

# inside



UNIVERSITY OF WISCONSIN-GREEN BAY | FALL/WINTER 2018

*Skyla Aissen,  
December 2018  
graduate*

## EVER GREEN

Cultivating a thriving campus requires deep roots and room for growth





## Ever Phoenix. Ever Green.

The cover title for this issue of Inside magazine, Ever Green, couldn't be more appropriate for the journey we are on. Reflecting on the partnerships forged and accomplishments of the last year confirms that UW-Green Bay, now including branch campuses in Marinette, Manitowoc and Sheboygan, is indeed continually relevant and integral to the quality of life and economic development of the state's third largest economy.

This fall we met with more than 70 businesses and organizations across our new 16-county footprint, asking questions, listening and learning about the ways in which higher education can meet regional needs. The conversations have been insightful and create the foundation of a plan for our branch campuses that we will unveil this spring.

These conversations confirm once again that partnerships with communities and businesses are critical to our ever-green success.

Fresh examples include groundbreaking for Brown County's STEM Innovation Center on our campus; a new Schneider-Alumni Mentorship Program connecting current business and accounting students with successful

UW-Green Bay alumni at numerous companies; faculty partnering with The Farmory to open the first commercial year-round perch hatchery in the state; UW-Green Bay's Behavioral Health Training Partnership working with 53 Wisconsin counties and one tribe to train professionals working in crisis situations; and Democracy and Justice Studies' partnership with the federally-funded Upward Bound program to mentor low-income and first-generation college students in three Green Bay public high schools.

You will read even more examples of partnership with communities, organizations and businesses on the pages that follow, demonstrating that in today's rapidly changing world, there's little we do without outside support. Said another way by Kohler Company executive, Laura Kohler, when speaking on campus this spring: "It takes a community to build a university."

The level of partnership in which UW-Green Bay is engaging has never been more robust. We are encouraged by the variety and caliber of the relationships we are forging, the unique experiences we are providing to students at our four campuses and the model for university-community partnership that has emerged. It is just like a Phoenix to be relevant, fresh and ever green.

Go Phoenix!

*Gary L. Miller*

Gary L. Miller  
Chancellor

# inside

UNIVERSITY OF WISCONSIN-GREEN BAY

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*Skyla Aissen, Dec. '18 graduate, created two side businesses while working for her family farm to graduate debt free. See her story on page 5*

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# THE Power

# of PARTNERSHIP

Partnerships energize the campus and the community

Two significant developments on campus and near downtown Green Bay illustrate the importance and power of partnerships in the life of UW-Green Bay.

The first is right here on campus, as the Brown County STEM (Science, Technology, Engineering and Math) Innovation Center, which broke ground Sept. 17, 2018, is quickly taking shape and becoming part of the campus skyline.

The second is front-and-center in the shadow of Lambeau Field, as the finishing touches are being put on the 46,000-square-foot, modern, steel-and-glass silhouette of TitledownTech.

"What's another building or two?" you might ask. Universities and downtowns regularly construct new buildings. It's the way they keep their infrastructure in step with the needs of their respective communities.

## These buildings do all that — and then some.

The Brown County STEM Innovation Center will provide about 63,730 square feet of space to house the new Richard J. Resch School of Engineering, the popular and creative Einstein Project, the community-focused UW-Extension, and Brown County's Land and Water Conservation departments. The facility is expected to open sometime in August 2019.

Of great significance, the building, its occupants and its shared workspace demonstrate the power of partnership. The partners are able to do more than any of them could do alone and the effect of their collaboration ripples from the campus, across the community and into the region. The \$15-million

construction budget is shared among three central partners: the State of Wisconsin capital budget, Brown County funds and private donations from citizens and organizations intent on sustaining a thriving, public University and the social, cultural and economic gains that come with it.

UW-Green Bay Chancellor Gary L. Miller commented on the gap the Center closes by hosting the Resch School of Engineering. He said that the community has been asking for engineering and STEM programs for decades.

"This is the first school of engineering established and based in Northeast Wisconsin," said Miller, "and it will transform the economy for generations."

County Executive Troy Streckenbach, in his remarks at the groundbreaking, said this shared investment is expected to "help secure our region's manufacturing future by helping create economic development for years to come and ensuring all our students have opportunities to be tomorrow's innovators."

## Across town is a partnership that can move the needle at supersonic speeds

The excitement is building for TitledownTech — and its unique partnership that can be a model for the future. The collaboration between UW-Green Bay, the University of Wisconsin System, the Green Bay Packers and Microsoft Corporation — is poised to serve as a hub for business innovation and economic development in the region, the state and the Midwest. It holds promise to keep local young talent in a region that is thriving for more reasons than its storied NFL franchise.

A description on the Green Bay Packers website shows this state-of-the-art building will feature the TitledownTech Venture Studio, TitledownTech Innovation Lab and TitledownTech Fund. The center is designed to connect start-up businesses with investors and promote business development and growth, particularly in the technology sectors.

A UW-Green Bay and the UW System "Entrepreneur-in-Residence" (EIR) will work as part of the TitledownTech leadership team.

The EIR role has three main foci: 1. Work with UW-Green Bay's Cofrin School of Business to educate and provide guidance in business and operational areas. 2. Work with the UW System's Economic Development Office to generate collaborations with all UW System institutions. 3. Establish connections to the business community and be their single point of contact.

Deepening the connection between the organizations, UW-Green Bay alumnus **Craig Dickman '82** (Business Administration), who brings his reputation for innovation, was named TitledownTech's managing director in September. Dickman is the founder and former CEO of Green Bay-based energy logistics company, Breakthrough™. In an interview with the *Green Bay Press-Gazette*, Dickman reflected on the nature of the facility and its vision.

"We're really trying to create something that's world-class," said Dickman, "so we can transform this region's economy, transform the businesses that are here and bring innovation capabilities focused on building scalable new ventures in our area."



# RSHIP



*Excitement is building for TitledownTech in the shadow of Lambeau Field.*

The support of Microsoft is key to those innovation capabilities. Not only will it provide two full-time staff (one of whom will be a technologist-in-residence), it will bring its global digital resources to support TitledownTech's mission and vision. Those resources include people and technology. By connecting those resources with new and existing businesses, teams working at TitledownTech will help them incorporate digital capabilities into their operations.

Ed Policy, Packers chief operations officer and general counsel oversees Titledown development. He sees TitledownTech as a natural extension of the Packers' vision for the area.

"We intended to develop Titledown as a magnet to draw world-class employees," states Policy on the Packers website. "The Microsoft involvement clearly takes this to another level. The remainder of the century will belong to communities that can draw talented young people."

And developing talented young people is what UW-Green Bay is all about. Through the power of partnerships like these, the University aims to attract and enroll Brown County students, continuing the five-year enrollment growth trend it touted in November.

As Chancellor Miller noted at the STEM Innovation Center groundbreaking, "It's a great time to be here at UW-Green Bay."

— Story by freelance writer **Jim Streed '05**

## Impactful UW-Green Bay Partnerships

- The Education program, with Bay Beach Wildlife Sanctuary and Green Bay Area Public Schools, partner in a nature-based four-year-old kindergarten program.
- Social Work and Wisconsin Department of Children and Families provide tuition stipends and specialized training to more than a dozen social work students annually, preparing them for future careers in public child welfare
- Psychology partnered with multiple high school psychology teachers from across the state to organize a day-long teaching of psychology conference for more than 50 attendees.
- Cofrin School of Business students were provided a valuable networking experience by Kohler Co. executives from around the world when invited to dine and network during a fall executive training event at Lambeau Field.
- Accounting students attended the Institute of Management Accountants Conference in St. Louis, MO, with support from local firm, Wipfli.
- Biology faculty and students teamed-up with the Medical College of Wisconsin-Green Bay to sponsor the inaugural "Tiny Earth" event at Lambeau Field aimed at using undergraduate research to discover new antibiotics.
- The Environmental Management Business Institute (EMBI) and Aurora BayCare partnership provides real world energy and waste-reduction training for students. Students are both engaged in improving the environmental and energy footprint for the hospital, and are given leadership experience as an active member of Aurora's Facilities Energy Team.





*Skyla Aissen in her family's gift shop at the Aissen Tree Farm.*



# Entrepreneurial. Spirited. Debt Free.

## Packed with an entrepreneurial spirit Skyla Aissen '18 graduated from college debt free

With roots planted deeply in Northeast Wisconsin and visions of “branch” expansion, recent Business Administration graduate and Christmas tree grower, Skyla Aissen, has her work gloves on and is ready for the future.

Her Grandma Lean imparted this piece of wisdom on Skyla long ago, “24 hours is a lot of time in a day to get things done.”

Suffice to say that Aissen is one to take wisdom from her elders to heart. The 21-year old graduated from UW-Green Bay with honors in December 2018. Remarkably, she earned her Business Administration degree (Marketing and Management emphases) in three and one-half years, despite having a near-full-time job, running two businesses and managing property that she purchased herself.

And she made it through debt free.

### Four generations of business acumen

Aissen is now among the fourth generation of Christmas tree growers in her family. She is following in the footsteps of her great-grandfather, founder of Hess & Sons Tree Farm in Wisconsin Rapids; her grandfather, who ran a wholesale business in Rapids; and her parents, Tammy Hess and Jeff Aissen, who moved to Northeast Wisconsin to start a retail lot for 11 years, before moving and opening the Aissen Tree Farm in Kewaunee County, in 2000.

If you think of a tree-farm as a seasonal operation, think again. With the Christmas season now in the rear-view mirror, the Aissens

turn their attention to post-holiday inventory and taking their 2,000 square foot gift shop, with more than 7,000 ornaments and other gifts, completely apart.

In January, Skyla travels with family members to Atlanta to attend a wholesale mart and shop for next year. Upon return, they work on planning, preparation and cutting firewood that heats the house and two shops. In spring they plant 5,000 trees by hand, followed by fertilizing, removing previous stumps, fixing ruts, weed control and mowing on 55 patches. In summer they shear 50,000 trees and collect pine cones for wreaths. It's not uncommon for them to walk more than 15 miles a day, working on the farm.

“It's a 24/7, 365-days-a-year job, and I wouldn't have it any other way,” said the new UW-Green Bay alumna and entrepreneur.

### A nine-year-old entrepreneur

Skyla was only nine years old when she started a side business on the farm, creating “kissing balls” — supersized mistletoe — that have become increasingly popular as household Christmas-decorating staples. That first year, she sold 45 balls. Now, 12 years later, she is up to 375 annually. This side business paid for her entire college, “fully and completely.”

Her second business-within-the-business, now shared with her fiancé Nathan Vanderbloemen, is tree coloring. “We found it is cheaper and less messy for customers if we do it.” Growing

exponentially, her first 50 trees were a sellout, and 75 colored trees in 2018 sold out as well.

Although Aissen's sharp business acumen is homegrown, she was determined to be completely prepared for her future by earning a bachelor's degree through UW-Green Bay's Cofrin School of Business. She crossed the Weidner stage in December with diploma in hand and no regrets.

“I wanted to obtain my bachelor's degree to enhance our marketing and management skills on the farm,” she said. “I knew it was important for me to obtain a degree because owning a tree farm is a high risk. Knowing these risks, I realized that I needed a backup plan in case of a natural disaster or health complications as life can be very unpredictable and it is always good to be prepared.”

### Business degree gave her a balanced perspective

Through the Business Administration program, she said the most valuable attribute she learned was the ability to “think through and solve problems.” “It has also taught me better time-management skills and how to manage

money. From paying for school to paying for all overhead costs, employees, insurance, mortgage payments, taxes, monthly fees and maintenance costs on the new property, I have learned how to properly keep records and manage all of my finances successfully.”

The ace student (3.9 GPA) and Luxemburg-Casco High School 2015 graduate is pleased to be a poster child for graduating from college debt free.

“If you work hard, you can graduate early with no debt, it just takes dedication and time management skills,” she advises.

The proud alumnae will now turn her complete attention to her business prospects — the family-owned farm with 50,000 trees and the 7.5-acre property right across the road, purchased entirely by Skyla on her own.

“The property is a fixer-upper with a house, barn, garage and shed on 7.5 acres,” she said. “However, I already have more than 2,500 trees planted on the property, with hopes to plant thousands more.”

And then there is the grand vision and a safe bet for Aissen's next dream...

“I would like to expand the farm and turn my barn into a wedding venue and the house into a bed and breakfast, as well.”

With history as a past measure of success, one would be wise not to bet against this Phoenix.

— Story by editor  
Sue Bodilly '87 and '04





International students Marc Kamps and Moritz Meister take a break to enjoy some time at the Common Grounds Coffee-House. They are two of 20 international students taking credits in UW-Green Bay's Masters of Management program.

## Studying 4,200 miles from home

How do two students from Germany, who reside in cities nearly 300 kilometers apart (about 185 miles) find themselves together, in Green Bay, Wisconsin, more than 4,200 miles from home?

Answer: They are both taking classes in UW-Green Bay's Masters of Management program, an increasingly popular program among international students, offered through the Austin E. Cofrin School of Business. Marc Kamps is from Bocholt, Germany, and Moritz Meister is from Frankfurt, Germany.

"We met each other because the companies we work for participate in the same talent development program in Germany," said Meister. "We both work full-time at companies that are very supportive of our education."

The international exchange program that Kamps and Meister are part of is offered at their university: Technische Hochschule Mittelhessen. It is one of several similar exchange programs that allow students to transfer credits between UW-Green Bay and schools in their home countries. The most prominent of these exchange programs welcomes students from the KEDGE Business School in Bordeaux, France. In this program, students receive two graduate diplomas from two collaborating universities in two countries. Students are usually able to divide their 30 credits between the two schools and complete their studies within 17 months. This year, out of the 39 graduate students

in the Masters of Management program, 20 are international students.

"For our American students, the international students bring a perspective and life experiences they might not otherwise know about," said Associate Prof. David Radosevich (Management). "Many of the international students have worked or interned in global companies all over the world, and they bring that world with them to UW-Green Bay. That helps our local students better understand the dynamics of doing business globally. And that understanding has value beyond a formal education, into students' daily lives, both personal and professional."

Kamps and Meister speak highly of their classes, their instructors and their experiences on campus.

"My favorite course was Managing Knowledge for Sustainability, taught by Meir Russ," said Kamps. "Even though we have a lot of homework, it was fun because we learned a different way of thinking. Prof. Russ demands that we take a look at a problem from different perspectives."

They also share out-of-class favorites, including a Thanksgiving trip to New Orleans with other international students.

"I would definitely recommend this program," said Meister. "It is a very good way to gather experience in foreign countries and to get to know another culture."

— Story by freelance writer **Jim Streed '05**



## Student Maria Arunkumar has 'engaging idea'

Tying the knot, walking down the aisle, saying "I do"... Whatever you call it, planning the big day is about to get a whole lot easier if Business Administration student Maria Arunkumar has something to say about it.

The Singapore native and UW-Green Bay sophomore won her first business idea pitch competition — Light Up the Lakeshore in Two Rivers in August 2018. The winning idea, "Build-a-Wedding App" walks couples who are planning a wedding through a step-by-step process to ensure the perfect, within-budget, wedding.

There are other apps designed for wedding planning, such as Pinterest or The Knot. But Arunkumar wanted to create something that allows couples to narrow down their options according to their preferences and budget.

"With apps like Pinterest or The Knot, there is just too much information with no direction," she says. "Because of this, most of the time couples end up feeling overwhelmed by the options and don't even know where to start." Arunkumar says her app is also different from others, as it builds a portfolio for the couple to look at after they have gone through all the steps. With the portfolio, the app then finds vendors nearby that closely match the information in the portfolio. Arunkumar says she was inspired by the concept of Build-A-Bear, which is a store that guides you through the process of building a stuffed animal bear. That's the formula she wanted for her app.

Her win landed her a cash prize, which she hopes to use to develop the app.



## HIGHLIGHTS



**Mathew Dornbush** was named interim dean for the Austin E. Cofrin School of Business. Dornbush has been serving UW-Green Bay as the associate vice chancellor for Academic Affairs and director of Graduate Studies since 2015. He will maintain a share

of those duties while taking on the interim dean role. "It's an exciting time for what is a very young college poised for big things; we have a group of highly successful and innovative faculty, a growing student body, and a shared commitment to expanding our external partnerships across Northeast Wisconsin," said Dornbush. Top priorities for Dornbush will be leadership toward the continued development and implementation of a new Impact MBA and significant progress toward gaining accreditation for the School.

Assistant Prof. **Vallari Chandna** (Management) is a contributing author to the volume of "The Future of Progressivism: Applying Follettian Thinking to Contemporary Issues" with her chapter titled, "Dynamic Holism in Enterprise: Follettian Integration as a Method for Achieving Sustainability." She also co-authored a chapter in the "Wiley Handbook of Knowledge Management for Sustainable Water Systems" with a graduate student from the Master of Science in Management program. The chapter titled, "Knowledge Manage-

ment Systems for Urban Water Sustainability: Lessons for Developing Nations" takes a very timely view of the water situation in South Africa and how best practices from nations such as Sweden can be emulated in different settings. Chandna was interviewed on Wisconsin Public Radio's "Central Time" on the subject of grocery shopping evolution, discussing the varied options, user demographics, changing shopping preferences and U.S. and global patterns of online grocery shopping. She has become a regular go-to expert for media on subjects such as big-box store closings and online retail.

Associate Prof. **Gaurav Bansal** (Business Administration, Management Information Systems) has been elected as at-large director for Midwest Association for Information Systems. The election was held at the 13th annual meeting of the association held at the University of Missouri, St. Louis.

Assistant Prof. **Amulya Gurtu** (Supply Chain Management) gave a presentation on supply chain disruptions at a seminar sponsored by AON Risk Solutions on Monday, Nov. 12.

## TEACHING MOMENTS

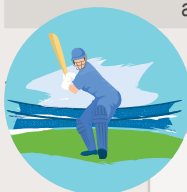
5

### FUN TECH FACTS

Gartner research firm estimated that 45% of the fastest-growing companies in the world will "employ" more smart machines and virtual assistants than people by 2018. Hiring fewer humans and installing more virtual assistants could reduce costs while boosting productivity. However, what about jobs in childcare, food service, as a tour guide, journalist, artist or doctor?

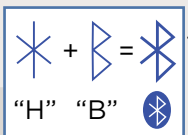
Ninety-two percent of the world's currency is digital. This means that most of the money you earn, transact with, use to buy goods/services and so on, exists only on computers and hard drives. Only an estimated eight percent of currency globally is physical money.

The English word for red panda is "Firefox," which is where the internet browser gets its name — this means the Firefox logo is actually a red panda, not a fox!



An artificial intelligence cricket bat has been launched in India, which will change the sport. During a live match, as soon as the ball is hit by the batsman, data on different parameters are captured. This is just the beginning of what is possible, for not only cricket, but all sports.

Bluetooth is named after the Danish King Harald "Bluetooth" who ate so many blueberries that his teeth stained blue. The wireless protocol is named after him because of his ability to unite warring Scandinavian factions, just as Bluetooth unites wireless devices. The Bluetooth logo is also a combination of the King's runic initials.



Pooja Agarwal, Lecturer Business Statistics and Business Computer Applications



Photos courtesy of The Commons, Robert Colletta Photography

## Problem solvers? We got ‘em

Seven UW-Green Bay students spent a Saturday solving real corporate innovation challenges at Jake’s Café in Sheboygan for Sartori, a family-owned company in Plymouth, “dedicated to making the world’s finest artisan cheese made from premium milk supplied by local Wisconsin farmers.” The students were placed on competitive problem-solving teams with college students from other Eastern Wisconsin universities. Students formed one team to ideate then present their solutions to one corporate

innovation challenge provided by Sartori, then formed a second team to solve another of Sartori’s corporate innovation challenges. The UW-Green Bay students who participated were Carol Brehmer (Business Administration), Victoria Henderson (Business Administration), James Pockrandt (Computer Science), Jilliana Quinones (Business Administration), Hamza Umar (Business Administration), Misty Wolff (Accounting), and Tomer Zloczower (Computer Science).



## Kohler and good company

In October, UW-Green Bay students were given the opportunity to network with Kohler Co. executives from across the globe at Lambeau Field. Twenty-six students participated in the mentoring event, and learned about career pathways, qualities and skills for success and overall thoughts on global employment and marketplace. Majors represented included Accounting, Business Administration, Data Science, Mechanical Engineering and Integrative Leadership.

## PROGRAM SPOTLIGHT

### Impact Master of Business Administration – Austin E. Cofrin School of Business

A new addition to the Cofrin School of Business, the Impact MBA, is an Executive Master of Business Administration (MBA) degree program that will prepare experienced professionals to lead their organizations forward through the modern era of accelerating technology, disruptive business landscapes and growing social and environmental opportunities.

**“This is not a traditional MBA program. Most MBA programs focus on traditional business courses at a higher level. The Impact MBA is an 18-month program that prepares executives to capitalize on the complexities of the modern business environment where the rate of change is truly unprecedented.”**

**– Interim Dean Mathew Dornbush**





From left to right, NARA Executive Director, Jim Murphy; NARA President, Tara Lynne Orlowski; UW-Green Bay Program Specialist, Laura Nolan and NARA President Elect, Alfred Johnson.

## HEALTHCARE TRAINING REGISTRY RECOGNIZED NATIONALLY

UW-Green Bay won the Award of Excellence at the National Association for Regulatory Administration (NARA) 2018 Licensing Conference held in Virginia. The University was selected on behalf of the Wisconsin Community Based Residential Facilities (CBRF) Training Registry project and its collaborative efforts, innovation, cost-savings and overall partnership with the Wisconsin Department of Health Services. In 2016, UW-Green Bay was

awarded a five-year contract to maintain the Training Registry for the State of Wisconsin. The University developed and manages the online publicly accessible database for more than 137,000 CBRF employees, instructors and administrators who have completed department approved training. The registry has been recognized for its excellent quality assurance and for the management of services for citations, violations and investigations.



## High School Rivalry for Academics

High school rivalries are alive and well on the fields and in the classrooms. Earlier this year, students from 15 Northeast Wisconsin high schools participated in the 2018 Academic Competition at UW-Green Bay. The event brought 360 high-achieving students to campus to compete in the areas of English/language arts, math, science and social studies. UW-Green Bay faculty and area teachers serve as team captains by submitting questions and serve as judges during the competition. High school teachers coach each team by preparing them for the competition and accompanying them to UW-Green Bay. The Academic Competition provides the opportunity for students to show their academic skills and collaborate with UW-Green Bay faculty and staff. The 2019 Academic Competition returns to campus on Tuesday, April 9.

## Destination Imagined

Imagine 7,000 elementary through high school students, team coaches and families from across Wisconsin, all descending on one location for a day charged with creativity and competition. Designed to inspire and equip students to become the next generation of innovators and leaders, the Wisconsin Destination Imagination (DI) statewide competition is headed to UW-Green Bay on April 13. Working together in teams, DI students solve open-ended STEAM (science, technology, engineering, arts and mathematics) and service learning challenges and then present their solutions at tournaments. The competition is moving to UW-Green Bay for a five-year run due to enhanced off-street parking, campus dining and capacity to host the closing celebration in the Kress Events Center.



## The Need for Badges is Real

With all due respect to *Blazing Saddles*, more professionals than ever do need some "stinkin' badges." Especially if the badges are the newest form of professional credentialing that is changing higher education for working adults and students seeking alternative and portable electronic credentials. UW-Green Bay's Division of Continuing Education and Community Engagement is rolling out its first badges in early 2019 through its work with the Wisconsin Caregiver Academy (WCA). The WCA provides train-the-trainer opportunities for caregivers, providers and practitioners throughout Wisconsin. Beginning in January, the WCA will provide digital badging for four DHS courses: medication administration, standard precautions, fire safety and first aid and choking. UW-Green Bay is the first entity to offer badging and microcredentialing for any DHS state-approved training in Wisconsin. Innovation through alternative credential programs is a growing focus for the University.

# History teaching recognized as best in state

Lecture halls. Classrooms. Projectors. Chalkboards. For the UW-Green Bay History program all that is, well... history. Because students in the program don't just learn history. They live it.

This "living history" philosophy is just one of the reasons UW-Green Bay's History program received the UW-System Regents 2018 Award for Excellence in Teaching. Recognized as the top teaching department in all academic disciplines at all 13 UW institutions, the honor is especially competitive and difficult for a humanities/social science field.

"I had my doubts. It's usually the STEM programs; the programs that are a direct means to a job, that win the award," says Heidi Sherman, History program chairperson. "It's exciting for a program that focuses on seeking to understand and interpret the human experience to be recognized. It means a lot to us, and also to the future of humanities programs and their contribution to a complete, well-rounded education."

UW-Green Bay History faculty work hard to establish the experiential, applied learning, community engagement opportunities they provide to students.

Sherman explained, "About five years ago, history, humanities and other social sciences programs were being cut from universities. Students were encouraged to go into STEM programs. So, we knew we had to create a learning experience with higher impact in order to survive. Our goal was to create a program that would make our history students just as employable

as STEM students. If students were interested in history, we wanted them to pursue it, not sacrifice their interest and choose a major because they thought it meant a better chance of getting a job."

Sherman and her team have built a program that gives students collaborative, engaging, hands-on opportunities to explore the past and apply what they learn to the present and future. The team makes history exciting and fun while teaching employable skills: problem-solving, communicating, ethical ramifications of decisions, critical reading and improved writing skills, empathy, and analyzing and understanding human behavior.

"There's not a lot of sitting in classrooms," says Sherman. With a student-centered curriculum that embodies learning and provides both physical and mental challenges, students in the history program learn by applying that learning. A few examples:

## Living as a Viking

UW-Green Bay is home to a one-of-a-kind Norwegian Viking house. This replica allows students to engage in day-to-day experiences of 11th century Viking life. The study of a history or a culture provides lessons in laws, standards and gives a unique perspective on political views. It provides insight into the past and comparisons for the future.

## Packers Partnership

The Green Bay Packers teamed up with the History program to study the first 50 years of Packers history (1919-1969). The NFL franchise,

celebrating its 100th Anniversary, is a gold mine of historical evidence and its history continues to intrigue the world. This hands-on opportunity to dig, process, problem-solve and document, teaches students to be producers of knowledge and to become better equipped to engage others in learning. It also helps prepare them for specific careers as communicators and story-tellers and gives them practice share their findings through new technologies.

## Into the 'real' world

Receiving kudos from UW System for its teaching excellence makes both the History program and the campus community proud, and the results are staggering. Enrollment continues to rise and over the past several years, a growing number of History majors are pursuing internships. In 2011-12, 24 percent of graduating History majors held an internship. In 2016-17, the number had grown to 43 percent.

History students leave equipped, according to Sherman, as "well-rounded people who take their enthusiasm with them." They spread that passion throughout the community as educators, and serve as education coordinators for area museums. Some work as archivists. Others work in libraries, equal rights groups, within politics and many are entrepreneurs.

"The study of history provides a unique window through which to better understand humanity," says History Professor, Eric Morgan. "Developing the skills to think deeply and critically about the past, and learning how to clearly communicate those ideas, not only help

one succeed in any career path, but also helps create more informed and engaged citizens of the world community."

— Story by freelance writer  
**Kim Viduski '92**

## NAMED 'STATE'S BEST' FOR:

- ★ **Digital learning and instruction** — Faculty pilot and apply new technologies for teaching, including blogging, classroom response systems (clickers), virtual reality, podcasting, Twitter re-enactment, online cataloging (Omeka), digital animation, and film-making.
- ★ **Experiential Archaeology** — The program has international recognition with Prof. Greg Aldrete's reconstruction and testing of the Linothorax, the linen armor worn by Alexander the Great and his army; Prof. Sherman's five-year "Flax Project," and the Viking House.
- ★ **Interdisciplinarity** — History and Humanities students are offered a view of history from the multiple perspectives of 12 different faculty members.
- ★ **High-impact offerings** — Internships are increasing, particularly in applied learning and community engagement.
- ★ **Dedication to the scholarship of teaching** — Faculty participate in year-long Scholarship of Teaching and Learning programs to enhance engagement with students. Professors Greg Aldrete and Clifford Ganyard have each won the UW System Regents Award for Excellence in Teaching.





*Hoplite Day Students in Prof. Greg Aldrete's History of Ancient Greece class recreate battle formations on campus on Hoplite Day. They practice formations, war chants and techniques used by Ancient Greek Hoplites — citizen-soldiers of Ancient Greek city-states. The interactive experiences help students think about identity, culture, tradition, change, tragedy and other life lessons.*



## Psychologist has ‘alarming’ focus

It's possible that UW-Green Bay Assistant Professor Alan Chu (Psychology), pictured above, has an advantage over his table tennis opponents. His psychology training just might give him a mental edge when the going gets tough.

Chu and his three teammates — the “Wavemen” recently won their division of the North American Table Tennis Teams Championships at Gaylord National Resort in National Harbor, MD. The three-day tournament boasts teams from the U.S. and around the world.

“As a sport psychology professor and competitive athlete, I do apply what I preach in my sport,” Chu says. “For instance, I use positive self-talk and visualization to mentally prepare myself for every tournament. I would say I do win the majority of tight matches (i.e., fifth game).”

Chu's students should heed his advice. He honed his skills in the sport in his native Hong Kong, but since coming to the U.S. for graduate studies and for the start of his career, consistent competition is harder to come by. Moving to Green Bay in July 2018, Chu has been playing with a group in Appleton, but only once a week. His teammates are from Texas and New York, so the national tournament win was a bit of a surprise.

Chu's competitiveness is obvious. First, he tries to watch YouTube videos of his upcoming opponents and evaluate their weakness. During match play is when his psychology training comes to the forefront. “I try to change up my serves a lot during the first half of the first and second games to mess with my opponents' minds. I also try my best to attack first, before my opponents do.”

Focus is also a key component as there could be hundreds of matches just feet away scheduled in the same venue at the same time. “I would say I am quite skilled at narrow focus,” he says. “When I play, I am ‘in the zone’ and do not quite recognize the people and noises around me. Indeed, in one of my matches, the fire alarm went off at one point and that didn't bother me during play.”

In the meantime, he also has laser focus on his research topics — the psychosocial aspects of sport, exercise, physical education and health.

## Music mastery helps Marton create board game

On the UW-Green Bay, Sheboygan Campus, adjunct faculty member, Tricia Marton, is onto something. What started as an idea to help her students learn about Music Theory has become a published board game, now in demand by local music students and educators.

“I was, and am, overwhelmed at the response to ‘It's JUST Music Theory,’” Marton says. After selling out the first

shipment, she is filling orders and working with local game retailers to market the game. Games are available through Dreams Unlimited in Plymouth, Wis.

Referrals and reorders have come swiftly. Marton is the owner and operator of a music studio in Sheboygan. She began teaching beginner piano, elementary piano and applied piano lessons for the Sheboygan Campus in fall 2018. She also accompanies the University Choir.





## 5

## THEATRE OBSERVATIONS



Jeff Entwistle  
Prof. Theatre and Dance

After 20 years of teaching Intro. to Theatre Arts, I am amazed by how many students and patrons think that musicals are the *only* kind of theatre that exists. Theatre is not typically about entertainment but more importantly probes the human condition and prompts the audience to think about the deeper meaning of plays. A rare show selected *primarily* to entertain an audience almost makes me feel guilty for not teaching that theatre is so much more.

UW-Green Bay has been the launching point of extraordinary professional careers (and happy families), and it's my greatest joy. During my first-ever sabbatical in Spring 2019, I will seek out retraining in theatrical lighting technology. The great part: I will be taught by a number of my former students — now experts in the field!

Educating the audience can be harder than teaching the students. I recall the blank stares from many after seeing our production of *Play Nice!* — a play anchored by the dramatic role play of the Diamond siblings imaginations acted out in their attic (which couldn't be accessed by their abusive dragon-queen mother). The subject matter, the effects of child abuse, was so meaningful, but not what an audience expects as entertainment.

Working in this field can be disheartening. Thirty-five years ago, \$22,000 was the approximate budget for the performing arts (Music and Theatre) here, and in 2018 the annual theatre budget is still approximately \$22,000. Zero student fees are used to support these important public "front porch" University performances that cost approximately \$60,000 each to produce. We need to find a sustainable way to invest in the arts.

Guiding students on trips for intensive New York City and theatre exposure to demystify the theatre capital of the world is pure joy. Watching their eyes open wide that first time they see the lights and the life in Times Square or seeing their faces and hearing their comments after they have experienced six shows in five days is indeed a Theatre professor's guilty pleasure.

## HIGHLIGHTS

A number of faculty members in the College are sought-after media experts. In the last few months, Profs. **Rebecca Meacham** (English), **Regan A.R. Gurung** and **Ryan Martin** (Psychology and Human Development), **David Helpap** and **Aaron Weinschenk** (Public and Environmental Administration), **Phil Clappitt** (Communication) and **Alise Coen** (Political Science, Manitowoc and Sheboygan Campuses) have been guests for state and national radio, television and print/online news outlets.

Global Studies faculty members proudly announced the renaming of its Global Citizenship Scholarship to the Karen Dalke Memorial Global Citizenship Scholarship. "Our beloved colleague and Global Studies faculty member **Karen Dalke**, who tragically passed away this summer, was a world citizen, enthusiastic international traveler, advocate for cross-cultural understanding and a passionate champion of students... Her spirit and commitment to global citizenship exemplifies the goals and priorities of Global Citizenship Scholarship supporting short-term study abroad travel of UW-Green Bay students." To contribute to the scholarship, contact Laura Jarosz, at jaroszl@uwgb.edu.

The International Standing Conference for the History of Education (ISCHE) announced UW-Green Bay Associate Prof. **Jon Shelton** (Democracy and Justice Studies) as the recipient of the 2018 First

Book Award for his monograph, *Teacher Strike!: Public Education and the Making of a New American Political Order* (University of Illinois Press, 2017).



Associate Lecturer **Susan Frost** (Humanities) presented a workshop for the Governmental IT Symposium in St. Paul, MN in December 2018. The workshop, *Critical Thinking: Perspectives to Create Innovative Solutions*, is part of her "Thinking Through the Humanities" Series.

Assistant Prof. **Jana Fogaca** (Psychology) has published a book chapter in the Oxford Research Encyclopedia of Psychology titled "Supervision in Exercise Settings."

In January, Prof. **Ryan Martin** (Human Development, Psychology) accepted a 50 percent appointment as CAHSS's Associate Dean for Recruitment, Outreach and Communication.

UW-Green Bay, Manitowoc Campus Prof. **Berel Lutsky** (Art) received an honorable mention for the piece, "Black Landscape; When it all gets too hot...." which was featured at "Literary Innovation: A Juried National Exhibition Inspired by William Faulkner and Gabriel García Márquez" for the year 2018.



## READY FOR SOME PACKERS HISTORY?

**IF YOU THOUGHT YOU KNEW EVERYTHING THERE WAS TO KNOW ABOUT THE GREEN AND GOLD, THE WORK OF SOME UW-GREEN BAY STUDENTS MAY SURPRISE YOU.**

In the fall semester, UW-Green Bay History, Democracy and Justice Studies, and Humanities students and faculty collaborated on an exciting project to document the history of the Green Bay Packers as the franchise celebrates 100 years. The students presented their findings at a public presentation at the Lambeau Field Atrium in December.

Student projects covered a wide terrain of Packers history. One project explained how the Packers revolutionized professional football by deepening the use of the forward pass. Another project draws on the Lyle Lahey cartoon collection to show how the Packers were integral in how Green Bay residents understood national politics.

"I am very proud of our students who gave 10 articulately delivered presentations of their Green Bay Packers projects," said Prof. Heidi Sherman. "Can you imagine being a first-semester freshman and having

to present for 10 minutes at Lambeau Field to 75 people and several local reporters and TV stations? Amazing!"

Green Bay Packers Hall of Fame curator and historian, Brent Hensel, co-taught Sherman's Introduction to Digital and Public Humanities and Prof. Jon Shelton's Craft of History courses. Under the direction of Hensel, Sherman and Shelton, using primary sources from local archives, and students from each class combined forces to develop a series of unique digital projects (electronic presentations and websites) that will be shared with the public later this winter.

### PROGRAM SPOTLIGHT

#### **Bachelor of Fine Arts – College of Arts, Humanities and Social Sciences**

A unique Bachelor of Fine Arts (BFA) in Writing and Applied Arts degree will be launching in 2019, making UW-Green Bay the first in the UW System to offer such a major. The new program is meant to prepare students to meet the growing demand for exceptional writing skills infused with creativity. Students in the program will focus on the business and craft aspects of writing, literary contexts and applied arts.

**"UW-Green Bay is uniquely situated to connect student writers to the greater world and various kinds of writing, building on Green Bay's growing reputation as a literary and community arts advocacy destination."**

**– Prof. Rebecca Meacham  
(English)**





# UntitledTown Returns



**Save the date — April 26-28, 2019** — for the third annual UntitledTown Book and Author Festival! At this three-day celebration of books, storytelling and all things writing, attendees can choose from a long list of readings, discussions, panels, workshops and other events at venues in Downtown Green Bay. Nearly every event will be free and open to the public.

This year's festival continues its highly popular programs for youth, ages 0-18, which drew half of the 6,000 attendees in 2018. In addition to 100 events on publishing, writing and reading, the 2019 program features workshops dedicated to writing for retirees, writing with faith, writing science fiction and fantasy, writing family stories, writing food memoirs and writing the veteran's experience.

This year's headlining talent (watch for announcements in early 2019!) write novels, nonfiction, mysteries, historical fiction and performance poetry that ask and answer questions like, "What is resilience?" and "How do we define ourselves?" and "How should we care for one another?"

UW-Green Bay English Professor Rebecca Meacham is co-president of UntitledTown Co., while Professor Cristina Ortiz (Humanities) and Multi-Ethnic Student Affairs Director Mai Lo Lee have joined the board.

**Questions? Email [info@untitledtown.org](mailto:info@untitledtown.org)**



*Renowned author, R.L. Stine, engages 2018 UntitledTown Festival-goers at the Weidner Center for the Performing Arts.*

Photo by Kara Counard



## RECOGNIZING Excellence

*Top faculty and staff were recognized by receiving Founders Awards in fall 2018 for their outstanding work in serving students. Left to right:*

FREDERICK E. BAER PROF. IN BUSINESS GAURAV BANSAL  
(Business Administration), *Excellence in Collaborative Achievement-MLK community celebration*

ASSOCIATE PROF. CAROLINE BOSWELL (Humanities)  
*Faculty Award for Excellence in Teaching*

ASSOCIATE PROF. JOLANDA SALLMANN (Social Work)  
*Excellence in Collaborative Achievement-MLK community celebration*

MANAGER OF NETWORK SERVICES, MONIKA PYNAKER  
*University Staff Award for Excellence*

ASSOCIATE PROF. FRANCIS AKAKPO (Social Work)  
*Excellence in Collaborative Achievement-MLK community celebration*

PROF. CHRISTINE VANDENHOUTEN (Nursing)  
*University Award for Excellence in Community Outreach*

STUDENT SERVICES COORDINATOR, GRADUATE STUDIES,  
MARY VALITCHKA  
*Academic Support Award for Excellence*

DIRECTOR, OFFICE OF MULTIETHNIC STUDENT AFFAIRS,  
MAI LO LEE  
*Excellence in Collaborative Achievement-MLK community celebration*

PROF. PATRICIA TERRY (Natural and Applied Sciences)  
*University Award for Excellence in Institutional Development*

PROF. ILLENE CUPIT (Human Development)  
*Faculty Award for Excellence in Scholarship*

## Doctoral Program

It didn't take long for UW-Green Bay's Doctoral Degree (Ed.D.) in First Nations Education to fill. Just announced in March 2018, the first full cohort began classes this fall. This is the University's first doctoral program, and is the only one of its kind in Wisconsin. The new program is centered on Indigenous knowledge systems and draws upon Indigenous teaching and learning methods from elders and oral scholars.







## Making a Difference, Every Day



## New Traditions and a Warm Welcome

The FOCUS (First-year Opportunities and Connections for UW-Green Bay Students) and Great Beginnings programs headed out into the community and the field to kick off the academic year. More than 500 first-year student volunteers took to Bayshore County Park (about 10 miles from campus) to help beautify the area, followed by a tailgate celebration with games at Lambeau Field. These events were followed by a first-ever Freshman Convocation — an official welcome to the class of 2022.

*UW-Green Bay students and staff provided 719 volunteer hours of service at 18 various sites for this year's Make a Difference Day in October. On campus, volunteers made 180 cards for disabled veterans through the TRIO Program, picked up garbage, painted, helped with plastic film recycling and cleaned the shoreline. Off-campus projects included garden cleanup, bulb planting and organizing for the Festival of Lights at the Green Bay Botanical Garden; yard work, cleaning and more for the New Community Shelter; and helping the NEW Zoo get ready for Zoo Boo.*

## Parade Prize

UW-Green Bay took home the Claude Allouez Award for the best portrayal of a theme for "It's a Phoenix Christmas, Charlie Brown!" float in the Green Bay Holiday Parade, in November. With help from Phlash, the Hip Hop Club, spirit squads and Green Bay athletes, the committee secured its fourth award in the last five years.





## { Back-to-School } Shopping

More than 3,000 local families headed to campus for their back-to-school shopping this summer. They left with much-needed new clothes and school supplies, thanks to the efforts of more than 800 volunteers, including the UW-Green Bay community. The University hosted the Back to School Store — an annual community event organized by the Service League of Green Bay — for the first time and looks forward to hosting again in summer 2019.



## Trick-or-Treat Tot Trot

The second annual Trick-or-Treat Tot Trot, a family-friendly, safe Halloween event, proved fruitful for Green Bay area ghouls and goblins. This event gives children the opportunity to trick-or-treat on a college campus, with students acting as Ghost Guides.

“MY INSPIRATION IS MY GRAND-MOTHER,” SAYS GUZMAN. “SHE IS AN IMMIGRANT WHO SPEAKS SPANISH AND HAD TO LEARN ENGLISH AT WORK. SHE HAS ALWAYS HAD A SPIRIT OF DEFYING THE ODDS.”

— CLAUDIA GUZMAN,  
DIRECTOR OF STUDENT LIFE



## Guzman's Got It

Claudia Guzman, UW-Green Bay's Director of Student Life, is looking to make positive changes on campus. Guzman, who has been profiled by Telemundo Wisconsin and named one of Wisconsin's most powerful Latinos by Madison 365, is determined to help the University achieve its goal of increasing diverse populations on campus. Originally from Milwaukee, Guzman says her passion for education began at an early age when she knew she wanted to be more in her community and at the same time help people find their identity. The daughter of immigrants, she looks to her relatives for insight. “My inspiration is my grandmother,” says Guzman. “She is an immigrant who speaks Spanish and had to learn English at work. She has always had a spirit of defying the odds.”





## Alum named TitletownTech Managing Director

Craig Dickman '82 (Business Administration) continues to leave his mark on the Green Bay community. The alumnus is the founder and former CEO and chief innovation officer for Breakthrough (formerly Breakthrough Fuel), an industry-disruptive supply chain logistics and fuel cost management company based in Green Bay. Now the managing director of TitletownTech — the joint venture between the Green Bay Packers and Microsoft — Dickman is charged with leading efforts to bring digital innovation and expertise to the Green Bay area.

# Teaming Up with TitletownTech

UW-Green Bay, UW System, Green Bay Packers and Microsoft have partnered to bring an Entrepreneur-in-Residence to the newly established TitletownTech near Lambeau Field. The Entrepreneur-in-Residence will be employed by UW-Green Bay but will work on location at TitletownTech and serve on its leadership team as a liaison to the University and the UW System and its world-class academics. "This new position will help invigorate our economy, and enhances our partnerships with the technology sector businesses as we focus on creating a promising future for Wisconsin," says UW System President Ray Cross.





## *Thank you* for Your Service



Followed by a full week of activities to honor student veterans and active military, the annual Chancellor's Veteran Reception in November was once again a standing-room only event. Chancellor Gary L. Miller and Congressman Mike Gallagher gave remarks at the event, which included a performance by UW-Green Bay Music, the recognition of current student soldiers, donors and scholarship recipients, and much more.



### Celebrating Frankenstein

FRANKEntalks, an evening of mini-lectures presented by UW-Green Bay faculty, celebrated the 200th anniversary of Mary Shelley's iconic novel "Frankenstein." Presentations by Associate Prof. Bryan Carr (Communication and Information Science), Associate Prof. Jessica Van Slooten (English), Associate Prof. Rebecca Nesvet (English) and Associate Prof. Steve Meyer (Natural and Applied Sciences), created a night filled with stimulating conversation.



# READY FOR ADVENTURE?



The new Outdoor Adventure Recreation Program is up and running, climbing and tenting! Designed to give students the opportunity to experience the great outdoors, the program places strong emphasis on adventure trips including backpacking, rock climbing, kayaking and more. Based out of the Kress Events Center, it also incorporates the amenities found there, including the 28-foot climbing tower.



## Pedal Power

Bright green bikes are now a familiar sight on campus and throughout the city of Green Bay, thanks to a partnership with LimeBike, a rental bike company. Once the accompanying app is downloaded, anyone can find a bike, unlock it with a simple scan and ride to wherever their next adventure takes them. LimeBike's presence encourages students to take advantage of Green Bay's accessibility and opt for a healthier and more sustainable mode of transportation.

## All Aboard the **COLLEGE EXPRESS**



*Green Bay Metro's newest bus route, dubbed the "College Express," enables students to enjoy all that downtown Green Bay has to offer. Students from both UW-Green Bay and Northeast Wisconsin Technical College can now hop on a bus that runs every half hour between 7:15 a.m. and 7:15 p.m. that will make a stop at the Transit Center. UW-Green Bay Chancellor Gary L. Miller says the new route will increase the number of students downtown, and improve joint programming between UW-Green Bay and NWTTC.*



*Above: Former executive director of The Farmory, Alex Smith, is flanked by UW-Green Bay faculty members Patrick Forsythe and Deb Pearson, original partners in planning the year-round commercial fish hatchery. Below: The Farmory grows produce using aquaponics, which uses water from fish tanks to fertilize plants.*

## Making Hatchery History

UW-Green Bay, in partnership with The Farmory, plans on opening Wisconsin's first research-based, full-scale year-round commercial perch fish hatchery. Faculty and students will have the opportunity to apply their knowledge to The Farmory's aquaponics system and hatchery space. The goal? Provide fresh, locally grown perch to the area. The groundbreaking partnership will also help develop the local aquaculture industry.



## Top Moments of 2018

It's an impressive list that includes the merging of four campuses, unprecedented partnerships, major renovations, state awards and more. Here's a quick look back at UW-Green Bay's Top Moments of 2018 (in no particular order).

**Marinette, Manitowoc and Sheboygan campuses join UW-Green Bay**

**STEM Innovation Center breaks ground**

**Weidner Center for the Performing Arts Celebrates 25 years**

**First doctoral program launched**

**Inaugural TedxUW-Green Bay Series**

**TitletownTech, Packers and Microsoft join forces with UW-Green Bay**

**Inaugural "Krash the Kress" event**

**History program wins Regents Teaching Award**

**Archives receives top award from Wisconsin Historical Society**

**Phuture Phoenix Celebrates 15 years**

**Good Times Programming books Charlie Behrens in a sellout at Weidner Center**

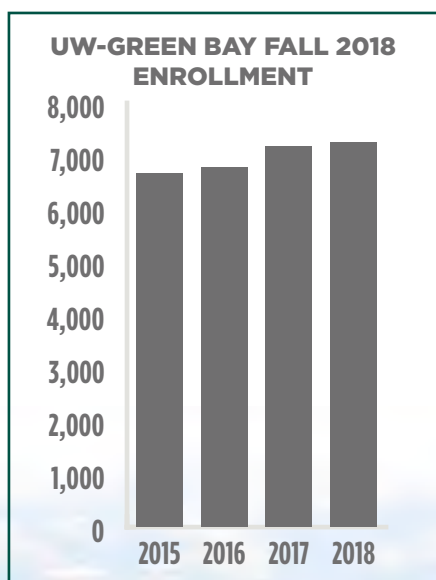
**Kress Outdoor Recreation Complex opens**



# { Archival Achievement }

University Archives and Area Research Center (ARC) of the David A. Cofrin Library was honored with the 2018 Governor's Archive Award this fall. The team was cited for their collaborative projects with faculty and their ability to work with and across various departments and disciplines. "This award recognizes the expanded audiences served at the UW-Green Bay Archives and Area Research Center, specifically, broadening the use and study of archival collections across the undergraduate curriculum," said Matt Blessing, state archivist for the Wisconsin Historical Society, who presented the award.

The ARC has expanded experiential learning across the undergraduate curriculum, moving beyond established partnerships with humanities disciplines to reach new and diverse audiences. Archivist Deb Anderson was cited for effectively building flexible instructional programs involving disciplines within the social sciences, first year seminars, public policy, nutrition, education and human development.



## RISE

University on the

Despite declining enrollment trends in the state, UW-Green Bay is proud to celebrate four consecutive years of enrollment growth! The University achieved its highest-ever headcount of 7,251 students this fall, demonstrating a nine percent increase in the past five years. The rise includes an additional 600 local students over the previous year.





## AN XTRAORDINARY EVENT

UW-Green Bay's first ever, sold-out TEDx UW-Green Bay event was a collaboration between the College of Arts, Humanities and Social Sciences and the Weidner Center for the Performing Arts. Eight remarkable speakers presented on topics ranging from "Prescriptions for an Ailing American Healthcare System" to "Stupid School Security and Discipline Policies" through a wide range of thought-provoking topics. TEDx UW-Green Bay speakers from left to right, (back row): Dr. Ashok Rai, Fred Johnson, **Dan Terrio '14** and **Lorenzo Lones '16**. Front row: **Kelly Ellis '06**, Anna Schauer-Gimenez, Illene Noppe and Jennie Young.

Watch them at [WWW.TEDXUWGREENBAY.COM](http://WWW.TEDXUWGREENBAY.COM).

## Podcasts with a Purpose

Phoenix Studios, UW-Green Bay's podcast network, has something for everyone. "All the Rage," hosted by Prof. Ryan Martin (Psychology) and Dean Chuck Rybak (College of Arts, Humanities and Social Sciences) covers topics related to anger and violence. Hosted by Associate Prof. Bryan Carr (Communication and Information Science), "Serious Fun" focuses on all things pop culture. Arts and culture are explored in "Birds in the Wings," hosted by Kelli Strickland, Executive and Artistic Director of the Weidner Center. The English program examines the power of literature with "Indented." "Psychology and Stuff" showcases students, faculty and alumni from the Psychology program.







## Bringing Music to the Community

The 6:30 Concert Series, designed to use music to connect the campus and the community, is in the midst of another successful run.

On Monday, Apr. 23, 2019, the 1929 film "Man with a Movie Camera," will be accompanied with a new live score composed by Prof. Michelle McQuade Dewhirst (Music) and performed by UW-Green Bay faculty. Also ahead:

**FEBRUARY 12, 2019** | Tuesday

**a very small consortium** – an international array of miniature compositions.

**MARCH 12, 2019** | Tuesday

**Megan Ihnen & Alan Theisen present... with Michael Hall** – Voice, Sax & Viola Trio.



## { Popstar Performance }

When singer, songwriter and actor, Jesse McCartney brought his hot-ticket show to the Weidner Center this year communication students were able to interview him backstage. Known for his mega-hit singles and TV appearances, McCartney brought major star power to campus and delivered a dazzling performance.



## FOUR STARS FOR THEATRE AND DANCE

Where can you find suspense, insanity, hilarity and romance? UW-Green Bay Theatre and Dance, of course! Fall 2018 semester offerings included Mainstage events "The Revolutionists" and "Nunsense: The Mega Musical," both playing to rave reviews.

### COMING IN SPRING 2019

"Women Playing Hamlet," Feb. 28, March 1-2 and March 6-9  
 "DanceWorks" on April 6-7 and "Julius Caesar" April 26-27 and May 2-4.

Find out more at [WWW.UWGB.EDU/THEATRE](http://WWW.UWGB.EDU/THEATRE).



## Musical Masterpiece

Presented by UW-Green Bay Music and conducted by Prof. Randall Meder, George Frideric Handel's masterpiece, "Messiah," dazzled the audience at the Weidner Center on Saturday, Dec. 1, 2018. UW-Green Bay's Concert Choir and University Singers collaborated with the Green Bay Choral Artists and Sturgeon Bay High School Choirs, and were joined by soloists Associate Prof. Courtney Sherman (Music), soprano; Linda Feldmann, mezzo-soprano; Associate Lecturer Tomás Dominguez (Music), tenor; and Jonathan Kim, bass, to deliver an emotional and uplifting event for the whole family.



## SHOREWOOD WINS, AGAIN

The Golf Course Owners of Wisconsin (GCOW) once again recognized Shorewood Golf Course, and this year it is for Golf Course Appearance and Maintenance. This award adds to the honors from GCOW including State of Wisconsin Nine-Hole Course of the Year (2008 and 2016). Among those responsible for the beautiful course: Left to right, Doug Higgins, Nate Rusch, Nic Brinkman and Jim Falish.



## College Draft Day

More than 200 high school juniors took over Lambeau Field for the first-ever College Draft Day in 2018, an interactive college learning event powered by UW-Green Bay. Football-themed activities provided a fun, yet informative way to learn about applying to college, financial aid, scholarships, student life and much more. The event returns for year two on Friday, April 26, 2019.

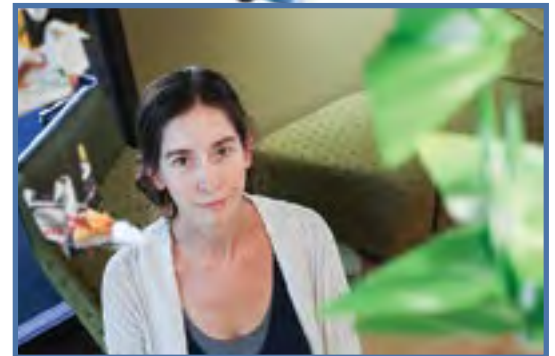




## { Street Roller Required }



Drawing inspiration from campus colleague Prof. Rebecca Meacham's flash fiction piece, "Cases: Willard Asylum for the Insane, New York, 1910-1960," Art Prof. Christine Style created printing blocks for a summer "Really Big Prints" event on the UW-Green Bay, Manitowoc Campus. Style imagined, drew and carved a print block — and over this entire set of 14, overlaid an image of her own mother. The entire series of prints (each is 60" x 32") was printed by steamroller. Berel Lutsky, art professor on the Manitowoc Campus, helps organize the event, which will be in its fourth year in 2019. The pieces created during Really Big Prints were displayed at the Rahr-West Museum of Art in Manitowoc from July through September.



## *Finding Peace* in Paper Cranes

Inspired by the popular story of a young girl with leukemia who creates origami cranes in hopes of recovery (according to Japanese legend, anyone who folds a thousand origami cranes gets a wish granted by the gods), student Sunshine Tourtillott (Art Management and Photography) used Origami to create one thousand colorful cranes. Over the summer, her art installation was on display in the Library Commons in the Cofrin Library, bringing color and whimsy to the space. No word on what Sunshine herself wished for at the end of her project.



## Weidner Center hosts ‘Culture Stakeholder Meeting’

Executive and Artistic Director, Kelli Strickland (Weidner Center) and Dean Chuck Rybak (College of Arts, Humanities and Social Sciences) recently hosted art and culture stakeholders and makers, artists, arts educators, arts organization leaders, arts supporters, advocates and arts administrators to help kick-start conversations and brainstorming about arts and culture in our region. Discussion included collaboration, communication and funding. Neville Public Museum, On Broadway,

Art Garage, UW-Green Bay, St. Norbert, NEWDO, Civic Symphony, Oneida Nation Arts Council, Write On Door Co., UntitledTown, Unhinged, Green Bay Public Art Commission, Theatre Z, Green Bay Theatre Company, Greater Green Bay Community Foundation, Ashwaubenon PAC, Northeast Wisconsin Arts Alliance, Film Green Bay, Olde Main Street District and the Youth Arts Initiative at the Boys and Girls Club, were represented.

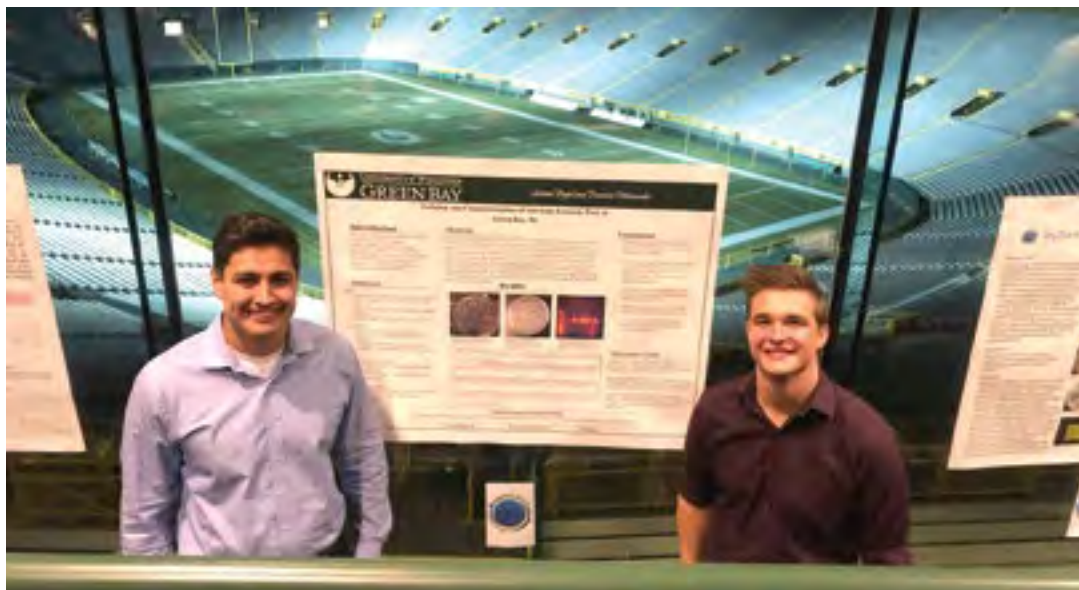
## Marinette and Menominee move into the Top 10

UW-Green Bay personnel with our branch campus in Marinette, Wis. were excited to hear that Marinette/Menominee, Mich. moved to one of the Top 10 communities chosen by “Small Business Revolution” to vie in coming months for a chance at a half-million dollars in business and community renovations and upgrades. Amanda Brinkman, the creator of the “Small Business Revolution — Main Street” (SBR) concept and series that has aired on Hulu for the past three years, made the announcement in December. Menominee and Marinette will now be visited by Brinkman and her team in January, when the Twin Cities will share their story and open their doors with the hopes of being chosen for the Top 5. Brinkman is the chief brand and communications officer at Deluxe Corp., a leading provider of marketing services and products for small businesses.





# TINY EARTH, BIG IMPACT



“Tiny Earth” took over Titledown. The event at Lambeau Field in December was aimed at discovering new antibiotics in order to combat antibiotic resistance, one of the biggest threats to global health. “Tiny Earth in Titledown is an excellent example of the great things that can happen when people work together to address big, complex problems for the common good,” said Professor Brian Merkel (Human Biology), one of the event organizers.

Thirty-five judges worked in teams of three to evaluate each poster presentation. Judges asked questions during a 10-minute evaluation period. Students were ranked on their ability to present the information, methods, results, conclusions, literature cited, future directions related to their research and their ability to answer questions.

UW-Green Bay students Halee Behrens and Katlynn Tappy took first place for “Discovery of Broad Spectrum Antibiotic Producing Soil Bacteria.” Taking third place (pictured above) was Sam Engel and Emanuel Hernandez for “Isolation and Characterization of Soil from Kennedy Park in Green Bay, Wis.”



## Farewell Jan!

Jan Snyder, who has overseen 37 graduation ceremonies as commencement coordinator, will retire in February 2019.

In 18 years as commencement coordinator, Snyder has helped nearly 17,000 students take their final steps toward a UW-Green Bay diploma.



## Kwanzaa celebrates unity

*The annual Kwanzaa Celebration hosted at UW-Green Bay welcomed the community to join together and observe this year’s theme, umoja (unity) — one of the seven principles of African heritage. The event featured free food and entertainment.*

## Green Bay volleyball nets post-season play



Green Bay Phoenix Volleyball advanced to the NCAA Tournament after claiming the Horizon League Tournament crown in mid-November. It was the team's first conference tournament title since 2003. Green Bay (20-11) opened the First Round against the ranked Badgers, nearly taking the powerhouse to a 1-1 split before being out-muscled in game three at the UW Fieldhouse. This year also marked the team's first-ever regular season championship, and the first time in program history that the Phoenix was favored heading into the conference tournament. Green Bay received several league honors including Horizon League Coach of the Year for first-year Head Coach, Abbey Sutherland, Player of the Year (Sophomore, Taylor Wolf), Setter of the Year (Junior, Maddie Yoss), Defensive Player of the Year (Senior, Vanessa Buman) and All-Freshman Team (Alexandra Zakutney).

### ATHLETICS ROLLS OUT NEW LOGO

Green Bay athletics rolled out a new, clean and more consistent look as part of an overall athletics rebranding effort. New logos, wordmarks, colors and a uniform numbers set were all included in the update.

"It's not uncommon for intercollegiate athletic programs to refresh their brand from time to time, and we felt now was the time to rejuvenate Green Bay's athletic word and number marks," Director of Athletics Charles Guthrie said. "The new additions provide us with a cutting-edge look and will deliver consistency across our various channels in representing the Phoenix. We're delighted to unveil this exciting venture to the campus and Green Bay community."



Pottsville, PA-based Joe Bosack & Co., a national brand consulting and graphic design agency that has a diverse portfolio of both collegiate and professional sports teams, created the new look, which builds on the internationally strong awareness of the Green Bay community as a sports mecca.

## Green Bay volleyball raises money for the Alzheimer's Association of Greater Wisconsin



The Green Bay volleyball program proved its winning ways on the court, but also across Wisconsin. The team hosted Alzheimer's Awareness Night in October, raising more than \$6,000 for the Alzheimer's Association of Greater Wisconsin. Fans wore purple to support the cause, participated in a Dash for Cash during the match and provided donations at the door. This event is deeply meaningful for Head Coach Abbey Sutherland, whose mother has been living with Alzheimer's for approximately 10 years. "When I was hired at Green Bay, I told our team that we will serve our community and make a difference. We have a unique opportunity because of our platform and voice, and we choose to make a difference by raising money and awareness for Alzheimer's Awareness."





## Green Bay community celebrates new outdoor recreation complex



The Green Bay soccer programs opened their fall campaigns in the long-awaited Kress Family Outdoor Recreation Complex and Aldo Santaga Stadium in September. Kick-off events included a first-kick by storied former Phoenix Soccer Coach, Aldo Santaga, with an assist from the program's first coach, Lou LeCalsey, on the Festival Foods Field. The original "Voice of Phoenix Soccer" Mike Steavpack '82 (Communication) also returned, along with hundreds of Phoenix alumni, donors, friends and fans. The new state-of-the-art facility puts the Phoenix on even footing with peer D1 soccer facilities. Good news for students: The artificial turf allows shared use of the facility between athletics and UW-Green Bay students.







*From a dilapidated house to a desolate park, Jenna Hammer '15 and other crisis care workers never know where their workplace is for the day. They are the front line and true gatekeepers for people in crisis, and they require extensive training.*



# Crisis: On the Frontlines

## Training program expands statewide

**Crisis.** *A frantic phone call, or race to the emergency room.*

**Crisis.** *A feeling of deep sadness, not knowing how you'll handle it all.*

**Crisis.** *An attempt to take one's life.*

Crisis can come in many different situations, affecting each person uniquely. In every crisis, there is a call for help. An expanding UW-Green Bay training program is helping those on the front lines in Wisconsin, ensures the call is answered. Every time.

This call for help is best answered by individuals with a passion for helping others and life-saving training that prepares them to handle any and all situations that arise. These exceptional people are often the difference between life and death.

### Training is critical

Since 2009, crisis counselors have access to training through UW-Green Bay's Behavioral Health Training Partnership (BHTP). The BHTP provides training, consultation and support services for Wisconsin's county human services professionals and other community organizations (e.g., schools, foster parents, law enforcement). A Wisconsin Department of Health Services grant created the training partnership more than nine years ago to improve the quality and capacity of crisis services in the region. The team now trains crisis care professionals in 53 of 72 counties in the state.

"Prior to BHTP's creation, counties were struggling with how to provide 40 hours of crisis orientation training to professionals who were making (potentially) life or

death decisions," said Jessica Delzer, MS, LPC, BHTP Director at UW-Green Bay. Crisis training is needed for emergency mental health certification and in turn, reimbursement for services, per the State of Wisconsin.

Critical classroom training focuses on three core areas:

1. Crisis services overview
2. Suicide and risk assessment
3. Wisconsin mental health laws

These in-person training sessions are held once per month, and additional specialized training is offered both in person and online. "We show people how to do this really tough work, but one of the awesome things about the partnership is the relationships that form during this training," says Delzer. "Providing an opportunity for a 25-year veteran of social work to share experiences with a recent graduate is invaluable."

### Working to prevent crisis

Jenna Hammer '15 CAPSW, SAS, Intervention Services Supervisor for Shawano County Department of Human Services has seen crisis come in many ways, unique to every person in need. The training received through the BHTP has been vital in helping her and her team assess and help in all situations. "Teaching what crisis is, possible triggers and responses, and how an incident or situation can affect daily living," states Hammer. "We use these skills every day — from motivational interviewing to

the art of de-escalation, we're the front line and true gatekeepers for people in crisis."

Not all cases end successfully; Hammer explains that clients have been lost over the years. Successful outcomes are celebrated.

Take Linda (name changed). Middle-aged, living alone and paranoid, Linda was calling law enforcement multiple times a day, insisting that she was in danger. While she did not pose a threat to herself and didn't need "crisis" intervention per se, law enforcement and family members were frustrated with her taking up so much time and community resources. Linda couldn't help herself. And those she was calling couldn't help her either.

Eventually, she wound up in the emergency room and the county's crisis workers were called in. They found that her struggle with mental health issues meant she wasn't paying her bills, her home was quite dilapidated and she was in the process of being evicted. Her child had recently been removed from the home and she was clearly suffering from the "snowball effect" of everything happening at once. Hammer and her staff offered resources — resources that law enforcement and others had previously offered — and this time, Linda agreed to get help. Behavioral health training helped crisis frontline workers to ask the right questions. They learned that

Linda had previously suffered a traumatic brain injury, and because of their training, knew how to work with her to effectively support her. They listened to her as a person, and not just someone who was taking up too much time. Linda is now medically stable, attending regular meetings to work through her issues and is looking at getting her own home once again.

"We got a lot of 'thanks' from those who had been trying to work with Linda for so long," says Hammer. The partnership that she and her staff have established with law enforcement and other community professionals continues to flourish, and Hammer is relieved that their training and support could help both Linda and others involved.

"We have to balance listening to the frustrations of our partners with the rights of our clients," says Hammer. "When things aren't going right, and we can then get a client to a point where she recognizes her needs and makes a change, it's phenomenal."

UW-Green Bay's Behavioral Health Training Partnership is truly answering our neighbors' calls for help... in a professional and hopeful way. "Our crisis workers see people at their most vulnerable," says Delzer. "It's a lot of responsibility. We train staff to work with people in a sensitive and strength-based way, and prevent traumatizing them over and over again."

Providing hope to those in Wisconsin who need it most.

—Story by freelance writer  
**Kristin Bouchard '93**





## Option: Curing Wisconsin's Nursing Shortage

UW-Green Bay received approval from the Board of Regents in August to move ahead in offering a prelicensure Bachelor of Science in Nursing (BSN) program, paving the way for students to begin in fall 2019 with their General Education requirements and begin their nursing courses in the 2020-21 academic year. The program expands the University's ability to fulfill unmet student demand in Wisconsin and the region for a traditional BSN degree.

Leaders of Northeast Wisconsin healthcare organizations strongly support this program as a means to increase the number of BSN-prepared nursing graduates in the state.

"...it is projected that we will need more than 20,000 new registered nurses each year in Wisconsin to meet healthcare needs."

- 2016 Wisconsin Center for Nursing report

"Nursing is the largest workforce in healthcare," affirms Paula Hafeman, Chief Nurse Executive, Hospital Sisters Health System-Eastern Wisconsin. "According to a 2016 Wisconsin Center for Nursing report, it is projected that we will need more than 20,000 new registered nurses each year in Wisconsin to meet healthcare needs. More than 26,000 Wisconsin nurses will retire in the next 10 years alone. When you consider the need, and the fact that healthcare continues to increase in complexity with advanced technology, treatments and an aging population, more healthcare providers are necessary. Wisconsin graduates 3,000 nurses each year. We need to support increasing nursing programs throughout Wisconsin."

The program will complement the University's existing nursing programs, including the accredited BSN (online) completion program, the NURSE 1-2-1 program in collaboration with Northeast Wisconsin Technical College and the Master of Science in Nursing Leadership and Management in Health Systems program.

Chair of Nursing and Associate Professor, Christine Vandenhouten, said the program would provide regional opportunities that haven't previously existed. "While UW-Green Bay is well-positioned to support a prelicensure nursing program, we look forward to working with the outstanding liberal arts and science faculty, both on the Green Bay campus and also our new branch-campus partners in Marinette, Manitowoc and Sheboygan. We expect strong interest from students taking their pre-nursing courses at all four campuses prior to applying to the UW-Green Bay prelicensure program."

Student demand for a nursing program at UW-Green Bay, specifically, is very high. Approximately 300 students apply to UW-Green Bay as pre-nursing majors each year. Because UW-Green Bay, until now, did not offer a prelicensure BSN degree, potential new freshmen choose not to enroll at UW-Green Bay, and current students who want to pursue a nursing major transfer to public, private or technical nursing programs.



## HIGHLIGHTS

Dean **Susan Gallagher-Lepak**, received the 2018 Unique Contribution Award from the International Nursing Knowledge Association (NANDA-I) Nursing Diagnosis and Knowledge Development Conference, June 13-15, 2018 at Boston College. The award recognized her contributions to the organization including authoring chapters for several editions of the Nursing Diagnoses: Definitions and Classification text, co-development of the NurScope nursing diagnosis app and serving on the NANDA-I Education Committee.



UW-Green Bay student **Alana Dallas** (First Nations Studies and Social Work) was selected as an honoree for the Outstanding Women of Color in Education Award for 2018. Presented by the UW System, the Outstanding Women of Color in Education Award is an annual honor given to faculty, staff, students or community members to recognize their achievements in advancing equity

and inclusion for people of color within the UW System as well as communities across the state.

Associate Professor **Christin DePouw** (Education) published the article, "Critical Race Theory and Hmong American Education," in the Hmong Studies Journal special issue on Hmong American education in 2018. To read this article or other of her publications on race theory, culture and intersectionality, go to <http://uwgb.academia.edu/ChristinDePouw>.

**Dana Johnson**, lecturer and child welfare coordinator for UW-Green Bay Social Work, led a workshop for campus employees in November on "Trauma Informed care." Johnson was also featured in the online media WalltHub, responding to questions about preventing and addressing bullying.

**Jamie Froh Tyrrell**, student teacher and edTPA coordinator (Education) was selected as a delegate to represent the UW System at the National Education Teacher Performance Assessment (edTPA) conference in San Jose, Calif. on October 19-20, 2018. She is one of

five delegates chosen to attend from UW Teacher Preparation Programs.

UW-Green Bay Associate Prof. **Doreen Higgins** (Social Work) returned from sabbatical research at the University of Gothenburg in Sweden in spring 2018. The University has 1,500 students in its Social Work program and 130 faculty and staff. Her study examined perspectives of policymakers, social workers and human service administrators on government social policies, and the delivery of basic social and economic supports across the domains of healthcare, housing, education and economic security.

## TEACHING MOMENTS

5

### FACTS ABOUT FIRST NATIONS EDUCATION

From First Nations faculty and Elders.

First Nations Education is cyclical, grounded in interconnection, patterns and relationships.

First Nations Education is holistic and engages not only the mind but also the body, emotion and energy of the learner.



First Nations Education is grounded in the oral tradition valuing reciprocal relationships with Elders as carriers of knowledge.

First Nations Education has a responsibility for and reciprocal relationship with the natural world.

This ancient approach to learning is thousands of years old. First Nations Studies became an academic discipline in the 1960s when higher education engaged in the civil rights movement in the U.S.



## Space helps to observe, reflect, improve

A new physical space on the UW-Green Bay campus with cutting-edge technology now provides students across health-related and education fields the opportunity to simulate real-life situations through observation, video replay and constructive skill development for best practices.

An interactive SmartBoard located in one of the rooms allows aspiring teachers, social workers and others to practice with common K-12 classroom technology. Additionally, a one-way observation window is available in this new space for viewing individual and group simulations by peers and faculty.

Social Work Field Coordinator, **Jennifer Schanen-Materi '08 and '13**, explains:

"Imagine if you will, two social work students facilitating a group of their peers in a mock support group discussion about how to handle grief after experiencing a loss. A few students are able to watch through the glass and give immediate feedback to the facilitators about their approach, body language and verbal responses to the group.

Or, imagine a social work student interviewing a peer in a mock client meeting about how to secure resources for safe and stable housing. The remainder of the class is able to watch through the glass and give immediate feedback to the student about their engagement, assessment and intervention skills.

The new Skills Learning Lab in Mary Ann Cofrin Hall was supported by the Weidner/Klotzbuecher family and Chernick Family Foundation. Mark Klotzbuecher '09 (Human Biology) is the grandson of founding UW-Green Bay Chancellor, Ed Weidner, and his wife, Jean. Additional support was received from the State of Wisconsin Department of Children and Families and a Wisconsin Technology Initiative grant.

The learning lab demonstrates UW-Green Bay's commitment to helping the community fulfill the increasing demand for social workers, needed more than ever in schools, hospitals, mental health clinics, child welfare and human service agencies.

## PROGRAM SPOTLIGHT

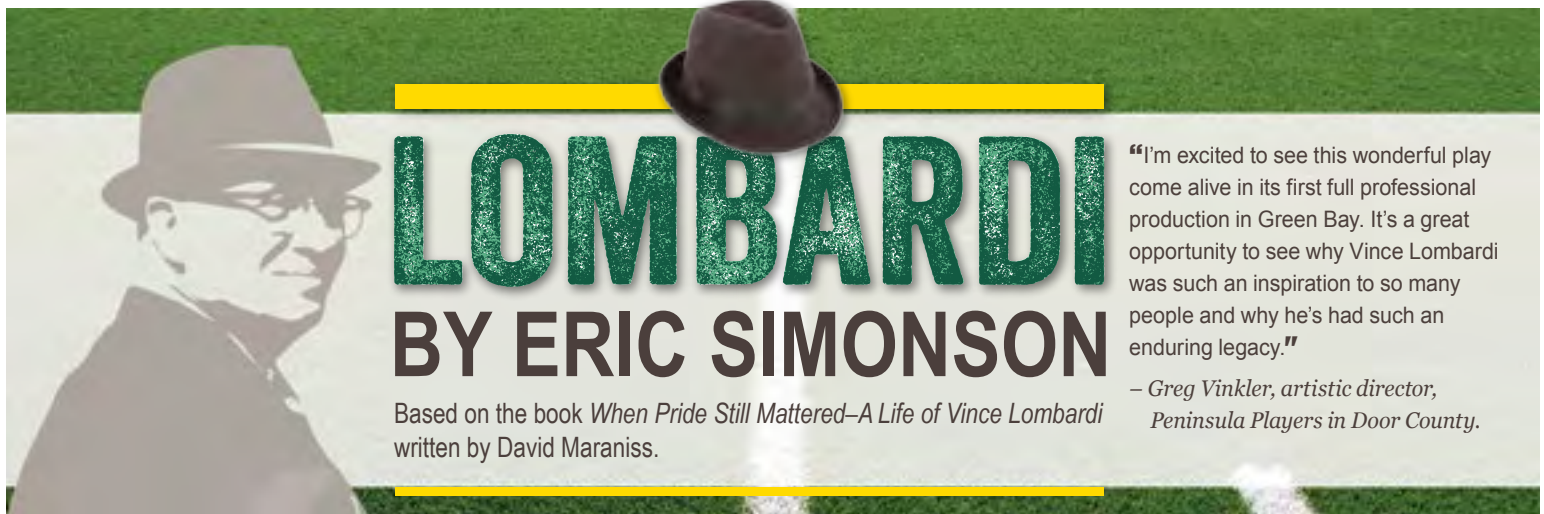
### **Bachelor of Science in Nursing – College of Health, Education and Social Welfare**

The University will begin offering a prelicensure Bachelor of Science in Nursing (BSN) program to students in fall 2020, complementing the University's existing nursing programs. Didactic, skills and clinical courses in the program will prepare students for entry-level professional nursing practice in various areas. The new program will meet strong student demand as well as cater to the high-demand for nurses in the region.

**"We expect strong interest from students taking their pre-nursing courses at all four campuses prior to applying to the UW-Green Bay prelicensure program."**

**–Chair of Nursing and  
Associate Prof.  
Christine Vandenhouten**



# LOMBARDI

## BY ERIC SIMONSON

Based on the book *When Pride Still Mattered—A Life of Vince Lombardi* written by David Maraniss.

“I’m excited to see this wonderful play come alive in its first full professional production in Green Bay. It’s a great opportunity to see why Vince Lombardi was such an inspiration to so many people and why he’s had such an enduring legacy.”

– Greg Vinkler, artistic director, Peninsula Players in Door County.

## WEIDNER-PRODUCED ‘LOMBARDI’ TO RUN THIS SPRING

A special production in the Weidner Center’s 25th season includes a two-week engagement of “Lombardi,” by Eric Simonson. Simonson’s script is based on David Maraniss’ book “When Pride Still Mattered: A Life of Vince Lombardi,” and tells the story of not just the coach, but of the man, in all of his complexity. The play opened on Broadway in 2010 starring Judith Light and Dan Lauria,

and will be directed by Greg Vinkler, artistic director of Peninsula Players in Door County. “We have engaged top creatives to build this production from the ground up, just for Green Bay. Our designers and cast have worked on Broadway and many of the most prestigious regional houses, so the process has been a joy,” according to Weidner Center Executive and Artistic Director, Kelli Strickland.

Performances are Feb. 22 to March 10 in the Weidner Center’s Fort Howard Hall. “No audience member will be more than 50 feet from these extraordinary actors,” says Strickland. “I wanted to bring a taste of that intimate, in-your-face experience that Chicago theatre is known for. We are transforming the space in Fort Howard Hall.” Purchase tickets at [WeidnerCenter.com](http://WeidnerCenter.com).

### Celebrating *Homecomings*

#### A SPECTACULAR 25<sup>TH</sup> ANNIVERSARY SEASON



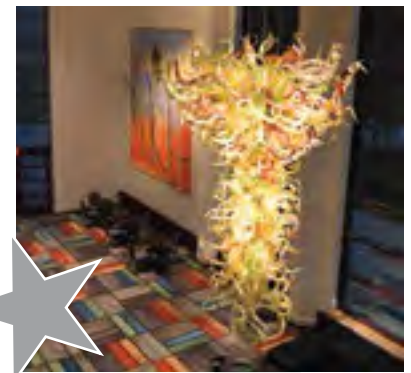
Wayne Lin  
VIOLINIST

Brad Little  
THE PHANTOM OF THE OPERA

Jessica Tyler Wright  
BROADWAY STAR

The Weidner Center’s 25th Anniversary Concert was a celebration of “Homecomings,” and was the official kick-off event of the 25th anniversary season. In September, the Weidner Center welcomed “home” professionals — violinist Wayne Lin, Brad Little of *Phantom of the Opera* fame and Green Bay native and Broadway star, Jessica Tyler Wright, for a special concert. They were joined by the St. Norbert College Youth Symphony, and talented local musicians that joined with UW-Green Bay Music faculty, to form the Weidner Anniversary Orchestra.

“Anniversaries are a time to renew one’s energy and commitment to the future,” said Weidner’s Executive and Artistic Director, Kelli Strickland. “Cultural centers are not just buildings, they are the people that fill them. And their impact is woven throughout the fabric of a community. We look forward to continuing that tradition for the next 25 years.”



### A silver-star remodel

Lobby spaces in the Weidner Center for the Performing Arts have undergone a complete facelift! Under the interior design direction of Berners-Schober, Omni Glass & Paint and Gegare Tile Inc., the fresh look will lead Weidner Center patrons into the next 25 years.

# EMBI helps 'Eco U' Bridge Ecology and Economics

A decade ago, UW-Green Bay launched a collaborative effort to bridge a perceived gap between the business world, the natural environment, and the role public policy plays in sustaining both. The University now has more than 100 graduates in the field with certification that helps them connect business and their environment and lead in both areas.

The collaboration was formalized in 2008 and was named the Environmental Management and Business Institute (EMBI). Economics professor **John Stoll '73** (Regional Analysis) and Environmental Sciences professor Kevin Fermanich were named co-directors. Along with professor **John Katers '91** and **'93** (Business Administration, Environmental Science and Environmental Science and Policy), now dean of the College of Science, Engineering and Technology, recognized that each of these worlds had a significant influence on the sustainability of the other two, and that the symbiotic aspects of their relationships could be used for mutual benefit.

As an article in the April 2009 *Inside Magazine* put it, EMBI marked "a renewed declaration to (UW-Green Bay's mission) that 'eco' means both ecology AND economics."

**John Arendt '88** and **'12** (Business Administration and Environmental Science and Policy), the program's current director, said Stoll, Fermanich and Katers realized the environmental focus that was at the

heart of UW-Green Bay's founding could be amplified through this multidisciplinary program.

"It had been nearly 40 years since the first Earth Day had been celebrated," said Arendt, "and we had learned a lot about how business and the environment depend on each other. EMBI was a natural extension of the University's historical focus on the environment and public policy and integrated our on-campus expertise so we could connect to the community and make leaders and future leaders more aware of each other's worlds."

That awareness effort is what drew Kaity (Gilles) Lindner '11 (Environmental Policy and Planning and Public Administration) to the program soon after it started. Lindner, a former environmental engineer at Green Bay Packaging, now works at Treehouse Foods in that role, and she credits her experience with EMBI for getting her there.

"I came to Green Bay from my home in the Madison area for an orientation tour," Lindner recalled. "I knew right away it was the right place for me, but, like most freshmen, I had no clear idea of what I wanted to study. I took an environmental science course and loved it. That led me to pursuing the Environmental Policy and Planning major and my introduction to EMBI's Certificate in Sustainability.

"The EMBI experience opened my eyes to what was possible for me," said Lindner. "As part of the Certificate in Sustainability, I was set up as an intern with UW-Green Bay's Sustainability Committee, which in turn, provided experience in collecting sustainability metrics, participating in meetings and initiatives." This led her to a sustainability communications internship and eventually a full-time job at Green Bay Packaging (GBP).

"The opportunities and people that were introduced to me because I was involved in EMBI led me to where I am today in my career."

Lindner continues to give back to the program and the community. She serves as chair of the selection committee for the Ethics in Business award program, which includes, among other criteria, social responsibility and ethical environmental behaviors.

EMBI has evolved over the decade, but its mission has remained largely unchanged: Advance UW-Green Bay's historic mission of studying environmental issues and developing multidisciplinary solutions to problems, where those solutions recognize the critical interconnections between science, policy and business, and the social contexts within which they occur.

"I am proud of the role we play," said Arendt. "The certificate

program we started 10 years ago just graduated its 100th recipient and is going strong. The internship program we started in 2010 with Aurora BayCare Medical Center is still going, and we've expanded internship opportunities into other companies in Northeast Wisconsin, including the Wisconsin Department of Natural Resources. We continue to give out the annual Earth Caretaker Award to UW-Green Bay graduates who have distinguished themselves in their field," he said. "These are people who are widely recognized for accomplishments in sustainability, environmental management, environmental policy and related areas."

"Employers find the certificate very valuable, so expanding the program into a minor seems like a natural progression and an added value to our students," Arendt said. "We'd also like to dive into the emerging 'smart cities' concept. Our focus on sustainability and the use of technology ties nicely into the efficiencies in energy and transportation smart cities seek as a way to improve urban living."

"We'd like to continue growing that aspect of the program, so where there's an environmental policy or sustainability component to a grant, we're invited to participate or even manage the grant. That builds awareness of the links between business, the environment and policy, and gives our students opportunities to learn."

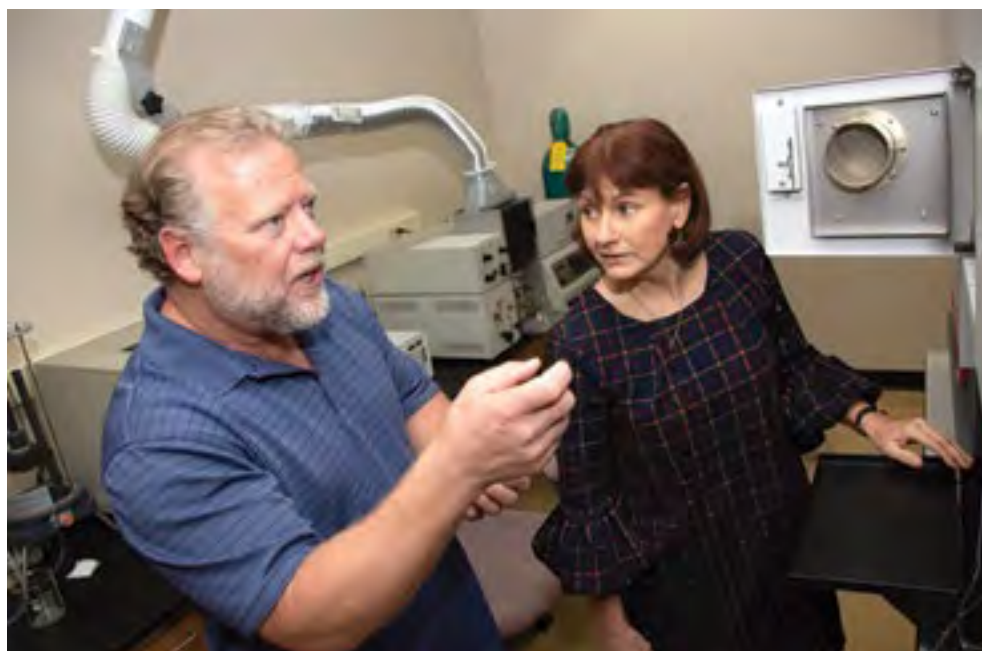
— Story by freelance writer  
**Jim Streed '05**







*Kaity Lindner '11 is one of 100 UW-Green Bay graduates who left the University with EMBI's Certificate in Sustainability. They proceed to influence their employers in solid business practices, and also sustainability and social ethics.*



*Professors Mark Klemp and Patricia Terry team-up to lead undergraduate research.*

## Marinette and Green Bay campuses team-up to investigate Chromium-6 removal

It's safe to say that one would prefer to avoid Chromium-6 in drinking water.

Chromium-6 (Cr VI) is an odorless and tasteless metallic element. In industry, it is used as an additive, to improve strength, hardness, temperature resistance and preventing corrosion, for instance, in alloys. But it is also a contaminant that is toxic, carcinogenic and mutagenic.

Student and faculty researchers at UW-Green Bay's Marinette and Green Bay campuses have teamed up to take a closer look at how cyanobacteria (often called blue-green algae) might be able to biologically filter the toxic element out of water. This could lead to safer drinking water and could one day inform companies in various industries how to recycle and reuse the element.

What started as a grant proposal for former Marinette Campus student Sarah Klemp (now enrolled in Chemistry at Green Bay), has become a full-fledged research opportunity for Klemp and fellow UW-Green Bay student researcher Becky Berry (Environmental Science). Working closely with the students are Marinette Campus Associate Professor Mark Klemp (Sarah's father) and Green Bay Campus Professors Patricia Terry and Michael Zorn.

The project will compare removal of Cr(VI) from water using live and dead algae to determine if the removal is purely surface absorption or if there is a metabolic component.

"By virtue of receiving the research grant, the students will be presenting their research among their UW colleagues at the Research in the Rotunda event in April 2019," said Terry. "In addition, we believe their research paper has the potential to be published, which bodes well for their college portfolios and future opportunities. More importantly, it could have future implications in industry settings."

Prof. Klemp says the collaboration between the faculty, students and two campuses has gone smoothly. "This collaboration was not only exciting by having the opportunity to work with faculty from different disciplines, but the ability to work with colleagues from different campuses was a great way to integrate our new institution." (Campuses at Marinette, Manitowoc and Sheboygan became branch campuses of UW-Green Bay in late summer 2018.)

Marinette Campus Assistant Prof. Renee Richer, who was on sabbatical last semester, is the pioneer of the project and mentored students last year.



*Valerie Murrenus Pilmaier, Sheboygan Campus*

## Classroom comfort: Pilmaier grew from hesitant teacher to confident award-winner

A little more than 10 years ago, Valerie Murrenus Pilmaier stood in front of her first class of college students, scared that she might not make it through her first year of teaching.

She's come a long way. Now a tenured assistant professor of English at the Sheboygan Campus, Pilmaier is stretching the boundaries of her pedagogy, her profession and her abilities as she urges her students to dig deeper into more meaningful discussion as a way to teach rhetoric and teaching. And others are taking notice.

In October 2018, Pilmaier accepted the Alliant Energy Underkofler Excellence in Teaching Award. The award is even more special to her because it is vetted by colleagues from across the state — all of whom are also exceptional teachers.

"I cried when I got the email that I was one of the three chosen," she said. "The Underkofler is an extremely prestigious teaching award... the competition is stiff, and it is an incredible honor to even be in the running for the award, much less win it."

Read the full story at [news.uwgb.edu](https://news.uwgb.edu).



## 5

## CHEMISTRY CONNECTIONS



Julie Wondergem  
Associate Prof., Chemistry



Every hydrogen atom in your body may be 13.5 billion years old because they were most likely created at the time the Universe was born. All other atoms followed by fusing hydrogen into helium, which then fused into carbon, and so on.

The first known chemist was a Babylonian woman. Notes found on a clay tablet describe her as a perfumer. She distilled the oils from flowers, natural resins and other aromatic materials to make fragrant perfumes for the king and for religious ceremonies.



Benzene is one of the fundamental structures in organic chemistry. However, its structure was unknown until 1865. August Kekule fell asleep in front of his fire and dreamed about snakes. One of the snakes seized hold of its own tail. Kekule awoke suddenly and proposed correctly that the structure of benzene must be a ring.

In 1828, German chemist Friedrich Wöhler, synthesized Urea, the first natural product to be made from inorganic compounds. Before then it was thought that natural materials contained a "life force" which required them to be made in nature.

The study of all compounds that contain carbon is called organic chemistry. Carbon atoms are unique in that they can combine with each other in an infinite number of ways. Currently there are more known carbon compounds than compounds of all the other elements put together.

## HIGHLIGHTS

Two projects move to the next round of competition in the Smart Cities-Smart Futures competition sponsored by Foxconn. The competition supports new, unconventional ideas to develop smart, connected communities. Assistant Prof. **Maruf Hossain's** project is an Integrated Wind Power Generator that can more efficiently and cost-effectively produce electricity. Assistant Prof. **Riaz Ahmed's** project is "Smart traffic and street lights powered by smart fog."

UW-Green Bay and partners took part in a wild rice seeding restoration project on the bay of Green Bay, in November. This is the third year of the seeding effort as part of the restoration project. Rice re-establishment is one aspect of a series of restoration projects in lower Green Bay and along the west shore meant to enhance coastal wetland habitat for fish and wildlife and improve the overall health of the bay.

Prof. **John Luczaj** (Geoscience) presented at the 30th Annual Brown County Library's Local History Series in November on the geology of Brown County, including the history of the Niagara Escarpment and glaciers in the region.

Assistant Prof. **Melvin Johnson** (Geology) from the Manitowoc Campus and Associate Prof. **Keith West** (Geography, Geology) from the Marinette Campus conducted a Geoscience Workshop at UW-Oshkosh, Fox Valley Campus.

Assistant Prof. **Brian Welsch's** (NAS) paper, "Flux Accretion and Coronal Mass Ejection Dynamics," published in the journal "Solar Physics," was selected for an Editor's Choice Award.

Two Manitowoc Campus professors, **Rebecca Abler** (Biology) and **Richard Hein** (Biology), were honored for their passion for education and inspiring students to engage in environmental awareness at the fifth annual Lake Michigan Day Conference, in Manitowoc, in August.

Over the past three years the Cofrin Center for Biodiversity faculty and staff have led a research effort to identify and rank impairments of smaller units within the Lower Fox River and the Lower Bay of Green Bay Area of Concern (AOC) and to set targets for reducing degradation and loss of habitat for fish and wildlife. Director **Bob Howe** (NAS), Senior Research Specialist **Erin Giese** and Prof. **Amy Wolf** (NAS) have published an article in the "Journal of Great Lakes Research" describing a framework for setting targets to remove impairments to fish and wildlife, as well as tracking progress through meeting target goals. Wolf and Howe received the British Ecological Society's Harper Prize for best paper in the prestigious "Journal of Ecology" by an early career scientist, with lead author Jenny Zambrano.

UW-Green Bay's Associate Dean **Amanda Nelson** (Human Biology) was a member of Leadership Green Bay Class of 2018.



### Shadow opportunity aided pre-med student in ways unimagined

Human Biology student, Curt Hemphill, believes it to be a rare occurrence when a major healthcare provider can take the time to contribute to the medical education of an undergraduate.

But a formal partnership between UW-Green Bay and Bellin Health provided just that in a summer internship opportunity for the pre-medicine senior.

"The internship is undoubtedly one of the most influential healthcare experiences of my undergraduate career," said Hemphill. "Bellin Health is exceptional at meeting the needs of undergraduate students like myself and supporting us to achieve our dreams in healthcare. This program helped me in more ways than I could ever have imagined. I shadowed over 30 different providers in over 13 different specialties and sub-specialties."

Hemphill, who will head to medical school at Des Moines University after he graduates in spring 2019, said there were more than 100 providers, staff and even the Bellin chief executive officer who were involved in the program.

"We attended almost daily lecture series' which went beyond the subject of medicine and included many other facets of how healthcare functions as a whole, including topics on team-based care, social determinants of health, population health, healthcare literacy, patient relations, financials and so much more. The information I gained from these lectures became huge talking points when it came to applications and medical school interviews. I felt this gave me an advantage over other students in the interviews as some physicians and medical school admissions staff were genuinely surprised how much I knew about the current state of U.S. healthcare."

And Hemphill said the benefits are enduring.

"I appreciate the enormous amount of effort and coordination put forth by the providers and hospital staff to make this task even possible... Even now, I am still benefiting from the internship secondary to the numerous professional connections I have made throughout my time at Bellin Health...I hope more students from UW-Green Bay get to share this incredible experience."

## PROGRAM SPOTLIGHT

### Bachelor of Science in Mechanical Engineering – College of Science, Engineering and Technology

The University is currently offering the only Mechanical Engineering program in Northeast Wisconsin. Mechanical Engineering is also the University's first four-year engineering program. The cutting-edge program, which started in fall 2018, is designed to bring students a hands-on education with state-of-the-art equipment. The new degree will meet the growing need for engineers in the region, giving students the opportunity to pursue rewarding careers.

**"The need for engineers in Northeast Wisconsin is extreme. This region has the most open positions for engineers in the state, and has seen an 18% increase in demand for engineers since 2010."**

**– Dean John Katers, College of Science, Engineering and Technology**





## STEM VISION TAKES SHAPE

*Photos: Above, a bird's eye view of the construction site. Below, building project leaders were hard-hat ready at the September groundbreaking. From left to right, Kelly Ellis, director of the Einstein Project, Brown County Supervisor Troy Streckenbach, State Representative John Nygren and UW-Green Bay Chancellor Gary L. Miller.*



It's full steam ahead for the Brown County STEM Innovation Center. As of late December, an aerial view shows steel erection and walls being formed. With groundbreaking in September, and mild weather leading into 2019, occupancy is on schedule for fall 2019.

This educational resource for the community will house the Richard J. Resch School of Engineering, the Einstein Project, UW Extension and Brown County's Land and Water Conservation departments. The center will be approximately 63,730 square feet, and has received \$5 million from Governor Walker's 2017-19 capital budget, \$5 million from Brown County and \$5 million in private donations through UW-Green Bay for construction. This unique collaboration will have a positive impact on Northeast Wisconsin's economy and has received broad support from the local business community, employers, the State of Wisconsin and the UW System. Miron Construction is the general contractor.



## The Phoenix Family is growing!

Remember when you found out you were accepted to UW-Green Bay? Relive the feeling by viewing the celebratory photos and posts shared by admitted Phoenix at **#accepteduwgb**



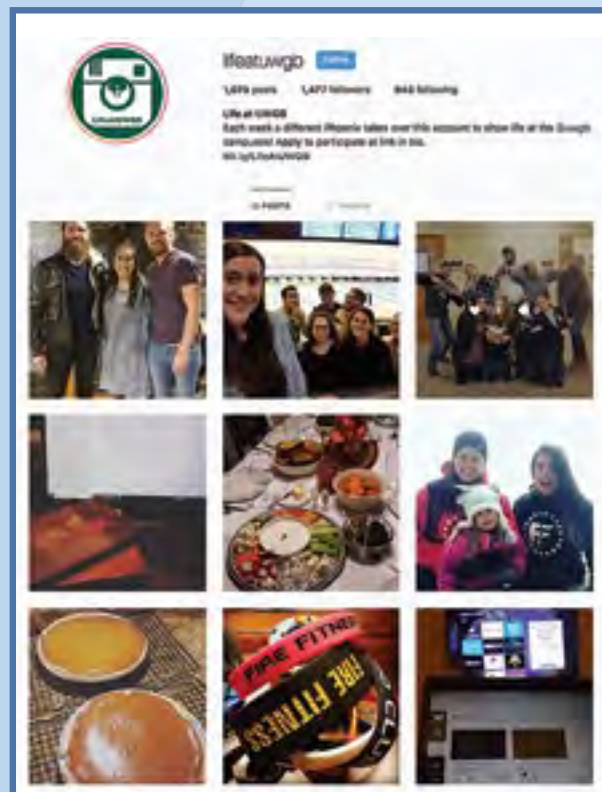
### The Cat's Meow

Buzzfeed, Good Morning America and more! Safe Haven Pet Sanctuary's sleepy volunteer went viral this fall. Elizabeth Feldhausen '15 (Psychology) founded the organization.

## Share your *life* as an alum... Host the LifeatUWGB Instagram account.

Each week students, alumni, staff or faculty from one of the four campuses host the account. Check out the account:

**@LifeatUWGB** Apply to host: [bit.ly/LifeatUWGB](https://bit.ly/LifeatUWGB)



**BE SOCIAL. ESPECIALLY WITH YOUR FELLOW UW-GREEN BAY ALUMS...**



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[uw-green bay alumni](https://www.linkedin.com/company/uw-green-bay-alumni)





# ALUMNI

## A S S O C I A T I O N

### 1970s

**Margaret Maes '73**

humanism and cultural change, is a 2018 recipient of the Marian Gould Gallagher Distinguished Service Award from the American Association of Law Libraries. She retired on July 31, 2018 after 43 years of working as a law librarian, most recently as the executive director of Legal Information Preservation Alliance in Bloomington, Ind.

**Randall Loss '74** communication and the arts, has retired after 43 years in the music products industry. He now spends his time playing his trombone in a community band at Northeastern Illinois University.

### 1980s

**Michele Becker '80** communication and the arts, is a liturgist and director of music at Resurrection Catholic Parish, Green Bay.

**Mark King '81** business administration, is serving as a consultant to Honma Golf, Tokyo and California.

**Karen S. Walch '81** social change and development, has co-authored a book, "Quantum Negotiation: The art of getting what you need." It is a guide for getting what you need using

**Margaret Maes '73**

*humanism and cultural change*

a mindset and behaviors based on a practical perspective on social relationships. Rather than viewing every negotiation as an antagonistic and combative experience, the authors share examples and practices to craft agreements in which all parties get what they need. She resides in Phoenix, Ariz.

**Craig Dickman '82** business administration, is the managing director of TitletownTech, Green Bay.

**Beth Hanley-Adams '88** art, returned to art after raising children. She has a debut novel in publication which will be available on Amazon and Barnes and Noble and as an e-book, "The Beast of Tapley Woods." More at [www.bethadamsart.com](http://www.bethadamsart.com). She resides in Shullsburg, Wis.

**Todd Robertson '88** biology, is a sales manager for Arimon Technologies in Montello, Wis.

### 1990s

**Craig Cobane '90** political science, is the 2018-19 American Council on Education (ACE) Fellow and the executive director of the Mahurin Honors College at Western Kentucky University in Bowling Green, Ky.

**Rhonda Madsen '91** human development, was named Educator of the Year for the Peshtigo Chamber 2018 Richard and Patricia Roland Persons of the Year Awards.

**Cmdr. James Stockman '96** human biology, is a public affairs officer for the U.S. Navy in Florida.

**Eric Gabrielsen '97** urban and regional studies, is the sales director for Omnitrac, LLC in Alexander, Ark.

**Riley Woldt '97** human development, was hired as the head women's basketball coach at Lawrence University in Appleton.

**Ben Fauske '98** business administration and computer science, serves

as the president of RISE Leadership and is the business director for Bergstrom Mahler Museum in Sherwood, Wis.

**Robyn Hallet '98** Spanish, was named executive director of Literacy Green Bay.

**John Hassman '98** business administration, is the vice president of analytics for the CIT Group, and was nominated as an IBM Champion for Analytics in St. Charles, Ill.

**Dean Luethi '98** music, is the director of the School of Music at Washington State University, Pullman, Wash.

### 2000s

**Dave Meyer '01** communication processes, has been promoted to Senior National Accounts Manager at TAPCO in Milwaukee, Wis.

**Mary Jane Herber '03** humanistic studies, was honored as the 2018 recipient of the Daniel Whitney Award by the Greater Green Bay Chamber.

**Ben Nelson '03** environmental science, was named the Door County Parks Superintendent.

**Kaydee Ruppert '03** administrative science, will be leading Wipfli LLC's efforts to streamline the company's accounting processes as the company was secured to manage Fox Valley Workforce Development's accounting functions in Appleton, Wis.

**Rebeca Argiro '04** psychology, is an outpatient therapist for Ascension Health Care in Weston, Wis.

**Danielle Rintala '04** biology, is the biological safety officer at UW-Milwaukee.

**Marcus Dumke '05** is the executive director of the T2 Accelerator in Sheboygan, Wis.

**Kerry J Kuplic '06** music, was promoted to associate professor of vocal music and named fine arts division chair at Dodge City Community College in Dodge City, Kan.

**Philip Livingston '06** interdisciplinary studies, retired in 2017 in Henderson, Nev.



### 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/](http://www.uwgb.edu/alumni/updates/). Or if you prefer, you can email us your updates at [alumni@uwgb.edu](mailto:alumni@uwgb.edu).

If you know of an alumnus who recently passed away, please also share this information with us as we would like to add this information in the "In Memoriam" section of Inside Magazine.

## 2000s

**Laura Markley '07** interdisciplinary studies, is a special education teacher for Janesville School District, Wis.

**Sarah Beckman '08** social work, is executive director for Habitat for Humanity Lakeside in Sheboygan, Wis.

**Tamarisk Ehlert '08** human biology and psychology, is a crisis counselor for Family Services of NE Wisconsin.

**Erica Golueke '08** human biology and psychology, is a scientific instructional designer for Promega Corporation in Fitchburg, Wis.

**Sarah Hinds '08** social work, is the administrator of the Florida Department of Health in Gulf and Franklin Counties.

**Cordero Barkley '09** and **'16** business administration and management, is program director for the Purple Aces AAU team in Green Bay.

**Bryan Hulbert '09** public administration, is the student life and events coordinator at UW-Green Bay, Manitowoc Campus.

**Amy Matuszak '09** environmental policy and planning and public administration, was named partner in the law firm of Hoff, Bushaw & Matuszak LLC in Appleton, Wis.

## 2010s

**Eric Plaushines '10** psychology, is a training specialist for Waterstone Mortgage Corporation in Pewaukee, Wis.

**Chris Rand '10** art, has been named president of Sunset Hill Stoneware in Neenah, Wis.

**Samantha Petersen '11** political science and public administration, is a community involvement specialist at Festival Foods in De Pere, Wis.

**Carrie Dorski '11** art, is the marketing and events coordinator for Door County Maritime Museum in Sturgeon Bay, Wis.

**Tanya Schmidt '11** human development and psychology, is a clinical mental health coordinator for Northwest Counseling and Guidance Clinic in Appleton, Wis.

**Hannah Quilling-Iverson '12** human biology, was named head women's basketball coach at UW-Stout, Menomonie, Wis.

**Mark Roeder '12** urban and regional studies, has been promoted from architectural intern to a project team leader at Bray Architects in Milwaukee, Wis.

**Sarah Eichler '13** elementary education, was appointed UW-Parkside women's basketball assistant coach in Kenosha, Wis.

**Kyle Martin '13** elementary education, is the boys basketball head coach for Winona Senior High School in Minn.

**Rachel Beranek '14** psychology, is a school counselor for the West Bend School District in Wis.

**Samantha Haucke '14** business administration, is an office administrator for Advisors Management Group in Green Bay.

**Jacki Johnson '14** human biology, is the assistant cardiovascular fellowship coordinator at UW-Madison.

**Jacob Kornetzke '14** human biology, has been hired by Muscle and Movement Therapy in Cedarburg, Wis.

**Leslie Hyland '15** integrated leadership studies, was appointed executive director for Heritage Muskego in Muskego, Wis.

**Jamie Jacobs '15** elementary education, started working at St. Katherine Drexel School as a fourth-grade teacher in June 2016 in Beaver Dam, Wis.

**Nicole Weber '15** elementary education, is a middle school special education teacher at Norway-Vulcan Area Schools in Mich.

**Nicole Brumm '16** communication, is a regional office coordinator for WWBIC in Milwaukee.

**Mark Hunter '16** nursing, is a medical affairs manager for BD in Utah.

**Jessie Johnson '16** and **'18**, integrated leadership studies and master's in sustainable management, is an environmental specialist for Georgia Pacific in Green Bay.

**Eric Kissinger '16** political science and public administration, is a benefits specialist for Brown County and was also appointed to the board of directors for the Autism Society of Wisconsin representing Northeast Wisconsin's chapter.

**Bailey Olson '16** public administration, is executive director for the Door County Historical Society in Sturgeon Bay, Wis.

**Rachel Schulz '16** business administration, was selected for Manitowoc County's Future 15, in Manitowoc, Wis.

**Audrey Arnold '17** English, is a library service clerk for the Brown County Library in Ashwaubenon.

**Gabrielle Johnson '18** Spanish, is an inventory analyst for Target Corporation in Minneapolis, Minn.

**Jennifer Nowicki '18** business administration, was named the winner of the Two Rivers Main Street Pop Up Contest, in Two Rivers, Wis.



### MARRIAGES AND UNIONS

**Melissa A. Luckow '09** to Ryan C. Klebenow

**Hilary Proper '15** to Bashir Buruin

**Audrey Shultz '17** to Bradley J Arnold

**Kimberly Smits '12** to Logan Hendricks '13

**Derek Neumann '03** to Rachel Gleason

**Lavesa Glover '09** to Sally Verhagen

**Diana Schreck '14** to Wylie Messer

**Samantha Iwen '14** to Benjamin Grigg

**Amy Schumacher '14** to Gregory Behrend '14

**Elizabeth Smeaton '14** to Joshua Haberstroh

**Tiffani Orth** to **Grant Wabnitz '04**

**Jentzen Ostman '13** to Gregory Balza '14

UW-Green Bay IN MEMORIAM

Go to [uwgb.edu/alumni/obituary](http://uwgb.edu/alumni/obituary)





Photo by Matt Ludtke

*Nearly 40 former Phoenix women's basketball players have gone on to coach basketball at the high school or collegiate level — a number of them returned to campus for a game between the Badgers and the Phoenix in December. Pictured, left to right, Sam Terry, Kayla Tetschlag, Amanda (Leonhard) Perry, Sue (Klaubauf) Bodilly, Lavessa (Glover) Verhagen, Erin (Templin) Barkley and Nancy (Cieslewicz) Strong.*

## Coach-to-coach and coast-to-coast

### Green Bay women's basketball family leaves generational impact

How do you explain a streak of winning basketball seasons that spans more than four decades and 20 consecutive conference titles? Players? Coaches? Fans? Tradition? In the case of the Green Bay women's basketball team, the answer is all of the above, plus one. Family.

Entering the 2018-19 season, and since the program's inception in 1973-1974, the Phoenix owns a 983-340 record — a .749 winning percentage. Its string of 40 consecutive winning seasons is second only to Tennessee in all of college women's basketball. Through it all, the program has only had three head coaches — Carol Hammerle (25 seasons), Matt Bollant (5) and current Head Coach Kevin Borseth (15).

But maybe more impressive is the legacy left by the players in the program, who go on to spread the Phoenix philosophy to teams locally and nationwide. A quick look at past rosters and present coaches shows more than 35 former Phoenix who have gone on to leave their mark in the high school and college coaching ranks — from All-American guard Pam Roecker, '83 (Communication) now an athletics dean on the East Coast to Sara (Boyer) Rohde '04, '13 (Elementary Education, Masters in Applied Leadership), who led the Green Bay Notre Dame Academy girls to back-to-back WIAA state championships in 2013 and 2014.

Rohde ranks among Green Bay's all-time three-point shooters. But she's also made quite a mark in the high school coaching ranks. The transition to coaching comes naturally. "The biggest thing is that

all of us love basketball and competing," she said. "Unfortunately, you can't keep playing it for the rest of your life." So, you do the next-best thing and coach at the high school or collegiate level." In seven seasons at Green Bay's Notre Dame Academy, Rohde's teams are 139-43.

"A lot of what I do I learned at Green Bay. My coaching has evolved in that I do a lot of what we did in college, but I've also learned from others and taken little bits and pieces and implemented them into my own strategy." Intangibles picked up under the tutelage of Coach Borseth have been important to Rohde's coaching success.

"You have expectations to live up to at UW-Green Bay from every year previous," she explained. "You get a sense of commitment, work ethic. I have been trying to instill that with our girls. You teach the upperclassmen how to be good leaders and set a good example for the young kids. Let them know the expectations of the program."

Celeste (Hoewisch) Ratka '11 (Human Biology), who played for and coached with Bollant, ranks in the Top 10 in a number of categories. In two seasons leading her alma mater, Hortonville High School, Ratka's teams are 40-13.

"I've learned that your system is very important, but more importantly, it comes back to your culture," she said. "What your core principles are and what you believe in as a team. We just did things differently at Green Bay and I think that's why we were as success-

ful as we were. There's a tremendous culture at Green Bay that feeds itself," she said. "Each group of players who come in just takes it to another level. It's because nobody wants to let down the people before them, their teammates, their coaches or the community."

Green Bay Southwest varsity coach Erin (Templin) Barkley '09 (Elementary Education) has turned a struggling program into one that advanced to the WIAA regionals for two seasons. She believes success breeds success. "I don't think other teams quite have it the way we did," she said. "If you play for Green Bay, you are a member of a really close group. We try to plan once-a-month dinners for a bunch of us to go out and stay in touch. As an alumni group, we are a lot closer than what I've witnessed at other college programs. That makes us special in a way."

It's been this way for all 45 seasons, as some of the first-ever players in the program still show up for the annual alumni day. All-time assists leader and Phoenix Hall of Famer Pam Roecker ('83) says founding coach Carol Hammerle had a lot to do with setting the stage and continuing the relationships with players years after their eligibility was up.

"Carol's leadership, combined with the competitive spirit the talented players exhibited were a great recipe for the beginning of this legacy," she began. "The winning tradition was a topic we took great pride in and still do."

Now dean of athletics at Regis College in Weston, Mass. and a television women's basketball color analyst, Roecker has had past coaching stints at Green Bay, University of Massachusetts, Seton Hall University, Wagner College and Loyola University Chicago.

"The confidence and pride each woman that has worn a Phoenix uniform gained through their time over these last decades cannot be underestimated," she said. "The expectation for excellence and for preparing to win the right way, every day have stayed with all of the former players.

Now in her 11th season as an assistant for the Phoenix, alumna Amanda (Leonhard) Perry '03 (Business Administration) says the legacy of the Phoenix family is generational.

"A lot of programs talk about family but I think from beginning to end when you're in our program it is family," she said. "Whether you're a local kid from the Green Bay area or you're from outside four, five, six hours away. The team becomes your family but also this community becomes your family. The community embraces us so much and our season ticket holders love us so much that they end up as families away from home. When everyone leaves this program, they know it and can feel it."



## *A Toast to Legacy!*

Twenty students and their families celebrated their legacy with the University on Friday, Oct. 19, 2018 at the annual Legacy Toast event. The event recognized students who followed in the footsteps of their parent, grandparent or sibling by joining the Phoenix family. Over the years, the number of legacy families has increased immensely. Today, there are nearly 200 current students whose family members preceded them as UW-Green Bay

graduates. This year, in addition to the \$2,000 scholarship, the UW-Green Bay Alumni Association awarded fifteen \$500 scholarships, increasing the amount of legacy scholarships from one to 16.

If you have a student family member planning to attend UW-Green Bay in fall 2019, please go online and check out [www.uwgb.edu/alumni/association](http://www.uwgb.edu/alumni/association) or e-mail Kari Moody at [moodyk@uwgb.edu](mailto:moodyk@uwgb.edu).



*From left to right: Keegan, Wirth, Coutley, Kohl, Kaurich and Barkley, with Chancellor Gary L. Miller.*

## 2018 ALUMNI AWARDS

Six outstanding and distinguished alumni were recognized at the annual Alumni Awards event on Tuesday, Oct. 2, 2018. This year's distinguished alumni included **Sheila Kohl '96 and '05**, **Doug Wirth '89**, and **Daniel Keegan '72**. The Outstanding Recent Alumni honorees were **Cordero Barkley '06 and '16**, **Lisa Fay Coutley '04** and **Josh Kaurich '07**. Each year alumni are recognized for campus, community and workplace contributions. The ceremony was held at the Weidner Center, and each recipient received a hand-made award, crafted and designed by alumna **Barbi Gossens '03**. Antonio Salerno, a current music student at UW-Green Bay, performed at the event.



## 39<sup>th</sup> Annual Golf Outing

It's hard to think about fun summer activities in the midst of winter, but all golfers are encouraged to consider joining us at the Brown County Golf Course for the 39th Annual UW-Green Bay Scholarship Golf Outing! This year, the date is moved back a week to Friday, June 14, 2019, to allow our teachers to join us for fun on the course! The event will include a putting contest, 18 holes of golf with power cart, lunch, raffle, hors d'oeuvres and more. Teams will follow a four-person scramble format. Keep an eye out for more information on registration.

## Alumni Career Services

Graduated but not quite sure what to do? The Alumni Relations Office is your career services connection after graduation, so look to us for career support. Whether you are looking for a job, or to make a career change, we are here to help guide you on your career path! Email Director of Alumni Relations **Kari Moody** at [moodyk@uwgb.edu](mailto:moodyk@uwgb.edu) and she will help you connect with alumni in your field. This is a positive navigation resource to assist you in reaching your career goals. Please do not hesitate to take advantage!



# HOMECOMING

A NEW TRADITION IS ON THE RISE



JANUARY 30 - FEBRUARY 2



Second Annual!

The BIG Homecoming event for students & alumni

## KRASH THE KRESS

Friday, Feb 1 | 5 PM Kress Center

Register at [uwgb.edu/homecoming](http://uwgb.edu/homecoming)

### We're reinventing Homecoming!

Take part in music and art events, tailgate fun, and cheer on your Green Bay Phoenix basketball teams against the Panthers of UW-Milwaukee. Krash the Kress returns with a men's basketball game Friday, February 1. It's going to be crazy!

Ticket prices range from \$5 to \$20.

Visit

[UWGB.EDU/HOMECOMING](http://UWGB.EDU/HOMECOMING)

for more information and schedule updates.

Questions? Email [alumni@uwgb.edu](mailto:alumni@uwgb.edu) | 920.465.2226

#uwgbhoco

Don't miss out on the biggest alumni event of the year!



## SCHEDULE

### WEDNESDAY, JANUARY 30

4:30 p.m. UW-Green Bay Alumni Employees Social in the Alumni Room

### THURSDAY, JANUARY 31

6 p.m. Phoenix Music Night at the Blue Opus

6 p.m. Art at the Aardvark

### FRIDAY, FEBRUARY 1

5 p.m. Krash the Kress Tailgate Party in the Kress Center East and West Gyms

7 p.m. Green Bay Men's Basketball game vs. UW-Milwaukee on Carol's Court

### SATURDAY, FEBRUARY 2

11 a.m. Reunions and Pregame Party in the Kress Center East and West Gyms

1 p.m. Green Bay Women's Basketball vs. UW-Milwaukee on Carol's Court



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



## BAY VIEWS

