



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

ANNUAL REPORT

2022

INVESTING IN TOMORROW'S LEADERS,
THE FUTURE OF OUR COMMUNITIES





ROB CERA

Seismic shifts continue to shake the very foundation of public higher education here in Wisconsin and across the nation. Of particular note is the disruption of traditional funding streams that includes tuition levels, government support, both direct and through financial aid for students, and private funding via philanthropy. Within every storm is a silver lining, and we continue

to focus on the opportunities this economic cycle offer us, the most notable being the opportunity for strategic philanthropic investment to build capacity for the University of Wisconsin - Green Bay. The University is a regional strategic asset and we all benefit when we invest philanthropically in its future.

The Foundation and University's strategic alignment includes an intense focus on capacity building through: affordability via need-based financial aid; the construction of high-impact learning environments highlighting experiential learning; and making possible important student programming that enhances retention, and ultimately raises graduation rates. We recognize the college attainment rate for our region is 32%, six percent behind the national average. Therefore, it is imperative we succeed at enrolling greater numbers of students in higher education if we want to fill the knowledge worker positions at companies across our region which enable our regional economy to flourish.

Thank you for your contribution to our collective work. Donors in support of these critical mission initiatives include everyone ranging from communitarians living in our region to alumni from across the country. This past year we witnessed gift revenue rise to over \$14 million, quite remarkable given the uncertainty in the global economy. This level of support continues the trend that greater numbers of donors are recognizing the important role the University plays in our region - everything from its acumen in water science research on the Bay of Green Bay to the growing number of nursing graduates reducing the shortage of nurses in clinics and hospitals.

The Foundation welcomed two additional groups of friends this past year, consolidating with the UW-Manitowoc Foundation and the UW-Sheboygan County Foundation. Both organizations joined forces with us to create operational efficiencies and reduce duplication of fiduciary duties. Many trustees of these entities will remain engaged in service to public higher education through UW-Green Bay Campus Advisory Boards in both of those communities.

Thank you for investing in our region's future by supporting the work of the UW-Green Bay Foundation!

Sincerely,

ROB CERA - CLASS OF 1984

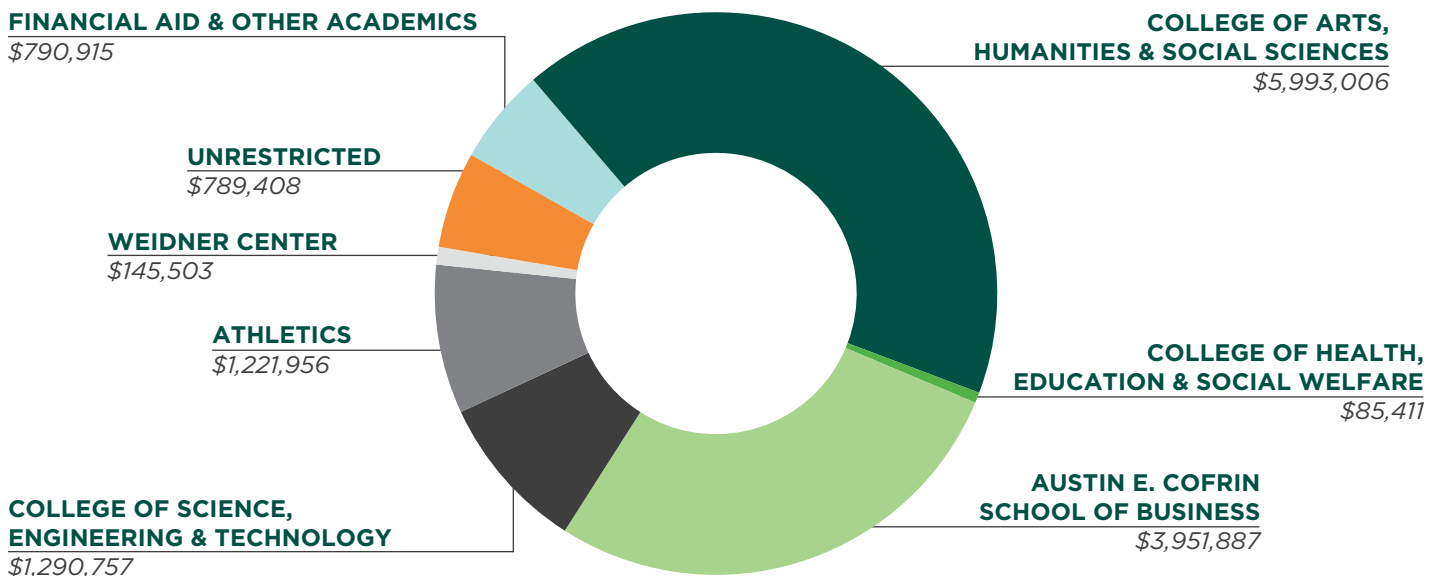
Chair

UW-Green Bay Foundation Board of Directors

CONTRIBUTIONS BY AREA

\$14,268,843

Year Ending 12/31/2022



UW-GREEN BAY FOUNDATION

Board of Directors

The UW-Green Bay Foundation Board of Directors assists in philanthropic development and fundraising in support of the University. The Board provides fiduciary oversight of the UW-Green Bay Foundation gift and endowment fund accounts, investments, expenditures, accounting and operations budget. Your gifts are in good hands.

CHAIR, ROB CERA '84

Vice Chairman, Greenwoods Financial Group, Inc.

VICE CHAIR, JEFFREY CHENEY '79

Retired CFO, Kohler Co.

SECRETARY, CORT CONDON

Attorney, Condon & Herald

TREASURER, DIANE FORD '75

Retired VP and Controller, Integrys Energy Group, Inc.

IMMEDIATE PAST PRESIDENT, MATTHEW MUELLER

Retired SVP & CFO, Schreiber Foods

TOM ADRIANS '82

Retired CFO, Systems Control

MICHAEL CHEUNG '82

Vice President, Washington Capital Management

KOENRAAD DRIESSENS '91

Director, Denham Capital

HEATHER KARCZ '94

President, Zuehlke Karcz Financial Group

PAUL NORTHWAY '90

President and CEO, American National Bank Fox Cities

Ex Officio

MICHAEL ALEXANDER

Chancellor, UW-Green Bay

TINA SAUERHAMMER DEAN '99

*Chair, Chancellor's Council of Trustees,
Surgeon, Private Practice*

TONY WERNER

President, UW-Green Bay Foundation

STAFF

TONY WERNER

*Foundation President and
Vice Chancellor for University Advancement*

NORA LANGOLF '13

Foundation Accounting Supervisor

SARA CHALOUPKA '08

Financial Specialist



“UW-Green Bay has a rich history of bringing the community into the campus and the campus into the community, and it continues to do so by connecting with area employers to identify and offer educational opportunities that develops a pipeline of future employees. This fuels our economy and helps to strengthen the communities of Northeast Wisconsin.”

JEFF CHENEY

Vice Chair, UW-Green Bay Foundation Board of Directors and Retired CFO of Kohler Co.



Dr. Preston Cherry, Assistant Professor of Finance & Personal Financial Planning, speaks during class held in the new Charles Schwab Foundation Center for Financial Wellness in Wood Hall on the Green Bay campus.

SCHWAB CENTER BUILDS BRIGHTER FINANCIAL FUTURE FOR STUDENTS, REGION

Money-minded connections are steering the way for UW-Green Bay students and the community to plan for their future and take steps to better financial wellness.

Alumni and industry partnerships have come together within The Charles Schwab Foundation Center for Financial Wellness (located in Wood Hall), made possible by a gift from Schwab Advisor Services, in partnership with the Charles Schwab Foundation.

The center's mission is to increase awareness of personal finance through engagement at UW-Green Bay and in the community and is the hub for the new Certified Financial Planner (CFP) Board registered minor in Personal Financial Planning.

“Worries about your finances can manifest itself physically and affect your overall health and wellness,” said Dr. Preston D. Cherry, Director of the CFP and assistant professor of finance and personal financial planning and director of the Center. “The pathway to financial wellness improves the likelihood of a healthy life.”

The Center has multiple aspects — peer-to-peer counseling led by students enrolled in the personal financial planning program, financial education services to community organizations and schools and help through Volunteer Income Tax Assistance.

For students enrolled in the personal financial planning program, the Center provides them with real world

experience before they graduate. *“The Center is more than a physical space. There is a community outreach component where we will offer personal financial education to organizations and schools,” said Cherry, who is also a CFP. “(UW-Green Bay is) an institution that partners with the community. We will go and meet people where they are.”*

The long-term vision for the Center is for it to become a leader in financial wellness services in Northeast Wisconsin.

“We want to be champions of financial wellness,” he said. “We want to help people learn about their financial wellness and how it can contribute to their overall state of health.”

SCHOLARSHIPS HELP STUDENTS RISE ON THEIR WAY TO REALIZING BIG DREAMS

Strong proponents of STEM education, Beth and Richard Gochnauer wanted to help students pursuing careers in those fields. To help students rise to their potential, the couple created the Beth and Richard Gochnauer Engineering Technology Scholarship.

“Since Green Bay is historically a manufacturing town, it needs engineers for its success,” Beth Gochnauer said. “If students are educated in the community, they are more likely to remain in Northeastern Wisconsin, start businesses and raise families here.”

UW-Green Bay sophomore Jackson Spoentgen is grateful he received the scholarship to support and encourage students studying science, technology, engineering and math.

“I felt honored that my hard work was being noticed and rewarded,” the astrophysics major said. “It also

meant I didn’t have to work as much during the school year and I could focus more on my school work.”

Beth Gochnauer, a former biology teacher, first became involved with UW-Green Bay in 1974 and currently serves on the Council of Trustees, which collaborates and advises the chancellor on University initiatives and supports its mission. Now retired, Richard Gochnauer held top positions with multiple companies during his career, including serving as president of Schreiber Foods’ international division.

“Our family believes in the importance of higher education for a community to thrive in a rapidly changing world,” she said. “We also believe education helps students be informed and productive members of society.”

The couple also supports the Phuture Phoenix program, which brings fifth-



BETH AND RICHARD GOCHNAUER

and eighth-graders on campus for a day where they shadow a UW-Green Bay student.

Spoentgen is finishing up his sophomore year at UW-Green Bay where he fulfilled requirements and plans to transfer to UW-Madison in fall 2023 to complete his studies in astrophysics. After that, he hopes to earn his doctorate and become a researcher.

“Receiving the scholarship inspired me to do the best I can,” he said.

Jackson Spoentgen received a scholarship while a student at UW-Green Bay and is on his way to achieving a goal of becoming a researcher in the field of astrophysics.



STUDENTS, COMMUNITY WILL HEAR THE DIFFERENCE IN NEW AUDIO PRODUCTION SPACES

Students studying for a dynamic career in audio engineering soon will have new spaces and state-of-the-art equipment at UW-Green Bay to sample and test their techniques in the ever-evolving field.

“Careers in audio production continue to grow from audio engineering and post-production to podcasting and audio for video games,” said Dr. Bill Sallak, an assistant professor in music at UW-Green Bay.

As part of the new emphasis in the Bachelor of Arts in Music program, the University is building the Richard J. Resch Audio Production Studio, which includes a full control room interconnection to one live room and two large rehearsal rooms. The remodeled spaces will be in the Studio Arts building and The Weidner Center, where there will be the ability to livestream or record performances.

“The dedicated studios will be built to acoustic specifications and have sound isolation between rooms, quiet HVAC handling and airlocks,” Sallak said.

Funded as part of the University’s Ignite the Future campaign, significant contributions from Richard and Sharon Resch, the 1923 Fund and Mike and Leanne Haddad have accelerated construction, which is expected to begin and be completed during 2023.

“One of my fellow band members had a recording studio in his home ... and I saw how it gave musicians more control over their creative project,” said Haddad, chair of Schreiber Foods Board of Directors and longtime guitar player.

“The student musicians will have this space where they can explore



with their sound without worrying about the high fees to rent space at a professional studio somewhere. Students can come in, learn and experiment.”

UW-Green Bay student Chloe Smith said the new space and equipment ensures students will be well trained for their future careers. *“The equipment and studio space will be the same that they find out in the job market,” she said.*



Above: Mike Haddad (second from left) shows Assistant Professor Bill Sallak and two audio production students the features of his home recording studio.

At left: Chloe Smith works on an audio recording project for class in the current studios in the Studio Arts building.



The late Dr. David and Mary Ann Cofrin have provided more than \$22 million to UW-Green Bay, including a \$3 million gift after Mary Ann's passing in 2022.

MARY ANN COFRIN GIFT INVESTS DEEPER IN STUDENTS' BUSINESS MASTERY

The son of an entrepreneur and successful business owner, Dr. David Cofrin and his wife, Mary Ann, saw that Northeast Wisconsin would benefit from access to higher education, and specifically, development of business-minded leaders at UW-Green Bay.

A generous gift to establish the Austin E. Cofrin School of Business in 2010 received a major boost in 2022 with a \$3 million gift after the passing of Mary Ann Cofrin.

“Without the philanthropic support from the Cofrins and other like-minded individuals, there is no way we would have the business college we have today,” said Mathew Dornbush, dean of the School of Business.

“Having an endowed chair, along with other gifts, makes the Cofrin School of Business stand out. The funds have helped us innovate and invest in students, staff and faculty.”

Thanks to Cofrins' gifts during their lifetime and after, more opportunities have been created for students in the School of Business, including more than 60 business-related events each year such as guest speakers, company tours and pitch competitions, as well as access to expert educators and an Entrepreneur-in-Residence.

The couple have given more than \$22 million to UW-Green Bay since its founding, including support for the development of the Cofrin Memorial Arboretum, The Weidner Center, the David A. Cofrin Library, and Mary Ann Cofrin Hall, and more.

The gift, however, emphasizes the couple's admiration for the family patriarch, adding to their vision of a business school to serve Northeast Wisconsin. An estimated 70 percent of graduates from the Cofrin School of Business work in the region.

Austin E. Cofrin founded Fort Howard Paper Co. in Green Bay in

1919. The company, now known as Georgia Pacific Corp., became one of the nation's largest producers of disposable paper products like toilet paper, napkins and paper towel.

Leaving a Legacy

The staff in the Office of University Advancement have many years of experience helping supporters considering their planned giving options. Contact Tony Werner at 920-465-2018 or werner@uwgb.edu to notify the UW-Green Bay Foundation of your future gift, for a confidential consultation or for more information on building your legacy.

K.C. STOCK: AN ENTREPRENEURIAL SPIRIT WHO LIFTED OTHERS

On Nov. 28, 2022, Northeast Wisconsin lost an ardent supporter. A self-made business man, who was not fond of the classroom but a lifelong learner, K.C. Stock left college after two years to pursue a career that saw the launch and success of entrepreneurial ventures such as Cruisers Yachts and Stock Lumber, two golf courses, housing developments and eight farms. All the while, Stock remembered his roots in Oconto, and gave generously to charitable causes in the region.

UW-Green Bay is one of the many organizations that received support from Stock. We wanted to know more about Stock's motivation for supporting the community, so we asked representatives of the K.C. Stock Foundation.



"My sister said, 'K.C., you've got to smell the roses.' I just enjoy being busy. I like challenges. I like working and being with people. I like learning other things."

- K.C. Stock, as quoted in a 1999 interview with Green Bay Press-Gazette



WHAT MOTIVATED STOCK'S CHARITABLE GIVING?

K.C. always believed in giving back to the community. To ensure his charitable legacy would continue for many generations to follow, Stock established the K.C. Stock Foundation in 1991. It was important to him to give back and help the people and communities he cared about.

WHAT IS THE MISSION OF THE K.C. STOCK FOUNDATION?

The focus of the Foundation has been to serve the disadvantaged population in the communities where K.C. lived — Brown and Oconto counties, Naples, Fla., and Bozeman, Mont.

WHAT INSPIRED STOCK'S SUPPORT OF UW-GREEN BAY?

While he did not attend UW-Green Bay, K.C. attended two years of college. He understood the importance of education and that a college degree can provide career stability and opportunities that make a positive impact in the community. Stock supported higher education in the region, including gifts to UW-Green Bay's athletics programs and much-needed scholarship aid.

Mission

Founded in 2011, the University of Wisconsin-Green Bay Foundation furthers UW-Green Bay by developing and increasing opportunities for students in the areas other than those in which the State of Wisconsin makes appropriations. The Foundation attracts, manages and distributes private resources that fund student scholarships; renovate or construct academic or recreational facilities; fund endowed faculty positions; support research; and fund educational activities to enhance learning environments.

The Foundation is a 501(c)(3) tax exempt organization which serves as the custodian for charitable gifts made to UW-Green Bay and assures that donor intent is honored.

We gratefully acknowledge the generous donors who have entrusted us with their legacy by creating funds that are invested to provide support in perpetuity, and those who have provided current gifts which provide immediate support for our students. We regret we cannot name all of our contributors within these pages.

Interested in learning more about supporting students, faculty and programs?

CONTACT:

Tony Werner
Vice-Chancellor for University Advancement
President, UW-Green Bay Foundation
werner@uwgb.edu | 920-465-2074

920-465-2074
www.uwgb.edu/foundation | foundation@uwgb.edu
2420 Nicolet Drive, Green Bay, WI 54311

