

inside



UNIVERSITY OF WISCONSIN-GREEN BAY | SPRING/SUMMER 2018



GAME ON!

Research helps students compete (and win!) in the marketplace.



Partnership 2.0: Ready for Download

Friends of UW-Green Bay,

It is a fascinating time for higher education. In states like Wisconsin and areas like Brown County that are projected to grow over the next decade, the stakes have never been higher. To play a role in bringing university and community together in ways not seen before is truly the opportunity of a lifetime, and UW-Green Bay leadership, faculty and staff are rising to the occasion.

As higher education continues to be redefined, so does the meaning of partnership—the idea that when community and university work together in concert to take action, amazing things happen.

UW-Green Bay is energized to play a role in reawakening this concept. In the last six months alone, we've seen some of the most powerful examples in decades of how this revolution is capturing imaginations. Together, we are discovering ways to transform both the higher education landscape and the infrastructure needed to succeed in an evolving global economy.

The need to bring an in-region resource for engineering talent was finally accomplished in February when the UW System Board of Regents approved a mechanical engineering program and the Richard J. Resch School of Engineering at UW-Green Bay. The school will offer three in-demand engineering technology degrees and the region's first mechanical engineering program. An effort 30 years in the making is closer to reality through lead gifts from community

partners and innovators Dick Resch and the Wisconsin Public Service (WPS) Foundation. These donors, along with many others and Brown County government, demonstrate what community-university partnerships can accomplish.

We are also reimagining higher education with the restructuring effort that is taking place across the state of Wisconsin. The state's public two-year colleges—an important gateway to the future for 13,552 students each year, will be joined with four-year campuses in July of 2018, pending approval by the Higher Learning Commission. We see the coming together of UW-Marquette, UW-Green Bay, UW-Manitowoc and UW-Sheboygan as a tremendous opportunity to build the higher education infrastructure in key communities on the east coast of our great state.

My optimism is extremely high. Business, government, nonprofit and academic partnerships across the region will propel our shared success. We are rising up to meet once-in-a-generation opportunities and are energized to be a part of the reinvention. The spirit of the Phoenix is with us. Northeast Wisconsin, it's time to rise!

Go Phoenix!

Gary L. Miller

Gary L. Miller
Chancellor

inside

UNIVERSITY OF WISCONSIN-GREEN BAY

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ON THE COVER

UW-Green Bay Psychology students Amber Collegnon and Samantha Alger research the growing field of brain games. Research is now crossing all major areas of study and is an integral part of the UW-Green Bay experience. See more on page 2.

EDITORS

Sue Bodilly '87, '04

Janet Bonkowski

Editorial assistance

Cindy Olson

Amanda Rice '18

Jena Richter Landers '13

Kari Moody '00

CONTRIBUTING WRITERS

Sue Bodilly '87, '04

Janet Bonkowski

Laura Jarosz

Freelance Writers:

Kristin Bouchard '93

Jim Streed '05

Liz Carey

PHOTOGRAPHY

Dan Moore '00

Amanda Jo Danihel '18

Holly Botsford, MCW

CONTRIBUTING PHOTOGRAPHERS

Kimberly Vlies

Amanda Jo Danihel '18

DESIGNER

Jon Henjum

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GAME ON!

IT'S HIGH STAKES FOR THE NEXT GENERATION OF PROBLEM-SOLVERS. UW-GREEN BAY STUDENT RESEARCHERS ARE 'ALL IN'

Hollywood has a way of framing how we should view the world. University scholarship and research are not immune, with most people seeing research as something done in a lab, under a microscope, by a mad scientist-looking-guy resembling Doc Emmett Brown in the movie *"Back to the Future."*

Yet, spend any amount of time with today's academic leaders and students and you will quickly discover that today's research is an entirely different game altogether, a creation of knowledge that is vital to both the student experience and business and community transformation.

"Research isn't just for faculty and graduate students anymore," says UW-Green Bay Associate Vice Chancellor for Academic Affairs and Director of Graduate Studies, Mathew Dornbush. "Research and related creative activities are now central to the way we educate all of our students, and it's everywhere across the University. Students don't come into college thinking of these experiences as an add-on. They expect to engage in research and to have it fully integrated into their college experience."

For the most part, all universities operate under a similar and fairly straightforward definition of research: "the process of taking faculty, staff and student expertise and applying it to a problem."

The complexity and fast pace of today's world means there's no shortage of problems to go around, providing plenty of opportunities for discovery for faculty and students at universities of all sizes. Community and industry connections are critical, both in

helping to identify problems and invest in the research.

From psychology to biology to business administration to social sciences, research is everywhere on campuses of every size. While R1 research institutions command much of the attention when research is discussed, mid-size comprehensive universities like UW-Green Bay are also all in.

"Research conducted at institutions like UW-Green Bay surprises many in that it is taking place, is high quality and it applies faculty and student expertise to address problems and questions. Both basic and applied research is conducted on our campus, and both are equally valuable," Dornbush notes.

Historically research was small-group based and done outside of curriculum. Now it's being pulled into the curriculum and the student experience. Faculty are continually asking themselves "how do I restructure classes to include the research component?"

Dornbush, himself a researcher, says the process can be contagious. "It's not uncommon for the passion of our faculty to inspire our students. When it comes to research, faculty are more like independent business people. They are hustling to fund their passions by applying for grants that allow them to study and explore really interesting and important questions. This in turn creates opportunities for our students and benefits external partners. It's a fascinating process."

May 2018 graduate Amber Collegnon and UW-Green Bay senior Samantha Alger-Feser agree. The two (featured on the cover)

partnered with UW-Green Bay Psychology Prof. Regan Gurung over the last year to research the growing field of brain games and their effect on memory or cognitive performance. Their research question: Does playing games have an effect on the cognitive performance of students?

Their hypothesis: Students may study endlessly for an exam, but what if the actions they take in the ten minutes immediately before an exam can affect their exam performance? Could playing games improve learning? Previous research has shown that many classrooms are starting to incorporate game playing into their lessons to facilitate learning. But could playing non-educational games, such as *Candy Crush*, affect learning? The two hypothesized that students who play their own games would subsequently perform better on a quiz.

"We predicted that people who played games would be cognitively 'warmed up' and that's why they would perform better but that is not what we found," says Collegnon. "Instead, we found that those who scrolled through social media performed the best. Even though we may not completely understand why that is true, the data still shows that playing on your phone was significant over playing games on impacting performance. We believe this may just be what students are used to doing before a test and so they were the most comfortable and therefore performed at their best."

Not only is research like Collegnon and Alger-Feser's important for parents and educators who are looking to balance the use of technology at home and in the classroom,

it's also beneficial for student researchers and their future employers.

The ability to identify and provide creative solutions to problems is a universally accepted requirement in today's job market. Research experiences take students from concept to completion. Because of the group/cohort model used in the research process, research also creates communities, which is important to the research process.

"There are few things more rewarding than creating your own study, collecting data and finding significance during data analysis," says Alger-Feser. "You can't lose because no matter what the data says, you will learn something. The outcome might not always be what you hope for, like Brain Games, but nonetheless, we learned something." Alger-Feser, a Psychology major, plans to graduate from UW-Green Bay in December 2018. She aspires to be a school psychologist.

"The way we integrate research with the student experience is important and will only grow," Dornbush says. "The economic development people we work with get it. They see that graduates are better prepared and trained if we provide this kind of experience, but it requires a shared investment to make it happen."



Environmental Science and Biology students had a field day monitoring fish at a restored wetland on the west shore of Green Bay. The students, under the direction of Assistant Prof. Patrick Forsythe, analyze, measure and tag fish, as well as conduct experiments to measure fish egg mortality. The Wisconsin Department of Natural Resources, Fish and Wildlife Service, Ducks Unlimited and The Nature Conservancy are regional partners.



Professors Ryan Currier and Patrick Forsythe lead Environmental Science students through an experiment using gelatin to create "scaled down magmatic intrusions" (think volcanoes and the like) that mimic magmas from Earth.

Inquiring Minds

Problems in the corporate, health care, supply chain, agricultural, government and nonprofit sectors were explored through UW-Green Bay faculty/student research this year, including:

Do negative stress events and coping affect memory of both mid-life and older adults?

Can identifying and categorizing the microbial content of soil serve as a helpful tool to Midwest farmers?

What new energy saving opportunities can a leading regional healthcare provider deploy to improve the sustainability of its campus and reduce its carbon footprint?

Does gender moderate the relationships between shipping and return-shipping costs and subsequent purchasing intentions?

Are university efforts to reintroduce wild rice as a native aquatic plant into Green Bay taking root?

What funding alternatives can Wisconsin use to address its infrastructure crisis?

Is the Boys & Girls Club Teens2Work program having an impact on homelessness and financial stability, and educational success of area teens?

Can the support system of a student athlete impact their psychological well-being while in college?

What effects does traumatic brain injury have on cardiac function?



Plymouth Joint School District teachers and administrators and UW-Green Bay community members were among those posing for a “class picture” as they gathered to celebrate a decade-long partnership.

COLLEGE OF HEALTH, EDUCATION AND SOCIAL WELFARE

“Back to School”

Plymouth School District and UW-Green Bay celebrate decade-long continuing education partnership

UW-Green Bay and the Plymouth School District marked a milestone in May 2018 — a unique, mutually beneficial relationship that has supported educators for nearly a decade.

At a time when many teachers reach into their own pockets for materials to enhance the learning for their students, and districts are looking to stretch or trim operating budgets, the Plymouth Joint School District continues to promote and fully fund tuition and textbooks for its teachers who participate in UW-Green Bay's master's program for Applied Leadership in Teaching and Learning.

Rare collaborative opportunity

“It's extremely rare for a school district to be so supportive of a program like this,” said Tim Kaufman, chair of the UW-Green Bay graduate program in Education. “Everyone in the Plymouth district, from administration to the school board has been committed to this from the beginning. It's only grown stronger over the years.”

“We believe strongly in collaboration,” said Dan Mella, assistant superintendent for the district. “This arrangement allows us to bring the rigor of a master's-level program to our campus and tailor it to the needs of our educators.” Open to pre-K to grade 12 teachers, registration is limited to a cohort of 20 students with six-hour classes on Saturdays, over a two-year

period. “The educators meet the credit-hour requirements of the University's graduate program; and we're able to deliver it in a convenient and collaborative way,” Mella says.

That collaborative attitude carries into the structure of the classroom itself, where classes are co-taught by faculty from UW-Green Bay and Plymouth.

“In many settings, whether it's a classroom or a boardroom, you would anticipate the environment to be a bit chilled by the presence of ‘the top brass,’” said Kaufman. “In this case, the culture is so collaborative, so empowering of frontline employees, that there's no chilling effect at all.”

Win-win for Plymouth schools and UW-Green Bay

Don't think for a minute that the district's commitment stems from pure altruism. Mella says it gets at least as much as it gives. “Educators work in teams. We don't direct them, but we ask that their work benefit the children in our district. We share it so it becomes part of the broader curriculum. That makes us all better teachers. And that produces better students.” The program, Mella says, is also used as a selling point to new candidates and is a “major plus in climate studies.”

“The most valuable thing to me was working with fellow Plymouth instructors to create something

that was valuable to my own teaching as well as to our district,” said Beau Biller, technology education instructor. He was one of three teammates to research and develop a new technology-focused math course aimed at students not headed for four-year universities.

“There are excellent math course offerings at Plymouth for students who plan to enter a four-year university,” explained Darren Munson, a math instructor. “We felt there weren't adequate math courses to meet the needs of students who would be pursuing career, military or technical college options.”

“And this was another collaboration,” added Jack Daniels, a math and computer sciences instructor at Plymouth and the third member of the team. “Through the process of implementing the new courses, we were able to collaborate with Lakeshore Technical College to offer these new courses for technical college math credit.”

Language Arts teachers Sarah Paff and Keely Mey, have had similar experiences with the program.

“Keely and I have both benefited personally and in our careers from the process of reflection,” Paff says. “As partners in the program, we wondered if reflection would help our students to develop critical thinking skills and the ability to learn from their experiences in

and out of school. We did some research and found there was little out there about student reflection at the fifth-grade level,” said Mey. “We developed a journal-based, self-reflection program based on teacher-led questions around student motivation, student-teacher relationships, future focus, healthy lifestyle, social skills, self-worth, self-knowledge, relationships and academics.”

“Now we have teachers at multiple grade levels incorporating reflective practices into their classrooms,” said Paff. “It looks different from classroom to classroom, but we have many students in our district developing critical thinking skills through reflection.”

Room for replication

Kaufman said the Plymouth model could be replicated in other districts. In fact, some districts use part of the curriculum, but no one has the level of commitment that Plymouth has. “This program develops leadership within the teachers,” he said. “That plays out in the classroom and elsewhere. Some administrations would feel threatened by that, but Plymouth embraces it. They're secure enough to empower teachers to take risks. So far, they feel that's paying off.”

“And for me,” Kaufmann reflects, “it's my best experience as an educator.”

Story by **Jim Streed '05**

Landmark moment: UW-Green Bay launches first doctoral program

Recognizing and honoring the tradition of indigenous people is at the heart of UW-Green Bay's first ever Doctoral Degree program. According to Associate Prof. Lisa Poupart, a first class of 15 students pursuing the Doctorate in Education (Ed.D.) in First Nations Education, will begin in Fall 2018. The only one of its kind in the state of Wisconsin, the new program is centered in indigenous knowledge systems and draws upon Indigenous teaching and learning methods from elders and oral scholars, and faculty expertise in First Nations Education. The program is practitioner-focused and driven by professional and community needs.

Poupart is the doctoral program director and a member of the Lac Du Flambeau Band of Lake Superior Anishinaabeg. She is involved in a number of initiatives to standardize First Nations Studies curriculum in K-16. Her collaborative book *Connective Pedagogy: Elder Epistemology, Oral Tradition and Community* explores the traditional knowledge and teaching methodology of the Tribal World. Other faculty teaching in the program are Associate Professor JP Leary, of Cherokee/Delaware heritage, and Lecturer Forrest Brooks, an enrolled member of the Oneida Nation of Wisconsin with ancestral



Associate Prof. JP Leary discusses his new book, *"The Story of Act 31: How Native History Came to Wisconsin Classrooms."* Leary is one of the teachers in UW-Green Bay's new doctoral program.

line to the Stockbridge Munsee Nation of Wisconsin and the Menominee Nation.

"The leadership team worked thoughtfully with community members and tribal leaders across the state to plan the program," Poupart shared. "The 54-credit degree program consists of a set of core courses offered primarily in face-to-face settings, reflecting the strong commitment to the oral tradition rooted in the First Nations culture.

Traditional indigenous educational methods include learning by example, experience and storytelling."

Classes will be 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. Each dissertation will be developed in collaboration with First Nations governments, communities and individuals.

Research confirms Boys and Girls Club findings



The research assignment: survey Club alumni about their educational attainment, employment and finances and especially the effectiveness of the Teens 2 Work (T2W) Program — intended to prepare teens for the workforce.

The Social Work students wrote a proposal, designed a survey and collected data during the fall 2017 semester, and reported their findings in spring 2018. Among their findings of those who participated in T2W:

- **100% stated that they thought working for the BGC was beneficial for their development**
- **97.8% of them graduated from high school--13.6% higher than those who did not participate in T2W**

Interestingly, a higher percentage of T2W participants stated that they do not feel financially stable. Class

members hypothesized that T2W programming educates participants about what financial literacy is, and therefore they have a better understanding about financial stability than those who did not participate in T2W. Johanna Wicklund, senior director of strategy and management at BGC said that administrators are already utilizing these findings in applying for grants.

"We have in fact already applied for a grant to provide middle- and high-school students with career exploration and awareness experiences in nursing and healthcare related fields," Wicklund said. "The students also provided valuable insights about steps the organization could take to offer continuing support to alumni."

5

5 FABULOUS FACTS SHOWING PHENOMENAL GROWTH FOR PHUTURE PHOENIX



Mary Sue Lavin
Director,
Phuture Phoenix Program



Founded in 2001, Phuture Phoenix was inspired on a chance meeting with a fifth-grader at Jefferson Elementary School who said he had no hope for college. The Phuture Phoenix program vision was written out on placemats at a meeting at The Holiday Inn, downtown Green Bay.

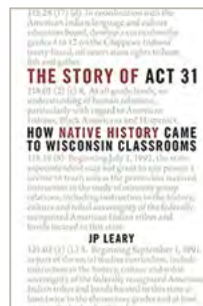
The first campus trip included 830 fifth graders from 10 schools. It was made possible by the financial support of Ron and Colleen Weyers, who have funded every field trip since. The program hopes to expand to host all Green Bay-area eighth-graders by 2020.

In 2011, the first Phuture Phoenix scholarships were awarded to seven students enrolling at UW-Green Bay. More than \$250,000 in scholarships have since been awarded. In 2017-18, scholarships were awarded to 54 Phuture Phoenix students.

Since the first campus visit in 2003, 20,377 students have attended a campus visit; 445 Phuture Phoenix students have enrolled at UW-Green Bay; 283 of those are first-generation college students. In spring of 2014, the program saw its first graduates — now totaling 84!

The program doesn't start and end with a field trip. In fall 2017, Phuture Phoenix tutor/mentors spent more than 4,000 hours in area elementary, middle and high schools, supporting kids academically and instilling in them a college-going attitude.

HIGHLIGHTS



Associate Prof. JP Leary (First Nations Education) published a new book — *The Story of Act 31: How Native History Came to Wisconsin Classrooms*.

Associate Dean (Education) Scott Ashmann '88 (Education) is a visiting professor at the University of Kassel, Germany in June, teaching in the area of environmental education.

Associate Prof. Doreen Higgins (Social Work) is conducting her sabbatical research at the University of Gothenburg in Sweden. Her research is on perspectives of policymakers, social workers, and human service administrators on government social policies and delivery of basic social and economic supports across the domains of healthcare, housing, education and economic security.

Associate Prof. Jolanda Sallman (Social Work) is taking the lead for a new student learning lab in Mary Ann Cofrin Hall which allows teachers, practitioners and students to evaluate, through observation

windows, the skills and interaction of future social workers in role playing and mock situations. The lab will be used by a number of campus academic disciplines.

UW-Green Bay **Assistant Prof. Joan Groessl** (Social Work) is leading the effort in the Live Algoma Suicide Prevention Training using the Question, Persuade, Refer (QPR) Curriculum. The QPR training is being used to educate citizens on the issues related to suicide.

Associate Prof. and Chair of Nursing and Health Studies Christine Vandenhouten received the Brown County United Way Impact Award in Spring of 2018 for "demonstrating leadership and innovation to address priority human services needs on a community-wide scale.

"Team Stability" with students from across disciplines took first place in the College of Health, Education and Social Welfare and WiSys-sponsored Innovation in Aging Competition. The group designed a cup that makes it easier for people with tremors to drink without spilling. WiSys works with inventors, researchers and students to identify, protect, develop and commercialize discoveries and foster a spirit of innovative and entrepreneurial thinking.

COLLEGE OF SCIENCE, ENGINEERING, AND TECHNOLOGY

Diagnosis? SUCCESS.

Collaboration between UW-Green Bay and the Medical College of Wisconsin meets regional demand for doctors

The idea of being a doctor starts simply with the desire to help. Yet, the path to get there — undergrad, medical school, residency and possible fellowship — can be daunting.

For the past three years, UW-Green Bay's College of Science, Engineering and Technology in partnership with the Medical College of Wisconsin (MCW), has been working to help local students realize their dream of becoming a physician — right here in Northeast Wisconsin. This unique collaboration between public and private institutions is celebrating a milestone in June, the first graduating physician class of MCW - Green Bay, including UW-Green Bay alumna, Julia Shariff '15. (See page 10).

Physicians needed

This success story couldn't come at a better time. Rural Wisconsin is experiencing a shortage of primary care physicians. In 2011, the Wisconsin Hospital Association predicted a shortfall of more than 2,000 physicians by 2030 if immediate action wasn't taken — namely, producing 100 new physicians every year.

Armed with this data, MCW developed satellite programs in Green Bay and central Wisconsin "...with the intent to train and increase the number of primary care physicians that can serve

the northern and central areas of Wisconsin," states Craig Hanke, Ph.D., associate dean of curriculum for the MCW-Green Bay campus. The Green Bay campus was chosen in large part because of UW-Green Bay's wealth of highly trained faculty in the biomedical sciences, who have a strong passion for sharing their knowledge.

UW-Green Bay's track record is strong

When Shariff graduates in June of 2018, she will be the first in a growing line of students who were prepared for a medical path at UW-Green Bay. She will be followed by Matt Torbenson (pictured) and Angela Smet, each in their second of three years at MCW and 2018 UW-Green Bay graduates, Brittany Djurhuus and Nigel Tourdot. An impressive streak from a program that accepts candidates from across the nation.

So, what's in it for the UW-Green Bay faculty? Professors teaching the MCW curriculum spend additional time preparing for higher level classes and team-teaching with physicians and other researchers. This additional gathering and sharing of content provides "preparation on steroids" for undergraduates.

UW-Green Bay Associate Prof. of Biology, Brian Merkel chuckles as he describes his time working with MCW. "It's like *Candyland* for us," he

says. "So many of us at UW-Green Bay are passionate teachers, and part of that passion is not only our love in working with students, but we are huge fans of our content areas." Merkel's classes are essential to MCW's curriculum. "I'm completely fascinated with microbiology and immunology and am excited to have the opportunity to teach this material to medical students, and then pass along the information to undergrads."

Their dedication shows. Merkel and colleague, Associate Prof. Uwe Pott were named among MCW's Outstanding Medical School Teachers for 2016-2017. The UW-Green Bay/MCW partnership has also changed the way undergraduate students are advised, creating better outcomes and often acceptance into medical school. "It's still incredibly tough to get into medical school," says Amanda Nelson, associate dean for the College. But the partnership influences what professors teach undergrads to better prepare them for medical school. "We want our best and brightest (students) to stay in the region and continue to practice for 20-30 years," says Nelson.

UW-Green Bay/MCW allows intellectual reach beyond regional borders

While MCW students in Green Bay participate in lectures from UW-Green Bay professors, their

counterparts in Wausau and Milwaukee watch on live stream. "The institutions mutually strengthen one another," says Hanke. "Collaboration has expanded the capacity of all the biomedical science faculty, giving everyone a chance to work with each other in terms of professional development."

A prime example is UW-Green Bay Associate Prof. of Chemistry, Deb Pearson. Her wealth of knowledge in nutritional sciences is an area MCW hopes to expand. "MCW was interested in adding a nutritional aspect to the curriculum," states Hanke. "Deb (a nutritional biochemist) has given lectures to improve the nutrition piece of our medical school."

Keeping it local

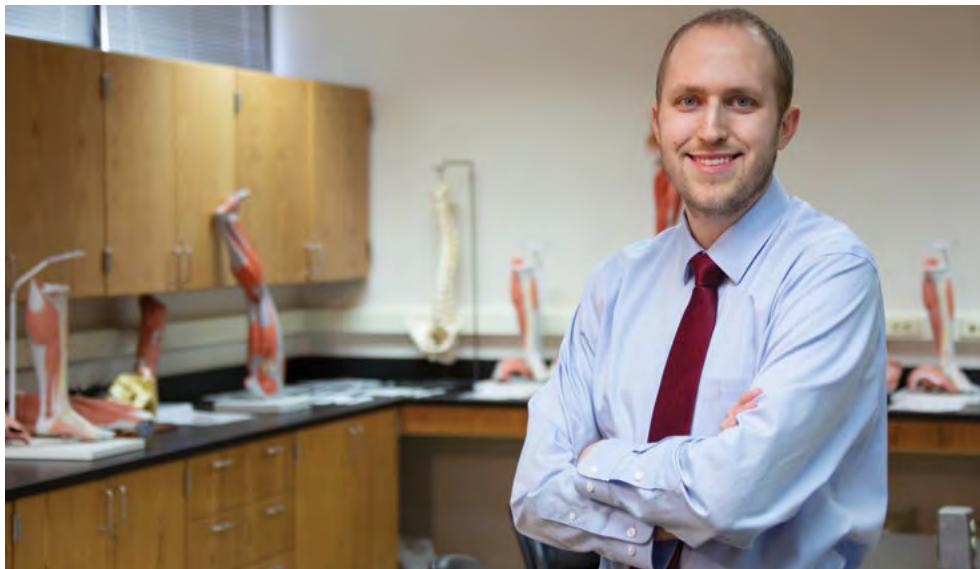
The hope is that these highly trained physicians return after residency to Northeast Wisconsin to practice medicine. The MCW-Green Bay campus acceptance criteria requires that students express a strong interest in staying local and completing their residency in a Wisconsin/Midwest setting.

Story by **Kristin Bouchard '93**



Matt Torbenson is grateful for the UW-Green Bay MCW Green Bay partnership that made his transition from college student to medical student seamless. In back: left to right, UW-Green Bay Prof. James Marker, MCW Associate Dean Craig Hanke, UW-Green Bay's Prof. Uwe Pott and Associate Dean Amanda Nelson.

Winding path leads Matt Torbenson to medical school



To say that Matt Torbenson took the road less traveled is an understatement. Torbenson first earned a bachelor's degree in business and worked in the business field before realizing he was being pulled in another direction — psychiatry.

"I really enjoyed my time in business and learned a great deal about myself. However, I did have that feeling like I was needed somewhere else but I didn't know where that 'somewhere else' was," he explained.

"Between graduation and my decision to go back to school I had some exposure to mental health problems involving people around me and I came to the realization that health care and mental health was where I was meant to be. I've always been fascinated with how the mind and brain work and yearned to understand more about the various connections associated with mental health. After that realization I decided to pursue medical school: specifically, psychiatry.

"At first, going back seemed like a daunting task. I was married (to UW-Green Bay graduate Liz (Limburg) Torbenson '08 (History) with four children and one on the way and I was worried about how to provide for them. We made a plan to save some money and get by on a very frugal budget. We had several people

say we were crazy, but we were dedicated to making this change and we were going to do everything possible to make our goal a reality."

Torbenson enrolled at UW-Green Bay and found that the Human Biology faculty members helped him to put his mind at ease.

"I loved my experience at UW-Green Bay," he said. "I was instructed at a level that helped me learn everything I needed to know as I was trying to get into medical school. My advisor, Dr. James Marker, helped me lay out the path from the beginning, easing some anxiety on how long school would take. Dr. Uwe Pott and Dr. Amanda Nelson were two of my instructors who were not only fantastic teachers, but also really encouraged me and believed in me during my studies. Dr. Nelson allowed me to be a TA for the Anatomy and Physiology Lab, which was an invaluable experience. I am very grateful to have worked with all three of these professors; they not only helped me to gain more confidence in myself as I moved forward, but also helped me to accomplish my goals at UW-Green Bay."

The 31-year old now begins his second of three years at MCW Green Bay, followed by four years of residency with a specialization in psychiatry.

Shariff is living the Wisconsin Idea



UW-Green Bay alumna Julia Shariff '15 has been preparing for this moment for years. In June, she will be one of 15 in MCW-Green Bay's first graduating class.

Shariff, who says she has had medicine on her mind since she was a high school student at Green Bay Southwest, will complete her residency at Gunderson Lutheran Medical Center in La Crosse, investigating her interests in endocrinology, primary care and/or teaching. Regardless, she is planning to return as Dr. Shariff and practice in the Green Bay area. She looks back on her journey with gratitude:

"They (UW-Green Bay and MCW) have had absolute faith in us (students)," says Shariff. "I feel a responsibility to pay it forward to both campuses and the community, and to simply say, 'thank you.'"

And that's the Wisconsin Idea.

HIGHLIGHTS

Prof. John Luczaj (Geoscience), research scientist **Chris Houghton**, and graduate student **Abby Shea** received a grant for \$34,580 from the Wisconsin DNR for the project entitled, “A Depth-to-Bedrock Map and Deep Aquifer Characterization for Kewaunee County, Wis.” They will be working on constructing a depth to bedrock map for the county, along with an analysis of the groundwater chemistry. The research will help assess the thickness of soil above the

bedrock, and help determine manure-spreading measures to protect ground water.

Assistant Prof. Maruf Hossain’s (Electrical Engineering Technology) project, “Mechanically Integrated Wind Power Generation Systems,” was selected for funding under the 2018-19 Applied Research-WiSys Technology Advancement Grant (AR-WiTAG) program. A total of \$49,236 has been allocated for use in his project, which will focus on improving

the efficiency of wind energy conversion systems. This award will also provide research opportunities for the Engineering students in wind power generation technology.

Prof. Michael L. Draney (Natural & Applied Sciences) published a paper in the journal “Arachnology” describing a new species of spider from the Everglades National Park in Florida. The spider is from a family not native to the United States and was probably

introduced from the Mediterranean region by human activity. The paper is a collaboration with a Zodariid expert from the University of Ghent, Belgium.

Associate Professors Brian Merkel (Biology) and **Uwe Pott** (Biology) were both named Medical College of Wisconsin’s (MCW) Outstanding Medical Teachers for 2016-2017. Award winners are nominated and recommended faculty who “advanced medical student learning and

provided added value to the program.”

Assistant Profs. Katie Turkiewicz (Communication) and **Ankur Chattopadhyay** (Information and Computing Science) have been working with Michael Schulz (Computer Science) on an interdisciplinary research project. The published works from this project was included in the “Winter 2017 Undergraduate Research Highlights” from the Council on Undergraduate Research (CUR).

Assistant Prof. Brian Welsch (Natural and Applied Sciences) was selected as a 2017-18 Collegiate Rocket Launch Competition Project Award recipient. The University Professional and Continuing Education Association (UPCEA) recently recognized the online **UW Master of Science and Data Science program** with one of its highest honors: “2018 Outstanding Program” in the credit category.

TEACHING MOMENTS

5

FUN FACTS ABOUT CLIMATE CHANGE

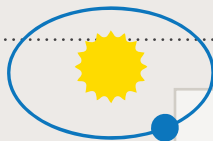


Steve Meyer
Associate Prof. of Natural
and Applied Sciences

Milankovitch Cycles (changes in Earth’s orbit around the Sun, the tilt of its axis, and the wobble of its rotational axis) lead to naturally occurring glacial (cold) and interglacial (warm) phases in global climate. These natural changes in climate change take place over tens to hundreds of thousands of years.

According to the Global Carbon Project, since the year 1750, humans have been changing the chemistry of our atmosphere; currently adding more than 37 gigatons (37 thousand million tons) of heat-absorbing CO₂ to the atmosphere annually. CO₂ concentrations have increased 45% (from 280 ppm to 406 ppm) since the Industrial Revolution.

Earth is already seeing this warming. According to NASA, since 1880, global temperatures have increased approximately 0.8°C (1.4°F), with the bulk of that occurring over the past 40 years — much faster than how natural changes typically occur in global temperature.



Just 20,000 years ago, during the Wisconsin Glacial Phase, global temperatures were 4-6°C (7-11°F) colder, leading to an ice sheet one-mile thick that covered Canada and extended over what is now the Great Lakes area (including Chicago, Detroit and Minneapolis).

In 1896, Nobel Prize winner Svante Arrhenius, a Swedish physicist and physical chemist, hypothesized that doubling atmospheric CO₂ might cause a 5°C increase in global temperature. Amazingly, 120 years later, state-of-the-art climate models predict the same warming.





BIGGER, BETTER AND ANOTHER BANNER FOR GREEN BAY WOMEN'S BASKETBALL!



Staff is going to have to make room at the Kress Events Center for yet another women's basketball banner, after the team secured its 20th consecutive Horizon League Regular Season Championship and advancing to the program's 18th NCAA Tournament. The Phoenix also received its highest ranking in the national polls since the 2012-13 season and was

the top mid-major team in the country for the majority of the season. Head Coach Kevin Borseth inked a contract extension to lead the team through the 2024-25 season. "It was quite a ride," said departing senior Allie LeClaire, a Green Bay native. Both she and fellow senior Jessica Lindstrom will be pursuing professional playing opportunities.

3.4
GPA

GPA IS A "BD"

BD is a "big deal" for those who like text shortcuts. UW-Green Bay student athletes achieved the highest-ever combined grade point average during any semester in fall 2017, recording a department-wide GPA of 3.40.

The fall semester also marked the 36th consecutive semester above a 3.0 GPA since the streak began back in spring 2000. A total of 185 student-athletes posted a 3.0 grade point average or higher, which accounted for approximately 81 percent of all student-athletes. The total number of student-athletes that achieved a 4.0 GPA or higher was almost 20 percent (44 total). The percentage of student-athletes to graduate with honors (3.5 or higher) registers at 52.2 percent, with a total of 121 Phoenix student-athletes registering honors, high honors or highest honors.

Sutherland named Green Bay Volleyball Head Coach



Abbey Sutherland was named the new head coach of the Green Bay Phoenix volleyball program in February of 2018. Sutherland comes to the Phoenix from UW-Stevens Point, where she led the Pointers to a 146-36 record during her successful five-year tenure. Under Sutherland's leadership, UWSP won two WIAC regular season championships, two WIAC tournament championships and made back-to-back runs to the NCAA D-III Tournament Final Four.

Four former Phoenix athletes hallowed in Hall of Fame

Green Bay athletics inducted four former Phoenix athletes into the Athletics Hall of Fame in January 2018, marking the 20th induction class in its history. The 2018 class includes men's soccer player **JC Banks '12**, women's basketball standout **Nicole Soulis '07**, women's soccer player and coach **Dr. Kim Trader (Woldt) '01** and a posthumous induction of men's basketball player **Ray Willis '71**. The four inductees were recognized for their athletic achievements, contributions and accomplishments during their time at UW-Green Bay. This year's class of inductees brings membership in the Athletics Hall of Fame to 76 honorees.



LET'S GO DO IT AGAIN!

With food, drink, cool shirts and plenty to cheer about, UW-Green Bay season ticket holders, students, alumni, prospective students and friends gathered for Krash the Kress at the Kress Events Center, Friday, Feb. 16, 2018. The official sellout was a warm welcome for the Green Bay men's basketball team, playing its first-ever Horizon League game at the Kress Center.

It was also the largest attended alumni engagement event in the University's history (Go Phoenix!). Members of Greek organizations on campus, the Green Bandana Brigade and members of the always spirited Pep Band, were a few of the many student groups which enjoyed the second-semester fun. Plans are to bring Krash the Kress back in 2019 as part of Homecoming, which will expand beyond an athletics event in the years ahead.

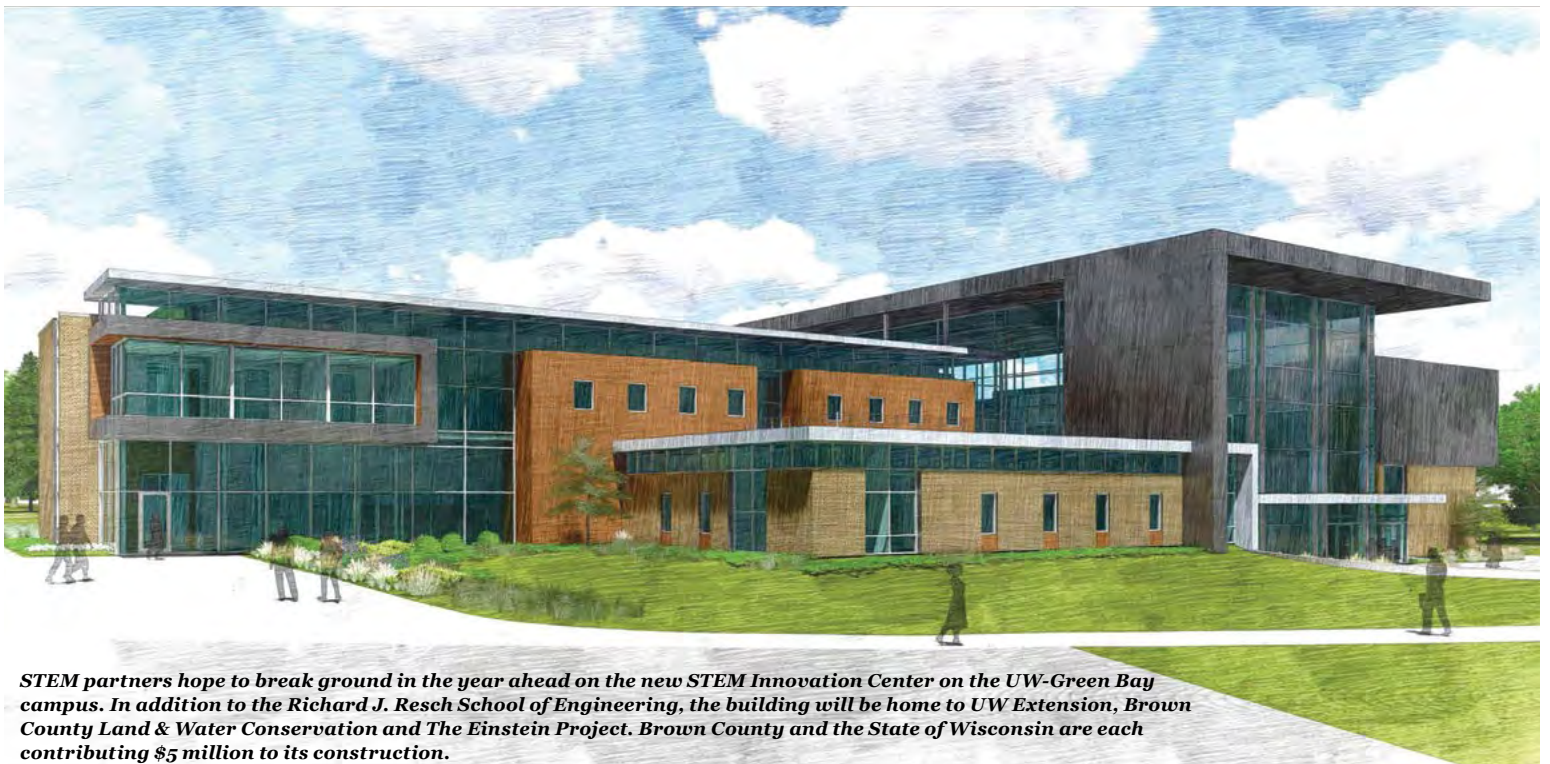


Resch School of Engineering a 'transformative' addition to campus

KI Chairman and CEO Dick Resch announced in February 2018 a \$5 million donation from his foundation to UW-Green Bay's engineering program. UW-Green Bay will name its expanded engineering program the Richard J. Resch School of Engineering in appreciation for the international office furniture leader's gift. The Wisconsin Public Service Foundation also announced it will donate \$1 million towards the program. Resch said his 35 years at KI have shown him the importance of a regional engineering program and higher education in general.

"Throughout my tenure at KI, it's made the needs of higher education a priority. Everyone at KI ... takes great pride in helping colleges and universities create learning environments that will produce the next generation of leaders in innovation," Resch said. "It's my sincere hope the new engineering school at UWGB will do this, too."

UW-Green Bay Chancellor Gary L. Miller called the donations "transformative," as the university works to highlight science, technology, engineering and math career paths and expand business community partnerships to support engineering programs.



STEM partners hope to break ground in the year ahead on the new STEM Innovation Center on the UW-Green Bay campus. In addition to the Richard J. Resch School of Engineering, the building will be home to UW Extension, Brown County Land & Water Conservation and The Einstein Project. Brown County and the State of Wisconsin are each contributing \$5 million to its construction.

GROWING!



The University experienced consistent enrollment growth the past few years (bucking the trends of colleges and universities across the Midwest). It's early to project, but numbers look steady in comparison for fall 2018 with online transfer numbers showing great strength. Strong enrollment tends to mean a housing shortage on campus, which currently holds about 2,000 beds, but new University/community partnerships could help alleviate the problem. The University is working with nearby community partners to find overflow housing for students.



Xiong '18 reminds grads of sacrifices

Bao Nhia Xiong '18 is the third oldest of 10 children of Hmong immigrant parents who came to the U.S. as refugees more than 20 years ago. She is the first in her family to graduate with a four-year university degree. The Spring 2018 Commencement Speaker, chosen to speak on behalf of her graduating class by UW-Green Bay faculty, reminded her fellow grads to be grateful to those who sacrificed so they could earn their degree. "Many of us sitting here know that when we walk this stage today, we are not the only one graduating; when we walk the stage today, our family, too, graduates with us." Xiong, who delivered a portion of her remarks in her native Hmong so that her parents could share her special moment, received a standing ovation from fellow classmates and faculty.



People Pockets Makeover

It's a subject close to the hearts (and naptimes) of many alumni – People Pockets. The large ones near Rose Hall had to go with this year's renovation. Imagine the stress (on carpet fiber and students) through the years, as thousands used those carpeted steps for small group get-togethers, naps and last-minute cramming before a test in Rose Hall 250. The space will soon have updated ceiling, flooring, furniture and paint, all ready for the start of fall semester!



New outdoor recreation complex is shared space for students

Completion is nearing the home stretch for the \$4.9 million Kress Family Outdoor Recreation Complex, to be ready for action this fall. The space will be shared by Division I athletics and UW-Green Bay students. The soon-to-be-completed facilities with turf field, permanent bleachers, concessions and press box, gives Green Bay athletics the outdoor facilities it needs, and a weather-ready field for the thousands of students who participate in intramurals and recreational activities each year.



OH MY GOSH! CHARLIE BERENS SOLD OUT AT WEIDNER

A snowy night didn't keep the crowd away from the "Manitowoc Minute" creator Charlie Berens' sold-out show at the Weidner on March 6. The Emmy-winning journalist and comedian entertained the audience by performing his "Manitowoc Minute" schtick along with other comedic mashups such as "If Jack Dawson Was Really from Wisconsin." If you still haven't heard of Berens, make sure to "keep 'er movin'" and check him out on YouTube!



LIVE RECORDING FOR 6:30 CONCERT SERIES



The "6:30 Concert Series" treated its audience to something unusual — a live recording session with local favorites Gypsy Trip on April 26. A nearly full house at the Weidner witnessed the local band getting quality audio for its second album, a follow-up to 2015's *Alt Nostalgia*. Band members — mostly UW-Green Bay faculty, staff and alumni — were pleased with the tracks laid down. Gypsy Trip's music is a blend of gypsy jazz, pop influences and original compositions.

These wings fit you perfectly



No matter what your size, we have a pair of wings that will fit you perfectly. As part of the main hall update (see page 20) between Student Services and the Cofrin Library, designers added a pair of wings, perfect for the mural and selfie craze that is happening worldwide. A floor inscription reads, "Be a Phoenix. We supply the wings, until you get your own." Prospective students, returning alumni and even faculty and staff are trying the wings on for size, and many are posting their photo to social media. If you do, please let us know by tagging the photo [#uwgbwings](#).



EMPTY BOWLS ANNUAL FUNDRAISER

The Art Agency held its ninth annual Empty Bowls fundraiser on April 11th at the Phoenix Club. Attendees donated \$10 and got to choose a hand-made ceramic bowl, theirs to keep, filled with soup donated by four local restaurants. The bowls were made by UW-Green Bay students and faculty. All proceeds were donated to Golden House, a shelter for domestic violence victims in Green Bay.



TEDx Fond du Lac to feature Ryan Martin

One of the speakers for this year's popular TEDx Fond du Lac event is UW-Green Bay Professor Ryan Martin (Psychology and Human Development) this year's theme for the event is "Enough." Are we good enough to tackle our dreams, strong enough to stand up for something, loud enough, together, to make a difference in our world? The sold-out event is a perfect format for Martin, who specializes in subjects such as mental illness, emotion and anger and violence.



TedXUW-Green Bay — Ideas worth spreading!

The Weidner Center is proud to present the inaugural TEDxUW-Green Bay in collaboration with faculty from UW-Green Bay's College of Arts, Humanities and Social Sciences. In the spirit of "ideas worth spreading," people with the boldest and most impactful ideas being generated in the community will be selected for the inaugural event on November 1, 2018. "TEDx Talks present one of the very best ways to reach people at every level of the community regardless of their gender, ethnicity, age or economic status," says TEDx veteran speaker, Prof. Regan Gurung. "Especially as someone who has given a TEDx Talk, the opportunity to help showcase Green Bay's best ideas on the UW-Green Bay campus is enthralling and energizing. Get ready for great stuff, Green Bay!"



Reaffirmed. Reaccredited.



A little affirmation is good for the soul. A lot is even better, especially when it comes from an impressive body like the Higher Learning Commission.

UW-Green Bay received word from the Higher Learning Commission (HLC) this spring that it has been accredited for the next 10 years. The HLC, one of several organizations in the United States recognized by the U.S. Department of Education, reviewed the University based on several academic and practical criteria addressing the mission, educational quality and integrity, as well as compliance with federal regulations and academic progress as expressed in such efforts as the Quality Initiative.

During the process, the HLC previewed hundreds of pages of required documentation about UW-Green Bay and conducted an on-campus visit in October 2017 with representatives of faculty, staff, students, alumni and community members.

“Accreditation is an important process that signifies the University’s academic qualifications, and on a practical level, makes the University eligible for federal funding and our students eligible for federal loans,” says UW-Green Bay Associate Provost Clif Ganyard (at left) who led UW-Green Bay’s Accreditation team. “It also signifies that an external party has reviewed the University’s structure, mission and processes, and can confirm that we have, in fact, met standards of educational excellence.”

According to Ganyard, accreditation is an ongoing process. “We’re already working on the items we need to address, including work to improve online education for students.” UW-Green Bay has been accredited by the HLC since 1972. The whole report can be found online at <http://www.uwgb.edu/accreditation>.



High-five from R. L. Stine?

Famous *Goosebumps* author R.L. Stine had kids screaming and UntitledTown (2) had the rest of the attendees begging for more. The second annual book and author festival — a collaborative effort of the local community including many members of the UW-Green Bay community — once again went beyond expectations with hundreds of events and thousands of attendees, descending on Green Bay for festival readings, craft talks, workshops and the opportunity to listen to their favorite authors. The Stine event at the Weidner Center was a sell-out with 1,700 children laughing and screaming in delight as Stine spent hours with his audience and signed every last book brought to him. Missed the event? Visit untitledtown.org for 2019 dates and details.



Meet your new Dean

University of Wisconsin-Green Bay Provost Greg Davis officially announced the appointment on May 10, 2018 of Prof. Charles (Chuck) A. Rybak as Dean of the College of Arts, Humanities and Social Sciences. Rybak served as interim dean since the summer of 2017. He has proven to be a strong and capable leader dedicated to making a difference on the UW-Green Bay campus and beyond. With an increased demand for problem-solvers, Rybak’s appointment couldn’t come at a better time. “I know that Chuck will be a strong champion for the Arts, Humanities and Social Sciences,” said Provost Greg Davis. “He is a forward-thinker and is committed to working together with faculty and staff to grow these programs and make the college a vibrant place in which to learn and grow.”

Dental City named Recruitment Partner of the Year.

Dental City was named 2017 Recruitment Partner of the Year by UW-Green Bay's Office of Career Services. Employees of Dental City have been active with UW-Green Bay as class speakers, while supporting events such as "Dine Like a Professional Etiquette Lunch." Owners of the company, John Mathys '87 and David Withbroe '87, are four-time job fair sponsors, three-time PRO sponsors and two-year Business Week sponsors. Dental City, a distributor of dental product units to more than 13,000 dental professionals, has 17 UW-Green Bay alumni in its employ, reflecting its strong affiliation with UW-Green Bay.



Plant sale makes some green



It was another successful Heirloom Plant and Vegetable Sale for Natural and Applied Sciences. With about 5,000 plants sold, the annual sale that draws from Northeast Wisconsin and beyond made more than \$9,000 to support student research, internships, travel grants for students and other special opportunities for the program. Excess plants were donated to the Seymour Park Neighborhood Garden for its youth program, which supplies several neighborhood food pantries with produce. Associate Prof. Steve Meyer earned nearly \$1,000 for the Katie Hemauer Scholarship Fund from salsa sales.



UW-GREEN BAY ANSWERING CALL FOR MORE SPORTS TRAINING SPECIALISTS WITH NEW MASTER'S PROGRAM



The job outlook for sports training specialists is anticipated to grow by double digits nationally and statewide. In the next few years, to keep pace with increasing national and regional demand for athletic trainers, UW-Green Bay will begin offering a Master of Science in Athletic Training (MSAT) degree in June 2019. The specialized degree provides a unique opportunity for the University and those living in Northeast Wisconsin. Currently, there are more than 35 high school, collegiate, pre-professional and professional teams in Brown and Outagamie Counties alone which are regularly in need of athletic training expertise for their programs.

"The sports-rich nature of Northeast Wisconsin makes this an excellent training ground for future athletic trainers," said UW-Green Bay Associate Dean of the College of Science, Engineering and Technology, Amanda Nelson who has spearheaded the development of the program. "These students will have opportunities to work with our Green Bay Division I athletes, but also with area high schools and organizations such as the Green Bay Blizzard, the Green Bay Gamblers and of course, the Green Bay Packers." In addition, students will greatly benefit from the University's affiliation with strong regional healthcare partners — Bellin Health Prevea Health and Aurora BayCare Medical Center.

According to Nelson, this regional strength in athletic programming combined with the vast clinical opportunities available to master's degree students helped the program receive UWS Board of Regents approval in December of 2016. Classroom instruction at UW-Green Bay will meet the Commission on Accreditation of Athletic Training Education requirements.



Follow the Phoenix tracks

Follow the Phoenix tracks from Student Services to the Cofrin Library (and back) and you will gain a new sense of pride for all things UW-Green Bay. The hallway (once referred to as Macaroni Hall) was renovated to inspire what it means to be a Phoenix. Guests, including returning alumni, may want to take a photo with #uwgbwings mural (see page 17) and post their pride for the world to see on social media, or take a few minutes at the word block "TRADITION" and see just how many events and activities are unique to UW-Green Bay.



Nationally recognized Clerks and Treasurers event celebrates 40 years

Clerks and Treasurers play a central role in local government. They require the instincts of a politician, the leadership skills of a manager and the eye for detail of a paralegal. Now celebrating 40 years, UW-Green Bay's internationally recognized and award-winning Municipal Clerks and Treasurers Institute has provided continuing education and credentials for Municipal Clerk or Treasurer Certification. Most municipalities require their new employees to attend the Institute as a condition of hire. Leading the program is Kassie VanRemortel, Director of Government Affairs and Economic Development, who advises and trains University Institute Directors around the U.S. and Canada on developing curriculum and building



Brown County Courthouse photo by Chris Rand

successful Institutes. She is a member of the Education Resource Group (ERG) for the International Institute of Municipal Clerks Association. Much of the Institute's success comes from the cutting edge, hands-on curriculum, assessment of learning and instructors that work in the field and purposefully craft networking opportunities that yield retention.

High School students save \$1 million

The UW-Green Bay College Credit in High School (CCIHS) program had another year of record enrollment this year with more than 1,500 students enrolling in UW-Green Bay for-credit classes through the concurrent enrollment program — a 13% enrollment increase from last year. The CCIHS program partners with 40 Wisconsin high schools to offer college credit courses for high school students. These courses are taught by UW-Green Bay faculty-approved high school teachers and allow students to get a head start on their college education. During the 2017-18 academic



year, students saved more than \$1 million in tuition by taking advantage of reduced tuition through the program. The largest areas of enrollment are modern languages followed by psychology, communications, human biology and English. The CCIHS program is directed by Meagan Strehlow from the Division of Continuing Education and Community Engagement.



GenCyber is back with a camp for teachers

For the second year in a row, Continuing Education and Community Engagement was awarded a grant from the National Security Agency (NSA) for its GenCyber program. Last year, the Division received a \$100,000 grant for a camp that hosted 100 students.

This year, NSA is providing \$64,000 in funds, providing teachers with the tools to understand and teach students correct and safe online behavior, increase diversity and interest in cybersecurity, and promote careers in the cybersecurity workforce.

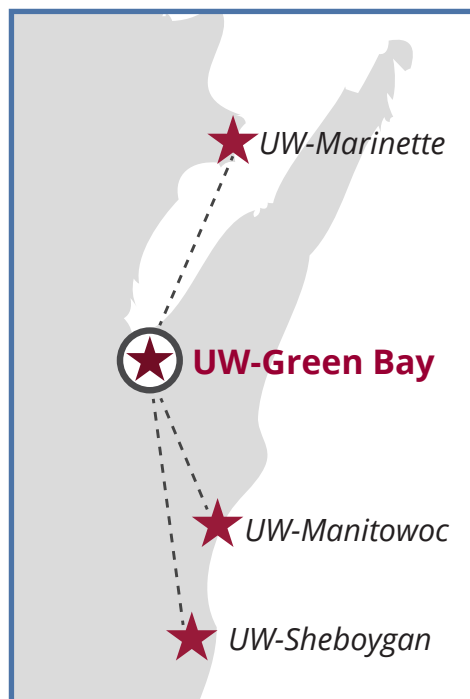
A Rippling Effect

Four Campuses Prepare To Transform an Educational Ecosystem

Ecologists know well that making a small change within an ecosystem has a rippling effect. Undoing what has always been done or making adjustments to what's inside the ecosystem puts it in disarray... an unsettling situation for a world that demands order.

It's not a stretch then, to think about the UW System's proposed restructuring effort to join together the UW two-year and four-year campuses as a change to the educational ecosystem in Wisconsin, overall and Northeast Wisconsin specifically.

Beginning July 1 and contingent upon Higher Learning Commission approval, UW-Green Bay, UW-Marinette, UW-Manitowoc and UW-Sheboygan will come together as one university with one mission. The new UW-Green Bay will be a four-campus coastal university with an expansive 16-county footprint.



"Ecosystems can endure a lot more change and disruption than we give them credit for and they are incredibly adaptive," says UW-Green Bay Chancellor and ecologist-by-training Gary L. Miller. "I think about this reorganization in the same way. It will be challenging and complex. There are a lot of moving parts. We will likely make some mistakes along the way. But it is certainly not impossible to transform and create something even better."

According to Miller and the reorganization team, the footprint of the proposed UW-Green Bay includes nearly half of the Wisconsin coastline on the world's largest freshwater ecosystem and some of the most pristine and desirable natural areas and tourist spots in the country.

The regional ecosystem also includes a large and growing manufacturing sector, a significant health care sector and a rich tapestry of business and nonprofit enterprises. All four campuses support vibrant art and music programs and serve as a hub of community activity.

Manitowoc resident and UW-Green Bay Executive Director of Continuing Education and Community Engagement, Joy Ruzek, said she has heard very positive comments throughout the community about the restructuring.

"Individuals and organizations feel they can capitalize on the University of Wisconsin-Green Bay brand in an effort to attract and retain homegrown and outside talent," she said. "By aligning our mission with local economies, we can develop and expand popular programs that engage students and professionals in creating significant, positive economic impact."

"This is an ecosystem like no other in Wisconsin," Miller shares. "We know we need to continue to identify and reduce barriers to

transferring credits, making it seamless for two-year college students to continue on to a four-year degree. We also need to create a unified university where all students can explore all programs, associate through graduate degrees, regardless of where they enter the ecosystem."

Marinette resident and UW-Marinette Campus Administrator Cindy Bailey, agrees. "The need to be there for the students and community, the desire to fulfill the wants and needs of the region and the opportunity to deliver a new way to look at higher education in our region is exciting," she says. "I only see this as a benefit to our region and the citizens within our community."

Miller acknowledges that the new ecosystem will take time and an extraordinary amount of creativity and teamwork to materialize. Currently, dozens of individuals from all four campuses are working toward a smooth transition and have been meeting regularly with local business and community leaders, County Boards and educators seeking ideas and input.

But the work is far from over.

"Beginning in the fall, we will undertake a region-wide assessment of higher education needs, economic drivers and partnership opportunities on the way to the development of a strategic framework for the new UW-Green Bay," Miller says. "In the end, we will develop a new educational ecosystem for Northeast Wisconsin, one that's tied to both the success of more students and the economic development and quality of life initiatives our region needs. This is a tremendous opportunity."



UW-MANITOWOC



UW-SHEBOYGAN



UW-MARINETTE

Northeast Wisconsin's New Ecosystem

16 counties:

Brown	Marinette
Calumet	Menominee
Door	Oconto
Florence	Oneida
Forest	Outagamie
Kewaunee	Shawano
Langlade	Sheboygan
Manitowoc	Vilas

Together, Everyone, Achieves, More



Left to Right: UW-Manitowoc's Blue Devil, UW-Green Bay's Phoenix, UW-Sheboygan's Wombat and UW-Marquette's Buccaneer demonstrate that we are all in this together. Should the proposed restructuring be approved by the Higher Learning Commission, each of the institutions in this new 16-county, four-college coastal community have agreed to work (and play) together to transform the higher education landscape into one that is richer, more robust and more vibrant. While the college campuses' names would change, pending approval, each of the institutions would retain their individual athletic mascots.

419 miles

of shoreline access
(50% of Wisconsin's
total shoreline)

215,000

manufacturing
jobs

900,000

residents

22,000+

small, medium
and large
businesses



Weidner season ‘wows!’

Finger snapping jazz, thought-provoking discoveries, toe-tapping musicals, jaw-dropping spectacles, soaring symphonies and Green Bay legends on stage... there is absolutely something for everyone. In honor of the Weidner Center's 25th Anniversary, the 2018-19 lineup features titles, concerts and speakers that are meant to fully meet its mission: "to delight, educate, inspire and entertain." The season launches with a look back to the inaugural event held in Cofrin Family Hall on January 15, 1993. One of the performers that evening was Wayne Lin, an 11-year-old violinist and featured performer of the Youth Orchestra. After completing his bachelor's degree from Juilliard and his master's degree at Yale School of Music, Lin is now the associate and acting Concertmaster of the Seoul Philharmonic Orchestra and returns this fall to the Weidner stage as a soloist in the opening Anniversary Symphony Orchestra Concert event, September 22. There is so much more and you can find it at www.weidnercenter.com.

Podcast network expands to include ‘Bird in the Wings’



Bird in the Wings, a new audio show covering hot topics in arts and culture, is the latest offering from the Weidner Center for the Performing Arts. Podcast host and Executive and Artistic Director Kelli Strickland regularly sits down with the likes of Janet Planet, Kent Hutchison and Brian Simons for interviews with artists and the community that loves them. *Bird in the Wings* gets down to the bottom of art's most bewildering questions. How do we define art and how does it define us? Relax, laugh and listen as Kelli makes friends with truly talented individuals from Titledown and beyond. All podcasts (including art, athletics, psychology, and fun) can be found at www.uwgb.edu/podcasts.

Hi-Ho Silver Bowties

If it seems like our volunteers are shining even brighter this year, you're right. Volunteers who have been with the Weidner Center since our opening in 1993 are sporting silver bowties in 2018 in honor of the 25th anniversary year. With 56 silver bowtie recipients — of the 275-strong volunteer corps! — serving in areas such as first aid, concessions and usher staff, there is even more to celebrate during this milestone year. "Each of our volunteer staff members is incredible to work with, and we especially appreciate the ones who have been here since season one," says Director of Marketing, Diane Nagy. "So, next time you visit, note the silver bowties, note that these amazing volunteers have been with us from the beginning...what an amazing run!"



Pictured from left to right: Dennis and Judy L'empereur, Wes Carvenough, Helen and Bob DeGrave and Dale and Dotty Volrath.
Photo credit: Diane Nagy

INVESTING — IN OUR — FUTURE



2017 IMPACT REPORT



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

20

17

On The Right Path



Dear Friends,

One of my favorite passions is my community work with the University of Wisconsin-Green Bay Foundation. Helping young students from our region pursue higher education through scholarships, supporting faculty teaching and research, and improving academic and recreational facilities is a true joy. After all, these hard-working students will be future business leaders, engineers, teachers, nurses and community volunteers. Throughout this report you

will find compelling stories highlighting the many ways donors — like you and I — impact students during their formative years. I find their enthusiasm and energy infectious!

The Foundation serves as the custodian for charitable gifts to the University and assures donor intent is honored. As of December 31, 2017, the UW-Green Bay Foundation totaled \$50,322,093 in assets and distributed \$3,185,459 in support to the University to pursue its mission. Worthy of special recognition was the \$822,824 for student scholarships which increased access to higher education for hundreds of students.

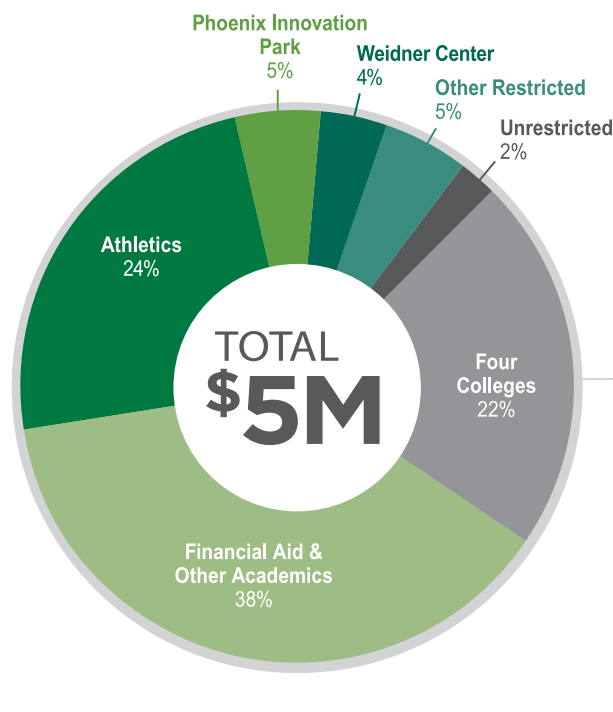
The investment marketplace provided significant tailwinds in 2017 which benefitted our portfolio of endowed funds. Our one-year return on endowed assets, net of fees, was a robust 17.14%. The Foundation remains committed to long-term growth of endowed funds, while meeting the annual spending policy requirement, allowing a consistent stream of earnings to be distributed for charitable endeavors.

On behalf of our University family, thank you for all you do to further the mission of the UW-Green Bay Foundation and UW-Green Bay. Our recent trend of enrollment growth is one indication we are on the right path.

Sincerely,

Matthew Mueller, Chair, UW-Green Bay Foundation
Senior Vice-President of Finance and CFO
Schreiber Foods, Inc.

2017 Contributions



Austin E. Cofrin	School of Business, 8%
College of Arts, Humanities and Social Sciences	3%
College of Health, Education and Social Welfare	3%
College of Science, Engineering and Technology	8%

Gifts in 2017 made an impact on the quality of life for our students and the vitality of our campus. In an effort to better reflect our role as an environmentally focused University, the Donor Honor Roll* list of names was not printed and can be found online at www.uwgb.edu/Foundation/Report. Thank you for selflessly giving in support of higher education.

**List reflects major and leadership annual gifts of \$250 and above.*

University of Wisconsin-Green Bay Foundation Inc.
Statement of Financial Position*
As of December 31

	<u>2017</u>	<u>2016</u>
Assets		
Cash and cash equivalents	\$ 3,381,787	\$ 4,789,738
Accounts receivable	39,105	21,742
Promises to give, net	2,872,308	2,265,911
Cash surrender value of life insurance policy	55,658	56,950
Property and equipment, net	624,569	723,639
Investments	43,348,666	36,527,912
Total assets	<u>\$ 50,322,093</u>	<u>\$ 44,385,892</u>
Liabilities and net assets		
Liabilities		
Accounts payable	\$ 1,170,356	\$ 123,896
Agency funds	\$ 262,000	\$ -
Net Assets		
Unrestricted	\$ 5,161,353	\$ 4,921,738
Temporarily restricted	15,486,827	12,126,301
Permanently restricted	28,241,557	27,213,957
Total net assets	<u>48,889,737</u>	<u>44,261,996</u>
Total liabilities and net assets	<u>\$ 50,322,093</u>	<u>\$ 44,385,892</u>

**unaudited*

As of December 31, 2017, the UW-Green Bay Foundation totaled **\$50,322,093** in assets and distributed **\$3,185,459** in support to the University to pursue its mission. Worthy of special recognition was the **\$822,824** for student scholarships which increased access to higher education for hundreds of students.

Our one-year return on endowed assets, net of fees, was a robust **17.14%**.

The Foundation maintains a **4.5%** distribution rate as its spending policy.

Helping Students Now and in the Future



From the moment they moved to the Green Bay area, UW-Green Bay helped Paul and Colleen Kendle build their future, and now they hope to help students build a better future for themselves.

Paul retired not long ago as market president of Wells Fargo Bank. He and Colleen live in Suamico, Wis. just outside of Green Bay. Avid fans of Green Bay basketball, it was Paul's connection with UW-Green Bay's former Founders Association, in particular, that helped them find their place in Green Bay.

"We came here in the early 90s and didn't know anyone in the area," Kendle said. "Through the Founders Association I was able to establish connections and get settled in the community." Having served on the Founders board from 1995 to 2011, and two terms as its President, the Kendles have made a financial contribution every year to the University. When approached about establishing an endowed scholarship, they felt it would be an opportunity to give back to the University that welcomed them to the community... And it would be an opportunity to help students get the education they need to succeed.

"Since moving here, I've done anything I could to train students," Paul said. "Having an educated workforce is critical to our success as a country. We need young people to be educated. There are so few opportunities for students without an education to make a living wage."

To reinforce their commitment to higher education, Paul and Colleen have made a legacy gift commitment to UW-Green Bay's planned giving Niagara Society.

Annual giving assists students and ensures safety



Each year, fundraising efforts at UW-Green Bay help to engage alumni, community members and University faculty, staff, and students. The Annual Fund campaign goal is to raise much-needed, largely unrestricted, funds to help fulfill student and campus needs as they arise.

The 2017 Fund for Excellence annual campaign generated support for:

- **DASH Emergency Grant.** Small, one-time grants help students stay in school by providing funds for unexpected expenses such as car repairs or medical bills.
- **Student scholarships.** Scholarships help increase student access to the University. The UW-Green Bay student enrollment includes 59% who are first-generation students.
- **Campus Safety.** Public safety officers keep the UW-Green Bay campus safe and secure. These officers were provided new protective vests to ensure their personal safety.

Endowed Positions Enhance Faculty Research and Student Learning



Donors who generously endow professorships and department chair positions are crucial to universities as they help to recruit and retain exceptional faculty. Faculty who hold these positions are able to advance research, employ student assistants and collaborate with other scholars across the globe. The results? Exciting new research, increased student engagement and learning, and worldwide knowledge sharing.

UW-Green Bay has received endowed gifts for seven professorships, two chair positions and one graduate assistantship. Endowed professorships complement state funding by encouraging faculty scholarship and research.

Nearing completion of a five-year appointment as the holder of the Barbara Hauxhurst Cofrin Professorship in Natural Sciences, professor and researcher Kevin Fermanich, Ph.D. (Natural and Applied Sciences,

Geoscience and Environmental Science), is a regional leader in water quality and watershed research and management in Northeast Wisconsin and the Great Lakes region. In his annual report to University leadership, Fermanich (above in red) wrote about his students and colleagues, who were involved in local watershed research, community outreach, successful applied science grant projects and speaking engagements.

"The Hauxhurst Cofrin Professorship has inspired me to be more engaged in community outreach regarding UW-Green Bay water quality and watershed management activities," he said. "The professorship has helped support applied research projects and my participation in a number of local advisory communities and initiatives. Through travel support, I have connected UW-Green Bay, our students and colleagues with state, regional and international science organizations and efforts."

Revitalized Student Study Space



UW-Green Bay's David A. Cofrin Library receives more than 120,000 visitors annually. Students, faculty and staff are already enjoying the newly renovated Library Commons and adjacent Learning Center. The new spaces, which feature modern furniture and study areas, were designed to maximize the natural light and beauty of the surrounding courtyards.

The Library Commons is a place for students to study between classes, meet classmates, work on group projects and meet for an evening study session. A generous gift from the 1923 Fund enabled the creation of this much-needed collaborative study space. Steve Dhein, Chief Advisor for the 1923 Fund, on the reason for the renovation: "As more and more research materials have become available on the internet the need for student visits to the book stacks sharply declined. The Board and I wanted to see the David A. Cofrin Library remain the center point of study on campus. We approved the proposal including private and collaborative study spaces as well a much larger and more visible tutoring area. It is gratifying to see the large number of students who used these study areas in the first year."

Schanock Scholarship Underscores Vital Role of Social Work

As a social worker in the Green Bay Area Public Schools, Kim Schanock works daily to identify and obtain resources that help facilitate the welfare of area students and their families. Knowing the important role social work plays in the school system and community, Kim and her husband, David, endowed a scholarship at UW-Green Bay with the hope of inspiring young people to consider the rewarding career of social work.



David and Kim Schanock

Kim has had many opportunities over the years to see the preparation of social workers who completed their undergraduate or graduate work at UW-Green Bay. "Every single one of them is an excellent social worker, committed to the students and families of our community," she says.

Both of the Schanocks are lifelong residents of the Green Bay area and grew up with an awareness of the UW-Green Bay campus but did not fully appreciate what a benefit it is having a strong university in their backyard. That changed when David's parents, Romaine and Mary Schanock, became involved in the early stages of the Weidner Center through their friendship with the families of lead donor, David A. Cofrin and Weidner Center namesake, Edward Weidner. The education, programming and enrichment the Weidner Center has brought to Green Bay has been a tremendous asset to their lives, said Kim, and it has strengthened the couple's support of the University in other areas over the years.

Why did they choose a scholarship at UW-Green Bay? "It would be difficult to narrow it down," says Kim. "The University is made up of leadership, teaching staff and students who are committed to excellence and contributing to the greater community. It is pretty amazing to have an excellent university with a first class performing arts facility along with a winning tradition of Division 1 sports in a community the size of Green Bay."

Weidner Center partnership educates, entertains and inspires



Imagine the smile on the face of a child enraptured in a children's theatre performance. Then imagine the smiles of the 680,000 kids who have participated in school field trips to the Weidner Center since its opening in 1993. The Stage Doors Education Series paved the way for learning opportunities in the performing arts and music for students from Wisconsin and Michigan's Upper Peninsula. Each season, programs are geared toward Pre-K through grade 12 students. Programs are rated for cultural diversity, history/social studies, language arts, music/dance, relationships, science/math and theatre. The 2017 season included favorites such as *Pete the Cat* and *The Science of Magic* with Bill Blagg.

These educational and cultural theatre experiences would not be possible without the support of many generous community members and organizations. The Weidner Center has been the grateful recipient of underwriting for the Stage Doors Education Series for the past 11 years from the George Kress Foundation. Schools are eligible for scholarships for student attendance at the shows so that all children have the opportunity to be entertained and educated.

"Thank you for offering these wonderful programs to students! They love them! The scholarships are so helpful to our families and give our students access to great things!" – Koenig Elementary, Two Rivers, Wis.

Outdoor Complex Elevates Horizon League Athletics



"It has been extremely exciting to watch the facility develop day-by-day. To know that I will be able to use the facility makes it much more appealing to myself and other students. The outdoor facility gives UW-Green Bay one more 'wow' factor as a student coming in knowing that you will be competing at an intramural level on the same field as collegiate athletes."

- Wyatt Smet, UW-Green Bay Business Administration student

The \$4.9 million Kress Family Outdoor recreation complex, slated for completion in the summer of 2018, includes a brand-new soccer stadium and upgrades to the current softball stadium. The project will help propel UW-Green Bay to the top of the Horizon League for soccer facilities as well as give intramural participants access to play on a turf field and other improved amenities. Stadium upgrades will allow games to stream on ESPN3. Funding for the project included generous support from a number of philanthropic partners as well as investments from the students themselves, through a self-imposed increase in student fees.

The facility hosts its first official contest on August 17, 2018 when the women's soccer team welcomes Valparaiso for its season opener. The men's team hosts Hartford in its first game on August 24, 2018.

Trustee Olson says ‘Takk, Far’ with donation to Viking House relocation



Tom Olson has given to UW-Green Bay for years, but when the University had a need arise, he found a fitting way to honor his father.

When Olson, a member of UW-Green Bay's Council of Trustees, heard that the University needed help moving a Viking House to campus, he decided to help facilitate the relocation as a tribute to his father's Norwegian heritage.

Born into a Norwegian-American family in Iowa, Harry Olson (Tom's father), spoke fluent Norwegian and was a member of the Sons of Norway and Numedal Lag. After serving in the military during World War II, Harry Olson married and moved to Green Bay where he became a respected attorney and member of the Green Bay community.

The Viking House is a replica of an authentic 14-foot by 28-foot wooden house, the type of which would have been used by Vikings 1,000 years ago. Built by Owen and Elspeth Christianson, the house was donated to the University in 2016. The house was taken apart, labeled, moved and reassembled on campus in 2017 and is now an exciting gathering space for historians, school groups, and others, in its location near Wood Hall.

Open to the public, the house provides UW-Green Bay students and others throughout Wisconsin with a hands-on educational opportunity to see life as it would have been in the days of the Vikings.

A dedication ceremony is scheduled for August 1, 2018.

For Olson, being able to provide access to education is crucial, and something he has done since his days as President at Sonoco-U.S. Paper Mills.

"I believe in access to public education," Olson said. "UW-Green Bay has been such an asset in our community... I got involved in the late 1980s with the Founders Board. I was president of the board for a few years. My wife and I have contributed to the capital campaign, and we have a scholarship for students through the Foundation. But when I heard about the University's need, I felt that it would be a way to help while honoring my father."

Already erected on campus, Olson had a plaque placed on the building to pay his respects to his father. The last words of the inscription "Takk, Far, mange tusen takk" are a loving tribute. The translation? "Thank you, father, many thousands thanks."

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Mission Accomplished

UW-Green Bay students help nonprofits measure their good works

There was palpable excitement entering Lora Warner's Government and Nonprofit classroom last semester. Her students were actively engaged with local Nonprofits through service learning; visiting sites, getting their "hands dirty" and evaluating each program to determine the best ways to measure and communicate the Nonprofits mission and success before formally presenting their recommendations directly to their professional Nonprofit partners. Why? Because for each Nonprofit organization, it is becoming increasingly important to stakeholders and donors to know that their time is well-spent and their financial contributions are making a difference.

Delivering value to the mission

The Green Bay Botanical Gardens, CP Center, Curative Connections, The Farmory and The Birder Studio ARTreach program were nonprofits that received help from UW-Green Bay in spring 2018. Take ARTreach, an organization that partners with the YMCA's after-school program at Green Bay area elementary schools deemed "at-risk," as an example. As part of the program, K-5 students work with high school mentors and a program leader to experience music, art, theater and more importantly, life skills like self confidence, public speaking and working together. The program brings art to life for kids who may never have the opportunity to be part of an arts-themed program.

However, measuring the success of the program, things like increased confidence and problem-solving skills can be difficult. "It's been really exciting," says ARTreach Coordinator Peggy McGee. "We know what we do works — we can see the benefits — but having the UW-Green Bay students here to provide research and organize the numbers into something we can communicate to benefit our program, is so fantastic."

Community plus campus yields valuable partnership

This unique way of involving student and community is developed from Prof. Warner's strong background in program evaluation. "Program evaluation helps measure the impact you're having on the people in your program," says Warner. "There's something called the double bottom line; there's financials, but then there's the mission, the reason organizations receive donations — to accomplish good for the people that are part of the program." Lack of staff, budget and time constraints can make it difficult for nonprofits to determine how to best show their success and measure their impact. Outcome measurement can have a profound impact on community philanthropic support, volunteers and overall participation in each program.

In this partnership, local nonprofits have the benefit of utilizing fresh, intelligent and innovative ideas to develop impactful metrics and useful measurement tools. Teams of stu-

dents observe the nonprofits, meet directly with leaders to learn about organization mission and vision, research best practices and then combine this with their knowledge of program evaluation theory to determine outcomes and develop a model that can be utilized by the organization. The direct application makes it more "real" for each student, which impacts their perception of the local nonprofit landscape.

Adding value to the community

Warner has also observed the additional benefits of understanding outcome measurement and program evaluation through hands-on service learning; students in her classes are learning self-confidence, conflict management skills, critical thinking, and problem-solving. "They're learning skills that are in high demand," says Warner. "Program evaluation is something that employers want across all disciplines." More importantly, students are developing into future employees that are well-prepared and able to effectively communicate their ideas and results. Students within the program concur. They enjoy the non-traditional style of the class and are happy to share their insights. They speak about gaining empathy, humility, increased knowledge about the community, volunteerism and being a part of something that they may never have been exposed to otherwise, as takeaways from the class. "It's so much more applicable to what I'm going

to experience out in the real world," says Carly Newhouse '18, a senior working towards an Arts Management degree. "I've learned so much more because it's not just a lecture."

Ensuring these millennials are prepared for their future and able to give back to the community is exactly what Warner had envisioned. "This ultimately benefits the whole community in two ways. We're preparing the future nonprofit and public serving employees to be comfortable and well-prepared," she says. The nonprofits become more accountable. "They learn with us. And in turn, develop better evaluation methods, are more accountable to their donors, and in turn raise more money... becoming even more effective."

Final grade? A+

The presentation complete, questions asked and answered, the students happily relax to let their peers take their turn. Peggy McGee is poised to take the students' recommendations for ARTreach and move this program forward, utilizing the outcome measures outlined. Already, she's seen the positive effect this unique and valuable project has left on the kids involved in ARTreach. "For students in these schools to see others invest in them by observing and interacting, makes them feel valuable...that people are interested in who they are," adds McGee.

Mission definitely accomplished.

Story by Kristin Bouchard '93



In the foreground, from left to right, UW-Green Bay students Jessica Pittner '18, Carly Newhouse '18 and Tessah Dolata from Prof. Lora Warner's "Program Evaluation" class, evaluated The Birder School ARTreach program to determine best ways to measure and communicate its success. The after-school participants took a photo break during dress rehearsal for a future Wizard of Oz performance.

KAYE PROJECT GOES PRIMETIME AND WORLDWIDE

Prof. Harvey J. Kaye joined Ben Mankiewicz to co-host a Turner Classic Movies (TCM) series on *The Four Freedoms*, Monday, May 21, 2018. The Four Freedoms were President Franklin D. Roosevelt's goals for America, given in his 1941 State of the Union address, preceding the United States' entrance into World War II. It was also inspiration for Kaye's book, *The Fight for Four Freedoms*.

Kaye is also an historical advisor for a traveling 75th anniversary edition of Norman Rockwell's series of paintings, *The Four Freedoms*. The exhibit is "Enduring Ideals: Rockwell, Roosevelt & the Four Freedoms," on display May 25 to September 2, 2018 at the New-York Historical Society before touring as an international traveling exhibition through 2020.



TEACHING MOMENTS

5

THINGS TO KNOW ABOUT TEACHERS UNIONS, PAST AND PRESENT.



Jon Shelton
Associate Professor
Democracy and Justice Studies



1 The first teachers union in the United States, the Chicago Teachers Federation, was organized in 1897 so that elementary school teachers could ensure they had a modest pension when they retired.

3 Wisconsin was the first state to recognize the right of public employees — including teachers — to collectively bargain in 1959. Many other states, under pressure from public employee unions, followed suit in the 1960s and 1970s.

5 National teacher unions are now some of the largest in the U.S. The National Education Association, with three-million members, is the largest single union in the nation. The American Federation of Teachers with which UWGB-United is affiliated — has approximately 1.7 million members.

2 Most teacher strikes in the U.S. have been at the level of a single school district. State wide strikes — like in West Virginia and Oklahoma — have been very rare, and we are currently witnessing important new history.

4 It is illegal for teachers to strike just about everywhere in the U.S., even with collective bargaining rights. Teachers were often forced to strike to get school districts to agree to salary increases, smaller class sizes and enhanced services for students.

HIGHLIGHTS

Prof. Derek S. Jeffreys (Humanities and Religion) presented on his new book, “America’s Jails: The Search for Human Dignity in an Age of Mass Incarceration” at the *UntitledTown Book and Author Festival* in April.

Associate Prof. Jenell Holstead (Human Development and Psychology), has been awarded a \$220,000 contract to facilitate the implementation of a statewide data collection and evaluation system for 21st Century Community Learning Centers after-school programs. Holstead will oversee training and technical assistance to approximately 75 after-school programs throughout the state between January 2018 and June 2019.

Associate Prof. Aaron Weinschenk (Political Science) had a peer-reviewed article, “Gender and Social Conformity: Do Men and Women Respond Differently to Social Pressure to Vote?” accepted for publication in *Social Influence*. Weinschenk is the lead author for the paper, which was co-authored with researchers at the University of Cambridge (UK) and Northern University (Boston).

Associate Prof. Eric Morgan (Democracy and Justice Studies), has been appointed to the Development Committee of the College Level Examination Program (CLEP) for the United States history

exams. The CLEP exams assess college-level knowledge in 36 subject areas and provide a mechanism for earning college credits without taking college courses. The exams are administered at more than 1,700 sites across the United States, and 2,900 colleges grant CLEP credit. The five-member Development Committee, comprised of college faculty members from across the United States, is responsible for writing exam questions, reviewing test and study guide materials and supporting College Board outreach.

Assistant Prof. Jon Shelton (Democracy and Justice Studies) was quoted extensively in stories featured in *TIME* and the *Washington Post* in Spring of 2018 in which he discusses the wave of teacher activism sweeping the community.

Prof. David Helpap (Public and Environmental Administration) appeared as a guest on the weekly nonpartisan podcast, “The Progress Report,” a conversation on the local government and economic development in and around Green Bay and Brown County. The episode discusses how local government in Green Bay and Brown County are doing.

History program Chair, Heidi Sherman (History), was appointed to the boards of two community organizations in

March. She was elected to the National Railroad Museum’s Board of Directors. Founded in 1956, the museum offers a unique learning experience through the preservation of artifacts and creation of fun interactive events for all ages. She was also invited to serve on the advisory board for “Hands on Deck,” a non-profit organization that seeks to introduce kids to traditional woodcraft and hand tools through the construction of boats.

Assistant Prof. Sarah Schuetze (Humanities) had a peer-reviewed article published by *The University of North Carolina Press*, *Carrying Home the Enemy: Smallpox and Revolution in American Love and Letters*, *Early American Literature*, Volume 53, Number 1, 2018, pp. 97-125 (Article) 1775-76.

Assistant Prof. Jen- nie Young spoke and facilitated at an all-day writing workshop at the 2018 Conference on College Composition and Communication (CCCC) Annual Convention in Kansas City in March. She presented the session, “Public Intellectualism in Action: A Community Writing Workshop.”

Prof. Regan A. R. Gurung (Psychology) created an online resource designed to connect educational psychologists with the literature and tools necessary to conduct

research on a larger scale, called the Hub for Introductory Psychology and Pedagogical Research (HIPPR). Gurung has been elected to serve as the head of the international honor society in psychology Psi Chi, beginning as president-elect in 2018-2019, then as president in 2019-2020, and past president from 2020-2021.

Prof. Ryan Martin (Psychology and Human Development) is one of the invited speakers for the immensely popular *TEDxFond du Lac* event. Last year the event sold out in less than six hours in its inaugural year.

Cool. Very Cool.

UW-Green Bay’s 6:30 Concert Series took a leap in attendance and donations in 2017-18. The recreating of Miles Davis’ *Birth of the Cool* program in November was so popular that more than 100 people were turned away at the door. In spring, the group *Gypsy Trip*, made up of UW-Green Bay faculty, friends and alumni performed in front of a nearly full house while capturing a clean track for a new album. The concert series connects the campus with the community through the exploration of music. All performances take place in the Weidner Center’s Fort Howard Hall. Free and open to the public, donations benefit UW-Green Bay’s Music program.



A profitable business 'model'

After a first career of running businesses, Chuck Brys spent another decade helping others learn to run their own.

The new retiree is entitled to be a little giddy these days. Strong returns can do that to a person, and Brys can point to some impressive results from his tenure guiding business start-ups as a counselor for the Small Business Development Center (SBDC), part of UW-Green Bay's Cofrin School of Business.

In 11 years, he's forged relationships with more than 1,600 businesses, invested more than 11,000 hours, helped to launch 117 businesses, created 463 jobs and increased "capital infusion" (securing capital for growth and start-up expenses) for the companies he's worked with by nearly \$25 million.

"Chuck has experience managing at a level most people just don't have," notes Tara Carr, SBDC director. "He can evaluate the business's financials, take a tour of the facility and have clients walk him through their processes, and he can see things from a different perspective that helps him find solutions. He's able to evaluate the business not only from the micro-level, but the macro-level as well, which is key to helping businesses in many different facets."

Carr said Brys' special skill sets have made him invaluable to SBDC clients. Among those skills — his ability to be a straight shooter, his level of integrity, his trustworthiness, his financial expertise and his management experience.

Retiree? Not for long.

Brys retired at 55... the first time. Before long, he began working with an organization that allowed him to be a part-time CFO or CEO to many different companies. Later, he turned to the SBDC.

"Being at the SBDC allowed me to help build businesses for business's sake," he said. "It's our responsibility to help these businesses think through their business plans and issues."

The job of the SBDC is to help small businesses in whatever way they need. Be it helping an entrepreneur start a new venture, to helping a business owner figure out where their business was going off the rails.

Mentor. Coach.

A listener who asks questions and lets clients arrive at their own conclusions, Brys coached clients through almost every type

of business scenario imaginable. Sometimes, that coaching meant not starting a business at all. Other times, with his guidance, businesses grew from "one-man shops" to larger operations with multiple employees and million-dollar income streams.

Consider the young man who wanted to open his own machine shop. He had the skills he needed, but not the capital. Through Brys and the SBDC, he was able to acquire \$50,000 to start his business, Machine Plus, LLC. That same client just completed construction on a \$1-million-plus plant. Owner Jamie Veaser (pictured right) credits Brys for his success.

"Chuck honestly helped me to be a very stable businessman," Veaser said. "Seven years ago, I was a scared guy trying to figure out whether or not I wanted to open a machine shop. Chuck told me what I needed to have, and I went out and got it. He walked me through it, every step of the way."

That was in late 2011. Machine Plus opened in January 2012. In three months the business was

profitable; in six months business profits paid for a second machine in cash, and today, Veaser has 10 employees. Veaser said he never imagined being a business owner, or getting off the plant floor.

"Now I go on the floor when I want to play with something. I have more appreciation for my family, for my time off. I appreciate now how volatile the economy can be as a small business owner."

Hometown Trolley in Crandon, Wis., is another amazing success story. The company's main competitor was dropping its pricing and driving down Hometown Trolley's profit margin, impacting the bottom line.

"Owner Kristina Pence-Dunow used me as a sounding board," Brys said. "After a while, I asked her 'Why don't you just buy them?' So many times, small business owners are so busy doing the work that needs to be done that they don't have the time to think about things like that."

Brys helped the company grow from a \$2 million business into a \$20-million, award-winning company.

And the impact to the local economy was profound.

Transformation agent.

Brys also helped to develop the SBDC into a larger, more productive and highly valued resource in Northeast Wisconsin. By working with local economic development offices and increasing the amount of funding the center was able to bring in, Brys transformed the organization from a group bringing in 90 clients a year to one that sees more than 300 a year, and one that now aids in securing \$15 to \$20 million annually in economic development funds to grow the local economy.

"His dedication to the SBDC and to UW-Green Bay is truly about what kind of a man he is," Carr said. "He just really wanted to utilize his experience to help the community and make a difference."

Story by Liz Carey



Chuck Brys pays a visit to Jamie Veaser, owner of Machine Plus, LLC. Brys helped Veaser grow his one-man shop to a \$1-million-plus facility with 10 employees.

KI and Schneider take home Weyenberg Prize

The Weyenberg Prize — given in recognition of retired CEO and Executive Chair of the Board for Foth and former Executive-in-Residence at the Cofrin School of Business Tim Weyenberg — was awarded to two Green Bay-based organizations demonstrating business excellence, KI and Schneider, in spring 2018. The awards each include a \$2,500 scholarship to UW-Green Bay business students, junior, Branden Vande Ven and sophomore, Mara Pfeilstifter.

"KI strives to give back to Green Bay, our home for over 70 years," said KI CEO Dick Resch. "So, it's a privilege to have a scholarship awarded in our name to one of UW-Green Bay's most promising business students."



Senior Vice President of Human Resources and Talent Management, Todd Jadin '84 (Business Administration) emotionally accepted the award on behalf of Schneider. "Bringing two organizations together that are near and dear to my heart means the world to me," he said when accepting the award.

Business and community leaders from across Northeast Wisconsin joined UW-Green Bay's Cofrin School of Business for the annual Business Week Awards and Scholarship dinner in March. Laura Kohler, senior vice president of Human Resources, Stewardship and Sustainability for Kohler Co., was the keynote speaker.

TEACHING MOMENTS

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FIVE WAYS A PHOENIX CAN STAY CYBER PHOOLPROOF!



Gaurav Bansal

Frederick E. Baer Prof.
in Business
Cofrin School of Business

Phocused Employee: Ninety percent of organizations feel vulnerable to insider threats. Research suggests that companies are almost equally worried about malicious insiders (47%) as they are about accidental insiders (51%).

Phished Employee: Phishing attacks trick employees into sharing sensitive company information by asking them to respond to an email which looks genuine. Phishing attempts are behind 91% of data breaches and cyber attacks.

Phriendly Employee: Cambridge Analytica got access to the free Facebook data for 87 million users! Roughly 300,000 users took the "quiz," and the remaining 86.7m users were the friends of the quiz takers! Lesson? Be smart and make phriends carefully.



Phat-Fingered Employee: In April 2018, a Samsung employee was found to have made a \$140-billion fat-finger error (a human error caused by pressing the wrong key when using a computer to input data.) The employee issued a dividend of 2-billion *shares* instead of 2-billion *won* (Chinese currency). Ouch.

Phooled Employee: When the CEO is away from the office, a targeted employee in the finance office gets an urgent "whaling" email from the CEO to immediately transfer funds to a given account. Guess what? Someone has just been phooled!



Entrepreneurship on Fire

Projected to be one of the drivers of the new economy, especially in Northeast Wisconsin, the focus on invention, innovation and business start-ups has never been hotter. Here's a glimpse of how entrepreneurship has exploded at UW-Green Bay:

- **Across the pond:** Four UW-Green Bay students will attend the European Innovation Academy, a three-week entrepreneurship accelerator held in Portugal by Google in summer 2018.
- **In our own backyard:** UW-Green Bay's second annual Student Business Idea Contest winners went on to present their business models at "The Pitch" against teams from four other Northeast Wisconsin universities. Math major Sam Hunt took third with his patent-pending PrecisionLAG invention, a golf swing correction tool. Hunt's second invention, The Local Food Experiment, won the state's Wisconsin Big Idea Tournament (WBIT), sponsored by WiSys. He was a finalist in the International Business Model Competition in Provo, Utah, in May. All four UW-Green Bay colleges collaborated on the second annual Innovation in Aging Innovation Sprint. Team members AJ Jensen (Mechanical Engineering Tech), Rosalyn Stoa (Psychology/Marketing) and Katherine Mikhail (Business Administration) designed a stabilizing cup which allows individuals with tremors to drink liquids with ease.
- **To the south:** Students from across majors attended a nine-week entrepreneurial skills builder by The Commons in Milwaukee. UW-Green Bay students worked on teams with students from 20+ other Eastern Wisconsin universities to launch startups and work on corporate innovation projects for Kohl's and Godfrey & Kahn.



- **In the classroom:** In 2017-18, the introductory eEntrepreneurship and Digital Management class launched and an entrepreneurship emphasis to the BBA degree was added.
- **In the community:** Three students helped launch the 1 Million Cups Green Bay community, a free program to educate, engage and accelerate early-stage startups.

HIGHLIGHTS

Associate Prof. Gaurav Bansal (Data Science, MIS, Statistics) delivered a lecture on the topic "Does being ethical make good visual sense?" at the Fox-Wolf Watershed Alliance Conference.

Assistant Prof. Amulya Gurtu (Supply Chain Management) delivered a guest lecture on

sustainable supply chains to research scholars at Indian Institute of Management (IIM)-Rohtak, HR, India in January 2018.

Assistant Prof. Vallari Chandna (Management) presented a research paper titled "Beyond Crowdfunding: The Untapped Potential of

the Sharing Economy for Social Entrepreneurship" at the International Conference on Entrepreneurship & Family Business (ICEFB) in India in January 2018.

Lecturer Ryan Kauth (Entrepreneurship) was named one of the "7 Leading Educators Making a Positive Impact" by

Employ Humanity. The announcement describes Kauth as a "super connector" bringing people together and that "hundreds of professionals have been brought together to make positive things happen personally, professionally and in the community because of Kauth's facilitation and connecting."

Prof. Emeritus Ismail Shariff (Economics) has a new paper, "The Paradox of Rural Development in the Context of New Innovations Facing the Agricultural Sector of Developing Countries," that has been accepted for presentation at the World Bank Conference.



ALUMNI

ASSOCIATION

1970s

Janson Mancheski '76 human adaptability, published his fifth novel, *The SCRUB*, which reveals the lives of three teens, each facing insurmountable challenges. Janus Mann is at odds with his football coach; his best friend Barnaby is being bullied by his physical therapist; and Asha's life is controlled by her alcoholic father. Yet the three friends remain determined to achieve success. Green Bay East High School and Lambeau Field are backdrops to the story. Mancheski is the author of three crime novels set in Green Bay. His fourth novel, *Shoot for the Stars* — *The Tom Heardon Story* is an historical novel about the man who was nearly named the Green Bay Packers head coach, ahead of Vince Lombardi. Mancheski is a practicing optometrist and worked with the Phoenix athletic teams from 1985 to 2005.



1980s

Sandra Ocker '86 humanistic studies, is a member services coordinator at the YWCA Greater Green Bay.

Ivan Soeria-Atmadja '86 regional analysis, is a search engine data analyst for Pactera in Redmond, WA.

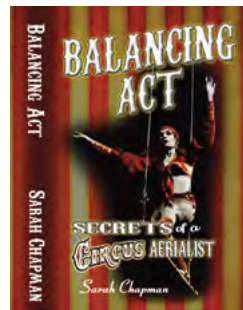
1990s

Mark Hunkel '94 communication, began teaching English at Kazo-Nishi Junior High School in Kazo City, Saitama prefecture in the Kanto region of Japan in April 2017. His employer is Joytalk, a dispatch company for Assistant Language Teachers headquartered in Sakura City, also in the Kanto region of Japan.

Kerrie Rode '91 managerial accounting, is the chief financial officer at Colordyne Technologies in Brookfield.

Sarah K. Chapman '92 humanistic studies is a Sarasota, FL native born in a five-acre jungle on the south Tamiami Trail. She joined the circus at age 12 and stayed until 1979. She has two books in publication. The first is, *Balancing*

Act: Memoir of a Florida Youth — a survival story about a woman harbor-



ing parental and sexual abuse from her Sarasota childhood, only to marry a middle-aged clown who stifled her emotionally. Determination and a keen sense of balance piloted her through her teens, the circus, parenting, and furthering her education. She shares insights from Ringling Circus, Clown College and the perils of aerial work. She performed the dangerous balancing trapeze act in tented shows, Shrine Circuses and was on Ringling tour for six years. She has authored and published four editions of *A Circus Girl's Cookbook*. Chapman cooked at the National Mall for the Smithsonian's 50th Folklife Festival featuring Circus Arts in 2017.

Daina Westerman '74 growth and development, '93 masters of science —community human services, is a psychotherapist at Aurora Behavioral Health in Wauwatosa, Wis.

Dan DeGroot '96 general studies, is the new CEO for Stoughton Hospital in Stoughton.

Stephanie Almeida '98 English, is communications manager for Cocoon House in Everett, Was., after working 10 years at a Fortune 100 company.

Kelly Hassman '98 communication processes, is the owner of Kelly Hassman HR Consulting Inc. in St. Charles, Ill.

Sarah Wilson '99 public administration and political science, is a human resource manager for UW Colleges and UW Extension in Madison.

2000s

Mark Budwit '00 music, is a percussion instructor privately contracted by Heid Music Company in Oshkosh.

Heather Hansen '01 social work, is a program coordinator at the Post Adoption Resource Center for Family Services of Northeast Wisconsin.

Kurt Kober '01 business administration, has announced that he will run for Wisconsin Lieutenant Governor.

Mark Cavil '02 computer science, is owner of Computer Repairs and Solutions, Green Bay.

Troy Graverson '02 business administration, is the regional director of operations at WHG Hotel Management, Neenah.

Justin Hilgemann '02 accounting, is a senior financial analyst at Broan.

Angela Duckart '03 communication processes, is a senior campaign manager for Bader Rutter in Milwaukee.

Karen Lee '05 Interdisciplinary studies, is the author of *The Cottage Affair*, a how-to guidebook on planning the ultimate welcoming cottage, on Amazon and Kindle. She resides in Appleton.

Eric Semrau '05 business administration, is business underwriter and document specialist at Stephenson National Bank and Trust in Marinette.

Steven Walter '05 computer science, is a web developer at Foley and Lardner, LLP. in Milwaukee.

Melissa Carey '06

communication processes, was promoted from administrative assistant to customer service manager at ClarCorp Industrial Sales in Waukesha.

Christopher J. Olson '06

individual major, captured the difficult task of identifying the *100 Greatest Cult Films* (movies that have developed a rabid following for various reasons). Olson is a student in the Media, Cinema and Digital Studies program at UW-Milwaukee. He has written movie reviews and



other film-related articles for several websites, including ClearanceBin-Review.com, TheShiznit.co.uk, Creature-Corner.com, and CHUD.com. He is co-author of *Possessed Women, Haunted States: Cultural Tensions in Exorcism Cinema* (2016).

Michelle Willing '06

social work, is a crisis counselor at Family Services of Northeast Wisconsin in Green Bay.

Kelley Green '07

interdisciplinary studies, is a sales representative at Liberty Mutual Insurance Company in Appleton.

Stephanie Lowney '07

business administration, is a marketing manager for U.S. Gain, a division of U.S. Venture Inc., Appleton.

Peggy Christianson '08

nursing, is a family medicine nurse practitioner for Bellin Health System in Lakewood.

Richard Kendrick '08

mathematics, is an adjunct mathematics instructor for Madison Area Technical College.

Kyle Scidmore '08

social change and development, is the asset protection team leader at Meijer in Green Bay.

Megan Witt '08

communication and political science, is a math interventionist at Sparta Meadowview Middle School in Sparta.

Shannon Baumann '09

human development and psychology is a designer at Buds & Blooms Design Studio, Green Bay.

2010s

Chris Mueller '10

communication, is a breaking news reporter for the Appleton Post-Crescent, which is part of USA TODAY NETWORK-Wisconsin.

Douglas Cox '13

interdisciplinary studies, was chosen as Chairman of the Menominee Indian Tribe of Wisconsin's Legislature on Feb. 9. He has worked with the Tribe since 1992 and is currently an environmental program coordinator.

Adam Sadowsky '11

political science, is a recruiting company commander for the U.S. Army in Tyler, Tex.

Angela Thomsen '11

psychology, is a chiropractor at Bronson Chiropractic in Sparta.

Melanie Beyer '12

elementary education, is a teacher at Marion Elementary School, Marion.

Nicolette Birkholz '12

English, works at the Grafton Public Library helping children find a love for books.

Danielle Jost '12

business administration, is a brand project associate for Thrivent Financial in Appleton.

Emily Novak '12

business administration, is a staffing consultant at Express Employment Professionals in Green Bay.

Miranda Seitz '12

English, is an official court reporter for District 7, for the State of Wisconsin in Eau Claire.

Cristian Anderson '13

art and design, is an artist at Matchbook Studio in Appleton.

Danaille Brouchoud '13

individual major, is owner and director at Danielle's Dance Academy in Green Bay.

Brooke Porter '13

environmental science, is a physical scientist for the U.S. Environmental Protection Agency in Washington, D.C.

Chelsea McConnell '13

human biology, is a registered nurse at Mayo Clinic in Rochester, Minn.

Tom Fox '14

communication, and former Green Bay men's basketball manager is a video coordinator for the University of Buffalo.

Nicole Steiner '14

human biology, is a PPI Analyst at Humana in Oneida.

Erika Braun '16

business administration and accounting, is an accountant at Schenck SC in Manitowoc.

Matthew Honzik '16

business administration, is an accounting specialist at UnitedOne Credit Union in Manitowoc.

Curtis Dassow '16

democracy and justice studies, is a park ranger at Potawatomi State Park for the Wisconsin Department of Natural Resources.

Lorenzo Lones '16

psychology, is a Neuroscience Ph.D. student at Washington University in St. Louis where he is on a lab rotation, working along with various researchers.

Tiffany Williams '16

economics, is a purchasing and manufacturing support representative for Seura.

Jennifer Crnkovich '17

integrative leadership studies, is assistant director and educator of operate sterile processing at NorthShore University HealthSystem in Evanston, Ill.

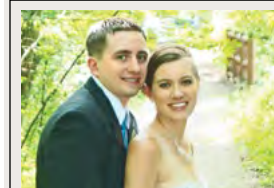


MARRIAGES

Rachel Krueger '07 to Aaron Groth

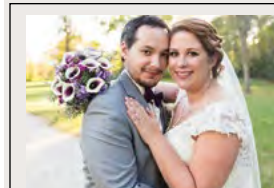


Abbie O'Toole '11 to Nathaniel Blood



Kassondra Evans '12 to Frank Baublitz '13

Melanie Jonet '12 to Brian Beyer '12



Kayla Boguski '15 to Ryan Peterson

Angela Wiegert '15 to Amber Vermote

Angela Bunker '17 to Mike Seehafer

Therese Schubel '17 to Fredrick Keyes

Julian Laurich '17
human development,
is a jewelry and metals
instructor at Northeastern
Wisconsin Technical Col-
lege, Green Bay.

Teri Meating '17
integrative leadership stud-
ies, is a safety coordinator
for The Boldt Company in
Appleton.

Kyler Meredith '17
education, is a teacher for
the Green Bay Area Public
School District, Green Bay.

Angela Seehafer '17
human development, is an
area specialist at Schnei-
der National, Green Bay.

Kyle Sweeney '17
mathematics and music, is
a tutor for Gateway Techni-
cal College in Kenosha.

Amber Wellhoefer '17
business administration,
is a credit analyst for the
Bank of Luxemburg.

Brittany Zblewski '17
human development, is a
customer service techni-
cal specialist at SECURA
Insurance Company in
Appleton.

IN MEMORIAM

Jon Delany '98 music education,
and former co-director of the Phoenix
Pep Band passed away Sunday,
February 11, 2018. He was a highly
popular band director at Freedom
High School, taught at UW-Green
Bay Summer Camps, and directed/
co-directed the Phoenix Pep Band for
12 years.

Kurt Dally '73 and '91, respectively,
human adaptability and environmental
arts and sciences, and member of
the Alumni Association Board from
1982-85, passed away Tuesday, April
17, 2018.

APPLES OF OUR EYE

2018 Golden Apple Awards

Congratulations are in order for three UW-Green Bay alumni who were declared 2018 Golden Apple Award winners by the Greater Green Bay Chamber: **Larry Laraby '98** English and '07 MS Applied Leadership, is a 9-12 grade teacher at Preble High School; **April Moran '97** Education, is a kindergarten teacher at Cormier Early Education Center and **Nick Rusboldt '04** Urban and Regional Studies and '09 Education, is a member of the Kewaunee School District's special education team. In addition, April White is a third-grade teacher at Suamico Elementary, received her teaching certification at UW-Green Bay. This is the 26th year that the Greater Green Bay Chamber's Partners in Education program has awarded Golden Apples to exemplary teachers in the greater Green Bay area. The awards recognize teachers with high standards of professionalism, leadership and innovation in teaching.

And the winner is... UW-Green Bay!



It was quite a showing for UW-Green Bay at the annual "Future 15" recognition event hosted by the Greater Green Bay Area Chamber of Commerce's Young Professionals. Out of hundreds of nominated young professionals, 15 are highlighted to represent their peers. Four of those 15 are UW-Green Bay alumni: **Jennifer Jones '99** Public Administration and acting assistant vice chancellor for enrollment services at UW-Green Bay; **Sarah Beckman '08** Social Work, development director at the Greater Green Bay Habitat for Humanity; **Vanya Koepke '15** Political Science and Public Administration, an Alumni Association Board member and senior carrier sales executive at Schneider National and **Miranda Bonde '10** Psychology, an Alumni Association Board member and financial planner for Laura Mossakowski, LLC Financial Planning for Women and Their Families. Beckman was named Young Professional of the Year! Accepting the award for The Next Generation Best Place to Work award was UW-Green Bay alumnus **Todd Jadin '84** (Business Administration) on behalf of Schneider. The event drew more than 500 attendees to celebrate the accomplishments of these young professionals. Also recognized among the "Future 15" were UW-Green Bay employees **Laura Rowell**, dietetic internship director and **Mai J. Lo Lee**, senior advisor for MultiEthnic Student Affairs (formerly the American Intercultural Center).

Antonio Saldaña '88 cherishes family and 'living history'

Now, he's hoping to bring a piece of his migrant-family history to Heritage Hill State Park



Antonio Saldaña

Listen to Antonio Saldaña tell his story and you slowly gain a deeper and broader appreciation for what it means to be “family.”

“I found our family’s cabin during a visit to Oconto, Wis. in 2015,” Saldaña recalled. “It caught my eye because the placement of the front door looked familiar. I asked the owner if I could take a look and was shocked that it turned out to be our family’s (migrant) cabin! When we went inside, I found where we had scratched our names on the walls as kids. That was very emotional for me.”

Inspiration to investigate the past

“Soon after that, I learned my older brother was dying from pancreatic cancer,” he recalls. “We spent a lot of time talking about our memories growing up there. That cabin began to take on more meaning than just a house, and I pledged to my brother that I would do everything I could to move the home to Heritage Hill State Historical Park (located in Green Bay), not because it was our house, but because it symbolized so much that these migrant families gave and continue to give to the community.”



Saldaña's original migrant shack which provided shelter for his family of 15.

Sharing that tiny shack was Antonio, his parents and 12 siblings. The cabin was one of dozens built by the Bond Pickle Company to house families of its itinerant workforce. His family arrived with hundreds of other workers each summer to harvest pickles for Bond in the late 1960s and early 1970s. The family of 15 shared the one-room, 14- by 24-foot cabin during the harvest before moving on. Saldaña was born in Oconto, but the fourth-generation American never had time to attend one school very long... “We attended school each place we worked, but we were never in one place more than two, three or four weeks.”

From Texas to Green Bay

His lifestyle, though, expanded his sense of family, which grew to include the entire migrant-labor community that surrounded him as they traveled each summer in search of work, from Texas to harvest pickles in Wisconsin, tomatoes in Ohio, and cotton, onions or carrots back in Texas.

But from early on, Saldaña knew he wanted a different life than that of a migrant worker. Education became his passport. At 14 he permanently settled in Oconto with his sister and brother-in-law. He was able to attend school full time and became the first in his

family to graduate from high school. When he earned his bachelor's degree in Spanish Literature and Language from UW-Green Bay in 1988, he was the family's first to graduate from college. He has worked more than 30 years as a teacher in Northeast Wisconsin. Today, he is a Spanish-language teacher

for Denmark School District. He and his wife, **Judith '08** raised their two children in Green Bay and supported their graduation from UW-Green Bay, as well.

Inspiring the future with tales of the past

“I tell my students that they are like goldfish in a bowl,” he said. “A goldfish will only grow as big as its bowl allows, you know. I tell them to use education as the way to make their bowls bigger, to understand the world around them.”

And Saldaña continues to educate outside the classroom — through speaking engagements, he promotes further understanding of the migrant workers' history — and works on fulfilling that promise to his now deceased brother to find a permanent home for his family's one-room cabin. Now under ownership of the living history museum, Saldaña and company are working on the fundraising efforts to bring the shack from its dismantled state, back to life (including the names of his family members scratched into the surface.)

“History does not have to be fossilized to be relevant,” Saldaña said. “We are living history and are not invisible anymore. I am hoping that through Heritage Hill, we will be able to provide a permanent place to show how our history contributed to the development of our community and region.”

Story by **Jim Streed**

Alumni wanted to provide a helping hand for Move-In Day, September 2

It's a UW-Green Bay tradition for volunteers to assist new students and their parents as they move to campus. This emotional morning (from 8:30 a.m. to Noon) is made easier for all when they have a helping hand. Phoenix families are always very appreciative and relieved to arrive on campus to find conveniently located information tables, staff



directing traffic and others awaiting to help tote boxes and bags into the residence halls. The Office of Residence Life is asking you to volunteer for Move-In Day, Sunday, Sept. 2. This gift of your time and energy could have a significant impact on UW-Green Bay students' engagement and retention and warm fuzzy feelings for the parents leaving their son or daughter in UW-Green Bay's capable hands! To volunteer, please contact **Kari Moody '00** at moodyk@uwgb.edu.

YOUR SUCCESS IS OUR TOP PRIORITY

After receiving your alumni survey responses this past fall, the UW-Green Bay Alumni Relations staff has refocused to be a better resource for you. Now, the main purpose of the Alumni Relations is to support alumni success. This includes Career Services support. If you are looking for a job or to make a career change, email **Kari Moody '00** (above) at moodyk@uwgb.edu and she will connect you with alumni in your field. In addition, the Alumni Relations website is retooling to focus on alumni career services, with an expected launch date of 2018.



Alumni Link

The UW Alumni Link career fair, networking event and big data panel was held May 22, 2018 at Green Bay's Tundra Lodge. The career fair featured about 50 companies and organizations looking for the best and brightest. Members of the panel were asked to share information about their organization, role and opportunities at work, and to provide advice students on the skills needed in the age of big data. Thanks to all who attended!



ALUMNI MENTORS PAY IT FORWARD

Would you like to work with recent UW-Green Bay graduates to help them develop their professional skills and grow in their career? This is your opportunity to mentor fellow alumni who are following in your footsteps! We've developed a one-year Alumni Mentor program to connect new graduates with seasoned alumni. Here's how it works:

- You will be paired and provide professional mentoring with a recent UW-Green Bay graduate who is interested in your career field or shares your major.

- Your time with your mentee will help to build a strong relationship between the two of you so that you can be a long-term resource.
- Your minimal time commitment will provide a meaningful outcome.
- Connect with your mentee as many times as you both would like. The goal is to build a relationship with your mentee so he/she feels comfortable reaching out to you well after you've completed this mentorship.

Contact Kari Moody at 920-465-2226 or moodyk@uwgb.edu if interested.



Sign up for email communications

Did you know the Alumni Relations Office sends out a monthly Alumni newsletter and regularly communicates about events and alumni benefits via email? Approximately 13,500 alumni stay connected. How about you? To receive UW-Green Bay alumni email communications, please send a "subscribe" message to alumni@uwgb.edu or visit the alumni website at www.uwgb.edu/alumni and sign-up.



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, you can email us your updates at alumni@uwgb.edu.



\$15 equals a lifetime of savings. Get your Alumni ID Card

More than 450 alumni are already enjoying the rewards of the Alumni ID Card. You should too! This lifetime card costs just \$15 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. See www.uwgb.edu/alumni for details.



Alumni Awards, Oct. 2, 2018

Save the date for the 2018 UWGB Alumni Association Alumni Awards Dinner on Tuesday, Oct. 2 at 5 p.m. at the Weidner Center. Three alumni will be honored with Outstanding Recent Alumni Awards and three alumni will be honored with Distinguished Alumni Awards. Awardees will be publicized in August in the alumni e-newsletter and via social media.



Sisters Taylor '16 (left) and Lindsey '13 Przybyski.

Legacy Scholarship

The UW-Green Bay 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). If you have family members who are planning to attend UW-Green Bay, they may be eligible for this \$2,000 scholarship. Please visit <http://www.uwgb.edu/alumni/association/legacy-scholarship.asp> to learn more. 2018 scholarship applications are due no later than 4 p.m. Thursday, July 5.



Thank you, golfers!

The 38th Annual Scholarship Golf Outing was a huge success. Thank you to all who participated. See the alumni website at www.uwgb.edu/alumni for details.

SOCIAL MEDIA BUZZ

Green also looks good on babies!

Thank you to all alumni for sharing your adorable Phoenix family members with us. We are not selective! Share your cute Phoenix kids and pets with us at #uwgb.

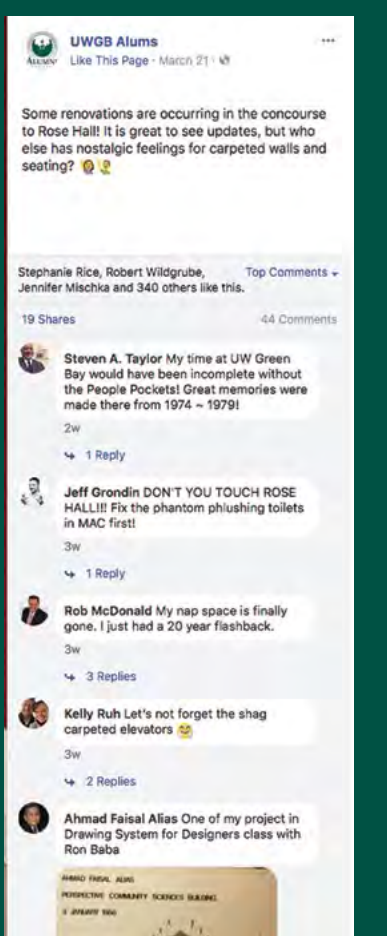


Photo submitted by
Erinn (Stewart) Aubry '13

Naptime Anyone?

People Pockets Parting Thoughts

The UW-Green Bay Alums Facebook page shared a snapshot of in-progress renovations to beloved carpeted walls and seating in the concourse to Rose Hall. Alumni chimed in and shared memories... mostly of using the space for naps!



Phoenix Pups

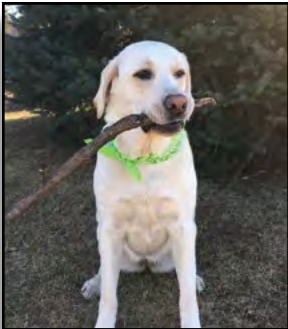
We asked for photos of Phoenix "puppies" for National Puppy Day on March 23, 2018, and the Phoenix Family delivered!



Leah Buege '16



Daniele Frechette '11



Sammy Jackson '14



Jena Richter Landers '13



Prof. Aaron Weinschenk '07

GET SOCIAL! Don't be left out on all the alumni happenings. Your Alumni Association is using Facebook and Twitter to tell you about jobs, networking, events, photo sharing and more. Here's how to find us:



facebook.com/uwgreenbay
facebook.com/uwgbalums



@uwgb
@uwgbalumni



@uwgb



Krash the Kress is Returning for Year Two — Plus, we're Reinventing Homecoming!

*Last year we Krashed
the Kress making it the
highest-attended event by
alumni in school history!*

We're bringing it back with a tailgate and family fun surrounding a Green Bay men's or women's basketball game in early 2019. Krash the Kress will be a part of Homecoming with opportunities for you to reconnect to the people and the places that bring back your best Phoenix memories. Watch the alumni website, www.uwgb.edu/alumni for details.



UNIVERSITY of WISCONSIN
GREEN BAY

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



BAY VIEWS

