HISTORY REPEATS!

In the news: UW-Green Bay boasts yet another Professor of the Year, classics scholar Gregory Aldrete

Also:
The making of 360
GREETINGS FROM THE UNIVERSITY OF WISCONSIN-GREEN BAY!

With this issue of Inside we recycle what is getting to be a wonderfully frequent headline at our University — "UW-Green Bay Faculty Member Wins Professor of the Year!" — as we congratulate Prof. Greg Aldrete of Humanistic Studies.

We also are delighted to continue the rollout of our new institutional brand, 360° of Learning. There has been positive feedback for our 60-second video and our fresh, focused messaging.

While the tagline is new, however, the underlying principles are not. Since our founding in 1965 a UW-Green Bay education has been grounded in problem-focused, interdisciplinary learning.

The 360° brand reaffirms these core values.

One of the more valuable discoveries we made working with our market-research firm was learning that we at UW-Green Bay have been far too humble. Our consultants, having captured data for countless colleges and universities nationwide, told us our fundamental indicators and constituent satisfaction ratings are comparatively quite good. Once we are more concise and consistent in articulating what makes the UW-Green Bay experience exceptional, we will be more effective helping friends, stakeholders and current and former students, in turn, share why this is special place to receive a university degree.

As always, thank you for your continuing interest in UW-Green Bay. GO PHOENIX!

Thomas K. Harden
Chancellor
THE UNIVERSITY OF WISCONSIN - GREEN BAY

INSIDE 360°

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INSIDE 360°

UW-GREEN BAY

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Features

THE MAKING OF A BRAND
Market research yields a new way to celebrate interdisciplinary, problem-focused education

WHY WE’RE NO. 1
Technology and expanded programming are great, but library makes noise with student-friendly service

WEIDNER CENTER, RESET
Campus-community performing arts venue off to solid start with comeback season

PARAMEDIC PROFESSOR
Sue Mattison took the flashing-lights, sirens-blaring road to college administration

on the cover

If you see what look like phalanxes of ancient armies massing on the UW-Green Bay grounds, Greg Aldrete’s classes are in session. The lettering on one student’s homemade shield? Translated from Latin, it’s the tongue-in-cheek rally cry “Seize the Day... Tomorrow.”

VISIT INSIDE 360° ON THE WEB AT
http://blog.uwgb.edu/inside/
Professor Greg Aldrete at the ruins in Ostia, Italy
Wisconsin’s newest Professor of the Year set out to become part of a profession that heals. Instead, he ended up shooting arrows at live subjects.

And he couldn’t be happier about it.

Coming from a family of doctors, Gregory S. Aldrete was an undergraduate pre-med student at Princeton, always figuring he’d follow suit.

But then he took a course on Roman history, falling in love with the ancients thanks to a charismatic and renowned professor who brought the past to life. And his career path in medicine was — that’s right — history.

“He just hooked me on it,” said Aldrete, UW-Green Bay’s Frankenthal Professor of History and Humanistic Studies. “So I ended up being a history major. And at some point junior year I had to make that decision, what is it I really want to spend the rest of my life doing?

“And I was honest enough to come up with the answer: I want to study the Romans.”

Aldrete’s newly discovered passion eventually would lead him to a storied career at UW-Green Bay, where he is a renowned and award-winning professor. He’s received University, state- and national-level teaching and research awards, and has earned grants and fellowships including the prestigious National Endowment for the Humanities Fellowship (twice).

Most recently, in November 2012, he was named Wisconsin Professor of the Year, an honor bestowed by the Council for Advancement and Support of Education (CASE) and the Carnegie Foundation for the Advancement of Teaching.

And while Aldrete is humbled and honored by the awards, he also says he couldn’t have done it alone.

“I’m the product of my teachers. I steal shamelessly from my own teachers,” he said with a laugh. “I hope my students do the same to me. … that’s how you perpetuate your influence — it’s not by hoarding these things; it’s by sharing them.

“And so to some degree I’m the beneficiary of all the good ideas of teachers that I’ve experienced in the past, that I’m making use of. And those awards kind of recognize all of that collectively — even if my name, maybe, is on it.”

Aldrete has been accumulating both ideas and awards at UW-Green Bay since 1995, building an impressive record of both teaching and research, said Clifton Ganyard, UW-Green Bay associate professor of Humanistic Studies.

“He’s a great teacher,” said Ganyard, whom Aldrete supervised when he was a new tenure-track faculty member. “One of the things that’s truly amazing about Greg is that he’s a fantastic teacher and a remarkable scholar. That he has achieved the highest level in both of those fields is really remarkable, and we’re very fortunate to have him here.”

Aldrete feels fortunate, too, to be able to teach at a university with a long-standing focus on interdisciplinarity — a tongue-twister of a word perhaps better embodied by UW-Green Bay’s recently unveiled brand, 360° of Learning. It’s the idea that UW-Green Bay provides a comprehensive educational experience that offers students multiple perspectives and viewpoints, relying not on traditional academic departments but instead embracing a variety of disciplines for a richer, more well-rounded experience.

It’s the kind of thing Aldrete was made for.

“History isn’t names and dates and facts. It’s a story, it’s a narrative, and it connects things together. And that’s fun. People like stories.”

“And I’ve always had very broad interests — I’m interested in architecture, I’m interested in art, you know, I like society,” he said. “And history has let me bring all those things together in a way that I think I would not have been able to if I were a straight-line classicist, straight-line archaeologist.

“I really do have this interdisciplinary approach … and Green Bay’s obviously a perfect place to kind of nurture that. Because nobody here says, ‘well, that’s weird’ or ‘what are you doing?’ It’s what you’re supposed to do.”

~
Aldrete’s science background has come in handy time and again as he studies the ancient world. His book on floods (Floods of the Tiber in Ancient Rome), for example, required research on geology, hydrology, epidemiology and more.

“It’s perfect (UW)GB stuff,” he said, “that interdisciplinary perspective — to be able to bring in all that kind of hard science, knowledge and approaches. ... That’s a kind of intellectual freedom I wouldn’t have anywhere else.”

It’s particularly relevant because Aldrete is interested in research and teaching on very practical, scientific aspects of the ancient world — gestures and oratory in the Roman Senate, for example, or seemingly modern traditions that have roots in antiquity. That’s where the arrows come in.

Aldrete is perhaps best known for his Lino-thorax Project, a multi-year research initiative that started with an inquisitive undergrad and has led to awards, national and international television coverage and a forthcoming book. It’s a perfect example of his interdisciplinary approach to practical problems — using science and other fields to answer intriguing questions from the ancient world.

It all started with Scott Bartell, a then-UWGB undergrad who fell in love with and decided to major in history after taking Aldrete’s Western Civilization class — not unlike the way Aldrete himself so dramatically switched course decades earlier. Bartell became obsessed with Alexander the Great, he said, and wanted to learn about and recreate the armor Alexander wore in a famous mosaic. The pair began working with prototypes, trying to figure out just how this armor was made, since it appeared no examples had survived.

The answer was linen — surprisingly strong yet flexible, and far lighter and cooler than any kind of metal counterpart — perfectly suited to the warm Mediterranean climate.

"I really do have this interdisciplinary approach . . . and UW-Green Bay’s obviously a perfect place to kind of nurture that. Because nobody here says, ‘well, that’s weird’ or ‘what are you doing?’ . . . That’s a kind of intellectual freedom I wouldn’t have anywhere else.”
FEATURE • State’s Best Teacher

Prof. Greg Aldrete is only the latest in a long line of UW-Green Bay faculty members recognized with teacher- or professor-of-the-year honors by major state and national organizations. Five of these prestigious awards have come within the last three years alone.

CASE/CARNEGIE TEACHER OF THE YEAR
2012 – Greg Aldrete
2009 – Regan A.R. Gurung
1991 – Joyce Salisbury

UW SYSTEM TEACHING EXCELLENCE AWARD
2011 – Regan Gurung
2011 – Education program
2004 – Denise Scheberle
2000 – Joan Thron
1996 – John Harris
1994 – Human Development program
1993 – Joseph Moran

NATIONAL POLITICAL SCIENCE TEACHER OF THE YEAR
2012 – Denise Scheberle

NATIONAL GEOGRAPHY TEACHER OF THE YEAR
1992 – William Laatsch

“We tested it — we were both very surprised at how well it worked, pretty much like modern Kevlar,” Bartell said of an initial prototype. “We were just flabbergasted … (so) we thought about testing it more scientifically.”

They did, and a small project turned into a six-year journey. The research has won numerous awards, and has been featured on the Canadian network History Television, as well as the Discovery Channel show “Penn & Teller Tell a Lie.” Testing the armor on an inanimate object would be one thing, but Aldrete is all about authenticity — so Bartell dons the armor and Aldrete fires away. Fortunately, he’s a good shot.

“I was a little nervous initially,” Bartell said. “But I had confidence in the armor; I had confidence in the archer.”

That confidence has extended to academic and career advice, to a lasting friendship and professional pursuits. In March 2013, the pair’s book, Reconstructing Ancient Linen Body Armor: Unraveling the Linothorax Mystery, will be published. Aldrete’s wife, Alicia, also is a co-author.

But you don’t have to conduct research with Aldrete — or even see it on TV — to appreciate his knowledge of and passion for the ancient world. He brings it to class each day, whether it’s lecturing in Latin wearing a toga or bringing students outside for a real-life military simulation. It’s in the way his eyes light up when discussing ancient roots for traditions we hold today, and in how he delights in turning his Foundations of Western Culture class from oft-dreaded requirement to eye-opening experience.

“By the end of the class, what I think I’ve been successful at, often, is getting them to appreciate the utility of the past,” Aldrete said, “and see how history isn’t names and dates and facts. It’s a story; it’s a narrative, and it connects things together. And that’s fun — people like stories.”

Aldrete shares his stories beyond the traditional classroom, maintaining an active public lecture schedule that includes UW-Green Bay’s Learning in Retirement program, as well as video lecturing and even talks aboard cruise ships. He’s always got several projects in the works — right now the list includes finishing the Linothorax book, writing a video lecture on decisive battles and starting research for a book on riots in ancient Rome. He’s also hoping to start another project with students, perhaps looking at battle formations and spear management in the ancient Macedonian Army. It’s just the type of mystery he loves to unravel.

“In ancient Greek, the term ‘historia’ actually meant ‘asking questions,’ ” Aldrete said, “and today ‘history’ means something else — it’s like a narrative of the past. But to me, it’s still that original definition, about asking questions.”

Just try to stop him.

“I really love this stuff,” he said. “I really want other people to love and appreciate it, too. Enthusiasm is infectious.”

Aldrete with alumnus Scott Bartell

All-time Award Winners

Prof. Greg Aldrete is only the latest in a long line of UW-Green Bay faculty members recognized with teacher- or professor-of-the-year honors by major state and national organizations. Five of these prestigious awards have come within the last three years alone.

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THE 4-1-1 ON 360
BRAND-NEW BRAND ADDRESSES 40-YEAR QUESTION: HOW BEST TO DESCRIBE UWGB?

For a University that has sometimes struggled to articulate its academic advantages — at least concisely — this fall’s progress was cause for celebration.

It’s why several hundred students, staff and faculty turned out over a cool November noon hour for a massive group photo snapped from the top of the Cofrin Library.

UW-Green Bay has settled on a fresh, new tagline — 360° of Learning — as its all-encompassing brand platform.

The road to 360 was a long one. Since the 1970s friends and alumni have praised the effectiveness of the school’s innovative approach but also struggled with the multi-syllabic mouthful that a precise description required: Interdisciplinary, problem-focused education.

And when Chancellor Tom Harden convened community listening sessions two years ago to inform UW-Green Bay’s new Strategic Plan, institutional marketing topped most lists.

Citizens shared generally favorable impressions. Many praised particular programs or offerings. Few, though, could identify what marketers call “the special sauce,” a unique feature that binds ingredients to form an identity.

In 2011, the University began the most extensive market research in its history, working with higher-education firm Stamats to collect data and Milwaukee agency BVK to finalize creative.

Susan Finco, a longtime Green Bay public relations executive, co-founder of Leonard & Finco, says the initiative was long overdue.

“Given the various stakeholders the University serves, its size and scope, importance to the community… market research was a necessity,” says Finco, a University board member. “To apply resources to anticipate and meet demand, you have to understand your audience.”

The biggest and least surprising survey finding? The word “interdisciplinary” didn’t resonate with prospective freshmen and their families. Many suspected it means “strict.”

UW-Green Bay recruiters hadn’t much used the word, anyway, knowing those who did enroll would learn to appreciate the broad-based, comprehensive approach by the time they graduated. (Alumni give the school high marks.)

In the age of Twitter with rapid-fire marketing and 140-character communication, however, the University realized it was missing opportunities to more widely communicate its strengths.

Working from the internal and external surveys, and following a series of focus groups and planning sessions, with involvement by faculty and staff marketing practitioners across the institution, the University settled on a set of brand attributes, and the tagline.

The new platform is supported by offices and entities across campus that already devote limited resources to public information and publicizing their services. Sue Bodilly, the University’s marketing director, says there’s synergy in a consistent, unified message.

She said the 360° tag is especially useful in that it can also be applied to University operations including intercollegiate athletics, the Weidner Center, University Advancement, alumni relations and others.

“This is mainly about maximizing what we already do, through publicity, ads and our existing ‘owned’ channels,” Bodilly said.
Web pages, informational material and recruitment publications have all been updated to reflect UW-Green Bay’s new 360° of Learning tagline. Based on market research, University officials expect the messaging to resonate both with traditional-age prospective freshmen (and their families) and working adults who want to refine their competitive edge.

From an image perspective, the move to 360° brings consistency to ongoing marketing that sometimes varied from department to department. As an organizational tool, the process yielded general consensus on a unique identity, and brand attributes, across the University:

- Solve problems from multiple perspectives
- Engage in applied learning experiences
- Connect with award-winning faculty
- Welcoming, friendly campus

You can see the brand come to life in the 2012 Viewbook, and Preview books, print and on-line ads, radio and video advertising and even a fresh look to our website.
SHARING THE SCOOP
STUDENT LEADERS SAY FRESH BRAND HELPS UW-GREEN BAY STAND OUT

Until recently, UW-Green Bay senior Ryan Stewart had a hard time explaining the University to friends who attended elsewhere. The graphic design major, University Union employee and Student Ambassador knew what he loved about campus, but it wasn’t always easy to articulate.

Enter 360° of Learning.

“I feel like this fits it perfectly,” said Stewart, of Tony, Wis., “because you get a 360° perspective of everything.”

UW-Green Bay’s new brand, 360° of Learning, is designed to articulate a multifaceted education delivered from a variety of angles. It’s about academics and the University’s interdisciplinary approach, and also about the total experience, from classroom to campus life and beyond.

As the brand rolled out this fall, students began exploring what 360° means to them. Stewart and his classmate and friend, Nellie Schafer, know the University well. As members of the Student Ambassadors organization, they lead campus tours and also staff special events (such as the free ice cream social for students captured above).

Stewart and Schafer are fans of both the new brand messaging and the UW-Green Bay experience it conveys: a balanced, well-rounded education that prepares you to approach problems from multiple perspectives.

“It really just opens the doors,” said Schafer, a senior Education major from Wichita, Kan. “Anywhere you turn, whether I’m facing this way or that, or looking forward, there are places to go. Whatever door you choose, it is probably going to be best for you.”

For Schafer, those doors have included the University’s signature Phuture Phoenix program, which enriches her classroom experience by providing the chance to work closely with fifth-graders from low-income schools, helping boost their aspirations for college.
She’s also the manager for the women’s basketball team, an honor society inductee and an active member of both the campus and larger Green Bay communities. “It’s given me a better understanding for life, and reality, and what is possible — and that there’s really nothing that’s not possible,” Schafer said of her UW-Green Bay experience. “Logically, it has helped me think through things — how to best handle situations.” For Stewart, who initially didn’t intend to get involved on campus, the variety of classroom and outside experiences has been invaluable. 360° of Learning has, quite literally, given him a new perspective on life — now and into the future. “Coming on campus and getting involved,” Stewart said, “and getting to know my professors and forming those friendships has helped me grow as a person. With all the experiences I’ve had, it’s definitely set me up for some success.” Whether the new brand gains traction in the marketplace remains to be seen, but UW-Green Bay officials believe they have a strong match for what today’s students are seeking. The evidence comes from comprehensive market research conducted in 2011 by a national firm specializing in higher education marketing. The researchers surveyed a sizeable cross section of prospective UW-Green Bay students as to the perceived value of 21 different attributes. Responses clustered closely around seven key areas the prospective freshmen said were most important in making their college choice:
• Quality of academic programs
• Cost and financial aid
• Quality of faculty as teachers
• Professional success of graduates
• Internship opportunities and career placement
• Personal attention from faculty
• Quality of academic facilities
Those answers were good news for UW-Green Bay. Of the seven attributes that rose to the surface for prospective students, companion surveys showed nearly all are perceived highly by current students, faculty and staff, alumni, and community members.

New view: Videos change perspective

IN THEIR OWN WORDS — STUDENTS RYAN STEWART AND NELLIE SCHAFFER (STORY, FACING PAGE) SHARE MORE ABOUT THEIR UW-GREEN BAY EXPERIENCES.
WWW.YOUTUBE.COM/WATCH?V=HUR6RC1QJRG

LAUNCH DAY — A GROUP PHOTO, VIDEO PREMIERE, PING-PONG BALL DROP, PHOTO BOOTH AND MORE MARKED THE UNIVERSITY’S BRAND LAUNCH.
HTTP://TINYURL.COM/BUDRS6Q

60-SECOND SPOT — A NEW, 60-SECOND INTERNET AND BROADCAST SPOT CAPTURING THE ESSENCE OF A UW-GREEN BAY EDUCATION.
HTTP://NEWS.UWGB.EDU/FEATURED/GO-GREEN/11/14/360-OF-LEARNING-VIDEO/

Scan the QR code to watch the new dynamic video created by the marketing firm BVK.
Prof. Cristina Ortiz, coordinator of UW-Green Bay’s Spanish program, was pleased by the question.

A former student, one she hadn’t seen in some time, asked Ortiz if UW-Green Bay still offered the “holistic approach” the student remembered from her own days on campus.

The answer was an enthusiastic “yes.” And faculty members across the institution continue to model that approach every day.

For Ortiz (above, at right), it’s a commitment from the Spanish faculty to provide students with multiple learning opportunities outside the classroom. Students can pursue travel and study-abroad options in Spanish-speaking countries, and there is also strong emphasis on using their language skills locally, in schools, hospitals, literacy centers and a variety of settings.

One such example involves a program in which UW-Green Bay students bring entry-level foreign language instruction in French, German, Spanish and Japanese to local elementary schools. The college students prepare lesson plans, formulate teaching strategies and learn classroom management — skills of value not only to future teachers but to those with majors in business, social services and other fields.

A scholar-in-residence program invites students to interact with prominent artists and scientists from the Spanish-speaking world. Film series, student clubs and weekly conversation tables encourage further participation.

“Those interactions are key to the development of bilingual proficiency,” Ortiz says. “At the same time, they provide students with the knowledge, tools and practical experience they’ll need to succeed.... It’s a very successful approach.”

And has been for some time.

Whether described over the years as “problem-solving” or “applied learning,” generations of UW-Green Bay faculty members have gone beyond books and lectures to encourage student learning via hands-on experiences. Internships, undergraduate research, independent studies and extracurricular involvement including leadership of campus organizations are promoted.

Interdisciplinary learning — approaching problems with eyes and mind open and familiarity with multiple perspectives — is a core value. Students gain knowledge across various academic disciplines (fields of study).

Now described as 360° of Learning, the University’s longtime commitment to interdisciplinarity and problem-solving can be found campuswide, with undergraduate and graduate students and community outreach initiatives, as well.
Prof. Scott Ashmann of the Education faculty has worked with three dozen local elementary school teachers on an Einstein Project initiative that aims to integrate more and better science instruction into daily classroom activities.

In collaboration with professors from the Human Biology and Natural and Applied Sciences units, Ashmann taught the teachers hands-on experiments for their own students to explore, and ways to assess student learning.

The UW-Green Bay faculty members also worked to enhance the K-12 instructors’ content knowledge in environmental and earth science, human body systems, botany, astronomy and meteorology.

Science, like reading, the educators believe, is experienced best as an everyday part of the classroom routine. Integrated into the curriculum, a science “lesson” can pop up in relation to almost any subject or topic of discussion.

“Eventually we want students to be able to come up with conclusions to scientific questions that are based on data and reasoning,” Ashmann says, “and maintain their sense of wonder about the world around them.”

Meanwhile, across campus in the Studio Arts Building, Music Prof. Cheryl Grosso is an award-winning percussionist and composer known for her commitment to creativity. She teaches technical proficiency and standards of the repertoire, of course, but she is also a champion of performing world music and pieces by contemporary composers, offbeat and experimental instrumentation, and having her ensembles and soloists perform original student compositions.

Alumni have excelled in not only performance and music education, but in a variety of fields.

“UW-Green Bay provides an environment that allows me to engage with students in a multitude of ways at a critical time in their development,” Grosso says. “It is an honor to be even a small part of that process.”

Retirees hip to 360°

When UWGB was new, in the 1970s, it was an institution known for innovative, multi-dimensional learning.

Forty years later, a fair number of faculty members, staff and students of the era remain engaged with the University through the campus Retiree Association and the popular Learning in Retirement program.

Former academic dean Mike Murphy believes LIR and its 900 members fit nicely under the 360° of Learning umbrella.

The new brand language, Murphy says, emphasizes the all-encompassing nature of a UW-Green Bay education, with students enjoying an extensive variety of courses; dedicated faculty with broad-ranging expertise; and a wide array of social and outside-class opportunities.

“Students in LIR are enjoying those same opportunities,” Murphy says.

The group’s president Bob Cook, agrees: “I’ve had the opportunity to stretch my mind... to pursue interests, bridge and piano, that I had neither the time nor opportunity to pursue while I was working. Similarly, I have been exposed to some of the greater lights of British and American Literature and different mathematical concepts... (LIR) has truly been 360 degrees of learning.”
The seventh annual Steps to Make a Difference Walk drew all-ages participation from across the community and raised about $5,000 for four local charities.

Pretty good for a student-run event that arose out of a UW-Green Bay class project and survives and thrives despite a roster of organizers that changes every year.

This year, about 20 student volunteers — most of whom are UW-Green Bay Civics Club members or individuals enrolled in the Public and Nonprofit Management Class — learned how to run the event, promote it and solicit donations.

Participants in the Oct. 27 walk-run gathered at the University Union before setting out on a course that covered part of the arboretum trail system and included a hot-chocolate stop at Lambeau Cottage along the campus bayshore.

“It was a successful event and we met our fundraising goal,” says senior Public Administration major Lance Hill. “The real-life experience in organizing an event like this is of great benefit to both the organizations we helped and the students who participated. I much prefer learning this way as to sitting in the classroom.”

Prof. Lora Warner, adviser to the student organizers, notes another strong educational component. Each of the organizations benefiting from the fundraiser sent representatives to speak about their programs. Those organizations were the Neville Public Museum, the Ecumenical Partnership for Housing, the Baird Creek Preservation Foundation and the Hand-N-Hand organization for hearing-impaired children and their families.

The ‘Steps’ walk is both a tradition at the University and something of a trend indicator as it relates to a rising generation of students.

UW-Green Bay admissions recruiters have found an upswing in recent years among prospective students interested in service projects, extracurricular options and, especially, leadership opportunities. Surveys of current students show a majority involved in community service activities each year.

University marketing materials were updated over the summer to reflect the 360° of Learning theme with headlines including “Opportunities surround you” and “A complete community experience.” The UW-Green Bay freshman viewbook devotes several pages to volunteer options, student clubs, health and recreation facilities, intercultural experiences, fine arts and entertainment, programming by Student Life and Residence Life (housing), and horizon-broadening travel and exchange opportunities.
STATS SHOW MORE STUDENTS SMARTER, OLDER, DIVERSE

The University of Wisconsin-Green Bay has good news to share on the enrollment front as 2012 draws to a close.

Headcount enrollment for fall totals a record 6,790. That’s an increase of 125 students — or nearly two percentage points — over last fall’s enrollment.

The incoming freshman class was among the University’s best ever, academically. The average ACT score for the incoming freshman class was 22.6. The average high school GPA was a record 3.34.

The dramatic increase in returning adult enrollment continues. Data from fall 2012 show that the percentage of baccalaureate students age 25 and older has risen to 27 percent. Online course enrollments are on the rise across all age groups, and among these “older” students more than 40 percent are taking only distance-education classes.

The University conferred 1,318 degrees during the academic year, up nearly 10 percent from last year.

UW-Green Bay achieved its most diverse student body ever in fall 2012, with 706 students from multicultural backgrounds. For the first time, students of color now make up greater than 10 percent of the total student population.

CLINTON JOINS FORD ON VIP VISITOR LIST

When former U.S. President Bill Clinton rallied a mostly community audience of 2,200 at the old Phoenix Sports Center gym at the Kress Center Oct. 19, it was part campaign stop, part history. Initially described as the first-ever visit to UW-Green Bay by a sitting or former president, that assertion was soon corrected when several retirees and alumni said they recalled a much less heralded stop, decades earlier, by former President Gerald Ford. One person who contacted the University — a reporter present in 1988 — said Ford made no public appearance but used Cofrin Library 102 to meet privately with a small group of GOP candidates, supporters and media.

Top-tier ranking

UW-Green Bay ranked in the top tier of the “Best Regional Universities — Midwest” category of the annual U.S. News & World Report Best Colleges list. “While we don’t read too much into any ranking, we are pleased to be included in this top tier,” said Chancellor Tom Harden. “There are great things happening here.” UW-Green Bay jumped 12 spots, from No. 78 last year to No. 66. The University also scored well in the first-ever guide to online degree programs. At 41st in the category of “Student Engagement and Assessment,” UW-Green Bay was the highest-ranked Wisconsin-based online program in terms of personalized learning and faculty interaction with students.

A NEW MASTER’S IN NURSING

The Professional Program in Nursing has been given the green light for a new Master of Science in Nursing degree in Leadership and Management in Health Systems. The online program will stress competency in leadership, budgeting, regulations, information systems, integrated delivery systems and management of health care delivery networks. The program could be up and running by the second half of 2013.

Scorecard is online

As part of the Universitywide Strategic Planning process, a document called the Balanced Scorecard is now online. It details publically the goals and objectives of each of the University’s primary operational divisions (Academic Affairs, Advancement, Athletics, Business and Finance, Sustainability and the Weidner Center for the Performing Arts), tracking goals and objectives as they are achieved and new goals established. See www.uwgb.edu/chancellor/strategic-plan/index.asp
Scales of Justice

UW-Green Bay’s Department of Public Safety is fishing for awareness these days, and its newly revamped office space — complete with a colorful fish tank ‘window’ to the outside hallway — is just one way officers hope to lure folks in.

Public Safety’s new digs in IS 1024, showcased during a recent open house, are more open and welcoming, complete with a new logo, new conference room — and, of course, the aforementioned aquarium, donated by a local club. Police Chief Tomas Kujawa says it’s a great way to increase visibility for students, faculty and staff, but efforts don’t end there.

Since arriving at UW-Green Bay in August 2011, Kujawa also has worked to enhance relationships with other local law enforcement agencies. He’s given tours to better acquaint Green Bay Police officers with UW-Green Bay, and in August, invited the Brown-Outagamie County Bomb Squad to conduct a full-day training on campus.

“We want our partner agencies to be familiar with the campus and its layout,” Kujawa said. “We also want the students to feel comfortable stopping by. If the fish tank is one way students remember we’re here and know our location, that’s great.”

So far? Kujawa says the new initiatives have all gone swimmingly.

IT’S ACTUALLY 57 VARIETIES, IF YOU COUNT THE PHOENIX

How many bird species can be identified on a single day at UW-Green Bay? On one late spring day in 2012, the number was a very impressive 56. The Cofrin Center for Biodiversity coordinated the annual Big Day Bird Survey. From the tiny (blue-gray gnatcatcher) to the large (white pelican), from bald eagle to redhead, from American robin to Canada goose, from lesser scaup to greater scaup, it was an avian adventure. For a link to the list of species, visit Inside online.

WOODCHUCK STUDIES 101

You think your University’s popularity is based largely on its top-rated professors, library or basketball team… until you discover that one of your most-liked Facebook posts of 2012 remains the early-summer photo gallery starring baby groundhogs (aka woodchucks, whistle pigs, marmota monax) frolicking outside the Student Services Building. This youngster was caught sneaking a peek inside at staff members. Despite their college-going ways, the age-old riddle — how much wood would a woodchuck chuck? — remained unsolved.

PLANTING PLASTIC

There was no need for gravel or other drainage filler in the new ornamental planters on the remodeled Student Services plaza. Instead, the campus Sustainability Committee got the green light to create base layers using used soda and water bottles. The project made a green point about plastic bottles and their refusal to decay (estimated life span: 450 years) and also gave people the opportunity to put a message in a bottle and create their own time capsules beneath the topsoil.

‘ECO U’ MAKES GREEN COLLEGES GUIDEBOOK

UW-Green Bay was selected for inclusion in The Princeton Review’s Guide to 322 Green Colleges: 2012 Edition. The guide — created in partnership with the U.S. Green Building Council and based on a national survey — spotlights colleges that have “demonstrated a notable commitment to sustainability.”

DEBUT OF LGBTQ RESOURCE CENTER

Monthly brown-bag sessions on current events and diversity/inclusivity issues have marked fall 2012 for UW-Green Bay’s new LGBTQ Resource Center. Located in University Union Room 153, near the American Intercultural Center, the center was created as a resource for students, faculty and staff on LGBTQ (lesbian, gay, bisexual, transgender and questioning) issues and to promote better understanding of diverse communities. Stacie Christian, longtime ad hoc instructor in the Human Development academic unit, agreed to serve as project coordinator.
Cofrin Stands Tall as State ‘Library of the Year’

“UW-Green Bay’s founding chancellor Edward Weidner placed the Cofrin Library at the physical center of campus, and during the past several years, director Paula Ganyard and the library staff have worked hard to make sure it is the heart of the university, as well.”

— Citation by Wisconsin Library Association

When the Wisconsin Library Association announced its selection of the David A. Cofrin Library as 2012 state library of the year, the reaction at UW-Green Bay was pretty much what you might expect.

“When we all got together and we were told that we won library of the year… the energy in the room was awesome,” said staff member Renee Ettinger, reference and instruction librarian. “It was really gratifying, exciting.”

Always highly regarded as a University resource, the UW-Green Bay library had never before earned state top honors. Ganyard, the Cofrin Library’s director, says the WLA bases the award on diverse criteria, from technology to physical space, from collections to community outreach.

Among positives noted by selectors:

• To improve the user experience, the Cofrin Library has upgraded its interlibrary loan service; instituted text messaging and instant messenger reference services; added an “embedded librarian” program and a virtual shelf browsing function; offered library instruction via Skype; and created a public services department to provide more support for research and learning;

• Attention to marketing and patron satisfaction has paid off with higher gate counts, collection usage and reference activity;

• Staff members have worked to improve collections and the physical facilities and increase their participation in professional development activities.

Library staff also focus on another key element — having fun, with events that also make students aware of valuable resources. The annual Bash in the Stacks open house, an edible book festival, and periodic stress buster programming (such as therapy dog visits during final exam week) have won friends.

“Our main reason for being here is for academics and helping with that,” Ganyard said, “but there’s no reason why it also can’t be a place to just enjoy yourself, too.”

Medical College is good news for Green Bay, its University

University officials joined local leaders in lobbying for, and then celebrating, the Medical College of Wisconsin decision to locate a satellite campus in Brown County. The benefits for local healthcare and education extend to UW-Green Bay, where perhaps two dozen faculty members have the credentials to partner in research or teach the occasional part-time course for MCW. Additionally, a local med-school option could be attractive to students in healthcare fields including the 100 or more annually who graduate in Human Biology.

They Wrote the Book

In recent faculty publications... Historian Andrew Kersten co-wrote American Conversations: From the Centennial through the Millennium. Prof. Chuck Rybak, Humanistic Studies, has published a fourth collection of poetry, <i>/war</i>. Prof. Gregory S. Aldrete of Humanistic Studies is co-author of The Long Shadow of Antiquity: What Have the Greeks and Romans Done for Us? Sociology Prof. Ray Hutchison of Urban and Regional Studies reports Volume 12 in the series Research in Urban Sociology has been published. Prof. Regan A.R. Gurung of Human Development is co-author of Evidence-Based Teaching for Higher Education. Oxford University Press has released the latest book co-edited by Prof. Emeritus Michael Kraft, The Oxford Handbook of U.S. Environmental Policy.

Passings

Friends mourned the passing in 2012 of UW-Green Bay’s first director of placement and career counseling, Bruce M. Ehr, who died June 9 in Madison at age 81... longtime Student Life clerical assistant Patricia Ann Naze, 66, May 7 at her Algoma home... Prof. Sandy Stokes, Education and Women’s Studies, March 26 in Green Bay, age 64... former Education chair Jim Busch, 86, Sept. 7 in Green Bay... Linda B. Erwin, 69, retired managing director of the Weidner Center, April 29 in Myrtle Beach, S.C.... Raymond J. Charlier, 83, longtime locksmith for Facilities Management, July 8.
COMING SOON:
A CENTRAL PARK
Occasional visitors — to MAC Hall, the University Union, Mauthe Center and Kress Events Center — might notice changes to the central campus landscape this winter. Crews recently cleared brush and overgrown aspen from a three-acre parcel adjacent to the main visitor parking lot and the Weidner Memorial Carillon. Students and planners have long discussed the potential for a park-like area linking student housing to the Union. Installed once the weather warms will be volleyball courts; an area with picnic tables, benches and grills; a large, level lawn for impromptu games; a platform area with electrical power for special events; lighting and landscaping. Costs will be covered by University Village Housing, Inc., the private 501(c)3 that builds and maintains student housing.

Malafa, Wochos appointed to Council
The Board of Directors of the University of Wisconsin-Green Bay Foundation, Inc., welcomed two new appointments. Dr. Mokenge Malafa is a 1982 UW-Green Bay grad and leading researcher with the Moffitt Cancer Center at the University of South Florida. Scott Wochos, senior vice president of Green Bay Packaging, is a longtime advocate and advisory board member for UW-Green Bay.

CAMEO FOR THE CHANCELLOR
Artists call it “art bombing” — taking art to the streets to increase awareness and showcase talent. UW-Green Bay was unofficially bombed earlier this semester. One attention-getter was a huge, building-size cameo necklace (featuring a remarkable resemblance to Tom Harden) draped from a roof of the Studio Arts Building. The Chancellor took to Facebook to express his admiration for the anonymous artist’s originality and talent. He also observed the guerilla art tied in nicely with this year’s Universitywide Common Theme: Creativity and Innovation.

‘PRICE’ IS RIGHT FOR WEIDNER RE-LAUNCH
When the last of the 1,900 tickets were gone for this fall’s “Price is Right Live” stage show and the “SOLD OUT!” signs went up, it marked a milestone in the University’s long-term plan to reinvigorate the Weidner Center for the Performing Arts. It also was a little surprising to Kate Green, the venue’s executive director. “I’m not sure I realized just how many ‘Price Is Right’ fans were out there!” said Green, a 1999 graduate of the University with years of booking experience.

The Oct. 10 show was the first sellout of what is a landmark season for the Weidner, launching the first University-sponsored performing arts series in six years.

“Price” was a hit largely by name recognition of the TV game show, fun audience participation elements and liberal gift giveaways. Also providing a boost was co-sponsorship by Good Times Programming; UW-Green Bay students were one-third of the house.

A few weeks later, a second sellout greeted another TV-based show, the TLC Network’s “Long Island Medium.” Also drawing well this fall, Green reports, was standup comic Lewis Black.

She expects solid demand for an upcoming holiday concert by Kenny Rogers and a January date with “Shrek the Musical.”

REMAINING DATES AT COFRIN FAMILY HALL
(Not included are late bookings by outside promoters, or the many performances in the smaller Fort Howard recital hall or Jean Weidner Theatre.)
For the latest and most complete calendar, visit WWW.WEIDNERCENTER.COM/
Borseth 2.0: Same intensity, new venue

Returning to UW-Green Bay after a five-year absence is the popular — and intensely animated — women’s basketball coach Kevin Borseth. He’s beginning his second stint with the Phoenix, having gone 216-62 with seven NCAA appearances in nine years before leaving in 2007 for the top job at Michigan. Borseth improved the Wolverine program and guided it back to post-season play but when the Green Bay job reopened (after a Top 10 national ranking and a 31-2 season Matt Bollant moved on to Illinois) the “old” Phoenix coach resigned in Ann Arbor and negotiated his return as “new” coach.

“To be back here with our family and our support group was a major, major factor in coming back here,” said Borseth, an Upper Peninsula native.

Borseth’s great enthusiasm goes beyond familiarity, family and a perennial Top 25 contender with four returning starters. There’s also the Kress Events Center. His first term as coach ended just months before the spectacular 4,000-seat venue opened for play. He and Phoenix Athletics are hoping the tradition of home court success and big crowds continues.

Among the early-season marquee games is a 7 p.m. tipoff Sunday, Dec. 23, vs. the Wisconsin Badgers.

— Photos courtesy of Green Bay Athletics, Mike Roemer

UW-GREEN BAY WOMEN NO. 1 IN ACADEMICS
The Phoenix women’s basketball team earned the nation’s top academic ranking for 2012 from the Women’s Basketball Coaches Association. The WBCA’s Academic Top 25 Team Honor Roll had UW-Green Bay No. 1 in the nation with a collective team GPA of 3.616 — the program’s highest ever.

Phoenix to host Eagles — finally
The men’s basketball teams from UW-Green Bay and Marquette University have played nearly a dozen times since 1982, but never in Green Bay. That’s set to change Dec. 19 when Coach Brian Wardle’s Phoenix hosts the Golden Eagles for a non-conference game at the Resch Center. Tickets are in demand; visit www.greenbayphoenix.com for information.

Wojta stars for league leaders
Through late November, Julie Wojta, the pride of the Phoenix, was putting up big numbers (17 points and 12 rebounds per game) for her league-leading Belfius Namur Capitale pro team in Belgium. Which is just as you’d expect from an All-America forward who became UW-Green Bay’s highest draft pick ever when she went No. 18 overall last spring to the WNBA’s Minnesota Lynx. She played two games for the talent-rich Lynx in summer before being given her release to play in Europe. It has been an eventful 2012 for the Francis Creek native, starting with national player-of-the-year buzz in spring, second team All-America honors in both basketball and academics, selection as the Horizon League’s female student-athlete of the year, the draft, pro basketball, and her UW-Green Bay graduation in May with a bachelor’s in Accounting and Business Administration.

NCAA tennis in Malibu, golf in Michigan
Two of the best seasons in program history ended in defeat for Phoenix men’s tennis and golf, but the much more positive news is that those finishes came in NCAA tournament play. The tennis team won the Horizon League title and was rewarded with an all-expenses-paid trip to Malibu, Calif. There, the Phoenix gave a good account of itself vs. the seventh-ranked Pepperdine Waves before the home team prevailed, 4-0. Both senior Christoph Hopfe and junior Erik Fikenbrink were in striking distance of singles-match wins when Pepperdine’s overall power elsewhere ended the day on points. “I thought we fought hard and played pretty well,” Coach Mark Thomas said. “It was our first time at the NCAAs, and we’re looking forward to bigger and better things in the future.” The same can be said for Phoenix golfer Chad Ebert, who shot rounds of 76, 79 and 76 at the NCAA Ann Arbor Regional. The junior from Kenosha was making the first trip to the NCAA Championships by a Phoenix golfer, capping a 2011-12 season in which he won conference medalist honors.
CAMPUS NEWS

Door opens for international students

Until this fall, it was possible for an international student enrolling at UW-Green Bay to live and study here without ever visiting the beautiful mid-American vacation destination that is Door County, just a few miles from campus.

The Office of International Education addressed that shortcoming with a newly revised orientation program for 2012 arrivals. The newcomers got a comprehensive crash course in UW-Green Bay, Northeastern Wisconsin and American college life before the fall semester began in early September.

Capping the information-packed week was a fun, daylong bus tour of Door County, with stops including Peninsula State Park, Cave Point and the village of Brussels for an authentic Belgian-style lunch.

STANGEL ’87 JOINS STAFF IN DEVELOPMENT

Jeanne Stangel began her new duties last summer as director of development in University Advancement. Stangel was previously associate AD and director of the Phoenix Fund, the fundraising arm of Green Bay Athletics.

“Jeanne has nearly 25 years experience with this University as a student, administrator, proud alumna and advocate,” Assistant Chancellor Beverly Carmichael announced in making the hire. “She is widely respected.”

Stangel’s responsibilities include leadership of annual fundraising campaigns, alumni giving, planned giving, prospect and donor analysis, gift and donor stewardship.

UW-GREEN BAY TOPS FOR VETERANS

UW-Green Bay enrols a larger percentage of veterans and their eligible dependents than any other four-year public university in Wisconsin, UW System statistics show.

UW-Green Bay has 355 individuals receiving veterans benefits, including 252 veterans and service members as well as dependents, and the totals are increasing each year, says staff member Elaina Koltz, coordinator for veteran services. Only the UW campuses at Milwaukee (1,024), Madison (532) and Oshkosh (435) — schools with total enrollments several times larger — counted more veterans enrolled than UW-Green Bay.

“We owe an immeasurable debt to our men and women in uniform,” said UW-Green Bay Chancellor Tom Harden. “UW-Green Bay supports our students who serve through an annual veterans reception, an active student veterans organization, the work of a dedicated veteran services adviser and numerous other avenues.”

UW-Green Bay recently was named a Military Friendly School for the fourth consecutive year, an honor bestowed by Victory Media Inc. that recognizes the top 15 percent of institutions that do the most to embrace military service members, veterans and spouses as students, and to ensure their success on campus.

NO GIFTS, PLEASE: Ford forwards ’em to students

Diane Ford, UW-Green Bay Class of 1975, has plenty of friends and admirers.

That’s why, when she announced her recent retirement as longtime vice president and controller of Integrys Energy Group (formerly WPS Resources), it was no insignificant gesture when she insisted “absolutely no gifts!”

Instead, the generous alumna encouraged well-wishers to add to the UW-Green Bay scholarship fund she created last year in her family’s name. The result? An additional $6,000 for students in need.

Ford, whose husband Patrick and daughter Christy are also UW-Green Bay grads, says she empathizes with struggling students today. “I was the oldest of eight kids… I paid my own way and worked three jobs to do it. That was back when we were talking hundreds of dollars a year, not thousands. It has gotten a lot harder... I feel it’s important to help support that next generation.”
She could do this. She could do anything.
That was the mantra playing on repeat in Sue Mattison’s brain and — she would later come to realize — aloud as she dealt with one of the most difficult tasks she’d ever perform.

It was the mid-1980s and Mattison, now the dean of UW-Green Bay’s College of Professional Studies, was working as a paramedic in small-town Iowa. A man had died after being hit by a train, and the coroner had asked Mattison to get a blood alcohol level.

The amount of trauma was extreme, even for a trained paramedic like Mattison. A co-worker held a flashlight on the grisly scene. Discussing it later, the colleague asked Mattison if she remembered what she said while performing the task. She didn’t.

“He told me I kept saying, ‘I can do this. I can do anything. I can do this. I can do anything,’” Mattison recalls. “So, after that point it was like, I guess I can... It gives you perspective.”

The experience ultimately would make her a better teacher, too.

“It really came in handy as I was teaching, because I taught classes like human diseases,” Mattison said, “and I would always, you know, pull out a story from being a paramedic to kind of wake the students up and keep them interested and engaged.”

Those tales include the one about the emergency call involving a dancer and a pet snake, and the one about a badly injured little boy who recovered and showed up years later as a college grad assistant. (For an expanded version of these stories, and Mattison’s, see Inside online.)

Mattison, who was a first-generation college student herself, feels she relates to what many new students experience because she changed majors, a half-dozen times, before settling on economics. She changed careers, too. Hired by a bank after graduation from the University of Northern Iowa, she quickly realized it wasn’t for her, took an Emergency Medical Technician (EMT) course, signed on with a paramedic ambulance service and underwent training. She spent six years as a full-time paramedic.

Mattison continued that work, part time, as she pursued her master’s in cardiac rehabilitation at UNI, and her Ph.D. in epidemiology at the University of Iowa. She’d tell her students not to drink and drive — that she didn’t want to be picking them up in her ambulance on weekends or during school breaks.

In summer 2011 Mattison left Cedar Falls to become UW-Green Bay’s Dean of Professional Studies. She oversees the University’s programs in Business, Education, Nursing, Physical Education and Social Work, as well as the Institute for Learning Partnership and Northeast Wisconsin Partnership for Children and Families.

Mattison is excited she’ll be teaching a course during spring semester 2013, and says it’s an important way to connect with and better understand students and faculty. To hear her tell it, it’s a far cry from her first day in front of the classroom.

“I stood up in front of 125 students in a class where I was really, literally a day ahead of the students,” Mattison said. “And I read the overheads — I was absolutely the worst teacher you ever had. I’d say that it turned out well, though, because I realized I was a rotten teacher — and I worked really hard to be good at it.”

Because she knew she could do that. She could do anything.
IN THE CLASSROOM

CURIOSITY, NASA PUT UW-GREEN BAY RESEARCHER ON MARS, VIA PASADENA

When the Mars rover Curiosity landed in August to begin an unprecedented mission that’s been called the Apollo 11 of the unmanned space program, R. Aileen Yingst celebrated as though her team had just won the Super Bowl.

In a way, it had.

“It’s just as big as I thought it would be, and it’s bigger than I thought it would be,” says Yingst, director of the Wisconsin Space Grant Consortium at UW-Green Bay. “This is really the hardest thing we’ve done since putting people on the moon.”

Yingst was temporarily on loan to the NASA project as deputy principal investigator for the Curiosity mission’s Mars Hand Lens Imager Camera. The instrument is so powerful it can return images of individual grains of sand on the planet’s surface.

She and her colleagues worked long shifts that required them to make frequent sleep-schedule adjustments.

“It’s scheduled like a job,” Yingst said. “It’s just — you happen to be working on Mars.”

Mars via Pasadena, that is, where the Jet Propulsion Laboratory (JPL) headquarters was home to some 400-plus scientists for 90 Martian days after the rover first landed. Each day on Mars is about 37 minutes longer than a day here — and the orbiters that relay the team’s data have different schedules still.

The high-power camera has returned some incredible images of Mars, Yingst said, and also has been useful for documenting the activity of other instruments on the rover. Her involvement with the mission didn’t end when she left Pasadena in November, and she’s continuing her work remotely.

It’s an assignment of which she — and indeed the entire country — can be proud.

“It’s the taxpayers of this country,” Yingst said. “It’s the citizens of the United States who had the vision to say ‘we’re going to dream big; we’re going to think audaciously.’ … The country is going to benefit tremendously.”

While Yingst was across the country in California, she also brought a bit of Wisconsin to mission control. A Packers fan, she sometimes sported her hometown colors, and the camera she operated assumed a local nickname, as well. Her fellow engineers came to refer to the instrument package at the end of the turret, or arm, as the “cheesehead.”
IN THE CLASSROOM

Luczaj’s local bedrock research digs up positive discoveries, ancient faults

Geoscience Prof. John Luczaj is the man responsible for the first comprehensive map of Brown County’s bedrock, part of a statewide project commissioned by the State of Wisconsin and the U.S. Geologic Survey. The resultant map should be of value to citizens concerned about bacterial contamination in shallow wells; to those who mine crushed stone; and to land-use planners considering aquifer issues, groundwater recharge, and the potential for water and pollutants to travel comparatively quickly through fractured bedrock.

Luczaj’s local bedrock research digs up positive discoveries, ancient faults

Luczaj (pronounced LOOCH-eye) and his team inspected outcrops and quarries, core samples from drilling, and well-construction reports. His grant also allowed for a visit by a heavy-duty, earth-shaking “vibra” truck — perhaps the first seismic testing of its kind in Wisconsin, Luczaj says.

The in-ground sonogram helped confirm the existence of long-suspected faults — no longer active and likely millions of years old — in the sedimentary rock that underlies much of Brown County.

Despite roughly 100 feet of vertical displacement, the plates are entirely stable and of direct interest only to groundwater researchers... and, indirectly, to Packers fans, as a curiosity. One of the faults, several hundred feet deep, is believed to run near the general vicinity of Lambeau Field.

For more on the bedrock mapping project and Prof. Luczaj’s work, see Inside online.

CHALK TALKS BRING SCIENTISTS TOGETHER

Every other Friday at 3:30 p.m., there’s a public lecture in Classroom 328 of the Environmental Sciences Building.

The subject matter is often complex, and the 40 or so seats are typically filled with UW-Green Bay faculty and staff members (right), grad students, a few undergrads and others with specific interest in that day’s talk.

Recent topics have ranged from hormones in drinking water and interpreting dinosaur fossils to the challenges of teaching theoretical physics. Visiting scholars and faculty from other UW-Green Bay academic areas (Human Biology and Philosophy, for example) also have presented. The schedule is posted at www.uwgb.edu/nas/seminar/.

Prof. Greg Davis says a wave of new hires reminded faculty and staff of the value of such a series — “We were having all of the candidates give research presentations and the faculty really enjoyed that, and wanted to keep the presentations going” with periodic updates from current colleagues and others.
Founders Award winners put students first

Every year, UW-Green Bay recognizes its top faculty and staff members with Founders Association Awards for Excellence, which are presented at the all-University kickoff gathering in August. Honorees are celebrated with oversize posters prominently displayed at the University’s admissions and visitors center.

Heading this year’s list of award winners is Jennifer Ham (inset), professor of German and Humanistic Studies, recipient of the prestigious Founders teaching award. Popular with students, she also demonstrates her enthusiasm for German language and culture by organizing student conferences, German poetry readings, music and plays open to the public.

Other 2012-13 Founders Award honorees, by category:

Collaborative Achievement — The Education Center for First Nations Studies, a collaboration of the Education and First Nations academic units, in partnership with local tribes, to improve K-12 instruction in Indian history and sovereignty;

Community Outreach — Prof. Ellen Rosewall, Arts and Visual Design, who developed UW-Green Bay’s major in arts management and has had leadership roles with arts advocacy organizations statewide;

Institutional Development — Timothy Sewall, former associate provost for academic affairs, who in his 30-year career helped shape programs for first-year students, international and graduate education, assessment and faculty development;

Academic Support — Patrick Sorelle, manager of The Phoenix Bookstore, recognized for his store’s embrace of new technologies and operational efficiencies;

Classified Staff Support — Mark Damie, senior laboratory technician, who orders and maintains chemical stocks, trains student workers and oversees safety in teaching labs; and

Scholarship — Prof. David M. Dolan, Natural and Applied Sciences, a mathematician and environmental statistician whose Great Lakes modeling has earned major grants.

FACULTY/STAFF NOTES

Denise Scheberle, professor emerita of Public and Environmental Affairs, has been recognized as the 2012 national political science teacher of the year by the American Political Science Association. The APSA also honored her colleague, Prof. Emeritus Michael Kraft, whose Coming Clean: Information Disclosure and Environmental Performance received the Caldwell Prize for best scholarly book in environmental politics.

Prof. Patricia Terry, Natural and Applied Sciences, has been awarded a McCloy Fellowship from the American Council on Germany. The award allows her to travel to Germany for three weeks in January 2013 to gain insight on that nation’s successful wind energy development.

Prof. Laurel Phoenix, Public and Environmental Affairs, received the Icko Iben Award presented by the American Water Resources Association for excellence in communication. A specialist in water resources management, drinking water and infrastructure issues, Phoenix edits the AWRA’s bimonthly IMPACT magazine.

Human Development Prof. Illene N. Cupit has been installed as president of the national Association for Death Education and Counseling.

Prof. David Voelker, Humanistic Studies and History, is a co-recipient of the 2012 Weimer Teaching and Learning Award for outstanding scholarly contributions to advance college-level teaching and learning. Voelker shared the award as co-author of the article “The End of the History Survey Course: The Rise and Fall of the Coverage Model” in the Journal of American History.

The UW System Board of Regents approved promotions for a dozen UW-Green Bay faculty members during 2012. Promoted from assistant professor to associate professor with tenure were Adam Gaines, Arts and Visual Design; Eric Hansen, Arts and Visual Design; Ekaterina Levintova, Public and Environmental Affairs; Randall Meder, Arts and Visual Design; Amanda Nelson, Human Biology; David Radosевич, Business Administration; Heidi Sherman, Humanistic Studies; Christine Smith, Human Development; and Jennifer Zapf, Human Development. Promoted to the rank of full professor were Kristy Deetz, Arts and Visual Design; David M. Dolan, Natural and Applied Sciences; and Ellen Rosewall, Arts and Visual Design.
1970s

John Laundre ’71 ecosystems analysis, is a college biology instructor and researcher who has developed a national reputation in the study of mountain lions expanding and reclaiming their range across North America. He published *Phantoms of the Prairie: The Return of Cougars to the Midwest* in May 2012.

Dan Rathbun ’73 urban analysis, a longtime employee of the U.S. Agency for International Development who joined the private global development company DAI in 2004, directs the company’s STAR Plus program in Hanoi, Vietnam. STAR is Support for Trade Acceleration. Rathbun received the Medal for the Cause of Science and Technology presented by the Socialist Republic of Vietnam.

Jeff Theisen ’73 ecosystems analysis, is the executive producer for Media Science Division Renew Science Inc., an Appleton-based company that produces videos for iPods, iPads, smart phones, websites, DVDs and broadcast TV.

Bion D. Howard ’78 master of environmental arts and sciences, died of a heart attack last November, at 61, in Valley Center, Calif. His passing was noted in national trade journals; he was a prominent advocate for home energy ratings and advances in building science.

Garen Dodge ’79 social change and development, is a partner with the national employment law firm Jackson Lewis, LLP in Reston, Va. He was recently named a 2012 Washington, D.C. “Super Lawyer.”

Ben Eder ’79 humanistic studies, is a pastor at Pilgrim Lutheran Church in Kenmore, N.Y.

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Deby (Dejardin) Dehn ’80 bachelor of social work, is the community relations for the Wisconsin Housing and Economic Development Authority (WHEDA) in Green Bay.

Phoenix golf coach Bill Lindmark ’81 business administration, who already holds the Shorewood record (29), fired a 9-under 63 to set the course record at nearby Royal Scot Golf Course earlier this year.

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Thomas Griggs ’82 managerial accounting, is the director of human resources at Bay de Noc Community College in Escanaba.

Rebecca (Smits) Weber ’82 communication and the arts, is a creative marketing director at Ascent, Green Bay.

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CLICk! DRIVER’S LEAP LANDS ‘SI’ SPREAD

It was only one of about 2,000 images that professional photographer Mike Roemer ’86 shoots during a typical Green Bay Packers game… turns out, it was a pretty special one.

The national magazine *Sports Illustrated* confirmed it in its Nov. 5 issue, running the Roemer photo of fan favorite Donald Driver celebrating with fans during a Lambeau Leap. *SI* devoted a lead-off two-page spread to the photo. Quite an honor for any professional photographer, and “special” for the humble Roemer, who previously had “plenty of small photos in *SI* and at ESPN.”

“I knew I had something nice,” said Roemer, who owns his own photography business and was shooting for the Associated Press. “But by looking in the viewer on the back of my camera, I didn’t know the connection that Driver had with the fan, or his expression, and I didn’t have time to dwell on it during the game action. When I had time to sit back and go through the images, I knew it wasn’t your typical Lambeau Leap.”

Roemer said he had no idea *Sports Illustrated* used the photo until he started fielding calls and texts of congratulations. “Since then, a lot of respected photographers have paid me compliments,” he said. “One even told me I should never shoot a Lambeau Leap again. I’ll never be able to replicate that emotion.”

Roemer has high hopes for the photo in this year’s Pro Football Hall of Fame Contest. He has earned honorable mention twice in past years for his Packers work, which you can see for yourself, along with his shots in education, industry, healthcare, and more… at www.Roemerphoto.com.

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ALUMNI NOTES

WISCONSIN’S TOP TEACHERS PREPPED HERE

Friends of UW-Green Bay and its award-winning teacher education programs know great teaching begets more great teaching. There is justifiable pride, then, that JoAnn Miller, a science and biology teacher at Oconto Falls High School (above), has been named Wisconsin Teacher of the Year for 2012. With the award she becomes the state’s nominee for national teacher of the year.

Miller started classes at UW-Green Bay in the late 1990s. She recalls that, as a returning adult student, she found math difficult, but Prof. Robert Wenger’s patience with her “constant questions” inspired her not only to conquer the challenge, but to become a teacher herself. Fast forward a dozen years and it is Miller doing the inspiring. She teaches challenging classes including Advanced Placement and College Prep Biology, and advises the science, technology, engineering and math club.

“I had a thirst for learning, and Dr. Wenger was constantly available,” says Miller, a 2001 graduate in Biology. “I try to be constantly available for my students, too.”

Also earning applause is Sheila Kohl (inset), a sixth-grade instructor at West De Pere Middle School. Kohl was selected one of five national finalists for the Presidential Awards for Excellence in Mathematics and Science Teaching. She earned her bachelor’s in Elementary Education in 1996, and her master’s in Applied Leadership for Teaching and Learning in 2006.

Mark Brumlic ’84 urban studies, is a sales engineer for SMC Corporation of America, a Green Bay-based company that provides industry with technology and products to support automation.

Jim Horn ’84 business administration, is the chief financial officer at the nonprofit organization Urban League of Greater Madison.

Kathleen Kelly-Hoffman ’84 communication and the arts, is the owner of Bay Area Yoga Center, Green Bay.

Sherri (Malcore) Arendt ’85 business administration, is a tutoring coordinator and senior student services specialist at UW-Green Bay.

Mohd Razani Bin Mohd Jali ’85 environmental planning, is a senior lecturer with the School of Economics, Finance & Banking at Universiti Utara Malaysia, located in Sintok, Kedah province.

Keith Vanden Avond ’85 communication and the arts, is the president at T.S. Realty & Marketing, Inc., De Pere.

Jon Dartt ’86 business administration, is the vice president of sales at Delta Faucet Company in Indianapolis.

Faith (Harjala) Hensrud ’86 human adaptability, was named provost and vice chancellor of academic affairs for UW-Superior.

Michael Kinnard ’87 mathematics, is a project manager at Schreiber Foods and the owner of SmartSource Technologies, LLC, in Green Bay.

David Porco ’87 business administration, is the national sales manager of corporate accounts for National Wireless of Canada. He is also a technical director for the female soccer program for the Woodbridge Soccer Club, near Toronto.

Sue (Giesler) Touchet ’87 business administration, is a payroll specialist at Schneider National, Inc., De Pere.

Dave Withbroe ’87 business administration and communication processes, is the owner of Dental City in Green Bay.

Barbara (Walus) Jordan ’88 psychology, is a leadership consultant, success coach and corporate trainer who owns and operates AdvantEdge Success Coaching, Green Bay.

Rich Kuhr ’88 information and computing science, is a senior application architect at Nissan North America in Decherd, Tenn.

Michelle Phillips ’88 communication and the arts, is the chief HSED/GED test examiner for Northeast Wisconsin Technical College in Green Bay.

Tim Tarrence ’88 business administration, is the director of distribution compensation for Mutual of Omaha in Omaha, Neb.
David Gardner ’89 communication processes, is employed as a financial representative with Metlife’s regional center in Green Bay.

Thomas Mangan ’89 earth science and environmental science, is the president at Geo-Think, LLC, an environmental services firm in Geneva, Ill.

Lisa (Drossart) Rafferty ’89 business administration, is an energy consultant at Applied Energy Group, Inc., Green Bay.

Carol (Wolfe) Schuster ’89 biology, is a volunteer/membership coordinator at The Ridges Sanctuary in Door County.

Michael Seering ’89 business administration, works in account sales for Camera Corner/Connecting Point, Green Bay.

Coleen (Matthias) Stowe ’89 human biology, is the education coordinator of cytology for UW-Milwaukee’s clinical training site, ACL Laboratories.

1990s

Barbara Alloy ’90 theatre and communication and the arts, is the owner of Alloy Photography in Green Bay.

Mary Gallagher Damiani ’90 theatre, appeared on an episode of “Parental Discretion with Stephanie Wilder-Taylor” on the Nick Jr. network. She was part of a comedic panel discussion on motherhood and parenting.

Norbert Kox ’90 art, received the 2012 Wisconsin Visual Art Lifetime Achievement Award in ceremonies May 20 at the Museum of Wisconsin Art, West Bend. His artworks have been exhibited in Paris by Galerie Toxic since 2009.

Michael Meindl ’90 philosophy, is the owner of Paradigm Business Images, LLC, a company that sells promotional products in Collierville, Tenn.

Colleen (Vanderloop) Sipiorski ’90 business administration, is an associate rate case analyst for Integrys Energy Group, Inc.

Chris Behrend ’91 biology, is a senior human resources manager at Tyco Fire Protection Products, Marinette.

Patrick Ferron ’91 communication processes, is the owner of Ferron Photography, De Pere.

Lee Vonrautenkranz ’91 art, is a textile print designer and CAD creative artist for Fruit of the Loom in Bowling Green, Ky.

Jason Gutzman ’92 political science, is the regional manager at Cottingham & Butler Insurance in Appleton.

Becky Kropidlowski ’92 business administration and humanistic studies, is a certified ambulatory program manager for Bellin Health, Green Bay.

Patricia (Beer) Stickney ’92 environmental science and chemistry, is the project manager at SCS BT Squared, a civil and environmental engineering firm in Madison.

Amy (Johnson) Benotch ’93 English and communication and the arts, is a middle school teacher for the Richmond School District. She earned a master’s in educational administration from Viterbo University in July.

Dorothea (Gault) Carson ’93 human development, is a visitation and exchange program coordinator and violence intervention services coordinator at HELP of Door County, Inc., Sturgeon Bay.

Patricia Lancour ’93 social work, was appointed this fall to serve as the new director of social services for Fond du Lac County.

Wes Johnson ’93 human development, is a licensed professional counselor at Northeast Wisconsin Technical College and an adjunct faculty member with Lakeland College.

Brenda (Schaut) Krainik ’93 communication and the arts, is the director of marketing and communications for the Greater Green Bay Convention and Visitors Bureau. She received the state’s 2012 Rising Star Award for tourism promotion at the annual Governor’s Conference on Tourism.

David Gagnon ’94 urban and regional studies, is the owner/president and creative director at AMG Strategies/Gagnon Creative, Inc., De Pere.

Paul Massey ’94 music and communication and the arts, is an implementation specialist at Amphon Medical Solutions in Gilbert, Ariz.

Jeanne Suda ’95 English, is the manager of special projects at Metagraphix Communications, Racine.

Ryan Kauth ’96 human biology, is the new director of UW-Green Bay’s Small Business Development Center, which provides management education and counseling across an 11-county region. An instructor in the Cofrin School of Business, he was most recently an assistant VP and business development officer for First Bank Financial in southeast Wisconsin.

Shane Kohl ’96 communication processes, is the regional development officer of Impact and Planned Giving for the ThedaCare Foundation in Appleton.

Diana Resch ’96 biology, is a department lead with the corporate quality-assurance ingredient group at Bay Valley Foods in Green Bay.

James Stockman ’96 human biology, is a public affairs officer for the U.S. Navy supercarrier USS George Washington (CVN 73).

Stacy Beyer ’97 history, is a training specialist with the Kohler Company, Sheboygan.

Theresa Chinnery ’97 psychology, is a clinical neuropsychologist at ThedaCare in Appleton.

Eric Gabrielsen ’97 urban and regional studies, is a sales manager at Old Dominion Freight Line, a transportation, trucking, and railroad industry firm based in Wausau.

Troy Simonar ’97 environmental science, is a project manager for Ground Source, Inc., a company that offers a full line of well and pump installation services in De Pere.

Sheila (Krambs) Blackman ’98 communication processes, is an assistant sports information director for Kent State University in Kent, Ohio.

Jason Bongle ’98 history, is a credit analyst at the Bank of Sun Prairie in Madison.

Tara Brusek ’98 environmental policy and planning, is a business analyst at Aon Risk Services in Chicago.

Linda Fenton ’98 elementary education, is a third-grade teacher with the Waupaca School District. She has been selected the 2013 Iditarod Teacher on the Trail, meaning she’ll travel Alaska by sled dog in March and communicate back to teachers worldwide, via the internet, about the adventure. Fenton says she has used the great race annually with her students to interest them in geography, reading and the natural world.

Ker Vang ’98 urban and regional studies, is a realtor for Place Perfect Realty, Green Bay.

James Wetterau ’98 environmental policy and planning, is an operations consultant and front line leader for Humana Inc. in Green Bay.

Corey Bogenschutz ’99 business administration, is an underwriter at Ameriprise Auto and Home Insurance, Green Bay.

Sylvana Garzon ’99 business administration, is the principal logistics supervisor for Halliburton in Houston, Texas.

Kate Green ’99 communication, is the executive director of the Weidner Center for the Performing Arts at UW-Green Bay.

Kasha Huntowski ’99 Spanish, is the new major gifts officer for Hospital Sisters Health Systems, Green Bay.

Jeri (Engelbrecht) Kukurich ’99 psychology, is an academic advisor for Rasmussen College, Appleton.

Nicholas Letter ’99 business administration, is the district manager of AXA Advisors, a Green Bay-based company that advises individuals and businesses on achieving their financial goals.

Erik Losby ’99 communication and the arts, is the senior brand manager for Milwaukee Electric Tool.
Solomon shares wisdom with city’s youth

Solomon Ayres ’03, a Green Bay Police Department patrol officer, returned last summer to assist with a program encouraging eighth-grade African American boys to pursue academic excellence.

Ayres shared his story of becoming the first African American on the local force. He was active in college with the Black Student Union and Music’s Hand Drumming Ensemble, and later worked a desk job before a chance conversation with Jim Arts, then city police chief.

“He explained to me what it meant to be an officer, the sense of responsibility not only for yourself, but for your fellow officers and the entire community,” says Ayres, who credits his college experience for his career change. “I like working with the community and feeling that my decisions are helping someone.”

ALUMNI NOTES

Karalynne Moore ’99 business administration, is a senior analyst at Community First Credit Union, Green Bay.
Ryan Ruzziconi ’99 public administration and political science, is an attorney with Diplomat Specialty Pharmacy. He was recognized by Crain’s magazine, Detroit with its top award for general counsel of a privately held company.
Jim Sarow ’99 economics, is a financial adviser and officer with M&I Financial Advisors, Inc., Milwaukee.

2000s

Aaron Day ’00 accounting, is a lead engineer at Schneider National Inc., Green Bay.

Mango Materials, a company that produces biodegradable plastics from waste methane gas in the San Francisco Bay area.

Brian Schroeder ’00 English, is the regional vice president for Transamerica Life insurance company in Scottsdale, Ariz.

Kim (Heim) Sinclair ’00 accounting, is the tax manager at Sanimax Corporation, Green Bay.

Tim Titler ’00 computer science, is the manager of software engineering at Fuelquest in Green Bay.

Ryan Bannach ’01 business administration and economics, is a corporate buyer (logistics) for Bemis Company, Inc., Appleton.

Janalee Conradt ’01 interdisciplin ary studies, is a substitute teacher for the Shawano School District.

Seth Goettelman ’01 business administration and German, is the corporate counsel for The Marcus Corporation, Milwaukee.

Vince Laverick ’01 English, is an English teacher for the Anthony Wayne school district in Maumee, Ohio.

Matthew Polashek ’01 music, is a music teacher for the New York City Department of Education. He played the world famous jazz club Birdland in New York City.

Samantha Rodriguez ’01 social change and development, is a training and sales coordinator at Baylake Bank, an adjunct instructor for the management and organizational behavior graduate program at Silver Lake College, and a cycling instructor at the YMCA in Neenah.

Seth Goettelman ’01 business administration and German, is the corporate counsel for The Marcus Corporation, Milwaukee.

Vince Laverick ’01 English, is an English teacher for the Anthony Wayne school district in Maumee, Ohio.

Matthew Polashek ’01 music, is a music teacher for the New York City Department of Education. He played the world famous jazz club Birdland in New York City.

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Erin (Maegdlin) Van Daalwyk ’01 psychology and human development, is a student rights and discipline studies, is a substitute teacher for the Shawano School District.

Kelly (Loasching) Kramp ’00 communication processes, is the new manager of programs and promotions for Reeve Memorial Union at UW-Oshkosh.

Angel (Beyers) Kubichek ’00 human development and psychology, is a realtor at Restaino & Associates in Madison.

Bradley LaRue ’00 business administration, is vice president of commercial lending for Westbury Bank, Milwaukee.

Paul Much ’00 business administration and environmental science, is a partner at Midwest Contract Operations, Appleton.

Anne Schauer-Gimenez ’00 and ’02 environmental science and master’s in environmental science and policy, is the director of biological research at

John Kiss ’02 communication processes, is the Midwest regional sales manager for the New Jersey-based I.D. Systems, an information technology and services firm.

Vladimiro Paredes ’02 computer science, is a general manager with Visonex, Green Bay, a health-care technology and operations company specializing in dialysis centers.

Darius Parks ’02 master’s in administrative science, is an adjunct faculty member at Northeast Wisconsin Technical College, Green Bay.

Jamie (Annoye) Rozzi ’02 accounting, is an attorney for ShuffieldLowman in Orlando, Fla.

Craig Woeppe ’02 business administration, is a global market research manager for Hills Pet Nutrition in Topeka, Kan.

Jill Wunrow ’02 communication processes, is the new community relations manager for the Milwaukee Bucks.

Rochelle (Timmerman) Breen ’03 environmental science, is an account executive at Aimia Inc. in Plymouth, Minn. The company creates and maintains “brand loyalty programs” for businesses nationwide.

Aaron Dubinski ’03 communication processes, is a call center personal banker at BMO Harris Bank in Brookfield, Wis.

Sandra (Hayes) Elvebak ’03 business administration, is the human resources manager for Opportunity Partners in Minnetonka, Minn.

Sara Haley ’03 human development and psychology, is the assistant director of alumni relations at Portland State University.

Matt Krukar ’03 environmental science, is a production planner at ThermoFisher Scientific, Milwaukee.

Kyle Rainwater ’03 business administration, is the branch manager for Schindler Elevator Corporation in Tempe, Ariz.

Corey Stoeckigt ’03 history, is a registered nurse at Aurora Health Care in Milwaukee.
Michelle Wagner '03 communication processes, is the vice president and director of events and outreach for Science Applications International Corporation, a technology firm headquartered in Beavercreek, Ohio.

Jana (Lerlie) Weigandt '03 humanistic studies, is a special education teacher for North Fond du Lac High School.

Rebeca (Marcelli) Arigo '04 psychology, is a vocational rehabilitation counselor for the Division of Vocational Rehabilitation in Wausau.

Karen Duvallo '04 history, is a submarine curator for the Wisconsin Maritime Museum in Manitowoc.

Michelle (Stark) Fetherston '04 communication processes, is a program coordinator for the ACT, the Iowa-based education testing service.

Joe Guell '04 psychology, is a major recruitment account executive with Gannett Wisconsin Media, Green Bay.

Scott LaChance '04 communication processes, is an e-mail marketing specialist with Road Runner Sports in San Diego.

Sandra (Sandi) Van Sistine '78 has played a major role in enhancing the artistic life of greater Green Bay, helping found the ARTgarage.

Jane Birr '90 is a life coach, author and UW-Green Bay physical education lecturer.

Amanda Reitz '08 founded the no-kill animal shelter Happily Ever After Animal Sanctuary near Marion.

Barbara Kane '83 is director of finance at Franciscan Sponsored Ministries, and president of the Friends of the Brown County Library.

Karen DuChateau '76 comforts those who are critically ill, and in some cases, facing death, as a social work case manager for St. Mary’s Hospital.

Rebecca Lesperance '96 is director of development for The Salvation Army.

Angela Raleigh '07 is a public relations professional with Leonard & Finco whose extensive volunteerism includes work with Big Brothers Big Sisters.

Justin Miller '04 economics, is the sales and marketing manager at Charter Communications in Lakeville, Minn.

Craig Roloff '04 communication processes, is digital director for Bergstrom Automotive in Green Bay.

Scott Schweiger '04 elementary education, is a school-age child care technical consultant for 4 C in Milwaukee.

Stacy Wennesheimer '04 business administration, is a sales assistant at Jones Sign Co., Inc., in De Pere.

Julie (Reinemann) Wyss '04 human biology, is a pediatric chiropractor for Wyss Family Clinic of Chiropractic in Green Bay.

Nate Brendel '05 accounting, is a manager at SVA Certified Public Accountants, Madison. He earned his CPA in January 2009.

Dana (Hartzheim) DeCair '05 communication processes and political science, is a residence director for Weston Hall at the University of Illinois Urbana-Champaign.

Jessica Gilson '05 business administration, is an account executive with Gannett Media, Green Bay.

Sarah Jungwirth '05 social work, is an intensive ongoing social worker for the Winnebago County Department of Human Services, Oshkosh.

Orin Kipp '05 business administration, is an attorney with Wilford, Geske & Cook in Woodbury, Minn.

Kimberly Klumb '05 interdisciplinary studies, is the senior business development manager at Earthlink Business, Green Bay.

Amanda (Behr) Koch '05 psychology, is a residence hall director for the University of Tennessee, Knoxville.

Amanda Kugel '05 human biology, is a doctor of chiropractic and an associate with Eastside Chiropractic Services, Turner, Wash.

Dan McMahon '05 business administration, is a senior logistics analyst for transportation optimization with Target in St. Paul, Minn.

Travis Mohr '05 human biology, is the owner and CEO of North Tampa Spine & Joint Center in Tampa. He graduated from Logan Chiropractic College in Missouri with a doctorate in chiropractic and also obtained a master’s degree in sports rehabilitation.

Joseph Prosser '05 mathematics, is an architectural specifications writer for LaForce, Inc., Green Bay.

Nick Reckinger '05 and '07 business administration and master’s in environmental science and policy, works in process and bioresource sales at FEECO International Inc. and is an assistant coach for the Ashwaubenon H.S. Nordic Ski Team.

Ryan Sette '05 music, is an IT information specialist at Humana in Green Bay.

Brandon Steenlage '05 history, is a program coordinator for ACT, the Iowa-based education testing service.

Jessica Allen '06 business administration, is a human resources generalist at DCI Cheese Company in Green Bay.

Kevin Anderson '06 business administration, is a market insights team leader at Schreiber Foods in Green Bay.

Margaret (Molly) Bendzick '06 humanistic studies, is a billing specialist for the University of Minnesota Housing and Residential Life.

Sarah (Rank) Buruin '06 information sciences, is a portal analyst at Skyline Technologies, Madison.

Jessica Halvorson '06 humanistic studies, is a coordinator for senior-student engagement at Arizona State University.
Angela Innis ’06 communications, works in brand management for The Beanstalk Group, a brand licensing agency in Los Angeles.

Kelly Langer ’06 business administration, is a bid-support sales manager for IBM in Rochester, Minn. In 2011, she received the IBM Sales Emminent and Excellence Award.

Allison (Kreb) Rainwater ’06 human biology, is a regional manager for Stryker Sustainability Solutions, Arizona.

Jeff Scadden ’06 business administration, is a third-party logistics consultant at C.H. Robinson Worldwide, Inc. in Madison.

Andrew Sobralski ’06 business administration, is a revenue field auditor for the state of Wisconsin Department of Revenue, Green Bay.

Stephanie Wautlet ’06 business administration, is a benefits analyst at Schreiber Foods in Green Bay.

Josh Werley ’06 business administration, is the assistant store manager for Stein Garden & Gifts in Green Bay.

David Wierschem ’06 theatre, is the director of the home solutions division at Wireless Logic, Inc., Milwaukee.

Danielle Behrle ’07 communications, is a creative production specialist for Stores Operating Co., Green Bay.

Aubrey (Sutter) Brennan ’07 music, is the marketing and communications manager for the Green Bay Botanical Garden.

Megan (Wetzel) Bruckschen ’07 business administration, is an account relationship specialist at Gannett, Sheboygan.

Matt Budiac ’07 business administration, is a business analyst at Zywave in Milwaukee.

Scotty Dicker ’07 communication, formed a pop-rock band called Reasons Be, based in Los Angeles. Their debut release, “Hands Up,” is getting positive feedback.

John Egan ’07 communication processes, is a marketing specialist and comedian — practicing the former with Krause Financial Services, and the latter (as a show producer and performer) with ComedyCity in De Pere.

Sheila (Blazek) Fisher ’07 accounting and business administration, is a senior accountant with WipflI LLP in Green Bay.

Kelley (Heling) Green ’07 interdisciplinary studies, is a personal lines manager at Jewelers Mutual Insurance, Neenah.

Jalen Karenke ’07 urban and regional studies, is a TRIO/student services outreach specialist with Lakeshore Technical College.

Nikki (Luyks) Karpinsky ’07 business administration, is a medical receptionist for Dupage Medical Group in Glendale Heights, Ill.

Tiffany Knueppel ’07 elementary education, is a first-grade teacher for the Kimberly School District.

Kelly Luberda ’07 master’s in management, is a marketing consultant at Humana in Green Bay.

Erica Millsbaugh ’07 art, is a reference librarian at Fontbonne University in St. Louis, Mo.

Kate (Brown) Morrelle ’07 biology, is a teacher for Chicago public schools.

Sarah Price ’07 business administration, is a training coordinator at Mayo Clinic in Phoenix, Ariz.

Emily (Krambs) Ruud ’07 economics, is an associate attorney for Arndt, Buswell, & Thomin, Sparta, Wis.

Dan Schrickel ’07 information sciences, is an instructional technologist for UW-Green Bay.

Nicholas Schumacher ’07 business administration and economics, is an instructor at Fox Valley Technical College, Appleton.

Megan (Leist) Sieracki ’07 history, is a marketing account specialist for Holy Family Memorial in Manitowoc.

David Suski ’07 psychology, is a software engineer with FuelQuest, Green Bay.

Jenny (Onarheim) Vorpagel ’07 communication processes, is a creative services producer for WLK Fox 11, Green Bay.

William Curtis ’08 political science, is the emergency management supervisor for the UW-Madison Police Department.

Brian Elmer ’08 political science, is the branch manager for Associated Bank, Appleton.

Aaron Frailing ’08 political science and public administration, is an elections specialist for the Brown County Clerk’s Office in Green Bay.

Amber DeLasky ’08 communications, is an advertising executive for American Consolidated Media in Phillips, Wis.

Crystal Jushka ’08 history and psychology, is a program manager for Sponsor-A-Scholar for the YMCA of Metropolitan Milwaukee.

Grant Kolbe ’08 public administration, is a business unit director for MB Companies, Appleton.

Andrew Kopitzke ’08 communications processes, is an admissions counselor for UW-Oshkosh.

Jackelyn Kosmatka ’08 political science, is an office coordinator for Fullhouse, a web design and development firm in Milwaukee.

Restaurateur, 25, credits college class

As a UW-Green Bay Spanish major, Rachel O’Leary didn’t set out to own her own business. But as an International Business minor taking a management course, something clicked.

“(I thought), oh my gosh, I’m meant to do that kind of thing,” said O’Leary, 25, recalling a lesson on entrepreneurship. So she did.

In July 2012, O’Leary bought Green Bay’s Caffe Espresso, a long-established downtown eatery well known to locals for its varied menu and welcoming atmosphere. There have been challenges, surprises and some long hours, but for this young business owner, it’s all been worth it. And her UW-Green Bay education has helped pave the way.

“The biggest thing for me about having a college education is being well-rounded,” said O’Leary, who graduated in 2009. “And UWGB is all about being well-rounded.”
Maria (DiLoreto) Laubenstein ’08 communication and the arts, is a graphic artist with 4imprint, Oshkosh.

Amanda Margelofsky ’08 communications, is a Medicare sales assistant/auditor for Network Health Plan, Menasha.

Holly (Anderson) Nerat ’08 business administration, is a corporate recruiter for Integrys Energy Group, Green Bay.

Shawn Niemann ’08 history, is the electrical manager at Menards Inc. in Green Bay. He founded Northern Firearms Training LLC where he teaches Wisconsin concealed carry courses and basic firearm safety.

Megan (LeCaptain) Sills ’08 art, is the owner of Lotus Transcription and a front house staffer with DB Infusion Chocolates, Madison.

Jaimie (Henschel) Simon ’08 psychology, is a mental health and substance abuse counselor for the Menominee Indian Tribe in Keshena.

Molly Waldschmidt ’08 communications, is a marketing and employee relations coordinator for The Jor-Mac Company in Lomira, Wis.

David Born ’09 accounting, is a staff accountant at Sebesta Blomberg in Roseville, Minn.

Jamie (Stephenson) Goede ’09 business administration, is a human resource generalist for NORD Gear Corporation, Madison.

Bari Gordon ’09 arts management and music, is the promotions assistant for the Green Bay Gamblers Hockey club.

Corenne (Fiala) Gutierrez ’09 communications, is a marketing coordinator for Hawkins, Ash, Baptie & Company, De Pere.

Pa Nhia Lor ’09 human development and psychology, is a recruiting assistant at Kelly Services and a volunteer at Inner City Impact, Green Bay.

Brian Pensinger ’09 communication and the arts, is a marketing literature coordinator at Greenheck Fan Corporation and a designer for Phoster Creative, Schofield.

Laura (Harris) Roth ’09 psychology, is a group living counselor for the Rite of Passage/ Betty Marler Center in Denver.

Christopher Timmerman ’09 accounting and business administration, is a manager with FedEx Ground, Green Bay.

Sean Unti ’09 communication, is a teller at PNC, a financial services outlet in Crystal Lake, Ill.

Kimberly Vickman ’09 environmental science, is a hydrogeologist for the Wisconsin Department of Natural Resources, Green Bay.

Neil Wender ’09 business administration, is a pricing analyst for Roehl Transport, Inc., Green Bay.

Steven Wicks ’09 human development and psychology, is a graduate teaching assistant at Oregon State University.

Emily Bartos ’10 art, is owner, photographer, and artist for Emily Bee Arts and a shift manager at Noodles & Company, Madison.

Peter Brunner ’10 accounting and business administration, is a staff accountant for Kerber, Rose, & Associates, Green Bay.

Ben Catalano ’10 psychology and business administration, is a quality assurance lead technician at Green Bay Converting.

Ron Dehn ’10 interdisciplinary studies, is a distributor technical representative for Nassco, Inc., Green Bay.

Diana Delbecchi ’10 human development and psychology, is a student employment and scholarship coordinator with UW-Green Bay.

Amanda (Hart) Dodge ’10 psychology, is a regional sales assistant for Greenheck Fan Corporation in Schofield.

Kyle Eberle ’10 environmental policy and planning and public administration, is a claims associate with American Family Insurance in Madison.

Adam Faltersack ’10 accounting and business administration, is a staff auditor for CUNA Mutual Group in Fitchburg, Wis.

Ryan Fantozzi ’10 communication, is a weekend DJ for 93.5 Rock, and a producer, board operator and fill-in co-host for WNFL AM 1440 for the Midwest Communications Radio Group, Green Bay.

Debra (Wiley) Harris ’10 interdisciplinary studies, is the owner of Harris’ Karate Academy, LLC in Green Bay.

Thomas Lind ’10 business administration and public administration, is an account executive for advertising solutions at AT&T, Appleton.

Chris Livieri ’10 communication and the arts, is a graphic designer at the EAA Aviation and Aerospace Museum and Education Center in Oshkosh.

Kyle MacDonald ’10 computer science, is a software developer with Orion Energy Systems, Inc., De Pere.

Jacob Miller ’10 urban and regional studies, is a transportation representative for C.H. Robinson Worldwide, Inc., Green Bay.

Jessica (Schuelke) Miller ’10 business administration, is an accounting associate for Plexus Corporation in Menasha.

Fish story: Young entrepreneur hooked on success

J.J. Malvitz is a Door County native and a prospective Class of 2013 Communication graduate. The devoted angler is also “Captain J.J.,” licensed by the Coast Guard to charter trophy-seeking anglers to hot spots on Lake Michigan and Green Bay.

At only 21, Malvitz works long days to balance classes and clients. His JJ’S Guide Service operates out of the Sturgeon Bay area and employs a half-dozen associate guides. He owns a 22-foot boat rigged with radar, sonar and high-end tackle. In winter, he maintains a string of heated ice shanties.

He’s a big fan of UW-Green Bay — he calls it “an amazing University!” — and says his media studies and a strong internet presence have helped him tap into Door County tourism, as more visitors sample the national-caliber walleye, smallmouth bass, whitefish and salmon fisheries.
Financial Group in Brookfield, Wis. Mary Ann Cofrin Hall provided a sun-splashed setting for a fall 2012 ceremony.

Carissa Pappas '10
Sciences Center in Shreveport. Louisiana State University Health

Eric Plausines '10
grade teacher for the Baraboo School District.

Carissa Pappas '10

A number of public spaces across campus have hosted alumni weddings in recent years, with rental of the Lenfestey Courtyard among the popular choices.

Grads find MAC Hall ideal for I do's. The open-air courtyard of UW-Green Bay's Mary Ann Cofrin Hall provided a sun-splashed setting for a fall 2012 ceremony. A number of public spaces across campus have hosted alumni weddings in recent years, with rental of the Lenfestey Courtyard among the popular choices.

MARRIAGES and UNIONS

Dawn Hockwalt '93 to Matt Moris
Sandra Hayes '03 to Justin Elvebak
Dana Hartzheim '05 to Colin DeCair
Megan Leist '07 to Kevin Sieracki
Amy Chisholm '08 to Anthony Lyskawa
Maria DiLoreto '08 to Shawn Laubenstein
Katherine Grafelman '08 to Eric Meyer '09
Jamie Stephenson '09 to Shawn Goede '10
Lacey Groelle '10 to Jeff Sonntag '10
Amanda Hart '10 to Carl Dodge '09
Jessica Schuelke '10 to Dustin Miller
Joshua Werley '06 to Denise Breunig
Ryan Olson '11 to Cami Kozlowski

Ryan Tilema '10
business administration, is a project manager for InContext Solutions, a Chicago-based technology and market research firm specializing in virtual simulations.

Charice Twardy '10
music, recently completed U.S. Navy basic training at the Great Lakes center in Illinois.

Erica VanBoxel '10
master’s in management, is the magazine coordinator and editor for the Green Bay Press-Gazette.

Justin Young '10
business administration, is a senior search specialist for Nina Hale Consulting, Inc., a search engine marketing and paid replacement advertising agency in Minneapolis.

David Znaty '10
business administration, is a marketing and sales manager at Espresso Classic and a representative for Infinity Machine & Engineering Corporation in Israel.

Sharon (Kitter) Day '11
history, is the director of education at Heritage Hill State Historical Park, Green Bay.

Alexander Hill '11
accounting and business administration, is a driver business leader for Schneider National, Green Bay.

Laura Hill '11
business administration, is a staff accountant for Hartung Brothers Inc., Janesville.

Jason Houge '11
design arts, is a freelance photographer and designer in New Franken.

Mary Inrasavongsa '11
business administration, is a financial specialist at Humana Inc., Green Bay.

Jennifer Klein '11
communication, is a client relations specialist and marketing associate for the Finance System of Green Bay, Inc.

Ryan Olson '11
business administration, is a credit analyst for The Stephenson National Bank & Trust in Marinette.

Kyle Peterson '11
accounting, is a revenue tax specialist for the Minnesota Department of Revenue, St. Paul.

Katie (Pauls) Reffke '11
business administration, is a human resources team adviser for Schreiber Foods in Sheppensburg, Penn.

Renee (Gast) Simons '11
interdisciplinary studies, is the lead driver and trainer for Lampasas ISD Transportation in Lampasas, Texas.

Shannon Sutton '11
business administration, is a human resources/safety manager at Lakeside Foods in Manitowoc.

Dan Vachon '11
environmental science, is an environmental technician at The Foth Companies in Green Bay.

Amanda Vandehei '11
human development and psychology, is a staff member with the Career Services Office at UW-Green Bay.

Kristina Berg '12
communication, is a student services specialist with UW-Green Bay.

Eric Effert '12
human development and psychology, is a service and sales consultant at Home-Sealed Exteriors in Milwaukee.

Marissa Felske '12
accounting and Spanish, is a mutual fund accountant for United States Bancorp Fund Services, Milwaukee.

Tyler Hischke '12
geoscience, is a sweets baker for Festival Foods, De Pere.

Andrew Jesse '12
business administration, is a transportation planning specialist at Georgia Pacific in Green Bay.

Lindsey Marshall '12
accounting, is an associate accountant for CBIZ Benefits and Insurance Services, Inc. in Shoreview, Minn.

Amy Manske '12
communication, has joined the staff of the Wisconsin Farm Bureau Federation as communications coordinator. Manske and Jon Eckelberg, also a UW-Green Bay communication grad, recently got engaged during a New York City visit at the “Top of the Rock,” 30 Rockefeller Plaza.

Kelly (Johnson) Murre '12
interdisciplinary studies, is an administrative assistant for the Town of Gibraltar, Fish Creek.

Jennifer (Schauer) Pope '12
business administration, is a junior buyer at Endries International, Brillton, a leading provider of fasteners and related items for manufacturing.

Katie Sawyer '12
communication, is a social specialist for ProvVideo and Film, Madison.

Destiny Thao '12
interdisciplinary studies, is a student activities assistant for Northeast Wisconsin Technical College and an AVID tutor for the Green Bay Area Public School District.

Justin Voland '12
business administration, is a teller at Pioneer Credit Union, De Pere.

Amber Wegner '12
business administration, is a media analyst with Shopko, Green Bay.

Meghan Wickus '12
English, is a licensing specialist with Maximus Inc. in Madison.
Fred “Doc” Heide ’74 analysis, synthesis, has been selected to deliver the commencement address at UW-Green Bay’s mid-year graduation on Saturday, Dec. 15, on the main stage of the Weidner Center for the Performing Arts. An award-winning professor with the California School of Professional Psychology at Alliant International University in San Francisco, Heide is no stranger to the stage or to the local area. The Green Bay native returns to Door County every summer through his role as co-founder, performer and playwright with American Folklore Theatre, the resident theatre troupe at Peninsula State Park. As might be expected from the creative force behind such popular AFT spoofs as “Belgians in Heaven,” “Packer Fans from Outer-Space,” and “Guys & Does,” Heide has published and presented widely on psychology-related issues including the therapeutic benefits of drama, humor and music.

DID YOU KNOW?

Our alumni can subscribe to the alumni e-newsletter for the latest at UW-Green Bay, sent out once a month. Just send a “subscribe” message to alumninews@uwgb.edu.

PHOENIX STARS AT HOLIDAY PARADE

More than 75 volunteers — students, alumni, Phuture Phoenix kids, athletes, community members — helped spread the joy of UW-Green Bay’s first full-fledged float entry in the annual Green Bay Holiday Parade. The float highlighted the many aspects of UWGB and put a campus twist on the “12 Days” parade theme, offering “A Phoenix in a Shoe Tree.”
Kari (Heier) Moody’s energy is infectious, her goals ambitious.

The Class of 2000 Communication grad — shown here playing it up for the camera at the Phoenix Bookstore — assumed her duties in August as the University’s main point person for alumni relations, alumni programming, and liaison work with the institution’s 30,000 or more graduates.

“I really enjoy interacting with UWGB alumni, be it at a reception, in person, or over the phone,” Moody says. “Just connecting alumni to our alma mater.” Moody was formerly a senior sales manager with the Hyatt on Main and Ki Convention Center in downtown Green Bay. She is known to many in the community through volunteer and leadership activities (president of the group Management Women and president-elect of the Rotary Club).

She is also an accomplished vocalist, having sung the National Anthem at Phoenix men’s and women’s basketball games.

For more, see INSIDE online.

ALUMNI CALENDAR
2012-2013

DECEMBER
Saturday, 8 - Red Kettle Alumni Challenge at Bay Park Square Mall, noon-2 pm
Saturday, 15 – Commencement, Weidner Center, 11 am
Saturday, 15 - Graduate Welcome, Weidner Center, Immediately following ceremony

JANUARY
Saturday, 12 - Alumni Reception, Men’s game vs. UIC, Phoenix Fund Special Events Room at Resch Center, 5:30 pm
Friday, 25 - Alumni Reception in Milwaukee, UWGB vs. UWM Men’s Basketball Game, 5-8 pm

FEBRUARY
Saturday, 2 - Alumni Reception, Women’s game vs. UIC, Phoenix Fund Special Events Room at Kress Events Center, 1:15 pm

MAY
Saturday, 4 - Alumni Association Awards Night, TBA, 5-8 pm
Saturday, 18 - Spring Commencement Ceremony, Kress Events Center, 11 am
Saturday, 18 - Graduate Welcome, Kress Events Center
Sunday, 19 - Cellcom Marathon station, 6:45-10 am

JUNE
Friday, 7 - UW-Green Bay Scholarship Golf Outing, hosted by the Alumni Association, TBA
Studying both business AND the environment as an undergraduate at UW-Green Bay was perfect preparation for UW-Green Bay’s Master’s Degree program in Environmental Science and Policy, according to Jake Eggert.

“There is no question in my mind that in order to completely understand a concept or problem, the crossover between disciplines needs to occur. That’s what I value about my UW-Green Bay degree…. that and the relationships with the faculty, and the opportunities those relationships afford you,” Eggert says.

That opportunity for Eggert was “The Aurora Project.” Eggert and fellow interns conducted research, formulated options, and managed teams that included Aurora Hospital employees and outside experts. They developed educational tools and proposed green solution recommendations for everything from reducing printing and paper costs to cutting energy consumption. The result? Significant annual reductions in operational costs for Aurora.

In his graduate work, Eggert will use his skills to hone his post-graduate career. Maybe in business, maybe in environmental affairs, most likely as an entrepreneur.
THE CUTE BIB? Courtesy of the University Advancement Office (rice cereal not included)... The adorable Brea appears courtesy of Cara Paulius Krebsbach ’01, a former Phoenix basketball player who shared this snapshot. It’s a good bet we’ll see mom and baby at the Kress Events Center at least a few times this winter as former coach Kevin Borseth (page 17) returns to the sidelines. P.S. — If you know of a baby in need of a Phoenix bib, email alumni coordinator Kari Moody at moodyk@uwgb.edu