, a better way, something that demonstrates ingenuity — I'd give them an extra day of vacation, raise or bonus. It's not possible that I could possess all the answers, let alone all the right answers. But it is possible to develop people who think outside the box — brainstormers, "intrapreneurs," and entrepreneurs — who are not afraid to challenge the status quo. When that happens, my job of finding ways to grow the business gets a whole lot easier and the way in which we live our lives improves."

The event inspired Olson to think in new ways. "Not only do I look for ways to improve products we use, I can't stop thinking about how to create things that do not yet exist," she said. "Suffice it to say, I've stopped asking why I didn't invent the zip tie. Instead I'm challenging myself to think of ways to make others envious of my inventions."

Next generation business leaders were also in attendance. The Cofrin School of Business sponsorship provided free attendance for 43 high school students from Neenah, Appleton and Crivitz to attend Launch Wisconsin.

Ryan Kauth '96 (Business Administration), UW-Green Bay lecturer of entrepreneurship, moderated a panel of high school students from Arete Academy (a problem-based learning program for freshman and sophomores within Neenah High School) on how the current generation of high school and soon-to-be college students are innovating in their communities.

Transferring made easy from FVTC

Students at Fox Valley Technical College (FVTC) with Business Management associate degrees will soon be able to make a smooth transition to UW-Green Bay's Cofrin School of Business for their bachelor's degree. Program leaders formalized the agreement at a signing ceremony, Oct. 12, 2017. The credit transfer agreement may only be the beginning of the institutions' partnership. Dean of the Cofrin School of Business, Doug Hensler, would like to see UW-Green Bay create similar pathways with Fox Valley Technical College in other areas.

"The tech colleges are really terrific in this state... and I think it's a natural progression for UW-Green Bay and

not just in business, but also in engineering technology and ultimately, engineering," Hensler said.

FVTC Dean of Business, Scott Borley, said that many of the 400 business students currently enrolled do, in fact, look for a bachelor's option. Students will be able to complete their degree in four years — two at FVTC and two at UW-Green Bay. It's the first such partnership agreement between FVTC and a UW System school. Students will be able to transfer 60 credits and take one of six areas of emphasis: finance, general business, human resource management, marketing, management or supply chain management.



Cofrin School of Business Dean Douglas Hensler addresses media at Fox Valley Technical College during a press conference to announce the new partnership between the two institutions in October 2017.

5

LEGAL QUESTIONS TO KEEP AN EYE ON
AUTONOMOUS VEHICLES (AVs).

Matthew S. Geimer, J.D.
Lecturer of Business Law



AVs (driverless vehicles) will likely share private vehicle data with third parties (e.g., your location so others know where there is an icy patch). Should law enforcement have access to this data without a warrant? The U.S. Supreme Court recently heard arguments in a similar case regarding cell phones. Stay tuned!

Generally, the party that causes an accident is liable. Who should be liable if you cause an accident while renting an AV owned by Uber and manufactured by Volvo? You, Uber or Volvo?



If Person A, Person B and Animal C are all in the road and you can only avoid one, what do you do? AVs will be programmed to make this decision. Who should provide guidance on those decisions? Congress, the National Highway Traffic Safety Administration, each state, the programmer or some other entity?

Each state has its own set of ever-changing traffic laws. Most AV manufacturers program each car with every state's myriad of traffic laws, even arcane laws that are rarely followed or enforced.

Some argue AVs should be programmed to minimize overall harm in an accident. Would you buy a car that will drive you off a cliff to save a pedestrian in the road?

HIGHLIGHTS

Cofrin School of Business Dean Doug Hensler spent some time with AOL co-founder Steve Case recently. Case's bus tour, the Rise of the Rest, made Green Bay its 33rd tour stop throughout the United States to promote entrepreneurialism. UW-Green Bay lecturer **Ryan Kauth '96** presented Case with a Green Bay Packers jersey with the appropriate number 33.

Public and Environmental Affairs faculty and students were recognized for their work as part of the "research team," for the **Ethics in Business Awards** in November in Green Bay. Prof. **John Stoll '73** (Management) coordinates the team. Alumna **Kaitlyn (Gilles) Lindner '11** (Environmental Policy and Planning and Public Administration) headed the selection committee, and **Kevin Bors-eth**, Green Bay women's basketball head coach, was the featured speaker. Alumnus **Tom Hinz '03** (Interdisciplinary Studies) was Selection Committee Chair.

A partnership announced in fall 2017 between tech giant **Microsoft** and a number of state and regional organizations, including the **Cofrin School of Business**, may mean more new businesses and jobs in Northeast Wisconsin. Together the entities will sponsor a free business accelerator program called **gBETA** designed to give 10 new and emerging companies access to practical business coaching and mentoring to help them attract new investments and grow their businesses.

Professor Emeritus **William (Bill) Conley** (Mathematics, Business Administration) continues to publish articles and books on mathematics at an astounding rate. Hired at UW-Green Bay in 1977, Conley now has 226 publications to his credit. He trained as a mathematician and could see early on the importance (and future) of applied math (e.g., computer science). His new solution technique, called "statistical optimization," can be applied to many fields (e.g., science, business) and takes advantage of the fast speed of computers to solve problems.

Assistant Prof. **Amulya Gurtu** (Supply Chain Management) presented a research paper at the 2017 Decision Science Institute (DSI) Conference in Washington D.C. in November 2017.

Assistant Prof. **Vallari Chandna** (Management) was the lead author on a publication about virtual entrepreneurship and strategy in the *Journal of Business Research*. Her article is titled "Peer-to-peer selling in online platforms: A salient business model for virtual entrepreneurship."

Congratulations to the Cofrin School of Business-sponsored De Pere Redbirds Middle School robotics team and their coach, Associate Prof. **Gaurav Bansal** (MIS, Statistics), on a first-place finish in the Regional FLL Robotics Competition organized at Lakeshore Tech College in November 2017. This rookie team was one of 27 to compete for the championship trophy.



Meet ERIC ARNESON

Vice Chancellor Eric Arneson (pictured second from left) and UW System rep Carl Hampton (pictured third from right) meet with UW-Green Bay staff members.

It has been a flurry of “get-to-know-you’s” for Eric Arneson, the University’s new vice chancellor of student affairs and campus climate. From meeting key multicultural leaders to raising awareness for the local “Walk a Mile in Her Shoes” event, Arneson is all-in. Since beginning in July, Arneson has dedicated himself to listening to those on campus and in the community about UW-Green Bay’s culture, inclusivity and diversity — key elements of an engaging campus environment for today’s students.

It has also a homecoming of sorts, as Arneson returns to his native Wisconsin from Florida International University. “I believe

UW-Green Bay is a special place at a special time in our history and I am honored to join the Phoenix family right now,” he said. “There is a building of energy and momentum on campus and the fact that we are growing as a campus is a real testament to the incredible living and learning experience our students are enjoying.”

“I have found campus to be an incredibly warm and inviting place to be. We are embracing our growth size and diversity to create an engaging, inclusive community of learners. It is so refreshing to be on a campus where people go out of their way to make you feel comfortable and included every day.”

7,158 : **+128**
Students Fall 2017 : Up from last year
Growing

UW-Green Bay has surpassed the 7,000-mark for enrollment for the second consecutive year. Official fall 2017 headcount was 7,158 students — up 128 students from a year ago and an increase of 379 students the past two years.

UW-Green Bay is seeing strong increases in minority enrollment, as well as graduate student and online enrollment.





Rapid growth for online

When **Joey Bina** crossed the stage to receive his diploma in December 2017, he was joined by a growing trend of his peers — earning a degree in part or completely online. Bina earned a bachelor's degree in Interdisciplinary Studies while working on-set in Los Angeles as a production assistant for ABC's Jimmy Kimmel Live! He was able to continue a steady pace toward his goal of a bachelor's degree. Currently, more than 1,400 UW-Green Bay students are

pursuing their degrees, both undergraduate and graduate, completely online with thousands more supplementing their campus-based programs with online classes. Human Development online has grown 47 percent from 2016 to 2017 and Psychology has grown from 44 to 111 students — an increase of 152 percent! UW-Green Bay has 11 different degree programs available fully over the internet: Business Administration, Health Information Management and Technology, Human Development, Nursing, Psychology and Integrative Leadership Studies. There are also a number of minors and certificate programs available completely online. Online graduate degree options include: Data Science, Health and Wellness Management, Nursing Leadership and Management in Health Systems and Sustainable Management.

phoenix rising



Apparently, a modern Phoenix has a rebirth about every decade. On Nov. 17, 2017, Green Bay Athletics debuted the new Phlash at a men's basketball game. Phlash had a busy first weekend on the job with a men's basketball game, Green Bay Holiday Parade and a women's basketball game. The new Phlash features a friendlier appearance to match the family-friendly experiences provided by Green Bay Athletics and UW-Green Bay. The former Phlash was unveiled 10 years ago, at the opening of the Kress Events Center. In fact, Phlash helped pass the game ball from the old Phoenix Sports Center to the then, brand-new Carol's Court at the Kress Center.

UWGB

MUSIC

6:30

CONCERT

SERIES

Meet you at 6:30 Live Album Recording Coming to Campus

If you've been looking for the chance to be a studio rat, the wait may be over. Local favorite band Gypsy Trip — made up of mostly UW-Green Bay faculty members — will bring its eclectic blend of gypsy jazz, pop influences and original compositions back to Fort Howard Hall — with a twist! You can witness the live recording of the band's second album on Thursday, April 26 in the final 6:30 Concert Series event of the semester. Other 6:30 performances between now and then:

| | | |
|------------------|---------------|--|
| FEBRUARY 2018 | 5 Monday | Duo Piano Recital Sylvia Hong and Michael Rector |
| | 23 Friday | a very small consortium An international array of miniature compositions |
| MARCH 2018 | 5 Monday | Duets Hosted by Courtney Sherman, soprano, and John Salerno, saxophone |
| | 29 Thursday | Percussion: Classical to Contemporary Bill Sallak, Percussion |

The 6:30 Concert Series is designed to connect the campus with the community through the exploration of music. Performances feature insightful presentations by performers, composers and special guests, while offering new perspectives on diverse styles.



{UntitledTown Take 2}

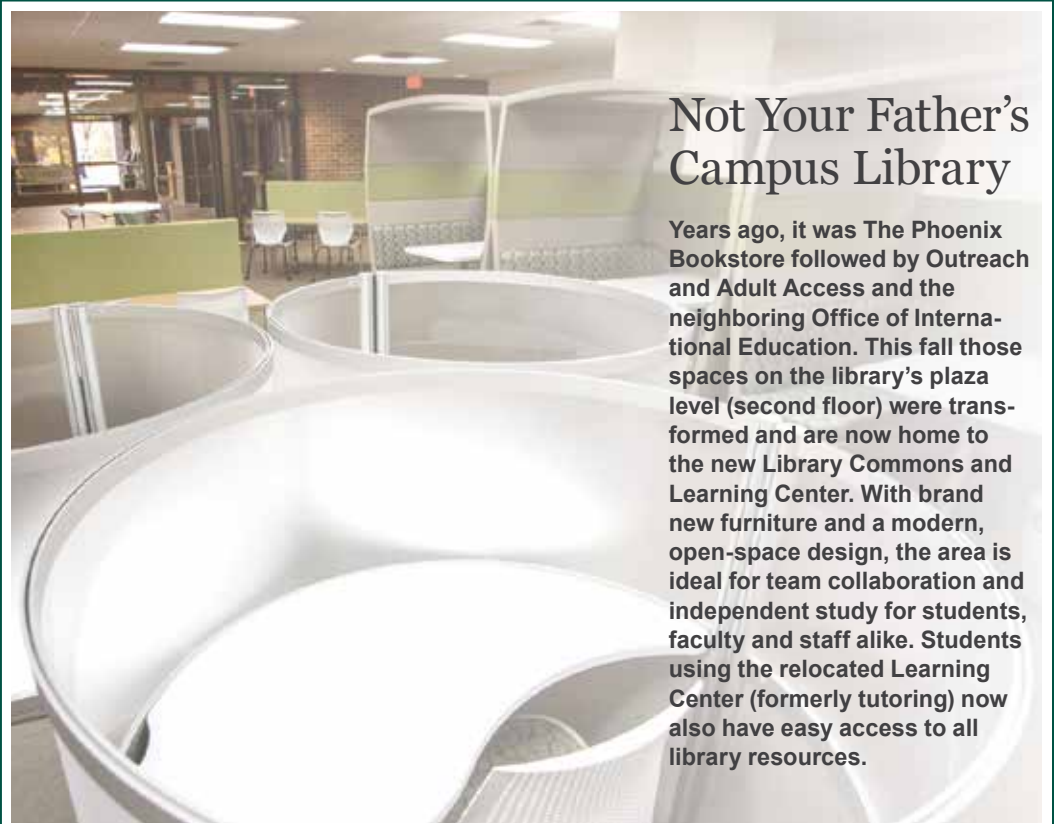
The unprecedented success of UntitledTown — the first large-scale book and author festival held in Green Bay — will be back for year two in 2018.

While the guessing game is on around which renowned authors will headline the festival, literary lovers should mark their calendars for April 20-22. Free and open to the public, UW-Green Bay faculty, staff, students and alumni have a heavy hand in the festival. UW-Green Bay Prof. Rebecca Meacham, along with UW-Green Bay alumni **Wendy Wimmer '97** and **Brian Simons '98**, serve on the board of directors for the event while students get a front row seat to the inner workings of the book-publishing world. Keep informed at untitledtown.org.



'PEOPLE POCKETS' get updated

The “people pockets” — those offbeat architectural flourishes and 1970s color schemes between Wood and Rose Halls received a much-needed facelift in summer 2017. These small gathering areas were the genius of Founding Chancellor Edward Weidner and early architects to promote social interaction and a collaborative environment for small pockets of people. For those in need of a trip down memory lane, fear not, the big corner pocket in Rose Hall (worn 70s carpet and all) remains until future renovation.



Not Your Father's Campus Library

Years ago, it was The Phoenix Bookstore followed by Outreach and Adult Access and the neighboring Office of International Education. This fall those spaces on the library's plaza level (second floor) were transformed and are now home to the new Library Commons and Learning Center. With brand new furniture and a modern, open-space design, the area is ideal for team collaboration and independent study for students, faculty and staff alike. Students using the relocated Learning Center (formerly tutoring) now also have easy access to all library resources.



Chicago Arts leader Named Weidner Executive Director

Following a nationwide search, UW-Green Bay announced the appointment of Chicago arts leader **Kelli Strickland** as the new executive and artistic director of the Weidner Center for the Performing Arts in October. Strickland comes from the vibrant Chicago theatre scene where she served as executive director at two venues, The Hypocrites — one of Chicago's premier off-Loop theatre companies — since April 2015, and prior to that, the Raven Theatre, where she was the organization's first executive director in its 35-plus year history.

"I am honored and excited to join the staff of the Weidner Center — a performing arts center with an extraordinary history, a bright future and a concert hall known well beyond the Midwest for its exquisite acoustics," Strickland said. "I place a very high premium on the symbiotic relationship between education and arts and culture. I was attracted to this role due to the Weidner's mission to serve multiple groups — the communities of Green Bay and Northeast Wisconsin, and also the University community. An organization committed to a broad spectrum of stakeholders inevitably yields a rich tapestry of programming and a vibrant institution."



{ Wired Weidner! }

It was another great year for the Weidner Center for the Performing Arts, starting with the 2016-2017 Stage Doors Education Series which welcomed a record-breaking 17,543 elementary and middle school students from more than 63 cities and 21 counties! For many, it is their introduction to live performance on a professional stage. Other highlights:

- Joel Hodgson, a Green Bay native and Ashwaubenon High School graduate, returned home with his critically acclaimed "Mystery Science Theatre 3000" TV show. He brought the first live touring production of MST3K to Green Bay for the "Watch Out for Snakes!" Tour on August 6.
- The world-premiere film score by UW-Green Bay Associate Prof. of Music, Michelle McQuade Dewhirst, for Fritz Lang's 1927 sci-fi film 'Metropolis', debuted at the Weidner Center in April 2017. UW-Green Bay Music — Concert Choir, Wind Ensemble and Studio Orchestra — conducted by faculty members Randy Meder and Kevin Collins, performed the new score to the silent film which was shown to an appreciative audience on April 28, 2017. The performance ended with a lengthy and rousing standing ovation.
- The winter line-up continues with Jerry Seinfeld returning on Jan. 26, JazzFest 48 starring Janet Planet on January 27, Riverdance on Feb. 20-21.



An Evening Celebrating Sharon Resch

UW-Green Bay celebrated international and University fine arts supporter Sharon Resch at a special event on campus in October 2017 for her lifelong commitment to art, music, community and worldwide humanitarian efforts. Resch has generously established a music scholarship at the University and helped bring the International Czech and Slovak music competition to campus with Prof. Sarah Meredith for more than 15 years. In 2016, Resch was honored with the International Trebbia Award for her support of fine arts in the United States and Central Europe. Past Trebbia Award winners include photographer Annie Liebovitz and Band Aid founder and musician Bob Geldof. Sharon is shown here with Czech/Slovak Music Competition Judge Gildo Dinunzio of the Metropolitan Opera and UW-Green Bay Prof. Sarah Meredith celebrating this special evening together.



Farewell to Thomas Erdman

Thomas Erdman, former curator of UW-Green Bay's Richter Museum of Natural History and the researcher behind the summer nesting of the Peregrine Falcons on campus, quietly retired in fall of 2017. He had worked at UW-Green Bay for 40 years. Earlier in the year the Wisconsin Department of Natural Resources honored him for more than 50 years of contributions to the conservation of mammals, reptiles, amphibians and birds in Northeast Wisconsin. As founder and director of the Little Suamico Ornithological Station on the shores of western Green Bay, Erdman has banded more than 45,000 individuals representing close to 180 bird species. In cooperation with state and federal agencies, his pioneering research on toxins and colonial nesting birds on Green Bay and Lake Michigan eventually led to a massive PCB cleanup of the Fox River. Erdman has authored and co-authored many publications on Northern Goshawk population biology, toxins, raptor migration, Northern Saw-whet Owl migration and the development of an audiolure for Northern Saw-whet Owls.



Snowbirds, meet the Phoenix

Here's an idea. When the oppressive summer heat and humidity of the south and west becomes too much to bear, spend three months in Green Bay, Wis., particularly on the UW-Green Bay campus. It's the antithesis to the "snowbird" concept, in which Northerners flee to a warmer state during the winter months. Gary and Rita LeRoy, from Temple Terrace, Fla. (North of Tampa), have been "summering" in Green Bay for nearly a decade. What few know is that the LeRays, and about 45 other "sunbirds," live on the UW-Green Bay campus, with amenities few vacation resorts can match. Just a couple-hundred paces from their summertime residence in

Pamperin Hall, they are able to dine, play golf, check out a book, watch a sunset, attend a concert or begin a trek through UW-Green Bay's beautiful arboretum. "...These apartments have everything we need. The truth is, we would like to stay a bit longer, but understand that the campus has to get ready for their influx of students. We believe this is a gifted opportunity to stay here," Gary says. "We could go on and on... cleanliness, safety, efficiency, location, services like the mailroom. It's so peaceful and quiet. The only negative is the 1,471 miles to get here." Find out more about Snowbird housing at www.uwgb.edu/housing.

Falcons nest on the Cofrin Library

After seven years of working to make endangered cliff-dwelling Peregrine Falcons welcome to nest on campus, local supporters were excited when four male eyasses hatched atop UW-Green Bay's "cliff" — the Cofrin Library — in May. Name submissions were collected and voted on. By popular vote, the falcons were named Austin, David, Douglass and Peter, respectfully honoring the four deceased male members of the Cofrin family who, through their philanthropic support, helped build and sustain the University. The Peregrines, on Wisconsin's endangered list, prompted more than 170 name nominations (the farthest from France). The Cofrins received 21% of the vote, followed closely by Phoenix, Pharrell, Phillip and Phineas and Art, Ed, Biz and Cy.





A BRIGHT PHUTURE for this commencement speaker

Riley Garbe '17 first came to UW-Green Bay as a fifth-grader on a Phuture Phoenix field trip, where a visit to the campus turned into a dream of one day graduating from college. Despite surviving a difficult childhood that included witnessing abuse and violence and moving from home to home, Garbe entered the University on a Phuture Phoenix scholarship. He was recognized Saturday, Dec. 16, 2017 by the Alumni Association

as the University's Most Outstanding Student. He was also the first student to enter as a Phuture Phoenix and leave as the University's commencement speaker, selected by his graduating peers. Most exciting, Garbe represents a brain gain to the region, staying in Northeast Wisconsin to begin his career as an elementary Spanish teacher.



A total eclipse of the Phoenix

The UW-Green Bay community gathered outdoors to witness and celebrate the total solar eclipse on Monday, August 21, 2017 (Wisconsinites in the Northeast saw about 80% coverage). With safety in mind, faculty, staff, students and Phoenix family members shared eclipse safety glasses and homemade pinhole projector boxes to observe the solar phenomena. Eclipse cookies were even passed out. The weather held, with the sun peeking through the clouds for most of the afternoon. A couple of crafty employees made a Phoenix projection tool that reflected a Phoenix in every hole. Groups informally gathered in the quad outside the University Union on the Student Services Plaza, and outside of the Cofrin Library and Laboratory Sciences.



Brooke Soto (middle) has little trouble convincing her class in Berlin, Germany to pose for a photo.

Student Teaching with a Side of Culture

When the grade point average is met and the coursework is complete, there is one last step an Education major needs to take before earning a teaching license: practical teaching experience. Some might choose to stay around Northeast Wisconsin. Some return to their hometowns. But UW-Green Bay's Professional Program in Education encourages its students to reach further and student teach internationally. Program leaders believe students who immerse themselves into other cultures are much more culturally competent and comfortable, an important attribute for new teachers stepping into classrooms that are constantly diversifying.

It's not always the most direct path for Education majors.

"Our program is tied to the Wisconsin DPI (Department of Public Instruction) requirements," says Jamie Froh-Tyrrell, advisor and student teaching coordinator for Education at UW-Green Bay. "Because our students are busy fulfilling the state requirements through coursework, they don't get the opportunity to study abroad like other students. Student teaching abroad offers them the opportunity to gain international experience for the very first time, as well as fulfill their state student teaching requirement."

Getting there from here

UW-Green Bay students interested in student teaching internationally can follow one of two tracks. The first is to Cuernavaca, Mexico, via a January-term travel class, where they spend three weeks immersing themselves in the culture and then can return to complete nine or

18 weeks of student teaching there. The second option is through a partnership with the Office of International Education and the Educators Abroad program, which offers students the opportunity to student teach in more than 70 countries. Students can choose 10- or 18-week placements. They simply need to express where they want to teach and the partners work together to make it happen.

In either track, there is no need to know a second language. According to Froh-Tyrrell, "In most areas, English is the second language... so students can get by just fine." "However," she continues, "host families usually don't speak English, so students are immersed in the native language from the moment they get there. Often times they come back fluent — an unexpected perk that can make a difference when applying for teaching roles back in the states."

Bringing the experience of diversity home

Education students who teach internationally bring back much more than a fluency in a second language. They return with cultural stories and experiences to share, and that makes an impact personally and professionally — in their own lives and others' lives.

Froh-Tyrrell explains, "Green Bay has historically been, and still mostly is, a monocultural, homogeneous community. When students bring back stories and experiences they've had with global diversity, it helps close the culture gap. They bring back a message of understanding." Froh-Tyrrell continues, "Plus, they've been immersed in a culture where they are the different

ones, so they can now have true empathy for, and a connection with, someone who may be from a different culture in their classroom."

Brooke Soto '18, who student taught in Berlin, Germany, agrees. "I have gained such a humbling respect for different cultures, and I look forward to modeling that respect for my students." And with 14 different languages spoken at her school in Berlin, she also had to learn to communicate without words. "Different cultures not only speak differently, but express emotion differently," she says. "That is something I've become keenly aware of, too."

In fall 2017, six UW-Green Bay student teachers went abroad: Four to Cuernavaca, Mexico; one to Jamaica; and another to Germany.

Riley Garbe '17, who went to Cuernavaca, has a job waiting for him upon his return from abroad: as a Spanish teacher. "Spanish is my second language. I studied it in high school and got real-world experience in college when I worked with Latino immigrant families in Green Bay."

The English major (with an Education minor) wanted to student teach in Mexico, not just to practice his Spanish, but experience Mexican life. "I wanted to immerse myself in a totally different environment and be part of authentic Mexican culture," Garbe says. The Mexican holiday, "Day of the Dead" provided such an experience. He joined his host family members as they walked to various houses and churches to pay respect to dead loved ones. "There were thousands and thousands of other people from the village, all visiting the

homes of people they don't even know to express their love, respect and solidarity with their fellow Mexican people," Garbe said.

For Soto, connecting with German culture meant connecting with its storied history. "To place your fingers into the bullet holes that still remain in some of the buildings, to walk the streets soldiers marched and fought on...nothing can replace being there and experiencing that. It's extremely impactful, profoundly moving," she says.

International student teaching definitely makes an impact on a resume. Andrew Mullroy, Principal at St. John the Baptist School, GRACE, in Howard, Wis (and Riley Garbe's new employer) says that international experience speaks volumes. "It shows they are willing to adapt and adjust; that they are learners and willing to seek out opportunities; that they strive for understanding." Mullroy adds, "There is a huge difference between learning the culture and living the culture."

Students who student teach in a foreign country, with a foreign language, with a foreign culture, come back as different people... prepared to step into a classroom, teach diverse students and connect with them in meaningful, personal ways. They also come back excited to share their newfound understanding and respect for others. They are, in a sense, beacons for unity.

"It's been life changing," says Soto.

—Story by **Kim Viduski '92**



Leaders of the Women's Empowerment Group, from left to right, Saido Aden, Katie Stockman, Luul Abdi and Shaimaa Abdelkarim (student from Egypt and COMSA supporter and volunteer), prepare for the grand opening of Community Services Agency Inc. (COSMA) in July 2017.

Reaching Out to Bring Others In

For UW-Green Bay Social Work student **Katie Stockman '18**, things just didn't feel right. Stockman noticed the increasing Somali population in Northeast Wisconsin but felt unsettled knowing so little about her new neighbors or their culture. Instead of waiting for opportunities to learn more about the Somali refugees to come to her, she channeled her passions for diversity and helping to serve the Somali refugee population in her own backyard.

"I felt this overwhelming concern that they had not been properly welcomed into the community," Stockman said. "I love diversity and I want my children to be familiar with and embrace as many cultures as possible."

Stockman has taken the initiative to provide programs in the community that are mutually inclusive for the Somali refugees while providing learning opportunities about the Somali culture to the Green Bay population. The most recent program she organized was the Hijabi Party for girls at the Green Bay YWCA.

Her hard work has opened many doors, including her placement on the Board of Directors for the newly formed Community Services Agency (COMSA). COMSA aims to help Somali refugees find services and build a more integrated community in the Green Bay area. According to Stockman, the most rewarding part of her participation in COMSA is the family friendly and community-centered atmosphere.

"I can bring my children with me to all of the meetings and events," she said. "They are learning about how community members work together and how families and friends come together. Diversity is embraced every step of the way."

Stockman will graduate in May 2018. She has recently applied to UW-Green Bay's Master in Social Work (MSW) program with a goal to become a school social worker.

"My efforts will never end and the Somali population has won my affections for life."

— Story by Marketing and University Communication intern **Amanda Rice '18**

First Nations Education Ed.D.

Courses Include:
Introduction to Indigenous Education
Ancestral Leadership
Generational Healing
First Nations Law & Policy
Indigenous Inquiry
Grant Writing



University's first Doctoral Degree is Open for Enrollment

The First Nations Education Doctorate — UW-Green Bay's first doctoral program — started recruiting for the fall 2018 semester. The program is centered in Indigenous knowledge systems and draws upon Indigenous teaching and learning methods from elders and oral scholars. The program is practitioner-focused and driven by professional and community needs. The Education Doctorate (Ed.D.) is an applied degree that addresses genuine problems and generates knowledge about First Nations.

The 54-credit degree program consists of a set of core courses offered primarily in face-to-face settings, reflecting the oral tradition. Classes are offered on weekends with some online delivery to accommodate working professionals. Students complete the degree with a culminating applied dissertation project in years three and four. The dissertation is developed in collaboration with First Nations governments, communities and individuals.

In 1989, through Act 31, the State of Wisconsin recognized that First Nations history, culture, sovereignty and philosophy are a necessary part of any citizens' learning based. "A doctoral degree in First Nations Education meets this intellectual need by preparing graduates to lead change in schools, colleges, and other education organizations. The program reflects UW-Green Bay's commitment to respond to local and state needs, and I congratulate the work of the faculty, staff, and community members who have transformed their vision into a reality that will benefit our citizens for years to come," said Matt Dornbush, UW-Green Bay's Associate Vice Chancellor for Academic Affairs and Director of Graduate Studies.

HIGHLIGHTS

The fall 2017 Phuture Phoenix numbers are in: 28 schools, 1,621 fifth graders, 107 teachers and 283 role models and one rare spider were involved with the annual Fall Field Trip Day designed to introduce middle school students to college. Cool fact: Phuture Phoenix visitors collected hundreds of bugs in an outdoor lab, including one that UW-Green Bay Prof. and entomologist **Michael Draney** didn't recognize. It turned out to be a species of crab spider that has never been recorded on campus previously. UW-Green Bay's Phuture Phoenix

program continues its connection with students after the visit through on-site tutoring and mentoring at five high schools, four middle schools, five elementary schools and two alternative/charter schools across Northeast Wisconsin. Most UW-Green Bay students provide 35-50 hours of tutoring services in their field placement, delivering thousands of hours of in-classroom support to school districts, free of charge.

Did someone say **Food Fight**? The first all-campus Food Fight brought in 2,071 pounds

of food and hygiene items to fill the Campus Cupboard shelves for members of the UW-Green Bay community who are in need. The Cofrin Library and Office of Continuing Education and Community Engagement took top honors in the campus-wide contest, collecting 436.91 pounds for the Cupboard. Food insecurity is a growing issue for today's college students. In 2016-17, the Campus Cupboard provided for more than 150 students in need.

Francis Akakpo (Social Work) presented at the International

Congress on Law and Mental Health Conference in Prague in July 2017. His presentation was "Self-reporting of Deviant Sexual Arousal Offense among Juvenile Sex Offenders."

Sharon Locklin (Behavioral Health Training Partnership) lead multiple trainings on dementia crisis care in Northeast Wisconsin and completed deliverables in the "Recognizing and Providing Services to Individuals with Dementia" grant awarded by the Wisconsin Department of Health Services.

Assistant Prof. **Joan Groessl** (Social Work) was selected by the Association of Social Work Boards (ASWB) to participate as a scholar in its Path to Licensure Institute, designed to help schools of social work infuse information about professional licensing and social work regulation into their programs.

TEACHING MOMENTS

5

REASONS TO ACCESS YOUR HEALTH RECORDS THROUGH HEALTH INFORMATION TECHNOLOGY (HIT)

Communicate IT: In 2013, 10% of hospitals provided patients the ability to view, download and transmit their health records online. In 2015, that number rose to 69%. In 2012, 35% of consumers used Health Information Technology (HIT) to communicate with healthcare providers. By 2015, it grew to 48%!

Get IT: Under the Health Insurance Portability and Accountability Act (HIPAA), you have the right to a copy of your healthcare information. HIT systems make it handy to review lab and other test results online, request prescription refills and schedule doctor visits.

Check IT: You are the expert on your health. HIT systems allow you to easily see if your personal information is correct, including your list of medications, health care finances and medical claims.



Brenda Tyczkowski, RN, DNP, RHIA
Academic and Program Director
Health Information Management
and Technology (HIMT)



Use IT: Be empowered. Share up-to-date health information with your provider. Check specific dates of procedures or immunizations. Access patient education resources or e-tools. In 2015 there were 165,000 health apps available, with 75% of those focusing on fitness and wellness.

Share IT: Online records make it easy to share your health information with caregivers and loved ones, especially for families managing conditions across the miles. Once access to health information is given, you can facilitate the exchange of information between doctors and caregivers and remotely monitor health conditions of ones.





Professors Deb Pearson, Patrick Forsythe and the Farmory's Program Director Alex Smith are working on hydrating a "food desert," in downtown Green Bay.



Hydrating the Food Desert

UW-Green Bay scientists partner with innovative thinkers to revolutionize the food economy in Green Bay

The Farmory in downtown Green Bay is a “farm with a social mission,” in the words of Program Director, Alex Smith. The historic armory turned “farmory” is being used to demonstrate to the community how the centuries old practice of farming can address the growing problem of food security in many of today’s urban areas.

Unknown to many, downtown Green Bay is in the heart of a “food desert” — a designation given to areas where residents are anywhere from a half-mile to a mile away from a grocery store that stocks fresh produce. Through the collaborative work and knowledge of food professionals — community organizations and UW-Green Bay experts — water, food and more are making a return to the desert.

Urban farming

People who live in food deserts are at a much higher risk for cardiovascular disease, diabetes and obesity because of their limited access to fresh food. It is a vicious cycle in need of a solution.

The seeds of The Farmory project were planted in part by the work of Will Allen, Executive Director of Milwaukee’s Growing Power; and **James Pandl ’12** (Interdisciplinary Studies) and **’15** (Masters of Management) who refined the operation of The Farmory’s growing system and who serves as the lead farmer. Pandl has long been involved in the Wisconsin food industry, most notably for his innovative zero-waste restaurants in the Milwaukee area.

Using aquaponics, the combination of aquaculture (growing fish) and hydroponics (soil less growing of plants) Allen and Pandl set out to prove that you do not need a lot of acreage or money to grow good food in a small space.

The experiment is working. Based on a traditional aquaponics system, fresh greens and market-sized yellow perch are growing abundantly at The Farmory since early 2016 in a fascinating closed-loop growing process. Perch are kept in fresh water and their waste is collected. A nutrient-rich slurry including waste from the yellow perch is then pumped through a system that uses gravity to water-planted flats filled with soil and seeds for greens. Water is “cleaned” as it filters through the greens, then directed back into the fish tank.

The result: amazing tasting greens and fresh water that provides a much-needed bio-secure habitat for yellow perch to thrive and grow.

University answers community call for help

As The Farmory team started work on their long-term vision, they realized developing and managing a fish hatchery was outside their expertise. They contacted UW-Green Bay’s Patrick Forsythe, an associate professor of Biology, for assistance. “I was excited to sit down and help envision what this hatchery could look like,” says Forsythe.

Not only will UW-Green Bay scientists help develop the state’s

first commercial, bio-secure yellow perch fingerling hatchery at The Farmory, they are also creating a market for farm-raised perch via aquaponics techniques. “This collaboration brings people together with a unique skill set to grow fish and produce in a different way,” says Forsythe.

And what about those greens? The Cannery Public Market, located just across the bridge from The Farmory, is already using Farmory-grown greens on the menu and looks forward to what’s next. “We want to support and partner with them because one of our goals is to stay as local as possible with the food we serve. You can’t get any more local than that,” says Adrienne Waters, general manager at The Cannery.

Teaching a person to grow fish and greens.

The Farmory project is now turning its attention to getting the word out on its urban farming techniques for those living in or near a food desert. UW-Green Bay’s Associate Professor of Chemistry, Deb Pearson, is involved in The Farmory’s Educational Planning Subcommittee and sees tremendous value for her students. “The Farmory allows me to give more real-world examples, and makes the academic ‘stuff’ come alive. This is really, really valuable.”

At the same time, her students provide The Farmory with a wealth of knowledge and volunteer hours.

“Our students have expertise in food, nutrition, public policy, environmental science, etc. and can be of great value to The Farmory.”

Teaching people to grow their own fresh food, right in their homes, is vital to fighting the negative effects of living in a food desert. In addition, the workshops and volunteer options offered through The Farmory provide work experience and entrepreneurial opportunities for downtown residents.

This is critical in a food desert. “We want to inspire people to learn how to grow their own food again,” says Smith. “Especially low-income and those who are food insecure.” An aquaponics system is one way to access quality food on a relatively low budget. A simple, at-home aquaponics systems can be built for around \$75.

Unique partnership cultivates success

The unique partnership between The Farmory and the experts at UW-Green Bay is providing an oasis of ideas to eliminate the food desert that those living in urban areas struggle with daily. At the same time, they are collaborating on cutting-edge research that impacts the local urban food economy and opens the door for the next generation of scientists to engage in food science economy and aquaculture.

It is a powerful example of what can happen when communities and universities collaborate to solve problems.

—Story by **Kristin Bouchard ’93**



Experience and Knowledge to Last a Lifetime

UW-Green Bay Associate Dean Amanda Nelson and Associate Prof. Uwe Pott (Human Biology) guided a team of 18 students in the pre-health professions to Poland and Germany, including a four-day workshop at the famous Plastinarium in Guben, Germany — home of the “Body Worlds” exhibits. Plastination is a scientific method of preserving tissue and vital organs for anatomical display. The students met world-renowned German anatomist Gunther von Hagens — inventor of the preservation process, now made famous by the Body Worlds touring exhibits.

“For those interested in human anatomy, the place to be is Guben, Germany, said

UW-Green Bay student Lyddia Calmes. “This hands-on workshop was a once in-a-lifetime experience that truly provided us with knowledge to last a lifetime. The amazing staff walked us through every step of the plastination process and left no question unanswered. I would fully recommend this experience to anyone considering a career in healthcare. Personally, this unique trip will be a wonderful interview talking point when trying to differentiate myself from other applicants while applying to pharmacy school. Overall, I am extremely grateful for this opportunity of study within my field while also being able to experience new sights and cultures.”



Fralick '82, holds a product launch

Product Launch also Launches New Student Opportunities

Mark Fralick '82 Business Administration, recent Distinguished Alumni Award winner and president of Get Us ROI, held a product launch of a new warehouse management software product at his alma mater in October 2017. Fralick is the co-founder of Software Architects Inc., a software company that specializes in Warehouse Management Systems (WMS). He and his business partner created a system called MOCA, a widely adopted computer architecture software for logistics and distribution automation, now used by hundreds of companies such as Hershey's, Johnson & Johnson and PepsiCo, and recognized among the world's leading logistics applications. After selling Software Architects, Fralick went on to create another business in the WMS technology space — Get Us ROI — which in 2014 became one of the top 1,000 fastest growing companies in the United States.

Fralick is taking his support for the University a step further by making his software products and mentoring available to Computing and Information Technology students at UW-Green Bay.

“I love the ROI in this University — that return on investment,” Fralick shared in his on-campus product release. So, for me it's the perfect spot for us to come back to (to launch a new product). And the exciting part for me is to make our staff, our experts, our forward thinkers, our software, our IP — our intellectual property — available to the (UW-Green Bay) students, either for independent study or in mentoring through the computer science or the IT side of things.”

5

MYSTERIES OF THE SUN



Brian Welsch
Assistant Prof. of Physics
(and resident eclipse expert)



Coronal Heating: The sun's visible surface is about 6,000 degrees Celcius, but its outer atmosphere (the corona) is hotter — above 1 million degrees. How this occurs remains unknown, but it's not how campfires work!

The nighttime phenomenon known as the Northern Lights is caused by disturbances in the heliosphere (the region between the sun and planets) and typically occurs when the sun launches a coronal mass ejection (CME) toward Earth.



Disturbances in magnetic fields in space around Earth, driven by the sun, can cause measurable fluctuations in magnetic fields at Earth's surface. Because these fluctuations can induce disruptive electric currents in power grids, researchers try to predict such "space weather."

Nuclear fusion, the joining of small atoms (like hydrogen), powers the sun but is often overshadowed for its energy potential by its sister process, nuclear fission, which splits large atoms (like hydrogen). Scientists continue to research how to bring fusion to the planet as a safer and less waste-generating energy option.

The sun and your GPS are at odds. X-rays from solar flares can impact the Earth's day-side atmosphere, creating free electrons that can interfere with airline radio communications and degrade GPS accuracy. Consequently, the military funds efforts to forecast such "space weather" events.

HIGHLIGHTS

The College of Science and Technology increased its total enrollment by 100 students in the past year to more than 1,000 students.

Effective July 1, 2018, the Computer Science program will be moving to the College to better align the program with the long-term plans of the University and the region. With the continued demand for expertise in cybersecurity and gaming, the move will provide additional opportunities for student collaboration with the University's engineering technology and mathematics programs.

Assistant Prof. **Megan Olson-Hunt** (Mathematics) was selected as the winner of the early career student nominated teaching award for 2017 by UW-Green Bay's Instructional Development Council.

Associate Prof. **Michael Draney** (Biology) was featured in an hour-long segment on Wisconsin Public Radio's Joy Cardin Show. He discussed his expertise in spiders and the new study that reports spiders worldwide eat 400 to 800 million tons of insects per year — the equivalent weight of 85-million elephants.

Prof. **John Luczaj** Geology, Geoscience) provided expertise for a documentary, "The Ledge" about the Niagara Escarpment, shown throughout the spring and summer of 2017 at theatres in Northeast Wisconsin.

Congratulations to Associate Prof. **Debra Pearson** (Human Biology), honored with the Outstanding Dietetics Educator of the Year Award at the Wisconsin Academy of Nutrition and Dietetics Association Annual Conference.

Assistant Prof. **Md Maruf Hossain** (Engineering Technology) had his patent application accepted "Wind Generator System with Multiple Turbines" on March 21, 2017 with 14 claims (United States Patent # 9,599,092).

Prof. **Amy Wolf** (Biology) was presented with the Herbert Fisk Johnson Professorship in Environmental Studies in fall 2017. Wolf and Prof. **Bob Howe** (Biology) had their work published in "Science" this summer — the premiere scientific journal in the world. The work involves a collaboration that includes their research at the Wabikon Forest Dynamics Plot in northern Wisconsin.

Three members of the College of Science and Technology received University Founders awards in fall — **Janet Ludke**, the University Staff Award for Excellence; **Vicki Medland** for Excellence in Collaborative Achievement (leading the Heirloom Plant and Vegetable Sale) and **Bob Howe** for Excellence in Scholarship. The annual awards recognize outstanding work done by UW-Green Bay faculty and staff members.



Charles Guthrie Named New Leader of UW-Green Bay Athletics



Following a national search, Charles Guthrie was named director of athletics for UW-Green Bay in late-October 2017. Guthrie comes to the Phoenix by way of another city by the bay, Division 2 San Francisco State University, where he served as athletic

director for three years. During his tenure, Guthrie transformed the Gators program with a focus on students first. Student athlete academic success, team performance, athletic sponsorships and game attendance all increased under Guthrie's leadership.

"We were especially impressed with Charles' strong community spirit, ability to work with coaches and staff, understanding of today's complex NCAA environment, track record with compliance and his overall love of higher education, sports and student athletes," noted Chancellor Gary Miller.

Guthrie is enthusiastic about what's ahead for Green Bay. "This is a tremendous opportunity to advance athletics excellence at UW-Green Bay commensurate with a tireless commitment to all aspects of the educational experience — all with a 'student first' approach," he said. Guthrie is the ninth director in program history and a former Colgate University colleague of Green Bay Packers President and CEO Mark Murphy.

NATION'S TOP SPOT

The Phoenix women's basketball team earned the No. 1 spot in the Women's Basketball Coaches Association (WBCA) Academic Top 25, combining for an astounding 3.819 team grade point average during the 2016-2017 season. It's the third-consecutive appearance on the WBCA Honor Roll and 13th overall for the program, and the third time since 2000 that the team has earned the No. 1 spot. Speaking of top spots, the team is favored to win its 20th-consecutive league championship this season.



Kress Events Center

On November 2, 2007 the Kress Events Center (KEC), a \$33-million state-of-the-art facility, opened its doors for its first athletic competition on the UW-Green Bay campus. Ten years later, there is a lot to celebrate for the crown jewel enjoyed by students, athletes, faculty, retirees, alumni and community members including:

8 Horizon League Basketball Tournament Championships hosted

153-15
All-time record

amassed by the Green Bay women's basketball team within the friendly confines of the KEC (82-5 in Horizon League play).

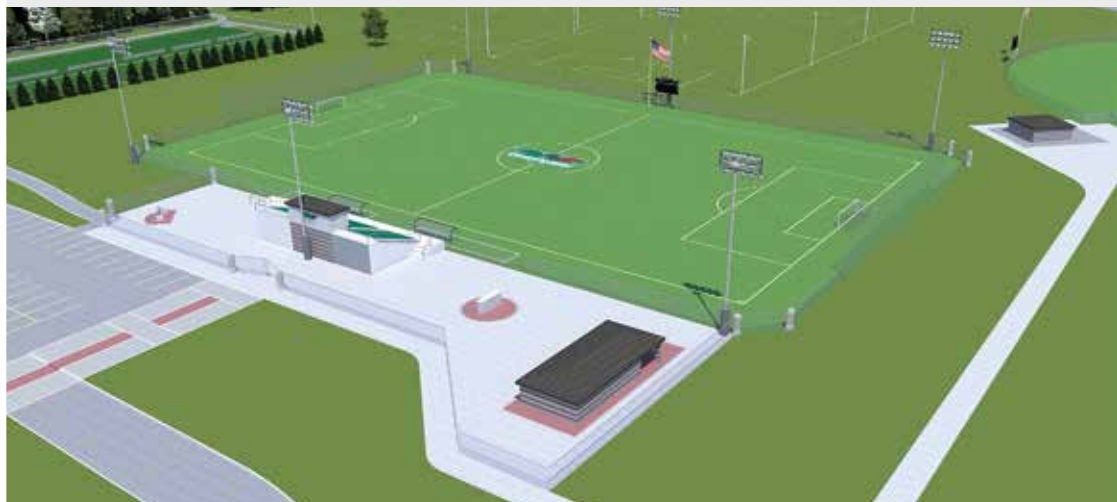


Celebrates **10** Years

1,000,000

Fitness and recreation patron visitors

This milestone was reached on Nov. 4, 2015 and was based on an actual electronic count of users who enter the Kress and register at the front desk for recreation/fitness or student-athlete purposes.



NEW OUTDOOR KRESS REC COMPLEX TAKES SHAPE

Construction is well underway for the \$4.9 million Kress Family Outdoor Recreation Complex, being built between the Kress Events Center and Aldo Santaga Stadium. Scherrer Construction began the project in mid-August with finishing touches expected by Spring 2018, including both a new soccer stadium and major softball field and facility upgrades. More weather-resistant, the upgrades allow for athletics to share space with the UW-Green Bay student population and members of the community.

Funding for the project included \$4 million in private donations with the remainder coming from student fees, demonstrating once again UW-Green Bay students' willingness to invest in their university. The complex is the first major construction project on campus in the last decade.

Men's Soccer Claims 2017 Horizon League Championship



For the first time in its proud program history, the Phoenix men's soccer team brought home the Horizon League Championship title. The team won the 2017 regular season championship finishing 7-1-1 in league play. A loss in the tournament championship game at the University of Illinois at Chicago prevented the Phoenix from an automatic bid into the NCAA Tournament. Congratulations to Green Bay native **Audi Jepson '18** on Player of the Year honors and **Jeremy Bonomo** for being named Coach of the Year. A winning season and new stadium are setting the stage for an exciting 2018 season.



ALUMNI

A S S O C I A T I O N

1980s

Diane Anderson '83 business administration, is a hospitalist at SSM Health – St. Mary's Hospital in Janesville.

1990s

Gonzalo Nunez '96 economics, is an operations manager at Alternativa Canada in Toronto, Ontario.

2000s

Danielle Luer '01 Spanish, is a teacher at Colegio Internacional de Carabobo in Carabobo, Venezuela.

Terry Weller '01 informational sciences, is a product designer at Avalara in Green Bay.

Paul Krupski '02 social change and development, is the director of opioid initiatives for the Wisconsin Department of Health Services in Madison.

Shawn Pollack '04 communication, is the owner of Poco Pizza in Van Dyne.

Dr. Julie Wyss '04 human biology, is the founder and chiropractor of Wyss Family Clinic of Chiropractic & The Spine Project with her husband in Green Bay.



Dr. Julie Wyss '04
human biology

Philip Livingston '06 information and sciences technology, is retired in Henderson, Nevada.

Erica Millspaugh '07 art, is a liaison librarian and assistant professor at Grand Valley State University in Michigan.

Melissa McWethy '07 human biology, is a global food safety and quality certificate specialist for Tate & Lyle in Hoffman Estates, IL.

Benjamin Rodgers '08 communications, is a reporter for the Waupaca County Post in Waupaca.

Nicole Hartlaben '10 political science and social change and development, is a human resource manager at Delaware North Sportservice in Green Bay.

Rachel Berry '12 history, is an office manager of recreational sports at UW-La Crosse.

Cameron Fuller '13 business administration, is a senior director to assistant commissioner at the Horizon League in Indianapolis, IN.

Christopher Michalski '13 informational science and technology, is a commercial customer service agent at Security Health Plan in Marshfield.

Samantha Jackson '14 English, is the young adult librarian at Algoma Public Library.

Caitlyn Wiegand '15 biology, is a veterinary technician at Fox Valley Animal Referral Center.

Kayla Ermeling '16 Spanish, is the owner of Ignite Nutrition in Wausau.

Matthew Honzik '16 business administration, is an accounting specialist at UnitedOne Credit Union in Manitowoc.



MARRIAGES

April Vanden Plas '92
to Robert Roy

Melanie Schmidt '12 to
Daniel Kimecik '08

Kirstie Laatsch '13 to
Holly Williams '14

Molly Anderson '13 to
Zachary Osman '13

Constance Bluhm to
Christopher Michalski '13

Stephanie Krupski '16
to Weston Free

ENGAGEMENTS

Jentzen Ostman '13 to
Gregory Balza '14



What's Up?

*New job, change of address, other exciting news...
Updating your alumni information is a click away,
at www.uwgb.edu/alumni/updates/.
Or if you prefer, email us your updates at
alumni@uwgb.edu.*

Hardship to healing — alumna Crystal Kempton Dubey won't trade her experiences for the world



When **Crystal (Kempton) Dubey '13** stepped on the UW-Green Bay campus in spring of 2011, it was with the realization of a nearly decade-old dream. A vacation to Green Bay as a fifth-grader from her hometown of Superior had planted a seed in her mind, to one day attend the University there.

She never imagined the hardships, or the life's lessons, from there to here. Dubey has experienced roadblocks and barriers — some that seemed more like avalanches and mudslides — on the way to her dream school, and now her dream career — as a social worker at Howe Elementary School, downtown Green Bay.

The challenges started in high school, when an illness to her mother left the family in a critical financial crisis. Between medical bills and weekly medicine, her family lost their stable housing and found themselves on the road to experiencing homelessness — for about a year. It also led to a lack of

focus for academics, which lagged while she focused on supporting her family. Upon high school graduation, her mother's medical battle was beginning to improve, and Dubey enrolled in the local Wisconsin Indianhead Technical College.

With her mother on the mend, the unimaginable happened — her father was diagnosed with cancer. But when he went into remission in 2010, her parents told her it was time to follow her dreams... even if they were four hours away. With a bit of guilt about leaving them, Dubey finally sent an application to UW-Green Bay.

It wasn't long before she heard from the University — her dream was denied. Her grades and test scores didn't meet the standards set by the University. A call from Dubey to an admissions counselor impressed. "I told them, 'how can I prove my worth?!'" It was followed by an acceptance letter (she would receive conditional admission).

If you think the story is rain-bows, and happily-ever-afters, well... On the eve of her first day on campus, Dubey and her boyfriend (now husband **Daniel Dubey, '15**) were in Chicago, watching the Packers/Bears game with friends. No problem. They would enjoy the game and head back to Green Bay shortly after for Dubey's first day at UW-Green Bay! But when they went to retrieve their car on a Chicago side street, it was gone. A drunk driver had smashed their Buick Sentry and the remainder had been towed away. They were stranded.

Dubey was devastated. She tweeted her distress, and her fear. Considering her conditional admission, how would this look to miss her first day of classes? Would she be kicked out of school? Within an hour UW-Green Bay Dean of Students Brenda Amenson-Hill called her to say that she was informed of the Tweet. She reassured her that everything would be okay. To get back safely and all would be well.

"That was the day I realized that the people at UW-Green Bay are like family. They really care. Throughout my time as a student, I always found that to be true. It's a special place," Dubey said. Circumstances stabilized, and Dubey went on to graduate successfully with a degree in Human Development. She pursued a master's degree in social work, and now works her dream career as a school social worker.

And she understands. The kids, "her kids" at Howe Elementary, are trying to navigate those same barriers... poverty, lack of shelter, hopelessness, the stigma of homelessness. "I've been there. I understand the stigma. It's not the 'homeless it's those 'experiencing homelessness.' There's a difference. I wouldn't change my circumstances for the world, because my story will give others the freedom to tell their own."

"In fact, life has brought me to exactly where I'm supposed to be."



Former Phoenix Erich Dietrich gets a kick out of soccer memories

Dietrich with the assist

When Erich Dietrich arrived on the UW-Green Bay campus in the fall of 1970 soccer was somewhat of a foreign concept. In its infancy in this country, college teams reached out to foreign-born players like the native of Forchheim, Germany to fast-track their programs.

Dietrich, a forward-midfielder helped the Phoenix to a 36-13-6 record from 1970-1973, leading the team in goals (36) and points (79) in his last three seasons. At one time, the Phoenix was ranked second in the country right behind St. Louis University, a team they surprised 1-0 in 1973. Despite those heady statistics, the impact Dietrich made in his four years in a city more known for the American version of football was much larger than that.. and is still being felt today.

Dietrich and a few of his peers started a Green Bay Kickers Soccer Club that has grown from a single team of 15 boys to 40-plus boys' and girls' teams at the recreational, club and state level of 600 children today. "It's thriving," Kickers president Matt Gage said of the organization. "It keeps getting bigger and bigger. It's amazing." To read the full feature go to news.uwgb.edu/featured.

—Story by Jay Lillge

We are moving... Get on board, UW-Green Bay alumni!

How can you support the positive, fast-moving momentum, taking place at UW-Green Bay? Chancellor Gary L. Miller provided five areas in which alumni can make a major impact. Please consider sharing his vision for meaningful alumni involvement.

- Accomplishing Key Initiatives through Alumni Philanthropy
- Enhancing the Student Experience
- Living the University Brand
- Increasing Enrollment
- Supporting Alumni Success



Alumni Philanthropy

The Alumni Association's largest fundraiser of the year is the **38TH ANNUAL SCHOLARSHIP GOLF OUTING** at Brown County Golf Course.

Date: Friday, June 8, 2018

Time: 8:30 a.m. – 4:30 p.m.

Location: Brown County Golf Course

Cost/person: \$125 if registered before May 26 and \$135 after

Registration: Visit <https://2018uwgbgolfouting.eventbrite.com> to register

For sponsorship opportunities, please contact Director of Alumni Relations **Kari Moody '00** at 920-465-2226 or moodyk@uwgb.edu.

Other ways to support your alma mater through philanthropy?

- **Order your Phoenix PRIDE Shirt** — Get your fifth edition Phoenix PRIDE Shirt at www.thephoenixbookstore.com. Designed by Sue Heim '94, the Phoenix PRIDE Shirt is available in long and short sleeve and 100% of the proceeds from Phoenix PRIDE Shirt sales support UW-Green Bay Alumni Association scholarships.
- **Work with Affinity Partners** — When you team with an Affinity partner, a portion goes back to your alma mater. Find your next travel, insurance, lodging and merchandising partners at uwgb.edu/alumni/benefits.
- **Take the call during the annual Alumni Phone-a-thon** (Fall each year).

Enhancing the Student Experience

RECOMMEND A LEGACY CANDIDATE

Each year, the Alumni Association seeks to acknowledge and reward individuals who attend UW-Green Bay in the footsteps of their parent(s), step-parent(s), sibling(s), step-sibling(s), legal guardian(s) and/or grandparent(s). Your family members could be eligible for a \$2,000 scholarship! Scholarship applications are due no later than 4 p.m. Thursday, June 21, 2018 Email alumni@uwgb.edu for more information.

Other ways to enhance the student experience:

- **Give with Pride.** Your Alumni Association funded 15 student scholarships this academic year.
- **Visit a local classroom or an education fair** — there is no one like an alum who can share the UW-Green Bay experience with a prospective student. Contact the alumni office at alumni@uwgb.edu if you would like to be part of a visit team in your area.



Living the University Brand

Hundreds of alumni are already enjoying the rewards of the **ALUMNI ID CARD**. You should too! This lifetime card costs just \$10 and allows you to take advantage of benefits throughout campus including on-campus discounts and special promotions from The Phoenix Bookstore, Green Bay Athletics, the Weidner Center, Marcus Cinema East and more. To learn more about the benefits of the card or to order, visit www.uwgb.edu/alumni.

Other ways to live the brand:

- **Use your alma mater and grad year in your email signature line.**
- **Make every casual Friday a "Phoenix Friday"** by wearing UW-Green Bay apparel proudly.
- **Stay in touch!** Alumni Relations sends out a monthly Alumni E-newsletter and regularly communicates about events and benefits only available to UW-Green Bay graduates, via email. Approximately 13,500 alumni stay connected through email, but you need to subscribe. Interested? Send a "subscribe" message to alumni@uwgb.edu or visit the alumni website at www.uwgb.edu/alumni and sign up today.
- **Contact the alumni office for a free UW-Green Bay window cling.**





Increasing Enrollment

Take a bow, alumni. You helped UW-Green Bay increase enrollment (7,158) for the second straight year! Thank you for your help at the **WISCONSIN EDUCATION FAIRS** and for spreading the good news about your alma mater far and wide! Your mentoring has a significant effect on retention, as well.



Supporting Alumni Success

Six UW-Green Bay alumni were recognized for their outstanding achievement at the **ALUMNI AWARDS AND RECOGNITION DINNER**, on Oct. 5, 2017. Congratulations to:

DISTINGUISHED ACHIEVEMENTS

Stacey Nellen-Kolze '98 *technical theatre, owner of Nell's Wigs and Boutique*

Marty (Martha) Stanley '77 *managerial systems, president of Dynamic Dialog, Inc.*

John Mathys '87 *business administration*

David Withbroe '87 *business administration and communication processes, co-owner of Dental City.*

OUTSTANDING RECENT ALUMNI AWARDS

Sherry Aaholm '14 and '16 *business administration and master's in sustainable management, vice president and chief information officer of Cummins Inc.*

Mary Frank-Arlt '08 *business administration and psychology, strategic communications professional with Kohler Co.*

Other ways to support alumni success:

- **Fox Cities and Twin Cities Networking Events** – Join Phoenix alumni after work for appetizers, drinks, networking and an opportunity to find out what's the latest at your alma mater. We'll celebrate all things UW-Green Bay.

Tuesday, April 10: Fox Cities (exact time and location TBA)

Thursday, April 12: Twin Cities (exact time and location TBA)

• Alumni Link – May 22

Join UW System alumni at a Career Fair and Networking Event promoting job opportunities in the Brown County area.

Date: Tuesday, May 22

4 p.m. – 6 p.m.: Career Fair

5 p.m. – 6 p.m.: Networking Reception

6 p.m. – 7 p.m.: Big Data Conversation

Please register by Friday, May 18. Questions, **Kari Moody '00** at moodyk@uwgb.edu or 920-465-2226.



Thank You

Thank you to the 1,500 alumni who took the time to complete the alumni perspective survey that was sent out last fall. Your feedback is so important to your alma mater, who wants to understand how you want to interact and participate, moving forward. For those who completed the survey, you may have noticed the questions mirrored the initiatives UW-Green Bay has asked us to focus on. Your responses are being reviewed and we will be in touch with you soon to engage you in your area(s) of interest.

SOCIAL MEDIA

How do you enjoy *Inside*?

Alumnus **Craig Cobane '90** Political Science, enjoyed his copy of Spring/Summer 2017 *Inside* alongside fresh produce and a home-cooked meal. He shared on Instagram, "Yes, I am reading my undergraduate @uwgb alumni magazine. It was where I honed my early cooking skills!" Share a photo of how you are enjoying your *Inside* magazine with #uwgb on Twitter or Instagram!



Glowing with Phoenix Pride

Alumna **Samantha (Wheeler) Yanke '04** Business Administration, shared some pumpkin-spiced Phoenix Pride after downloading a Phoenix pumpkin carving pattern shared on social media. "Showing my UW-Green Bay pride all the way down in Iowa. Once a Phoenix, always a Phoenix!" she said. We love to see Phoenix Pride: Share your photos with #uwgb!

Instants on campus —

Take a glance at campus through moments shared to Instagram with **#uwgb during fall semester**



Such a great time at the #commonground-coffeehouse with live music #uwgb



Happy Halloween from supergirl and the chancellor #uwgb



goal: survive and thrive the next 3 months #lastfirstday #collegelife #uwgb #almostthere

Be social, especially with your fellow UW-Green Bay Alums...



fb.com/uwgb
fb.com/uwgbalums



@uwgb
@uwgbalumni



@uwgb



uw-green bay alumni

FIRST-TIME EVENT

This **FIRST-TIME EVENT** promises to be a blast! Join current students as they cheer on the Green Bay men's basketball team in its **FIRST-EVER CONFERENCE GAME AT THE KRESS CENTER.**

KRASH THE KRESS

FRIDAY
FEBRUARY

16

Join the fun!

Krash the Kress registration includes:

- YOUR GAME TICKET • GREAT TAILGATE FOOD • TWO BEVERAGE TICKETS GOOD FOR BUDWEISER PRODUCTS OR SODA
- AN EPICALLY AWESOME, LONG SLEEVE KRASH THE KRESS T-SHIRT AND FUN SWAG TO CHEER ON THE TEAM!

Tailgate Party

6:00 to 7:45 p.m.
in the East and West Gyms

Game

8 p.m.
Green Bay men's basketball
game vs. UIC, on Carol's
Court Kress Events Center

Tickets

\$20 adult ticket and tailgate
\$10 youth ticket and tailgate
\$10 adult tailgate only
\$5 youth tailgate only



Register by **Friday, February 9** at bit.ly/ktkalumni18!



UNIVERSITY of WISCONSIN
GREEN BAY

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



BAY VIEWS

