

inside



UNIVERSITY OF WISCONSIN-GREEN BAY | SPRING/SUMMER 2019



Cofrin Center
for Biodiversity
Celebrates
20
years



On a Mission

Each UW university operates within a select mission approved by the Board of Regents and the Higher Learning Commission. The select mission is the most important guiding statement of the University. This year, UW-Green Bay won approval for a new select mission, the first major mission revision in two decades.

UW-Green Bay's new mission, like all missions, underscores the institution's very reason for being. And in true Phoenix form, it provides opportunity to rejuvenate, reinvent and refocus ourselves to even more purposefully meet student, workplace and community needs at a time of mind-boggling change.

Our faculty and staff are moving beyond the words of the new mission. We are literally on a mission. A mission that is forward looking and conceives of a four-campus university along Wisconsin's coast with a commitment to community-based partnerships to solve complex problems.

Our new mission is driven by curiosity and a connection with the world around us, including the spark being generated by the Green Bay Packers, Microsoft and TiletownTech; the continued expansion of downtown Green Bay; and Brown County's investments in a new Expo Center, the STEM Innovation Center and Phoenix Innovation Park.

Our new mission keenly focuses on the strategic priorities of our region and a promise to work tirelessly to bring to fruition a larger, more research-focused and engaged comprehensive university.

Our mission infers that all students can get there from here and achieve their dreams. A degree from UW-Green Bay is Northeast Wisconsin's talent pipeline, putting graduates in position to increase their earning power, contribute to our communities and make this region and our state a better place to live.

Our new mission not only affirms the direction of UW-Green Bay, but upholds the deep educational values that have sustained our unique institution for more than 50 years. It emphasizes our obligations to the students, families and communities of this region of Wisconsin while continuing to extend our global reach.

It's not an easy mission. Nor is it mission impossible. It puts UW-Green Bay's students in a place to seize on the boundless new opportunities that arise on a daily basis. It sets the stage for them to achieve great things. And for us, that's reason enough to be on a mission.

Go Phoenix!

Gary L. Miller, Chancellor

The Select Mission

The University of Wisconsin-Green Bay is a multi-campus comprehensive university offering exemplary undergraduate, master's and select doctoral programs and operating with a commitment to excellence in teaching, scholarship and research, and service to the community. The University provides a problem-focused educational experience that promotes critical thinking and student success.

The culture and vision of the University reflect a deep commitment to diversity, inclusion, social justice, civic engagement, and educational opportunity at all levels. Our core values embrace community-based partnerships, collaborative faculty scholarship and innovation.

Our commitment to a university that promotes access, career success, cross-discipline collaboration, cultural enrichment, economic development, entrepreneurship, and environmental sustainability is demonstrated through a wide array of programs and certifications offered in four colleges.

(Approved: UW System Board of Regents, April 25, 2019; Higher Learning Commission, May 14, 2019)

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UNIVERSITY OF WISCONSIN-GREEN BAY

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ON THE COVER

The Cofrin Center for Biodiversity is celebrating 20 years of progress with student and faculty research at its core.

Photo illustration by Dan Moore '00

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“The Center for Biodiversity plays an increasing role in providing students with vital hands-on educational opportunities, unique outdoor labs, research experiences and trips abroad,” Bob Howe said. “Our vision is to cultivate a first-rate, innovative learning environment in the region for students and the general public.”



Roots and Wings: 20 Years of Biodiversity

Two decades ago, a group of visionaries insisted that with the right resources and opportunities, UW-Green Bay could become a regional conservation leader. They were right. With a physical presence and intellectual capital, the University's Cofrin Center for Biodiversity took flight, and this year friends are celebrating its tremendous progress and accomplishments.

Planting the seed

Visionaries for the biodiversity center included faculty members Paul Sager, Keith White, Bud Harris, and Bob Howe; staff members Les Raudenz, Gary Fewless, Tom Erdman, and Michael Van Lanen; philanthropist Dr. David A. Cofrin and the University's founding Chancellor, Ed Weidner. The idea was supported by then-Chancellor Mark Perkins and Dean Carol Pollis.

The "Eco U movement" at UW-Green Bay goes even further back. With a strong leadership core during its early years, UW-Green Bay quickly became recognized for its environmental focus. In 1968, through a donation from The Nature Conservancy, the University secured its first off-campus natural area, the spectacular lake-front property of Emma Toft and family in Door County. Earlier, the Cofrin family

had created an endowment that enabled the University to develop a system of trails and plantings that would one day become the Cofrin Memorial Arboretum—a natural boundary of 290 acres encircling one of the Midwest's most picturesque campuses.

The Center staff now manages about 1,600 acres across five natural areas in three counties. Recently, the University and its partners secured funding to add 73 acres to the Point Au Sable Nature Preserve, a peninsula visited annually by more than 200 migratory bird species.

A budding concept

But the Center is far more than a land manager. While University officials were acquiring acreage for study and field work, undergraduates Tom Erdman and Gary Fewless were building collections. In the late 1960s Erdman began working with local ornithologist and collector, Carl Richter, facilitating the donation of a massive collection of biological specimens that would become the Richter Museum of Natural History. Fewless and others began adding thousands of plant specimens to a small teaching collection of pressed plants.

Fast-forward and Erdman and Fewless would become the University's first curators, and by 1996 two small re-configured classrooms would hold more than 40,000 animal specimens, hundreds of irreplaceable bird

eggs and skins, and 20,000 scientific plant specimens. Cabinets were packed with notes, maps, photographs and data.

Weidner's personal friend, Dr. David A. Cofrin, son of Austin E. Cofrin (founder of Fort Howard Paper Company), had long wanted to provide a headquarters for the Cofrin Memorial Arboretum; at the same time, the University was in dire need of more classroom space. Cofrin provided a sizeable gift that was combined with state funding to create a state-of-the-art green building, named for David's wife, Mary Ann Cofrin. MAC Hall, as it is affectionately known today, would house new headquarters for the Richter Museum and Fewless Herbarium, along with University classrooms, labs and gathering spaces. In addition, Cofrin provided long-term support for the Center's activities through his new philanthropic foundation, The 1923 Fund. The resulting Cofrin Center for Biodiversity was approved in summer 1999, with Professor Bob Howe named as director. So, while conservation had always been in the University's DNA, the Center for Biodiversity made it official. Students, faculty researchers and community members were, and continue to be, the long-term beneficiaries.

Freedom to bloom

Its impact is undeniable. In the last 20 years the Center and

faculty/staff partners have received more than 45 grants and gifts totaling more than \$8 million; faculty partners, staff and students have collaborated with others on an additional \$15 million in multi-institutional projects. Since 1999, 131 students have conducted independent research projects funded by the Center, with several resulting in scientific publications. The Center's partnership with the Smithsonian Tropical Research Institute has enabled more than 100 students to learn about tropical conservation first-hand during an annual trip to Panama, and many are now employed in conservation or academic careers. Sixty-six graduate students have been supported since 1999, most with leadership roles as teaching and research assistants, community partners and contributors to public outreach programs.

"It's everything we envisioned..." Sager says. "It was the efficiency that was gained by consolidation of all the resources and collections, and creating a space for conservation to happen that gave us momentum to build on. And that momentum is still gaining speed..."

See page 4 for a list of 20th Anniversary events. For an extended feature, including quotes, reflection and perspective, go to news.uwgb.edu/featured.

— Story by Vicki Medland

Watch for these
Center for Biodiversity
20th Anniversary Events

2019

June

- Door Peninsula Coastal Wetlands Bioblitz

September

- “Museum of Natural Inspiration: Artists Explore the Richter Collection” Art Show Prairie Festival
- Art Bomb in Arboretum

October

- Cofrin Arboretum Anniversary Commemoration

2020

January

- Panama Field Course March
- Cofrin Research Symposium

April

- Earth Caretaker Award in partnership with the Environmental Management Business Institute (EMBI)
- Academic Excellence Symposium

May

- Peregrine chick banding
- Festival of Nature

More events will be added including tours of the museum and hikes at the many natural areas. Look for a winter 2020 dedication event. Subscribe to the anniversary e-mail list to keep current of the anniversary events at www.uwgb.edu/biodiversity/anniversary/.



Joe Schoenebeck, UW-Green Bay’s ‘Science Guy’

Joe Schoenebeck will lay on a bed of nails or hit himself in the hand with a hammer (using a lead brick to absorb the energy). Anything to grab a future scientist’s attention and get a laugh along the way. If it is coming from Joe, a big, infectious laugh, all in the name of science.

Schoenebeck is the laboratory manager for the College of Science, Engineering and Technology, but he’s quickly earning a reputation as UW-Green Bay’s “science guy,” performing science demos for, well, anyone who will watch... elementary students, his UW-Green Bay peers, his own children, prospective and current college students, because, as he says, “everybody loves cool science demos.”

This year, Schoenebeck took it to another level, with about 50 performances including a perfectly placed, event prior to the Weidner Center show, “Mayumana.” The results

were shocking. Well, at least a bit stickty. The kids and parents were delighted. And in the year ahead, Schoenebeck said he won’t be surprised if he is asked to do 100 shows.

He has a few favorites. The “drinking bird” which repeatedly dips its beak in water caused by a pressure change fueled by the evaporating water. “I think it is pretty amazing,” he says. “So many concepts packed into one seemingly (not actually) perpetual motion bird. It’s lots of fun.”

Schoenebeck’s “pendulum wave” took him five hours to calibrate, but he says any preparation for experiments that astound his audience and get them thinking about the “whys” are worth it.

“Getting anyone to think ‘why does that happen’ is always fun and I am always looking for new, safe, transportable demos that I can make,” he says. “I really do enjoy sharing my love of science.”

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THINGS TO KNOW ABOUT THE HIGH-DEMAND FIELD OF ATHLETIC TRAINING



William Gear, Ph.D. LAT, ATC
Program Director, Master of
Athletic Training

Athletic Trainers (ATs) are highly qualified, multi-skilled healthcare professionals who collaborate with physicians to provide preventative services, emergency care, clinical diagnosis, therapeutic intervention and rehabilitation of injuries and medical conditions.

Athletic Trainers are not personal trainers. There is a large difference in the education, skillset, job duties and types of patients each treat. Athletic Trainers must graduate from an accredited educational program, and a majority (70%) hold a master's degree.

Athletic Training is health-care that encompasses the prevention, examination, diagnosis, treatment and rehabilitation of emergent, acute or chronic injuries and medical conditions.



Athletic Trainers are in demand. The profession is projected to grow 21% from 2014-2024, much faster than the average for all occupations.



Athletic Trainers can be found in almost any setting. While 37% work with sports in an academic setting, they are also found in the performing arts, the military, professional sports and in clinics and hospitals.

HIGHLIGHTS

Out of 325 initial entrants, two projects submitted from UW-Green Bay were selected to advance as “first-round winners” in the Smart Cities-Smart Futures competition sponsored by Foxconn. Innovative ideas were to enhance quality of life, improve working environments, expand transportation networks, inspire creative city planning and promote sustainable energy solutions.

Natural and Applied Sciences Assistant Prof. **Maruf Hossain's** idea — an Integrated Wind Power Generator made it to the first round.

Natural and Applied Sciences Assistant Prof. **Riaz Ahmed's** project, “Smart traffic and street lights powered by smart flag,” was selected as a second-round winner.

Prof. **John Luczaj** (Natural and Applied Sciences) was featured on Wisconsin Public Radio (WPR) regarding the University's new Water Science degree, a program that will address the need for more water scientists as water quality becomes a greater challenge.

Assistant Prof. **Mandeep Bakshi** (Natural and Applied Sciences) received funding for his project “Regenerative Biodiesel Microemulsions for Cleaning Automobile Engines” from the WiSys Spark Grant Program. This technical project focuses on the applications of biodiesel in the auto industry.

Assistant Prof. **Maruf Hossain's** (Electrical Engineering Technology) paper entitled “Robust

estimation of voltage harmonics in a single-phase system,” has been published in the peer-reviewed journal *IET Science, Measurement & Technology*.

Associate Prof. **Patrick Forsythe** (Biology) was a featured speaker in the Maritime Speaker Series at the Door County Maritime Museum in Sturgeon Bay, Wis. His topic was “Great Lakes Fish” with reflections on the current state of the bay of Green Bay.

Assistant Prof. **Mohammad Upal Mahfuz** (Natural and Applied Sciences, Electrical Engineering Technology) has published a chapter, “Brownian Motion,” in the book *Encyclopedia of Wireless Networks*.

Associate Prof. **Ryan Currier** (Natural and Applied Sciences) and Assistant Prof. **Mark Norfleet** (Natural and Applied Sciences) and recent graduate **Zachary Ashauer '17** (Environmental Science and Policy) have published the article, “Textural analyses of classical rapakivi granites: texture formation through coarsening, size-selective replacement, and stirring” in the journal *Precambrian Research*. The interdisciplinary research blends geology with mathematics, and provides new insights into a type of granites that have been extensively studied for more than 100 years.

Dean **John Katers** has been named as a new board member for The Farmory, a self-sustaining, year-round indoor agricultural center in Green Bay, Wis.



Chemistry is ‘Cool’ on the Lakeshore

For the seventeenth consecutive year, Manitowoc residents have been entertained by fire, ice, explosives, slime and... elephants’ toothpaste. What?

The free events are called “Cool Chemistry” and are brought to eager young scientists and their parents by faculty members, Associate Professors Amy and James Kabrhel, each spring. The Sheboygan Campus gets in on the action every other year, as well. With their cool safety glasses, their cool lab coats and a few cool General Chemistry II assistants, who work the evening as part of class credit, they get kids (and parents) fired-up about science.

The Manitowoc Campus show has earned such a reputation that it’s elbowroom-only for the 350 attendees that can fit in the campus theatre for the



show. Assistant Prof. Breyawn Lybbert (Chemistry), along with her Survey of Biochemistry and Organic Chemistry Laboratory, help all interested audience members make slime after each show. At the Sheboygan campus, lecturers Karrie Rukamp and Larry Bianconi, manage the slime-making and help manage the Chemistry students on the stage, respectively.

When it comes to chemistry for the older, college-aged crowd, the Kabrhels and their colleagues are all in as well, offering Organic Chemistry Bootcamps since 2004. The idea started through a distance education model, to reach the maximum number of students across the Midwest who need the credit, but weren’t able to travel a long distance to attend the hands-on portion. The accelerated format includes a two-week course that meets for 10 hours on eight days and four

hours on two days for a total of 88 hours of instruction/lab time.

“Students love this format because they are focused on only one course and they can put all of their efforts into mastering the techniques and improving their scientific analysis and writing skills,” Amy Kabrhel explained.

“In 2005, the UW Branch Campuses offered only one section (24 students), but word-of-mouth



spread quickly because the format was extremely appealing to students. Since then, it has grown to 10 sections (two in Winter and eight in summer). Each section has a capacity of 24 students, so the UW Branch Campuses are now offering the course to 240 students each year.” Manitowoc Campus offers two sections and reaches 48 students.



High School Students Save \$3 Million in Tuition

UW-Green Bay's College Credit in High School (CCIHS) program is a concurrent-enrollment initiative that offers college-level courses within high schools and provides opportunities for academically qualified students to earn college credit. Classes are offered in 50 high schools across Wisconsin. Approximately 1,900 students enrolled for the 2018-19 academic year and have earned more than 10,000 credits. These students will save over \$3 million in tuition due to the reduced tuition rate of CCIHS classes.

Taught by qualified, UW-Green Bay faculty-approved high school teachers, students enroll in courses at the high school that are the same

as those offered on campus. They are held to the same academic standards as students on campus. Upon successful completion, students receive college credit on an official UW-Green Bay transcript, transferable to any UW System campus or most other colleges and universities around the nation.

CCIHS offers students the opportunity to:

- save money on tuition
- get a head start on college
- experience college-level rigor to develop skills for college success
- accelerate the completion of their college degree



GenCyber Times Three

For the third year in a row, Continuing Education and Community Engagement was awarded a grant from the National Security Agency (NSA) for its GenCyber program. The NSA is once again providing \$63,500 in funds for teachers to attend the GenCyber camp at no cost. The GenCyber teacher camp targets teachers who are passionate about providing students with the tools they need to be safe and responsible online. Participants learn cybersecurity curriculum that they can take back to their classrooms to help students understand correct and safe online behavior, increase diversity and interest in cybersecurity and careers in the cybersecurity workforce of the nation. The camp is offered at no cost to teachers and they will be provided a \$500 stipend upon completion of an in-classroom cybersecurity activity. The vision of the GenCyber program is to be part of the solution to the nation's shortfall of skilled cybersecurity professionals. Ensuring that enough young people are inspired to direct their talents in this area is critical to the future of our country's national and economic security.

SUMMER CAMPS 2019

Summer Camp Takeover!

UW-Green Bay's campus will once again be taken over by approximately 1,000 middle and high school students. The 2019 season marks more than 50 years that UW-Green Bay has offered summer youth camps. UW-Green Bay offers more than 15 camps in a variety of areas including art, music, healthcare, leadership and technology. These camps include both overnight and commuter options.

www.uwgb.edu/camps



DI Comes to UW-Green Bay

UW-Green Bay hosted about 300 teams from 10 regions and with the help of volunteers served more than 3,500 members of the public for the 2019 Destination Imagination Wisconsin Affiliate Tournament, April 13.

Little Pilots, Big Study

There's a jet plane in Mary Ann Cofrin Hall—in the psychology lab, to be exact. It's colorful, about three feet tall and crafted of high-density plastic body foam with a padded seat. The “pilot” is about three years old, wearing a “helmet” of blinking LEDs with lots of protruding wires. He's busy studying a computer screen and obviously enjoying himself. Nearby, an undergraduate student monitors the pilot's brain activity. Mom is watching nearby through a two-way mirror.

The space that's being explored is between his ears. Technically what's being recorded is a neurophysiological reading of brain activity through an electroencephalographic (EEG) “hat.”

The whole experience is completely painless and takes about 45 minutes— about the same as a haircut.

This isn't just a solo flight. (He's approximately pilot number 300 and counting). It's all part of a multi-cultural research project developed by UW-Green Bay psychology and human development professors Sawa Senzaki and Jason Cowell. The title is impressive: *The Role of Parental Socialization in the Neurophysical Development of Moral Evaluation Across Cultures*.

And what's really enabled this project to take off is a \$365,500 grant from The National Institute of Child Health and Human Development (NICHD), a part of the U.S. Department of Health and Human Services. It's a prestigious

grant with an award rate of about seven percent (comparable to being accepted to Yale or MIT).

“I came here in 2013; my research is about cultural psychology,” Senzaki says. “I'm interested in looking at how parenting is shaped in different cultural ways.” She's currently an associate professor and has worked to expand psychological research to more diverse cultures. “Only 12 percent of the world's population (primarily the U.S., Canada and Western Europe) represents 96 percent of all psychological research data.”

As a leading researcher in cultural psychology, Senzaki also focuses on both the changes and similarities that occur in children as they age and how those changes can be impacted by cultural and social influences. “What I am interested in personally is how parenting shapes these different cultural ways childhood development is impacted.”

Cowell, currently an assistant professor, arrived on campus in 2015 with an interest in developmental neuroscience—a new field that “looked” at the brains of children as they're starting to learn skills like moral decision making. What brought them together was the classic area of psychological theory, “nature vs. nurture” and the intersection of their mutual interest in child development.

So how does one measure neurophysical development in three-to five-year-olds?

“We show them cartoons,” Cowell explains, displaying the screen

our pilot was viewing. We're looking at how children's brains react to ‘good’ and ‘bad’ acts in cartoons.”

Cowell also credits UW-Green Bay as being a great fit for nurturing an academic's professional goals. “Why this is a cool thing is that Sawa and I have done a lot of research in our past, so when we came here, we wanted to continue. The best way to keep research going is to bring in external funding. So, we spent a couple of years applying for several grants and finally received a really good one. This is a unique opportunity for the University.”

Another positive aspect of this particular grant is its focus on undergraduates as paid assistants.

The undergraduate assistants play with the kids and get them used to the lab. “It's the really cool part because the undergrads do all of this and they really do a good job.”

UW-Green Bay junior psychology major Kate Sorebo took advantage of this rare opportunity. “I was browsing through the Psychology program want ads and came across Prof. Senzaki's ad for a research assistant. I got in contact with her, had an interview and the rest is history!”

Sorebo appreciates the effort it takes just to put little “pilots” in the plane. “The kids that come in are such intelligent and energetic participants, it's always a good time.” Plus, this experience is shaping

her future plans to go to graduate school and focus on educational psychology with an emphasis on how children with special needs learn and grow as individuals.

And as far as the University goes, Senzaki envisions their research as the launching pad to even greater things. “It's a three-year grant so we'll be doing several different variances of this project, including international collaborations in Japan.”

Senzaki also sees the project enhancing regional and national awareness of UW-Green Bay's research capabilities. “Part of the benefit of the grant is to expose students to opportunities that are on par with some of the most prestigious universities in the country.” With more than 800 psychology and human development majors and minors currently on campus, this is one little pilot program that's really taking off.

— Story by Michael Shaw

Psychology faculty Jason Cowell and Sawa Senzaki study the pilots' brain activity.





History in the (Book) Making

An eye-catching cover design; the weight in your hands; that musty-paper smell; the texture of well-worn pages; the promise of laughter, tears or a story beyond your wildest imaginations; a cozy evening by the fireplace simply reading. There's nothing that piques the senses like a real book.

This love of everything book-related is discussed, dissected and thoroughly vetted by the self-proclaimed "book nerds" in UW-Green

Bay English Professor Rebecca Meacham's Book Editing Practicum: The Teaching Press at UW-Green Bay. Their syllabus requires this high level of detail and interest. After all, throughout the semester, these students won't just be studying about the art of publishing, they will be physically *making and publishing* their own books.

"As a writer and English student, having that physical copy is such an accomplishment,"

says junior **Annie Czech '20**, an English major with an emphasis in creative writing. "I have this published 'thing' which I think will always be a big feat."

And now, they have taken it a step further, actually making books for clients. That's right, Meacham's dream of a teaching press moved forward at blinding speed, and in April 2019, The Teaching Press formally published its first book—Tim Weyenberg's book of poetry and sketches called *The Village and The Vagabond*.

You have likely heard of Weyenberg, retired CEO of Foth (a leading engineering firm), and the Cofrin School of Business' first Executive in Residence. At a UW-Green Bay Council of Trustees meeting attended by Weyenberg in 2018, Meacham presented the idea of a teaching press. Weyenberg's ears perked up. "It was a bit of serendipity," he says. "I had been writing poetry since I was a teenager, and had been looking at the vanity press to finally publish my work." He immediately sent an email to Meacham, and became the first client of The Teaching Press.

Numerous design meetings, trial and error work with the printing press, and many collaborative classroom (and non-classroom) hours later, a close to 90-page *The Village and The Vagabond* came (literally) hot off the press.

And now all involved are looking forward to a storied future.

For a full feature on The Teaching Press, go to news.uwgb.edu/featured.

Introducing the 'Weidner Philharmonic'

Buoyed by the strong community response to the orchestral concert that opened its 25th Anniversary season in 2018, UW-Green Bay Music faculty and the Weidner Center announced the establishment of the Weidner Center Philharmonic Orchestra, with an opening performance expected in fall 2019.

The Weidner Philharmonic will showcase the talents of UW-Green Bay music faculty and other

accomplished musicians who live and work in the region. Concerts will take place in the outstanding acoustical environment of Cofrin Family Hall.

"UW-Green Bay is proud to make this investment in the culture of our city and region, said Associate Prof. of Music, Randy Meder. "It's a privilege to be able to build upon a decades-long tradition of quality professional classical music in our area. We can't wait to get started!"



HIGHLIGHTS

Prof. **Kristy Deetz** (Art and Design) received the first Sustainability Teaching Development Grant given by the University's Sustainability Committee. The grant will go towards her project, "Visiting University of New Mexico, Albuquerque, to talk with professors and observe studio and teaching activities in the Art and Ecology Program."

Prof. **Greg Aldrete** (History, Humanities) has published the book "The Long Shadow of Antiquity: What Have the Greeks and Romans Done for Us?" It is co-authored with his wife, Alicia Aldrete.

Associate Prof. **Aaron Weinschenk** (Political Science) presented a paper entitled "The Quality

and Sources of Public Perceptions of Local Conditions in U.S. Cities" at the Southern Political Science Association conference held in Austin, Tex.

Associate Prof. **Jon Shelton** (Democracy and Justice Studies), who researches the past and present of working people, unions, jobs and education in the United States, was quoted extensively in the *TIME* magazine article "The History of American Teacher Strikes — And Where Los Angeles Fits In." The article is available online and is featured in the Jan. 21, 2019 printed issue.

Associate Prof. **Rebecca Nesvet** (English) had her research article "Keep[ing] Time at Arm's-Length:

Veteran and Vampire in Varney," accepted for publication in the Routledge volume, *The Victorian Vampire*.

In a partnership with the Door County Civility Project, members of the College of Arts, Humanities and Social Sciences were featured in a speaker series: Weidner Center Executive Director **Kelli Strickland**, Associate Dean **Ryan Martin** (Psychology), Associate Prof. **Alison Staudinger** (Democracy and Justice Studies) and Assistant Prof. **Jason Cowell** (Human Development) participated. **Martin's** TEDx Fond du Lac Talk, "The Upside of Anger," moved to official TED Talk status, helping it to receive global recognition.

Associate Prof. **Vince Lowery** (Humanities, History) joined the University's academic affairs administrative team as the director of Student Success and Engagement.

Prof. **Ray Hutchison** (Sociology, Anthropology and longtime chair of Urban Studies) has a new book series in urban sociology.

Assistant Prof. **Alise Coen** (Political Science, Public and Environmental Affairs) presented her research on "Refugees as Partisan Symbols: The Politicization of the Syrian Crisis in U.S. Elections" at the annual meeting of the Midwest Political Science Association in Chicago on Saturday, April 5, 2019.

Associate Prof. **Eric J. Morgan** (Democracy and Justice Studies, History) has been appointed as the new editor-in-chief of *Voyageur: Northeast Wisconsin's Historical Review*.

Associate Prof. **Andrew Austin** (Democracy and Justice Studies) presented "Foreign Bodies and the Queue: Shifting Priorities in the Norwegian Correctional System."

Associate Prof. **Sarah Detweiler** (Art and Design, Photography) had a photograph she created chosen as one of the top 40 digital images of the year by the Los Angeles Center for Digital Art. This image "Self-Portrait with Buddha. Phillips, Nebraska" is on exhibit this summer in Los Angeles.

TEACHING MOMENTS

5

POWERFUL PURPOSES FOR MUSIC



Courtney Sherman,
Associate Professor of Music

1 Music is creative. From the first time a musician looks at the pages of a musical score to the moment the final performance concludes, a musician must create and innovate. No two performances of the same piece of music are identical and that is to be celebrated!

2 Music is educational. The preparation of music for performance requires study of the historical and social contexts of the piece's original composition. For some musicians, the study of multiple languages is also necessary. Those who study and perform music engage with so much more than simply the technical demands of the instrument or voice.

3 Music is for everyone. Whether experienced as a performer, a teacher or a listener, music offers space for thought, connection, exploration, renewal and even healing. Perhaps most importantly, it has the power to bring us together.

4 Music is collaborative. The vast majority of musical performances produced at UW-Green Bay are a product of extensive teamwork. The music faculty constantly work together, with guest artists, with colleagues in other academic departments, with staff, and most importantly, with students!

5 Music is expressive. One of the best bits of feedback a musician can receive after a performance is hearing that the audience members were moved to an emotional or contemplative experience of some kind.





“I will be teaching individual applied strings (violin and viola), string techniques for Music Education majors, directing the string orchestra and supervising student teachers.”

Perhaps even more impressive is that, even as a tenure-track professor, Fernandez conducts music appreciation programs for kindergartners and will be teaching on-campus middle school and high school music summer camps.

A love of teaching springs from his own childhood in Caracas, Venezuela, where he began violin studies through the El Sistema, a free music-education program for youth from impoverished backgrounds. “Its mission was not just to create professional musicians,” Fernandez recalls, “but also to help children and young people to reach their full potential and learn values and skills through music, that in turn improve their growth and life.”

As for an encore, his performing talents will take center stage as concertmaster and principal violin with the recently established Weidner Center Philharmonic Orchestra.

Fernandez concurs that the prospect for artists and audiences looks bright. “I’m relatively new to the region and I’ve been very impressed by the high level of enthusiasm and support for the arts. I think in this kind of environment, it’s possible to build a really thriving and successful program.”

A NEW FACULTY MEMBER WITH BEAUTIFUL STRINGS ATTACHED

Other than the muses, pursuing funding remains a constant challenge in the world of classical music. But thanks to the Robert and Joanne Bauer Endowed Professorship in Strings, the prospects for aspiring performers and music lovers alike at UW-Green Bay are on a definite crescendo with the addition of Luis Fernandez as assistant professor for Strings and Music Education.

While Fernandez has performed with symphonies from Venezuela to Fox Valley, teaching remains at the heart of his mission as a musician having earned a Doctor of Musical Arts from the University of Miami.

Strategic Philanthropy

Leaders of Casa ALBA Melanie, of Green Bay, said they were “deeply grateful” to receive a \$10,000 grant, funded by the Learning by Giving Foundation, but awarded through UW-Green Bay’s “Strategic Philanthropy” class. In seven years, the class has awarded \$75,000 to community organizations. The course, taught by Associate Prof. Lora Warner (Public and Environmental Affairs), is the only one of its kind in Wisconsin. It offers a hands-on approach to help college students engage in the community while bringing external funding to local organizations.





{ Welcomed Home }

Though shortened due to extreme Wisconsin winter weather, Homecoming 2019 was definitely not short on fun. Festivities included contests, competitions, raffles, Krash the Kress and two victories over cross-state rival, UW-Milwaukee by Phoenix men's and women's basketball.

Connecting Campus and Community



CUE GB, an online community service platform, makes it easier than ever for campus and community to connect. CUE GB gives students access to a plethora of on-campus and off-campus volunteering opportunities, provides community organizations a simple way to reach students with volunteer opportunities and helps UW-Green Bay track service and volunteerism.



BIG Thanks

The Cofrin Memorial Arboretum was chosen to participate in Give BIG Green Bay, a matching gift opportunity. The community treasure raised \$26,020 which will go towards much-needed updated signage and reconstruction of the trail bridges, as well as ongoing natural preservation efforts.





{ Taking Flight }

The Green Bay Audubon Student Conservation Chapter earned the distinction of being the first Audubon college campus chapter in the nation! The chapter continues to spread its wings by completing volunteer work in the community and working hard to promote and instill bird conservation. Five students even traveled to Washington, D.C. to advocate for shore birds this spring.



Heim gift provides scholarships in perpetuity

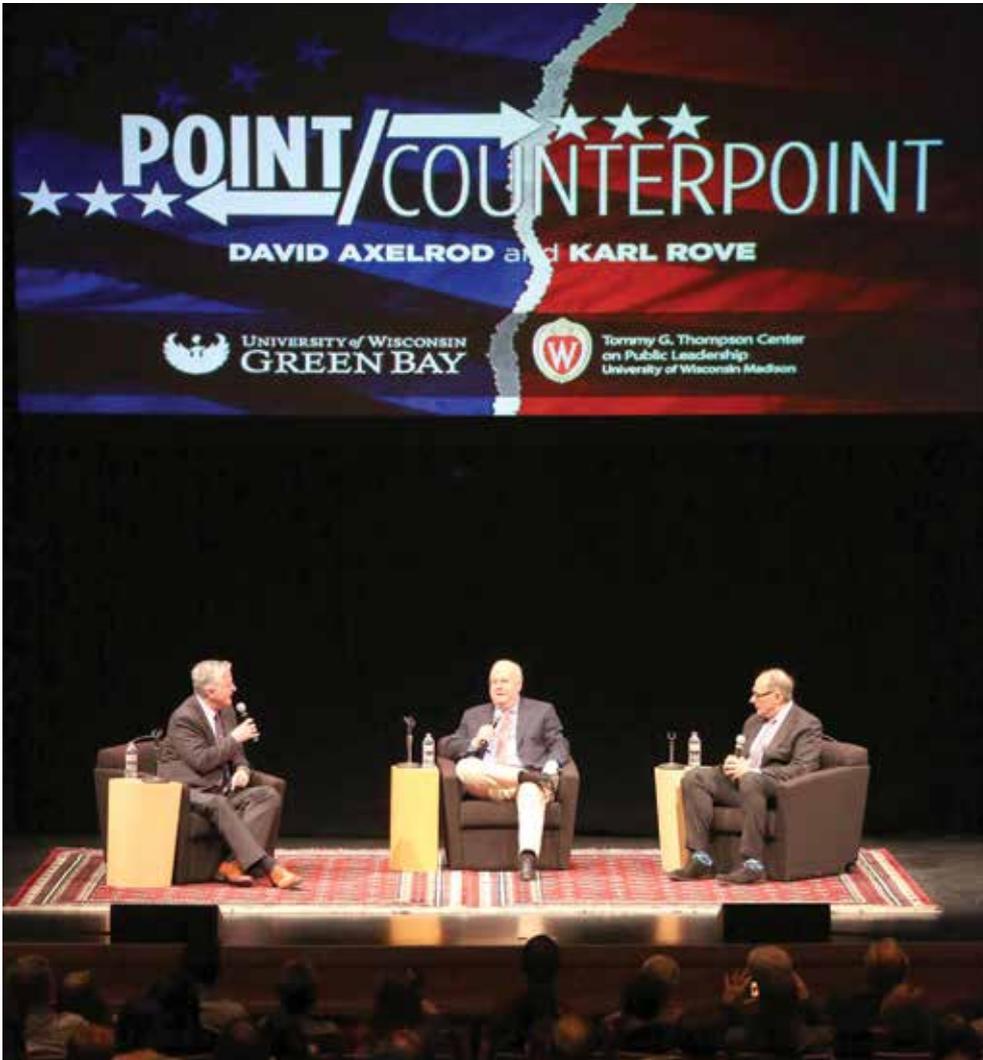


The University of Wisconsin-Green Bay Foundation received notice of a sizeable gift from The Ronald C. and Pauline P. Heim Charitable Fund: A fund of the Greater Green Bay Community Foundation. Announced in April, the Foundation expects to receive about \$75,000 annually, which will be designated for scholarships in the name of Ronald C. and Pauline P. Heim.

“We admire the generous philanthropic spirit of Ronald and Pauline Heim,” said UW-Green Bay Chancellor Gary L. Miller. “This gift is remarkable and through their commitment to student scholarships, they will help countless students pursue their dreams of earning a college degree at UW-Green Bay. Scholarships provide both a financial and motivational boost to hard-working, dedicated students.”

Mrs. Heim established the endowed fund to assure selected nonprofits receive critical annual support in perpetuity. The support is projected to reach in excess of \$800,000 each year across the region. UW-Green Bay was one of 30 selected nonprofits in Northeast Wisconsin to benefit from the endowment.

The Heims met in Milwaukee and married in 1951, settling in Green Bay where Pauline worked for what is now Berners-Schober Associates, Inc. In 1970, they founded Trowelon, Inc., a producer of corrosion- and abrasion-resistant floor coatings, with Ron as president and Pauline as vice president. The Heims ran the business until Ron died in 1992. Pauline passed away in January 2018.



Fireworks & Friendship

In an evening of unexpected laughter and comradery, national political strategists and former senior advisors to Presidents Barack Obama and George W. Bush, David Axelrod and Karl Rove, were featured at the Weidner Center for a Point/Counterpoint Conversation in spring 2019. The political powerhouses each packed a punch on opposite sides of the political spectrum, but at the same time, offered productive conversation. The event promoted civil discussion but also revealed the human side of public personalities. Axelrod reflected on standing next to President Obama in Moscow's Red Square watching the raising of the American flag and hearing the National Anthem. "How my father would marvel if he could have witnessed this." Rove talked of a personal keepsake he cherishes, a desk built by his Norwegian grandfather, who came to America so poor he spent his first year living in a relative's barn near Devil's Lake. "It reminds me of where I came from." These were real stories, not sound bites. Two people talking about their families' past and a shared hope for America's future—something they could both agree on.

Drafting Future Students

This is not your same-old college prep day. The second annual College Draft Day: Powered by UW-Green Bay was held at the end of April with 200 high school juniors from 10 area high schools participating in fast-paced interactive drills that also provided detailed information on the college application process, financial aid/scholarships, two- and four-year options for starting college and campus life, and insight on student organizations, activities, intramurals and housing/dining. The day was highlighted by featured speaker, Packers placekicker Mason Crosby, who took time with each student to sign a letter of intent as they commit themselves to exploring the critical post-high school educational options needed for lifelong success.





Lombardi photo credits: Kara Counard Bloom Photography

Resurrecting LOMBARDI



The Weidner Center’s first-ever self-produced play, “Lombardi by Eric Simonson,” was a success. With 1,729 patrons taking in 17 performances in the intimate space of Fort Howard Hall, look for more Weidner Center Productions becoming a part of the 2019-2020 Performing Arts Season! For those that grew up with Packers coach, Vince Lombardi, and for a generation that only knew of the legendary coach through his famous quotes, the play brought the larger-than-life character back to life. While in residence, actors spent time in the classroom with UW-Green Bay Theatre students, conducted media appearances and visited with many community groups and members. On their days off they got the backstage tour of the Lambeau Field locker room and could be spotted brunching at Hinterland Restaurant.

Shakespeare takes center stage

In the middle of a winter (and spring) of discontent (blame severe cold and lasting snow), Shakespeare was at the heart of UW-Green Bay Theatre and Dance mainstage events this year. The comedy *Women Playing Hamlet* and the drama *Juliet Caesar* commanded audiences and critics alike.



ELDER-CENTRIC EXCELLENCE



The WiSys Innovation in Aging student idea competition gives students the opportunity to generate innovative solutions to aging-related issues. Nine student teams worked hard in areas such as idea development, collaboration and public presentation in order to create solutions. In the end, first place was awarded to an elder-centric debit card concept developed by students Jenna Bares, and Emily Lautenschlager (pictured left to right), Tommy Mlodzik and Garrett Spencer. Also, pictured Arjun Sanga and Susan Gallagher-Lepak.

WISYS INNOVATION IN AGING STUDENT IDEA COMPETITION ★ 1ST PLACE



Campus Champion

Associate Prof. Katie Turkiewicz (Communication, Information Sciences) has been selected as the WiSys Campus Champion for UW-Green Bay, a role that she will be in for spring 2019, fall 2019 and spring 2020 semesters. Through this role, she plans to help promote a strong sense of innovation on campus. Turkiewicz says innovation is already present and thriving on the UW-Green Bay campus. “We just need to find new ways to spotlight what students and faculty are doing.”



Welcome Provost Alexander

Returning to the state in which he earned both a master's and doctorate degree, Michael Alexander has been named as UW-Green Bay's next provost. He comes to Green Bay having served most recently as director of the School of Music at the University of Northern Colorado.

"I am delighted Dr. Alexander will join the Phoenix community this summer as provost and vice chancellor for academic affairs," said Chancellor Gary L. Miller. "He brings extensive higher education experience and senior level leadership to the position. He is a collaborator and an innovator, both of which are critical to advancing the vision of the University."

The position is the University's second highest administrative officer and senior academic officer. The provost oversees pro-



Michael Alexander, Provost and Vice Chancellor for Academic Affairs

gramming and leadership of the four academic colleges; the Weidner Center for the Performing Arts, the Division of Continuing Education and Community Engagement, the Cofrin Library, the Office of Admissions and leads the branch campuses in Marinette, Manitowoc and Sheboygan.

Alexander will serve on the Chancellor's Cabinet and will become the institution's 13th provost in its 53-year history. The search for provost began after current Provost Gregory Davis notified the University community of his decision to return to the faculty beginning in the fall 2019 semester.

Prior to his time at the University of Northern Colorado he served as the interim director of the School of Music at Kennesaw State University in Georgia. The Grand Island, NY native lived in Wisconsin from 1995 to 2004. He earned his master's degree at UW-Milwaukee and his doctorate at UW-Madison.

Earning and Learning

Nearly 100 Girl Scouts descended on campus in December in order to earn their product designer badges. Business Administration and Accounting students and faculty led the Girl Scouts through the program "Unleash Your Inner Innovator," which put the Girl Scouts through three team product design challenges.





{ Helping college exploration }

UW-Green Bay Admissions counselors embedded right in the Green Bay Public High Schools have become valued members of the high school community. More local students are choosing to apply to UW-Green Bay and are able to better understand the benefits of a full four-year college experience. “The embedded counselors help hundreds of high school students overcome obstacles that often prevent students from achieving a college degree,” says Vice Chancellor for Enrollment Jen Jones. “These are things like: applications for admission, application fees, transcripts, scholarship applications and financial aid. These coaches have also been introduced to the Phuture Phoenix students who are visiting the University as eighth graders. It is our hope that as they begin high school, they will find the embedded admissions counselor as an advocate for their entire high school career.”



Spring Commencement 2019

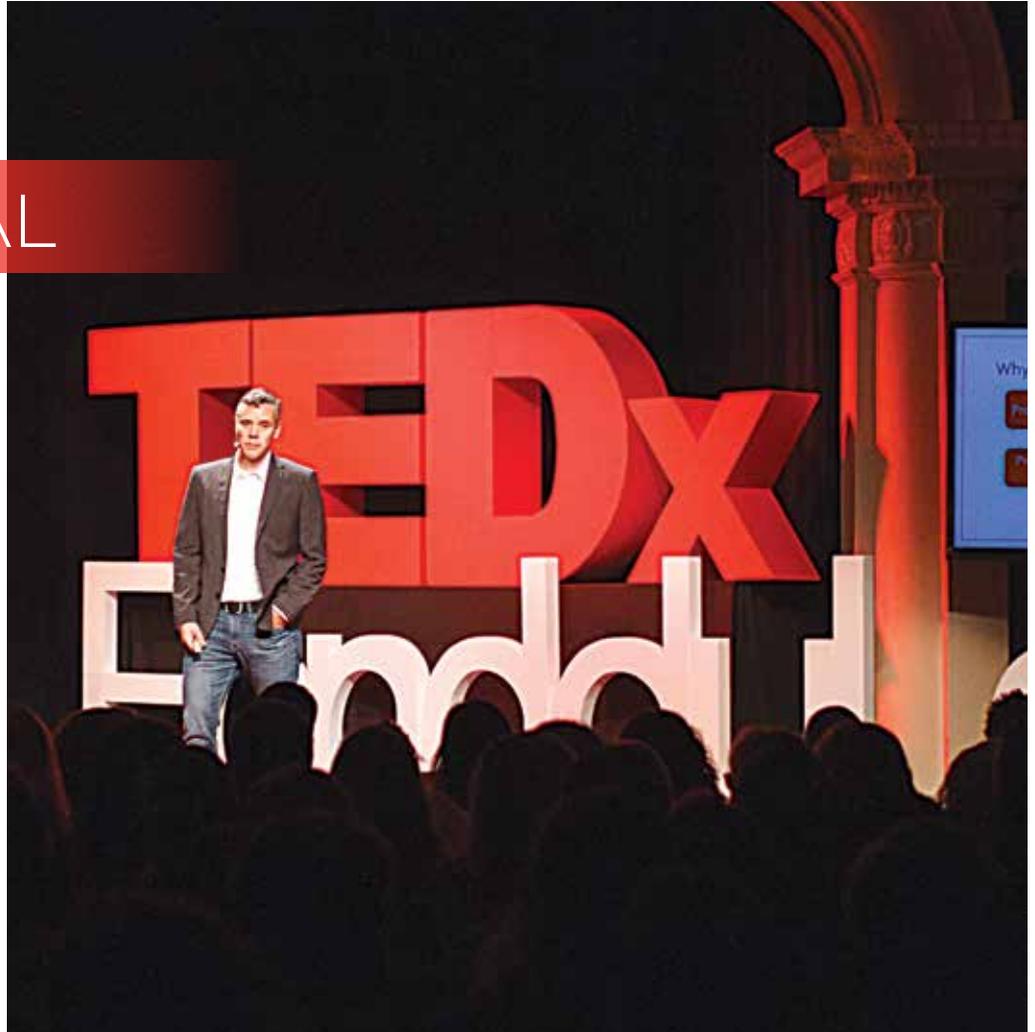
Success comes at your own pace. Student Commencement Speaker, **Yuntlekalau McLester '19** knows this well. Mother and mentor, McLester forged a path toward earning her degree that was not fast nor easy. She graduated in spring 2019 with a Bachelor of Arts in First Nations Studies. She reminded her graduating peers to take a step back and reevaluate, and look to family and friends in the difficult times.





TED OFFICIAL

Prof. and Associate Dean Ryan Martin (Psychology, College of Arts, Humanities and Social Sciences) has had his TEDx Fond du Lac Talk moved to official TED Talk status, which means that the TED organization has recognized Martin's presentation as one that should be spread at national, even global, levels. His talk is believed to be the first official TED Talk for the Fox Cities region.



“나무 (Wood): Explorations in Woodworking” Exhibition

The Lawton Gallery proudly presented “나무(Wood): Explorations in Woodworking,” an exhibition featuring stunning wooden sculptures and furniture by Prof. Minkyu Lee and Instructional Specialist Mark Sauter. The exhibit is a precursor to a woodworking emphasis in Art and Design, coming to campus in fall 2019.





{ Signs of the times }

New UW-Green Bay exterior signs are welcoming visitors to the branch-campus communities of Marinette, Manitowoc and Sheboygan. The Green Bay Campus is also getting a facelift with new boulevard banners and new exterior signs/message boards.

STUDENT LIFE GETS 'WELCOMED' RENOVATION



Student Life offices in the lower level of the University Union received a renovation, recently. The new open space is more welcoming and inclusive with large gathering spaces. The next time you visit campus, make yourself at home!

Koltz receives Regents' 2019 Academic Staff Excellence Award

Congratulations to staff member and alumna **Elaina Koltz '06** (Human Development and Psychology), who in June, received the UW System's highest honor for a staff member — the Regents' 2019 Academic Staff Excellence Award. Koltz is a financial aid advisor and Veteran Services coordinator for UW-Green Bay. Widely respected for her knowledge of complex student veteran education benefits, in 2002 she became UW-Green Bay's school certifying official, the liaison between the University's students and the U.S. Department of Veterans Affairs. She has helped the University expand its programming, including forming and leading

the Veterans Support Team, a campus-wide group that assists the more than 500 student veterans and dependents who use veteran education benefits. She helped implement a Veteran and Service Member Student Lounge where veterans can find resources and build relationships to support each other. As advisor for the University's Vets 4 Vets Student Veteran Club, she assists with programs such as the City Stadium Run for Veterans and the Northeast Wisconsin Veterans Treatment Court. She is president of the Northeast Wisconsin (NEW) Battalion Bravo Company, which helps connect veterans with community resources.





The United ReSisters sharing stories, sisterhood and community

The young Somali-American women, students at UW-Green Bay, can hardly believe it themselves. They are published authors.

“It’s weird to me that there’s one book (published by Two Shrews press) that we are making together,” says Nade Abdi, UW-Green Bay freshman (Human Biology). “I can’t believe how it’s turned out, it’s beautiful.” Their first book titled “The First Winter” arrived in June, with 100 percent of proceeds going to support the 12 young Somali-American women who

contributed stories, artwork, poems and more to the publication.

They call themselves the “United ReSisters.” Formed in 2017, these smart, engaging women are working for peace and understanding in Green Bay and beyond, focused on using their voices and their experiences to educate the community about diversity, inclusion, empathy and what it means to be Somali-American in Northeast Wisconsin. While all the authors completed high school in the Green Bay area

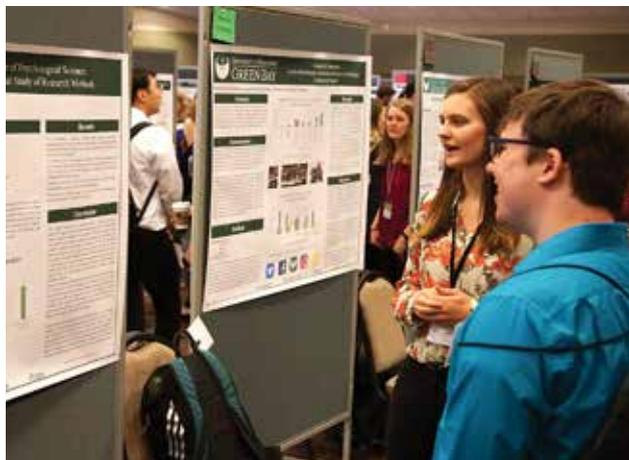
and are pursuing further education, five of them are current first-year students at UW-Green Bay.

“We want to inspire young girls or boys who are struggling or facing the things we faced,” says Abdi. “People in Green Bay don’t know the experience and difficulties that their fellow community members have faced,” said Yasmin Nur (Human Biology). “I feel like everyone gets this information about Islam and Somalia through the internet or news, but it’s better to get it from a primary source rather than [hearing] the wrong message from the media.”

The United ReSisters came together with the help and support of a number of people, including two UW-Green Bay alumnae, **Diana Delbecchi ’10** (Psychology) and **Katie Stockman ’18 and ’19** (BSW in Social Work, MSW in Social Work). As they socialized, they realized they had powerful stories to share...stories of their childhood in the refugee camps. Stories of the challenges of relocating to a completely new country. Stories of trying to “fit in” in high school. Stories of attending mosque, spending time with friends and family, of childhoods that were filled with tragedy and love. Stories that were different, yet connected to everyone’s coming-of-age stories.

A \$10,000 grant from The Women’s Fund of Greater Green Bay helped turn their stories into a publication. Copies can be ordered from the publisher at twoshrewspress.com.

– Story by **Kristin Bouchard ’93**



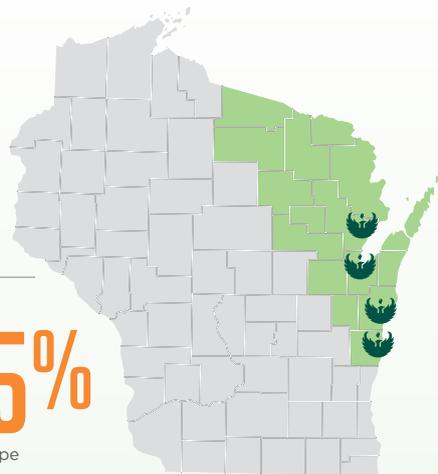
Lambeau, laughter and serious learning

UW-Green Bay hosted more than 400 researchers for the 18th Annual UW System Symposium for Undergraduate Research, Scholarly and Creative Activity (URSCA) in April. Students from UW campuses across Wisconsin took advantage of being in Tittletown, touring Lambeau Field and hanging out in the Tittletown District before an evening in downtown Green Bay with Comedy City. Day two was all business with research poster sessions, panels, performances and more, on the Green Bay Campus.

{ Our Place. Our Crisis. Our Obligation. }

Wisconsin has a high prevalence of mental-health issues

RANK:
8TH highest in U.S.



Mental health and substance abuse are threatening Wisconsin. The statistics are alarming.

Improving and sustaining Wisconsin's students, families, workforce, communities and future is critical. As part of the 2019-2020 state budget, UW-Green Bay is requesting \$1.75 million annually to aggressively address these health issues in Northeast Wisconsin. Funding would be used to:

Wisconsin Youth

4TH highest in Nation

for having at least one major depressive episode in the past year

2X MORE severely depressed youth

than in states ranking lowest for depression

11.5%

(51,000) cope with severe major depression

Wisconsin's substance abuse problem is exploding

8 FOLD increase in opioid-related deaths (1999-2015)

865 Wisconsinites died from a drug overdose (2016)

72,000 Americans died from drug overdoses (2017)

Most Wisconsinites lack access to care due to a shortage of mental-health providers and limited alcohol and other drug-abuse education

600:1 Ratio of residents to mental health providers
Rank: 36th Nationally

71.8% Wisconsin Youth with mental-health issues that go untreated

52.4% Wisconsin Adults with mental-health issues went untreated

- Build mental-health expertise in nursing
- Provide AODA training to future social workers, nurses and teachers
- Launch a new School Psychology Program
- Provide intervention training for future teachers
- Expand English as a Second Language program region-wide
- Offer training and education to individuals, organizations and small businesses on mental health and substance abuse
- Establish a Center of Excellence at the Manitowoc Campus to promote mental-health and drug-abuse education best practices



Antibiotics to Whitefish

With a list of research subjects as long as the alphabet, 16 UW-Green Bay students and 12 faculty advisors spent a day sharing their latest research with legislators, state leaders and others at the annual Research in the Rotunda event in April.



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

2018

Impact Report

**Investing
in Our
Future**



Investing in Our Future

Dear Friends,

The energy on the campuses at UW-Green Bay has never been more charged! Enrollment growth for the fifth consecutive year indicates a vibrant University that students seek out. Additional campus locations in Manitowoc, Marinette and Sheboygan help us offer classes close to home for place-bound students living in these beautiful lakeshore communities. And the construction of a new building on campus for STEM education clearly indicates the curriculum is keeping pace with the times.

Private funding continues to propel the University to new heights in serving our region. In this Impact Report you'll see the meaningful difference gifts to the University make in the lives of students studying to become future business leaders, engineers, teachers, nurses, social workers, research scientists, artists and community volunteers. Philanthropic gifts help make the University experience more engaging through capital investments, scholarship funding and academic program enhancement.

The Foundation serves as the custodian for charitable gifts to the University and assures donor intent is honored. As of December 31, 2018, the UW-Green Bay Foundation totaled **\$50,092,617.48** in assets and distributed **\$5,662,980.48** in support to the University to pursue its mission. Worthy of special recognition was the **\$806,382** for student scholarships which increased access to higher education for hundreds of students.

Four community leaders joined our board of directors this past year to assist us in our fiduciary responsibilities: Jeff Cheney, retired CFO of Kohler Corporation; Heather Karcz of Zuehlke Karcz Financial Group; Ross Mueller of Mueller Wealth Management; and John Reinke, chairman of Stephenson National Bank. We're fortunate to have these experienced financial professionals serving on the board of directors.

On behalf of the Foundation's board of directors, thank you for all you do to further the mission of the UW-Green Bay Foundation and UW-Green Bay.

Sincerely,



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



“Private funding continues to propel the University to new heights in serving our region.”

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Matthew (Matt) Mueller, Chair
VP, Finance, CFO, Schreiber Foods

Robert (Rob) Cera '84, Vice Chair
Vice Chairman, Greenwoods Financial Group

Gerald (Cort) Condon, Secretary
Attorney, Condon & Herald

Diane Ford '75, Treasurer
Retired VP & Controller, Integrys Energy Group

Louis (Lou) LeCalsey, Past Chair
Retired President & CEO, Tufco Technologies, Inc.

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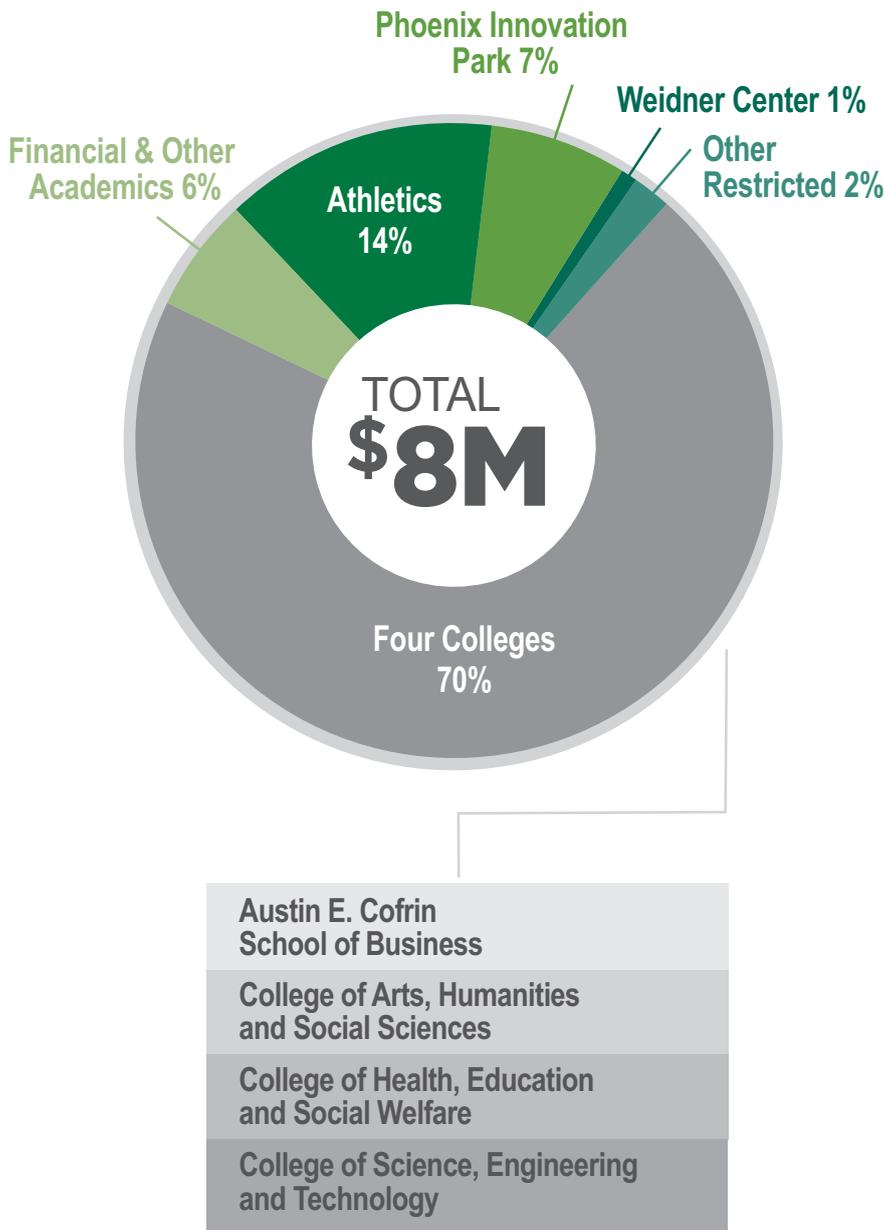
John Reinke
Chairman, Stephenson National Bank

Ex Officio

Craig Dickman
Chair, Council of Trustees
Managing Director, TitleTown Tech

Anthony (Tony) Werner
Vice Chancellor for Advancement and
Foundation President

2018 Contributions



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Gifts in 2018 made an impact on the quality of life for our students and the vitality of our campus. In an effort to better reflect our role as an environmentally focused University, the Donor Honor Roll* list of names was not printed and can be found online at www.uwgb.edu/Foundation/Report. Thank you for selflessly giving in support of higher education.

*List reflects major and leadership annual gifts of \$500 and above.

Couple's Gift Helps Plan for University's Future



One role that Chancellor's Council of Trustees member Scott Wochos embraces is looking for long-term solutions to ensure UW-Green Bay remains robust. Scott, along with his wife, Cindy, have volunteered to chair the University's planned giving Niagara

Society. As local residents, both are familiar with the public institution and believe in its mission of providing quality, affordable education. Scott took a couple of summer courses at UW-Green Bay while attending East High School in the '70's. During his career as an attorney, he helped shape the vision of the University as a member of the University's early Founder's Board and remains a key member of the Council of Trustees.

As the newly-retired senior vice-president and general counsel at Green Bay Packaging, Wochos recalls interviewing and hiring many UW-Green Bay graduates, "I was impressed with the quality of these young people and

how well-prepared they were for the workforce.

Green Bay is lucky to have a public University that offers students so many career opportunities." While neither attended UW-Green Bay, Scott and Cindy have made a personal commitment to support the University through a future estate gift. The Wochos' are happy that they will have a part in helping to educate future generations of students.

The Niagara Society recognizes and celebrates alumni and friends of the University who have included a future planned gift, typically through their estate, in support of the University's mission.

Legacy Art Gift Keeps Smiles Going

A meeting at the Ecumenical (now Mauthe) Center on UW-Green Bay's campus has led to 20 years of student and faculty art purchases and engagement with the Lawton Gallery. Not familiar with UW-Green Bay, William (Bill) Boerschinger explored the campus and came upon the Lawton Gallery. Boerschinger enjoyed the Gallery and viewing the artwork and has since purchased a number of pieces created by students and faculty.

Boerschinger will tell you that he's an art aficionado by happenstance. His Allouez, Wisconsin home is now filled with more than 50 pieces of artwork and sculptures featuring UW-Green Bay students and faculty along with other local artists. "My

love of art took root in my youth. The beauty of the stained glass windows in our church grew into reading about Michelangelo and other art greats," said Boerschinger.

While his budget doesn't allow for purchasing art on the scale of the masters, Boerschinger believes in supporting art students and faculty and occasionally stops by the Lawton Gallery. In planning for the future, Boerschinger intends to donate most of his collection to the University through his estate along with funds to support the Lawton Gallery. "I purchase art that makes me smile. That is my only criteria," commented Boerschinger, "I'd like to keep those smiles going through my legacy gifts to the University."





RICHARD J. RESCH
SCHOOL of ENGINEERING
UNIVERSITY of WISCONSIN-GREEN BAY



Resch invests in educating next generation of engineers

Corporations and individuals celebrated an announcement in February 2018 by the UW System Board of Regents giving UW-Green Bay the green light to provide engineering programs to the region. Richard J. Resch, recently retired CEO of international office furniture manufacturer, KI, announced his support of the University's visionary engineering plan with a \$5 million gift. "I'm proud to support UW-

Green Bay, one of the pillars of our community, with this gift," Resch shared. "Everyone at KI, from our product designers and engineers to our sales staff and technicians, takes great pride in helping colleges and universities create learning environments that will produce the next generation of leaders and innovators. It is my sincere hope that this gift will allow UW-Green Bay to do just that."

Retired UW-Green Bay faculty member endows strings professorship

The success of the music culture in the region has coincided with the growth of the UW-Green Bay music program. No one was more formidable to that cause than founding band director Robert J. Bauer. During his 25-year career at UW-Green Bay, Bauer founded and directed the Marching Band, Symphonic Band and initiated the Wind Ensemble for advanced students, which provided visibility for the new University within the community. He led the Marching Band in performances at Green Bay Packers games and an eight-week international tour in 1973 to several European cities.

Bauer and his wife, Joanne, a 1978 Master's in Environmental Arts and Sciences graduate, announced a \$1 million gift to the University to create the Robert and Joanne Bauer Endowed Professorship in Strings, designated to support and advance the academic activities of the strings music faculty and students. The Bauers' generous endowment will provide for state-of-the-art equipment, innovative research, touring, concert and performance support, student recruitment events



and strings student scholarships. "Joanne and I have spent our careers as educators," Robert said. "We understand the opportunities that a professorship at a university offers students, faculty and the community. String instruments add elegance and vitality to music compositions. We wanted to ensure that strings are part of the music program at UW-Green Bay for generations to come."



Annual Gifts Help Support the Arts and Student Emergency Needs

Visitors heading to see an exhibit at the Lawton Gallery or a performance at the University Theatre will see a newly-renovated space in Theatre Hall. This hallway desperately needed new flooring, paint and furniture. The renovation was made possible by generous donors who make annual gifts to the UW-Green Bay Fund for Excellence.

Help a student in need? Donors gave a resounding “yes” through their annual giving. Low-income students who encounter financial emergencies while attending college are eligible to receive a one-time DASH Grant for up to \$1,000 for unanticipated emergency expenses for car repairs, health concerns or other costs that may jeopardize their ability to remain in school.

New scholarship in historical studies honors brother



Alumnus Ben Cruz-Urbe, (Ecosystems Analysis '73 and a Master of Environmental Arts & Sciences '79) and his brother Eugene enjoy a day at the Packers Hall of Fame.

What better way to honor the memory of a person who devoted his life to the study of history than with a scholarship in his name to benefit students in the same pursuit? This is what UW-Green Bay alumnus and retired UW-Green Bay faculty member, **Ben Cruz-Urbe**, thought when struggling to make sense of the untimely death of his younger brother, Eugene, in March of 2018. Ben established a memorial scholarship close to home to remember a brother, lost too soon.

Eugene Cruz-Urbe received his B.A., M.A. and Ph.D. in Near Eastern Languages and Cultures from the Oriental Institute at the

University of Chicago. He was a Professor of History at Brown University, Northern Arizona University, Monterey Peninsula College, California State University Monterey Bay and IUPUI East from which he retired in May 2017. As an Egyptologist who traveled frequently to Egypt, Cruz Uribe’s specialty was the recording of ancient Egyptian graffiti for what they reveal about personal piety, late-period religious practices and pilgrimage.

The Eugene Cruz-Urbe Annual Memorial Scholarship in Historical Studies will be awarded each year to an UW-Green Bay student pursuing a degree in history.

Generous contributors support students with promise

High school students with promise? We call them Rising Stars. UW-Green Bay, led by Council of Trustees member **Jim Wochinske '74**, reached out to generous community members to create Phoenix Rising Star Scholarships. These scholarships are designed for students who have worked for a promising future but lack the financial means to pursue higher education. At UW-Green Bay, 80% of new students seek financial assistance. More than \$425,000 was contributed to provide \$2,000 annual scholarships, renewable for up to three additional years.

Women's golf on the rise

The Green Bay women's golf team not only collected its first-ever tournament victory in spring, but also broke a pair of program records. The squad captured the 2019 Mastodon Spring Invite championship, finishing 12 strokes below the rest of the field at the Pine Valley Country Club in Fort Wayne, Indiana. Four of the five golfers for GB shot in the 70s in the final round, while junior Alix Larson and

sophomore Katie Warpinski finished tied for second place. The team also bested a pair of program records at the Indiana State Spring Invite. The Phoenix teamed up to shoot a combined 611, beating the previous 36-hole program record by three strokes. In the final round of the 13-team tournament, GB shot a 302, another new program record for best combined 18-hole score, by one stroke.



Champion!

In spring 2019, Green Bay men's golf team member, junior George Kneiser (Oconomowoc), became only the third golfer in Phoenix history, to capture the Horizon League Men's Golf Championship and receive an automatic bid to compete in the NCAA D-I Golf Championships. He joined Chad Ebert (2012) and Shaun Rezachek (1998 & 2001) to hold the prestigious title.

SADIE PETERSON QUALIFIES FOR NCAA NORDIC SKI CHAMPIONSHIP

Redshirt sophomore Sadie Peterson officially clinched her first ticket to the NCAA Skiing Championships in Stowe, Vermont this winter, averaging quick enough races and high enough finishes throughout the season to secure a qualifying position. She is the first woman to advance for Green Bay since 2011. Peterson participated in the 5k freestyle and 15k classical races, placing 38th in the field on both days of competition. In the 5k specifically, she recorded her fastest time of the season on the championship course (15:02.5) and was less than 20 seconds away from scoring esteemed team points. She rounded up her successful year with National Collegiate All-Academic Ski Team honors. The Mora, Minn native is majoring in Education.





CIT Tournament Runner-up



Green Bay men's basketball player Josh McNair spends time reading to children at Notre Dame Elementary School in DePere. Green Bay athletes spend many hours during the course of the academic year reaching out to youth and especially in the local schools.

Making its sixth postseason appearance in the last seven seasons, Green Bay accepted an invitation to play in the 2019 CollegeInsider.com Postseason Tournament (CIT) and then played its best basketball of the season, which finally ended in April after playing through to the CIT Championship game at Marshall. After winning the tournament opener at East Tennessee State, Green Bay was able to host three of the five tournament games, winning the second round, quarterfinal, and semifinal matchups in front of a home crowd at the Kress Events Center. Green Bay's magical postseason ride concluded with a 90-70 defeat against Marshall. The 2018-19 Phoenix finished the season 21-17, breaking the single season program records for both total points (3,090) and three-pointers made (303), among many others.



The need is great for school social workers. Amber Fredrick (above), already a practicing social worker, took advantage of UW-Green Bay's new emphasis so that she could start a new career in the schools. She now works for Reedsville School District.

WILEY MIGHT

Caring for our greatest resource

Impact of MSW School Social Work program felt in schools across Northeast Wisconsin.



It's been said that our children are our greatest resource. Few believe this more than a school social worker—someone on the front lines, working face-to-face with students and their families on the tough issues that are part of our society today.

Yet, not every school district has a school social worker. This could be because of limited financial resources, or the lack of licensed school social worker availability, especially true in the northern half of the state of Wisconsin.

Until now. In May 2019, 16 Master's of Social Work (MSW) students graduated from UW-Green Bay with an emphasis in school social work.

A Passion for Helping

Our greatest resource—healthy, emotionally stable children—grow up to be healthy productive citizens. Cristina Gomez, a current student in UW-Green Bay's MSW school social work program witnessed this first-hand through her position within the Green Bay Area Public Schools (GBAPS). "As I got to see the work school social workers do every day, I got motivated and wanted to dedicate my time doing something that would help a child in need," says Gomez, who is currently finishing her field work at Doty Elementary School in Green Bay. "I get to work with school social workers, so I see how their

work is full of kindness, care and commitment. I want to be that too." Her passion for kids and business-related background give her a unique and needed perspective while working with students who undoubtedly need her care. "I help them regulate their emotions, improve their relationships, help them to be responsible citizens and contributing to society." She speaks with passion about her position as a social worker, helping students "...make better decisions or to build them up so that they can be the best they can... that impacts our community in the end."

Going "above and beyond" for those in our schools that need it the most – this is the directive of a school social worker. "If you only had an idea on how the social-emotional programming changes the students' lives, because that prepares them, and changes their problem solving (ability), makes them more independent, and better at approaching and fixing problems later in life," says Gomez. "We definitely want that, right?"

A Caring History

The UW-Green Bay Master of Social Work Program originated in fall 2003 as a collaborative effort with UW Oshkosh. In 2015, the collaboration was dissolved, and UW-Green Bay launched its solo program.

In 2016, the Department of Public Instruction (DPI) contacted the University, asking if they would consider offering an MSW with an emphasis in school social work. At that time, the only schools in

Wisconsin offering this school social work option were located in Madison and Milwaukee.

The University fully supported this expansion of its already successful MSW program. UW-Green Bay prides itself on its regional responsiveness and the addition of this program was no different. "It would have been unjust for us to say no," says Gail Trimberger, MSSW, LCSW, Ph.D., associate professor and chair of UW-Green Bay's MSW program. "They (UW-Green Bay administration) were fully behind it, encouraging us to absolutely explore it."

"Our students can get the MSW degree and go into the field that interests them, such as counseling, hospitals, hospice, homeless shelters, you name it," Trimberger says. "Social work is becoming more and more prevalent because there is a greater and greater need."

This new emphasis gives incoming students the option to receive their advanced degree in school social work, meeting the DPI licensure standards required to work in a school setting. "As soon as word got out that we were doing it (the school social work emphasis) we started getting calls from people who had MSW degrees already, asking if they could start," says Trimberger.

Immediate Impact

For Joe Cook, director of special education at the Reedsville School District, this couldn't have happened at a better time. "The social worker position is one of the most useful and helpful positions in the

district, from working one-on-one with the student, to connecting families to community resources, to wider personal development for the staff," he continues, "the wide amount of bases that a good social worker can cover, just does a wealth of good for the district."

This belief in the value of school social work led the Reedsville District's superintendent and board of education to hire **Amber Fredrick '10 and '13** (BSW, MSW) an already practicing social worker, and UW-Green Bay MSW graduate, under the provisional licensure. Amber completed her post-MSW program in spring of 2019, balancing time between the school social work internship with the Denmark School District and meeting the needs of the students and families that benefit from her skills at the Reedsville School District. "Amber has really made a big impact," says Cook. "Having Amber allows us to offer parents so much more assistance in making connections for families that have needs that go beyond the school. It's helped us bring so much more to families."

Fredrick's success and connection within the school district is palpable, and Cook is extremely thankful for her ability to gain this post-graduate degree so close to home. "How it all came together has been a blessing for our district," says Cook. They're both grateful for UW-Green Bay's investment in this invaluable community resource.

—Story by freelance writer
Kristin Bouchard '93



Forging ahead, filling a need: A space for nursing

It's estimated that a shortage of registered nurses in Wisconsin will increase to nearly 20,000 by 2035, representing a 35% shortfall. UW-Green Bay is moving forward with a critically important crusade to attract more career-minded individuals to the nursing profession and educate them in the latest methods so they can grow as skilled and competent professionals. Labs and training spaces coincide with growing programs.

"Technological advancement in health-care has thrust new learning modalities on

the industry," says Dean Susan Gallagher-Lepak. "UW-Green Bay must expand existing facilities for the new traditional program to create nursing skills/simulation spaces."

At UW-Green Bay, plans are underway to renovate two underutilized classrooms in Wood Hall to create clinical skills and simulation labs with hospital room and clinical learning spaces. This area will be used for hands-on learning and practice with patient mannequins, body part models, and equipment to practice skills such

as patient assessment, IV and catheter insertion, oxygen management and clinical reasoning in emergency scenarios.

A combination of University funding and private donations will provide funding for the program start-up including faculty salaries, a capital build-out of a Nursing Clinical Skills Learning Lab and nursing scholarships. For more information, contact Susan Gallagher-Lepak at gallaghs@uwgb.edu.

Social Work students celebrate the academic year

UW-Green Bay students earning either a bachelor's or master's degree in Social Work took time to celebrate the semester in May. For some, it was the final showcase before graduating. The program held a symposium at the Weidner Center that showcased major projects of the graduating Master of Social Work (MSW) students as well as honors in the major projects, research and advocacy class efforts and activities from student organizations. The event was attended by students, family and friends, community partners and campus partners. Following the Symposium, graduating bachelor's candidates and MSW students participate in a special pinning ceremony.

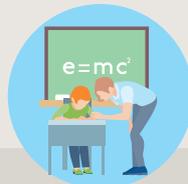


5

WAYS STUDENTS PREPARE THROUGH FIELD EXPERIENCES



Dean Susan Gallagher-Lepak
College of Health, Education
and Social Welfare



Education students are placed in school classrooms throughout their program and spend their final semester in a classroom practice teaching five days per week.

Social Work juniors are involved in projects in agencies involving 25 hours over spring semester, and in senior year are placed in an agency for 16 hours per week over both fall and spring semesters.

Health Information Management and Technology (HIMT) students spend 80 hours in their last semester in a health setting (e.g., hospital, insurance company, etc.)

RN-BSN (Nursing) Completion students complete 70 hours (115 total with course/project work) over one semester in a community health nursing practicum at a public health department or related community agency.

Nursing students in the new traditional four-year nursing program will have many hours of clinical experience in health-care settings (e.g., hospitals, clinics, etc.).



HIGHLIGHTS

Associate Prof. **Chris Vandenhouten** (Nursing) served as a taskforce member for the Association of Community Health Nursing Education (ACHNE) involved in the development of revised guidelines for public health nursing practice.

Master of Science in Nursing (MSN) alumnus, **Stacie Murley** ('17) worked with faculty members **Brenda Tyczkowski** and **Janet Reilly** after graduation to publish her MSN project, which was recently accepted for publication by the *Australian Journal of Perioperative Nursing*. The article is titled "Improving Hand Surgery Pain Management Results Using a Key Phrase and Patient Feedback: A Quality Improvement Project in a United States Ambulatory Surgery Site."

UW-Green Bay Assistant Prof. **Mary Gichobi** (Education) recently published an article in the peer reviewed journal, *National Teacher Education*, and a book chapter in the *Handbook of Research on Critical Thinking Strategies in Pre-Service Learning Environments*.

Senior lecturer **Becky Hovarter** (Nursing and Health Studies) has a new article in publication, "Succession planning in public health: Addressing continuity, costs, and compliance," published in *Nurse Leader*.

According to the organization Educator's Abroad, UW-Green Bay has one of the highest international student teacher placement rates of all Wisconsin universities. Over the past 12 years, the Education program, in partnership with the Office of International Education, has placed more than 70 student teachers in 10 different countries. Student teachers have taught in Ireland, New Zealand, Japan, Mexico, Germany and Jamaica, to name a few.

The Professional Program in Education has partnered with the Green Bay Area Public School District to help more teachers become certified in teaching English as a Second Language (ESL). The demand for ESL teachers is high across the state of Wisconsin. New funds received from a \$250,000 Wisconsin Department of Workforce Development grant will allow teachers to complete necessary coursework and corresponding field experiences during 2019 and 2020.



Thirty-one students who first came to campus from throughout Northeast Wisconsin as fifth graders were eligible to participate in UW-Green Bay Commencement at the Kress Events Center in spring 2019. All of these students participated in a Phuture Phoenix campus visit at least nine years ago. Students were recognized by their “safety-green cords,” reminiscent of their safety-green-colored Phuture Phoenix shirts received on their very first tour day.

Fifth Grade to the College Stage

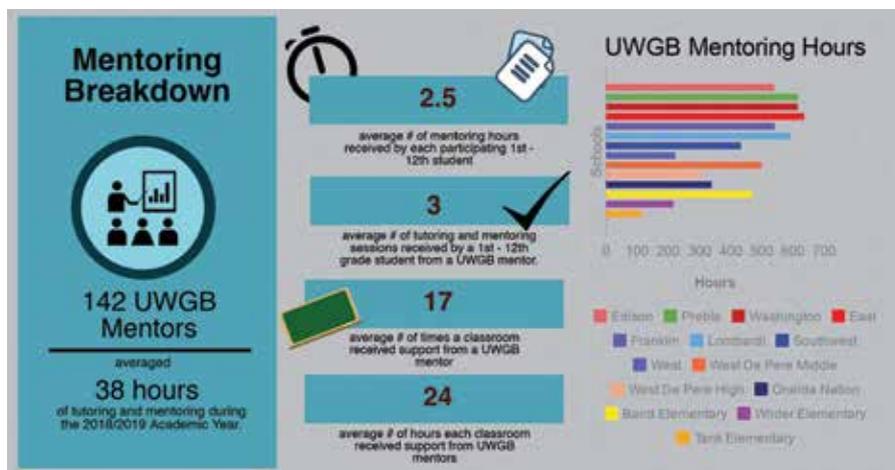
UW-Green Bay expanded its Phuture Phoenix offerings in 2019-20, hosting 800 eighth-grade students from three Green Bay Area Public Middle Schools: Franklin, Edison and Washington. It is the goal of the Phuture Phoenix program to have all Green Bay Area Middle School eighth graders tour campus by 2020. The signature program allows eighth-grade students a chance to experience college life as they head into high school.

According to Phuture Phoenix Program Director, Mary Sue Lavin, at the fifth-grade visit, role models tour with fifth graders and work on relationship-building skills. They share “cool” areas of the University and have the students engage in high-energy activities at the Kress Events Center, Residence Halls and the University Union. Students also visit in-session classes. “All the while, role models are talking and engaging fifth graders in conversations about their own journey and future,” Lavin said.

“These students are weeks away from entering high school,” Lavin explains. “We want their visit to be inspiring and informative. Role models are continuing the relationship building, engaging eighth graders in more mature conversations. Our goal is to have eighth graders feel like they know someone on campus. We also send the message that high school provides a clean slate. If post-secondary plans are on the students’ radar, they need to know that attendance, classes, grades, extracurricular activities and their attitude all count towards their future plans.”

The program doesn’t start and end with a field trip. Phuture Phoenix mentors totaled 5,362 hours of tutoring and mentoring during 2018-19, spending time in 228 classrooms in 16 schools during the 2018-19 academic year.

The end goal is to encourage students to successfully attend and graduate from a post-secondary college of choice. If that choice is UW-Green Bay, a college scholarship awaits them. In the 2019-2020 school year, 61 Phuture Phoenix students will receive more than \$93,000 in scholarships.





OPENING THE 'DOOR' TO THE PERFORMING ARTS

The 2018-2019 Weidner Center Stage Doors Series—which focuses on introducing students to the performing arts—had a remarkable year with more than 15,000 students seeing live theatre and related cultural experiences. The Stage Doors Series expanded its “Extend the Day” programming, in which 1,780 students were able to receive “add-on” activities through



eight special performances. For instance, students saw a performance and then extended their cultural learning with trips to community partners like Heritage Hill, Green Bay Children’s Museum, The National Railroad Museum or the Neville Public Museum, or the science labs of UW-Green Bay. Check out *WeidnerCenter.com* for Stage Doors offerings in 2019-2020.

Final Attendance:

15,500 up 13%

10 TITLES

17 PERFORMANCES



1,780
Participants



8 Performances offered add-on options



50%
of the sessions sold out or oversold

19
Sessions



4 community partners
1 UW-Green Bay partnership

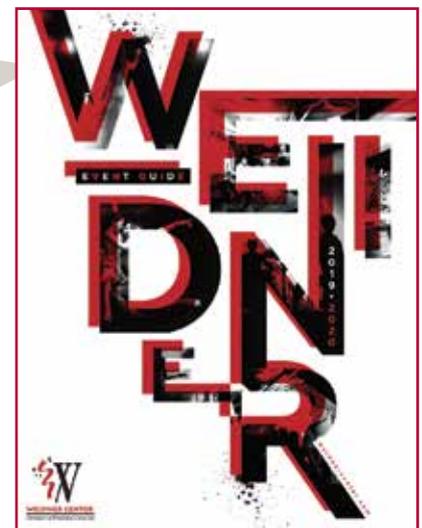
Extend the Day Programs

Weidner Center Announces 2019-20 Season

Some performances will be as comfortable and reassuring as a favorite blanket, and others will be powerful new performances that rock the senses. It can all be found at the Weidner Center during the 2019-20 season. Tickets and subscriptions are available at www.weidnercenter.com.

“It will be a year of being reacquainted with artists and titles that we know and love as well as artists that connect us to the world beyond us,” says Executive and Artistic Director Kelli Strickland. New this year are immersive onstage experiences; imagine being in a “speakeasy” in the 20s and 30s. The Weidner Center will co-produce a three-week run of *Always...Patsy Cline* in the intimate Ft. Howard space. Also new, the “Think Theatre” series, much like the 6:30 Concert Series which brings music and education together in beautiful harmony.

See the full season at www.weidnercenter.com



AUSTIN E. COFRIN SCHOOL OF BUSINESS

From Managua to Green Bay, Johnny Gomez is

*enjoying
the
journey*

At first glance, 22-year-old **Johnny Gomez '19** looked like many other students at UW-Green Bay, but his gait and easy smile suggested a quiet confidence and wisdom often only achieved through a bit of struggle.

His journey to the UW-Green Bay campus mirrors those taken by many students who begin their studies elsewhere. Gomez studied for a year at Northeast Wisconsin Technical College (NWTC) before transferring to UW-Green Bay.

"I always wanted to earn a four-year degree," said Gomez, "but many of the usual ways were not always open to me. I have lived and worked in Door County (Wis.) since I was 16, but being a native of Nicaragua meant I couldn't access some of the financial resources available to other students. I knew I had to work while I went to school."

Students who face similar challenges find two-year schools offer advantages: They can work while they study, commute between home and school and delay or lessen the higher expenses of a four-year school.

"We get many students from two-year schools and technical colleges," confirmed Kay Voss, student success advisor in the Austin E. Cofrin School of Business. "In 2018-19 about 11 percent of our total enrollment consisted of transfer students. We have advisors on many campuses to help students learn what's avail-

able to them here and at other schools, and what they need to do to attend the school in which they are interested. And once they're here, we stay engaged to help them succeed in this new learning environment."

Gomez thrived: he was nominated for both the Chancellor's Award and the Leadership Award. He graduated in May 2019, completing his Bachelor of Business Administration (BBA) degree with emphasis areas in Marketing and Entrepreneurship. While it marks the end of his formal studies, it is just another step in a steady trek toward his goal.

"My parents showed me how to work hard and take responsibility for myself," said Gomez. "I am determined to be a business owner, a CEO and a philanthropist. I want to start in commercial real estate, but I will be open to the opportunities that may come to me."

Gomez's parents seem to have lit a fire, a fire that fuels his drive to succeed.

"When I was about 16, I asked my parents to let me go to Wisconsin to live with my aunt and grandmother, who had moved here many years earlier. I wanted to earn money for my family," he said. "They were reluctant, but I pressured them and they agreed. So in 2012, I moved to Door County. I worked at a restaurant as a dishwasher and busboy, and my English was as broken as my

wallet. The owners and staff were very good to me, but it's a busy place in the summer and I was working 60-plus hours a week to send money back to my family."

During his sophomore year at Sevastopol High School, after the tourist season ended, Gomez found a weekend job as a dishwasher in Green Bay. His aunt would drive him to work after school Friday and bring him back for classes on Monday. The next summer, he landed a year-round job at Mojo Rosas in Egg Harbor, where the owner saw his potential and encouraged him. He worked hard, improved his English and advanced to waiter and shift manager.

Despite working up to 25 hours each week, Gomez was able to maintain his grades and participate in three sports. He also earned his driver's license and bought some basic transportation. Working with his principal and his school counselor, he enrolled at NWTC.

His studies there opened a world of opportunities for him and fanned his desire for a four-year degree.

"I chose UW-Green Bay because it was convenient and affordable," said Gomez. "In my time here, I have been able to meet so many wonderful people and learn. I had

an internship in the university marketing office, I led our Collegiate Entrepreneurs Organization and

I have been an RA (resident advisor) in my dorm.

I have a great job bartending at Hinterland, which has enabled me to pay for school and continue supporting my family in Nicaragua."

Gomez has advice for any student wanting to achieve a university education.

"First, I would say everyone has to discover what their potential self is and work hard to achieve it," he offered. "Second, I would say find role models who support you, encourage you and give you energy. Stay away from negative people.

"I was fortunate to have guidance from my academic advisor, Kay Voss (Cofrin School of Business), and encouragement from my professors, especially Ryan Kauth (Entrepreneurship) and Zhou Wenkai (Marketing)," said Gomez. "They all encouraged me to explore opportunities on campus and in the community, and introduced me to people and experiences I would never have thought possible.

"UW-Green Bay has been perfect for me."

— Story by freelance writer
Jim Streed '05



Johnny Gomez takes an emphasis in Marketing and the spirit of an entrepreneur into the world.



Festival Foods, DeLeers take home Weyenberg Prizes During 2019 Business Week

Humble beginnings and generational legacies. These are the similarities between the organizations honored with the Weyenberg Prize for Business Excellence during the 2019 Business Week celebration.

With only \$500 of borrowed money and a lot of enthusiasm, Paul and Jane Skogen opened a grocery store in Onalaska, Wisconsin in 1946. That enthusiasm, along with a service-focused business plan, helped the fledgling company to grow until beginning operations as Festival Foods in 1990. Today, the family- and employee-owned company operates 32 full-service, state-of-the-art supermarkets and employs more than 7,500 associates. Accepting the award for Festival Foods was vice president of store operations, Frank Abnet.

Joseph “Jake” DeLeers began building homes in 1945. Soon homes built by DeLeers had earned a reputation for precise construction “with no corners cut and no excuses given.” That dedication to quality work-

manship inspired Jake’s son, Jerry, to carry on the tradition of quality, ethics and service. Today, Jerry’s sons, Jim and Paul, operate DeLeers Construction in its third generation with the help of more than 100 employees.

Each of the awards included a scholarship recognizing outstanding students from UW-Green Bay. This year those scholarships were presented to Kyle and Kody Klumb (see related story). The annual event held each spring on the Weidner Center stage, provides a venue for business leaders, UW-Green Bay business students, faculty and staff and community members to unite for an evening of networking and celebration. It also culminates a series of weeks organized by the Cofrin School of Business and UW-Green Bay Career Services to prepare students for networking, interviewing and engagement. Stuart McKee, the chief technology officer for Microsoft, was the keynote speaker.



Doing a Double Take

They share the same work ethic, values and leadership goals. They even have the same grade point average. And one day, they hope to be business partners.

So why wouldn’t UW-Green Bay Business Administration students and twin brothers, Kody and Kyle Klumb, each receive prestigious recognition at the Business Week Keynote and Networking Dinner, sponsored by the Cofrin School of Business? Each received a \$2,500 scholarship that comes with the Weyenberg Prize for Excellence in Business. Honored by the achievement, they say they would have been disappointed had one of them been overlooked.

“We are the same in so many ways. It would’ve been disappointing if I was the only one selected.” Kody said. “It makes it extra special to be able to share the honor together,” adds Kyle.

The Weyenberg Prize for Excellence and its corresponding scholarships are named in recognition of Tim Weyenberg, former CEO for Foth, an engineering company with a broad portfolio of clients, including Fortune 500 companies.

“Mr. Weyenberg is incredibly accomplished and being able to receive an award named after him is inspiring. I hope to follow a similar, successful career path,” says Kyle. “I believe it [the Weyenberg Prize] means going above and beyond to demonstrate a strong work ethic and leadership skills; wanting to make changes that will last and positively impact those around them. That’s exactly what Kyle and I want to do,” said Kody.

—Story by freelance writer
Kim Viduski '92

HIGHLIGHTS

Assistant Prof. **Amulya Gurtu** (Supply Chain Management) has two recent publications “The Strategy of Combining Products and Services: A Literature Review” in *Services Marketing Quarterly*, while his paper “Observations on ‘a joint economic-lot-size model for purchaser and vendor’” is published in the peer-reviewed *International Journal of Inventory Research*. He also presented as a guest lecturer on the importance of sustainability in supply chain management to students in Canada via video conference.

Assistant Prof. **Vallari Chandna** (Management) conducted a workshop on the use of classic games in management classes at the Teaching and Learning Conference, a part of the annual Southwest Academy of Management Conference.

Associate Prof. **Sampath Ranganathan** (Marketing) was featured as an expert in *WalletHub’s* article “2019 Wells Fargo Platinum Visa Review.”

Lecturer **Katie Rick** (Accounting) was featured in the *Journal*

of Accountancy. The article focused on her preparations to compete in the Lumberjack World Championships. She serves as treasurer of the United States Log Rolling Foundation.

Lecturer **Matt Geimer, J.D.** (Business Law) had an article published in the *State Bar of Wisconsin’s Elder Law & Special Needs Journal of Wisconsin* and in its *InsideTrack* newsletter regarding autonomous vehicles for the elderly and individuals with disabilities.

Mentored by lecturer, **Ryan Kauth**, a team of UW-Green Bay Business Administration majors comprised of students Daniel Behnke (CFO), Mark Fischer (CMO), Spencer Fritsche (CHRO) and Jordyn Vanden Heuvel (CEO), placed in the top 1% worldwide in a Global Strategic Management Business Simulation, this spring. The ranking was based on their overall game-to-date score. The team finished in a tie for 36th place out of 3,625 teams across 165 colleges and universities. Eight teams of Business

Administration and Accounting majors in the Strategic Management capstone course ran their simulated “global drone and action camera manufacturing company” by taking into account the global economy, past years’ financial and market performances and unique contract opportunities in each year of the global business simulation.

Lecturer **Susan Craver** (Marketing) was seated on the InVentureNorth Board of Directors in May.

TEACHING MOMENTS

5

FASCINATING FACTS ABOUT INVESTMENTS

Most are familiar with the stock market, however, the foreign exchange market (where money is exchanged from one currency to another) is the largest financial market in the world. In recent years, transactions in this market amounted to about \$1,800 trillion per year, compared to the U.S. GDP of about \$20 trillion in 2018.

The number of publicly traded U.S. firms has decreased steadily from the late 1990s to today, from 7,000 to 4,000. Mergers and acquisitions, government regulations and the convenience of private financing help explain this decline.

Investors should pay attention to their mutual fund managers’ home-country culture. If a manager was raised in a country where people culturally value safety and stability, her or she takes lower investment risks and performs better.



Wei Jiao
Assistant Prof. of Finance



Since World War II, the percentage of the U.S. stock market owned by households has gone down from about 100% to less than 50%. Meanwhile, the percentage of the U.S. stock market owned by financial institutions (e.g., mutual funds, pension funds, and insurance companies) has gone up from almost nothing to more than 50%.

As globalization increases, multinational firms have become the primary participants in the economy. Over the last decade, at least half of S&P 500 firms are multinationals and over 40% of their sales come from abroad.





Mathew Dornbush takes the helm at the Cofrin School of Business

Take the interim off his title. After serving as interim dean since August 2018, and following a nationwide search, Mathew Dornbush, Ph.D. has officially been named dean of the Austin E. Cofrin School of Business. Dornbush, just the second dean in the history of the School, stepped in as interim after the retirement of Douglas Hensler. He previously served as associate vice chancellor for Academic Affairs and director of Graduate Studies since 2015, and as a biologist and researcher, has been a member of the Natural and Applied Sciences faculty since 2005.

“I have been given a truly special professional opportunity with this position. I’ve been asked to lead an emerging organization seated within a very rich sea,” Dornbush said. “The Austin E. Cofrin School of Business is only a few years old. Our offices are filled with talented, dedicated faculty, and we have a growing graduate and undergraduate student body composed of hardworking students engrained with the entrepreneurial spirit that has made Northeast Wisconsin such a great place to live and work. Couple these internal

assets with the rich business environments in all four of our campus locations, and our emerging partnerships with organizations like TitleTown Tech, it’s clear that for those students seeking a high-impact, experiential business education, the Austin E. Cofrin School of Business is the place to be. I couldn’t be more excited about what lies ahead for this School, our students, our faculty and the communities we serve.”

In making the announcement, Provost Greg Davis said that Dornbush played a key role in reinvigorating and leading the University’s Graduate Studies program. Four years ago, the campus was on the verge of losing its Carnegie classification as a master’s degree-granting institution because of low enrollment. Today, UW-Green Bay annually awards close to 200 master’s degrees and is on the cusp of being recognized as a “large” master’s granting institution. Dornbush also brings a strong record of scholarly production to the School with more than \$1 million dollars in external grant awards, numerous publications and more than 670 citations to his scholarly writings.

“Matt has a record of mission-focused, forward-looking leadership at every position he’s held at UW-Green Bay,” added Chancellor Gary L. Miller. “As a distinguished biologist, he is a unique fit for this position, but he has proven to be capable in creating collaborations all over the University with the School of Business. The University and the region’s business community are set up for long-term success with Dean Matt Dornbush.”

By the Numbers: UW-Green Bay student entrepreneurs

Since UW-Green Bay’s first business idea pitch contest in 2017...

21
students

have been accepted to an entrepreneurial-skills building program, we have

3 accelerator
GRADUATES,
& **45** students



who have pitched their new business or new product ideas in 90 seconds or less (on four different campuses)

and earned more than

\$40,000
in cash prizes



(not including in-kind services such as retail space, prototyping services, web design services, paid travel, etc.)!

UW-Green Bay has produced students who have earned

- 2 international top 8 finishes
- 2 international No. 1 finishes
- 2 regional championships
- 1 state championship
- 1 state Innovator of the Year
- 1 international top 15 finish

Clif Ganyard, Matt Dornbush and Greg Davis: Rising to the Challenge



It is said teaching is a calling, and teaching at a university the highest level of that calling. Consider then, the challenge of a professor who moves into an administrative role, responsible for both academic success of an institution and positive outcomes for its students.

Central to UW-Green Bay's unprecedented recent growth of programs at both the graduate and undergraduate level for the last five years are three professors who accepted the challenge: Provost and Vice Chancellor for Academic Affairs **Gregory Davis '81**, Associate Provost Clifton Ganyard and Associate Vice Chancellor and Director of Graduate Studies Mathew Dornbush.

With Davis returning to full-time faculty next fall, and Dornbush having recently been appointed dean of the Cofrin School of Business, *Inside* posed a few questions to them separately, in an attempt to discern just how they've managed to create nearly 20 new academic programs with five launching in the next year and more in development.

Turns out, there are no secrets, just lots dedication, focus and teamwork.

From the outside looking in, it appears that the three of you have that "special something" needed to do this heavy lifting in such a relatively short period of time. Can you talk about that?

Ganyard: "To be honest, the faculty have to do the major lifting. They're the ones who develop the idea for the program and then develop the actual curriculum."

Dornbush: "I think we've done a really good job of building an infrastructure and office that supports people so they don't feel like they're doing it on their own."

Davis: "I think the years I've spent as a faculty member have been extremely helpful. I expected to come back here (his alma mater) for just a couple years and give back to the math program and that's just sort of evolved over the years (from teaching to administration and back to teaching)."

How did you/the University determine which programs to add?

Ganyard: "Sometimes it was determined by enrollment trends. Sometimes driven by innovation. Sometimes by opportunity."

Dornbush: "It can start with a great idea, then comes the mechanics of budgets and implementation."

Davis: "Any new program we start, we're going to have to make a case that there's enough enrollment to make it viable."



How hard is it to add new programs?

Ganyard: "The approval process is lengthy but not always difficult. The Bachelor of Fine Arts and Nursing are both examples. Other programs take even longer because they have special requirements."

Dornbush: "You put together a proposal and send it out to every campus in the UW system, then what you're offering is looked at relative to what other campuses are offering."

Davis: "Engineering was 30, 40 years in the making."

Why is it important to add new programs?

Ganyard: "To meet the changing educational and occupational needs of the region and community."

Dornbush: "For many, particularly for under-represented students, they're not going leave Green Bay for an engineering degree. But if we have one here, they'll take it."

Davis: "Our university is very young compared to other universities. There are a lot of majors that haven't had time to come into this institution."

What's been the most difficult thing about adding new programs?

Ganyard: "The time it takes to work through the process. The process could be simplified significantly."

Dornbush: "Finding the faculty time to drive the creation of a new program and the money it takes to market a program."

Davis: "There are a lot of good ideas and programs we'd like to launch, but we have to balance the academic reasons and the financial aspects."

What's the most gratifying thing about adding new programs?

Ganyard: "Having students enroll. Having students graduate. The excitement of faculty and student interaction."

Dornbush: "The community is incredibly welcoming in getting new programs going."

Davis: "Giving different opportunities to our students. It's all about building a university that really serves our region appropriately. Also working with the community and the Council of Trustees. They've always been very supportive."

Thank you to all who participated in

HOMECOMING

— A NEW TRADITION IS ON THE RISE —

See what students, staff, faculty, alumni and friends shared on social media:

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ALUMNI

A S S O C I A T I O N

1970s

Lee Utke '76 managerial systems, is a partner at The Roseview Group, a real estate investment banking, investment management and corporate advisory firm in Douglas, Mich.

1980s

Tony Klaubauf '81 human development, accepted a one-year contract as Pulaski (Wis.) School District's interim superintendent after retiring from a lengthy career as superintendent for Denmark School District.

Glen Tilot '81 social work, received the National Association of Social Work-Wisconsin Chapter 2018 Distinguished Social Worker Award. He makes his home in Green Bay, Wis.

Dan Cross '83 communication and the arts, displayed his work at the Lobby Gallery Winter Exhibit at the Door County Community Foundation.

Yue Rong '86 master's in environmental science, received the 2019 Earth Caretaker Award from UW-Green Bay.



Tony Klaubauf '81
Human Development

1990s

Stacie Thuma '97 math, is a senior business intelligence engineer for Humana in Suamico, Wis.

Theresa Peachey '99 business administration, learned about a non-directive organ donation and in 2018, went through with the process with UW Health Transplant Clinic. Through the voucher program she was able to move her niece, who was born with an enlarged kidney, up in priority on the National Donor Registry.

2000s

Timothy Howe '01 business administration, is the President of Rhode Island Military Organization in Warwick, R.I.

Michelle Fetherston '04 communication processes, is a technical training senior specialist for Northwestern Mutual in Franklin, Wis. An article based on her Ph.D. dissertation was recently accepted for publication in the Journal of Applied Communication Research.

Laura Nighbor '05 English, is a sales administrative coordinator for the Edgewater Hotel in Madison, Wis.

Molly Bendzick '06 humanistic studies, is an associate director of student affairs for the MBA program at University of Minnesota in Minneapolis, Minn.

Stella Raasch '06 psychology, is the author of a newly released Teen/Young Adult Fantasy novel titled: *18th Winter*. www.stellajraasch.com. She resides in Aurora, Colo.

Shae Sortwell '06 public administration and political science, is a representative for the Wisconsin State Assembly in Madison, Wis.

Michelle Willing '06 social work, is a crisis counselor for Family Services of Northeast Wisconsin in Green Bay.

RoseAnn Sanchez '08 accounting, is an audit manager for ACM LLP in Denver, Colo.

Erin Wojcik '08 human biology, is a paramedic/field educator for Orange Cross Ambulance in Sheboygan, Wis. She is a volunteer first responder with the Town of Sheboygan Fire Department and shares her sewing talents with the Camo Quilt Project in Plymouth, Wis.

Aaron Navratil '10 chemistry, is a biology scientist for Theravance Biopharma in South San Francisco, Calif.

Carrie Schultz '10 interdisciplinary studies, is a senior financial specialist for UW-Green Bay.

Matthew Streckenbach '10 elementary education and history, is a controller for Presto in Little Suamico, Wis.

Matthew Wierzbach '11 history, is a sailing job skills program director for Rocking the Boat, New York. He works with kids from the Bronx in an after-school program training them to become the next generation of sailing instructors and marine industry professionals. Prior to this position, he served as chairman for the Para World Sailing Championship in September 2018. More than 35 countries were represented by athletes with various physical disabilities.

Zachary Suster '12 accounting, is an investments financial reporting accountant for Assured Guaranty in New York. He earned Fellow, Life Management Institute (FLMI) designation in May 2017.

Cristian Anderson '13 studio arts and design arts, had his exhibit, "Social Amnesia" on display at the Aylward Gallery, UW Oshkosh, Fox Valley Campus.



What's Up?

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

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

2000s (continued)

Douglas Cox '13 interdisciplinary studies, is a chairman for the Menominee Indian Tribe of Wisconsin and a recent recipient of the Taimi Hoag Environmental Award in Keshena, Wis.

Rachel Van Dam '13 and **'16** biology and environmental sciences and master in environmental science a regional connectivity field representative for The Nature Conservancy in Port Washington, Wis.

Karl Volkmann '13 accounting, is a business manager for Sevastopol School District in Sturgeon Bay, Wis.

Kristopher Schleis '13 history, is a compliance officer for the U.S. Department of Labor Occupational Safety and Health Administration in Appleton, Wis.

Charles Andrews '14 communication, received second place for Best Show in Medium Market at Wisconsin Broadcasters Association Awards for Excellence. He resides in Appleton, Wis.

Chelsea Bauer '14 theatre, is a marketing and community engagement associate for Fox Cities Performing Arts Center in Appleton, Wis.

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

Bradley Calder '14 environmental policy & planning and public administration, is a clerk for the Village of Union Grove, Wis.

Kayla Viste '13 public administration, and **Mike Hastreiter '13** and **'17** economics and environmental science & policy, are the new owners of Karvana Coffehouse in Green Bay.

Kimberly Gehrig '14 nursing, is a nurse practitioner for Aurora Health Care in Franklin, Wis.

Eric Hoffman '14 public administration, is a senior program manager for Wisconsin Reading Corps in Milwaukee, Wis.

Kyle Howe '14 economics, is a data specialist for Benefitfocus in Ft Worth, Tex.

Samantha Jackson '14 English, is an assistant youth services librarian for Sun Prairie Public Library in Sun Prairie, Wis.

Brenda LaMalfa '14 interdisciplinary studies, is a cashier at Festival Foods in Green Bay.

Cheyenne Makinia '14 communication, is a coordinated services team initiatives coordinator for Rusk County Health and Human Services in Ladysmith, Wis.

Derek Vanden Houten '14 social work, is a community mentor specialist for Family Youth Interaction Community Services in Beaver Dam, Wis.

Mariah Vandertie '14 and **'17** business administration and elementary education, is a seventh-grade math teacher for Luxemburg Casco School District in Casco, Wis.

Anita Frankhauser '15 human biology, is a director of nutrition for Neighborly in Pinellas Park, Fla.

Jordan Grapentine '15 human development and psychology, is a gender and sexuality program coordinator for Sonoma State University in Rohnert Park, Calif.

Olyvia Kuchta '15 psychology, is an International Review Board analyst for UW-Madison.

Krystal Clark '16 environmental sciences, is an environmental technician for Foth in De Pere, Wis.

Anna Gribova '16 environmental policy and planning and public administration, is a health advocate specialist for Next Door Foundation in Milwaukee, Wis.

Amanda Klukas '16 English and human development, is a child protection social worker for Brown County Health & Human Services, Green Bay.

Evan Miller '16 democracy and justice studies and political science, is a legislative aide for Wisconsin State Senate in Madison, Wis.

Cheryl Weaver '16 interdisciplinary studies, is a pastor for the Platteville United Methodist Church in Platteville, Wis.

Cody Fisher '17 accounting and business administration, is an associate accounting analyst for Kohler Co. in Kohler, Wis.

Connor Ford '17 human biology, is a second lieutenant, Army Medical Department, for the U.S. Army in Joplin, Mo.

Jennifer Hoffman '17 interdisciplinary studies, is a health information manager for Nebraska Department of Veterans Affairs in Lincoln, Neb.

Teri Meating '17 integrative leadership studies, is a safety specialist for C.D. Smith Construction in Fond du Lac, Wis. She also works in a volunteer capacity as emergency management coordinator for the City of Waupaca, Wis. helping the city with its disaster/crisis planning.

Brian Wagenaar '17 environmental policy and planning, is an AmeriCorps member for the California Conservation Corps – Watershed Stewards program in Smith River, Calif.



MARRIAGES AND UNIONS

Rachel Hischke '09 & '15 to Michael Johnson '12

Sarah Pratt '09 to Andrew Locke '10

Amanda Juntala '12 to Matthew Streckenbach '10

Casey Calhoun '12 to Mark Roeder '12

Jessica Cooper '13 to Justin Le Mahieu '17

Chelsea Crevcoure '14 to Tyler Bauer

Brittney Neibert '14 to Tony Pasterz '14

Sarah Fritz '15 to Bryce Carlson '16

Katie Bronkhorst '16 to Collin Marshall

Brianne Pfefferkorn '16 to Nick LaBlanc

Cassandra Raymond '17 to Jesse Lehmkuhl

UW-Green Bay IN MEMORIAM
Go to uwgb.edu/alumni/obituary



Phoenix and Hoos 'embrace' victory for favored son and legendary coach

Photo credit: Associated Press

Without question, **Tony Bennett '92** (Humanistic Studies), was a favored son when he played for the Phoenix from 1989-1992. Tony's sharp-shooting and three-point proficiency led Phoenix men's basketball to heights previously unseen, including a first-ever trip to the NCAA (D-I) National Tournament in 1991.

Although Phoenix teams have shared plenty of success since, the victory that pushed the program into national prominence for the first time on March 5, 1991, and the special mid-court embrace that followed, shared between Tony and his coach and father, Dick Bennett, has been etched into the minds of Phoenix fans for 29 years. Perhaps that is why Wisconsin was especially tuned-in to Tony's success as the head coach of the Virginia Cavaliers this season, and an embrace, once again between father and son, as they shared a summit that only the absolutely elite reach – the NCAA Tournament Championship.

As Tony Bennett coached his University of Virginia Cavaliers (nicknamed the Hoos) through the trials and travels (pun intended) of the 2019 NCAA tournament—Dick watched from the stands. When the final buzzer sounded and

the confetti dropped, the son searched out his father and mentor once again. And Phoenix fans everywhere were embracing the moment, as well.

Kress Events Center Facilities Manager, Tim Helein isn't surprised by the success of the younger Bennett. While serving as the team's strength coach, and as a personal friend of the Bennett family, Helein was one among thousands of Phoenix supporters glued to their sets, and reveling in Virginia's championship journey.

Helein points to two things: character and work ethic. "Tony was the first guy in the gym and the last guy to leave at night," he recalls. "Sometimes I would rebound with him and he would make 45, 46, 47 or 48 out of 50 three-pointers. It became so routine. That guy could shoot forever."

Tony got his start playing Nerf basketball with his big sister, Kathi, also a UW-Green Bay alumna ('86, Human Adaptability) and a former UW-Green Bay basketball star whose playing career ended too early with an injury. But nonetheless, it was Kathi who became the first in the Bennett family to win an NCAA Champi-

onship—as head coach of the Division III UW Oshkosh Titans in 1996.

Surprisingly, Tony now tells national media he never intended to follow in the footsteps of his sister or father. "I thought I was going to play 10 or 15 years in the NBA and then just retire on a beach in Hawaii and that would be it," he told *The Ringer*. Instead, he played a few years in the pros, then climbed his way to the top through the coaching ranks.

Helein says he knew better. "I always told Tony he would coach. He's very calm and steady. He prepares his players and puts it on them."

Tony's preparation includes more than X's and O's. He's known to mold his team around five pillars—humility, passion, unity, servanthood and thankfulness. Phoenix fans, fellow students, and the Green Bay community were witnesses to these characteristics in him from the very beginning.

The Hoos needed all of them, and every bit of Tony, to get to the place of net-cutting, confetti showers and the brightest spotlight on the biggest dance of the sports year.



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- Royal African Suite is \$309 per night



Included in guest room rate:

- Guest room, up to four people (suites available at discounted rates)
- Friday evening Pizza Social, 6:30 to 8 p.m. in the Indoor Theme Park (additional \$14.95 per person gets you all-weekend access to the Indoor Theme Park)
- All-weekend access to the indoor waterpark - 125,000 square feet of wet and wild indoor fun!

Before **Tuesday, December 3, 2019**, visit <https://book.passkey.com/e/49880587> or call Kalahari 877-253-5466 and ask for block "University of Wisconsin-Green Bay" to book room.



Thank you, golfers!

The 39th Annual Scholarship Golf Outing at Brown County Golf Course was Friday, June 14 at Brown County Golf Course in Oneida. Your support was greatly appreciated!

SAVE *the* DATE

Homecoming - February 24-29, 2020

Save the date for Homecoming 2020 and watch the alumni website for updated information. Are you interested in helping us plan the week's events? Contact Director of Alumni Relations Kari Moody at 920-465-2226 or moodyk@uwgb.edu to get involved or to share event ideas.

Sign up for email communications

Did you know the Alumni Relations Office sends out a monthly Alumni E-newsletter and regularly communicates about events and alumni benefits via email? Approximately 13,500 alumni stay connected through email, but in order to receive these email communications, you need to subscribe. Please send a "subscribe" message to alumni@uwgb.edu or visit the alumni website at www.uwgb.edu/alumni and sign up today. We hope to share the great alumni news, events and benefits that are available only to you as a UW-Green Bay grad!



Alumni Awards

The annual Alumni Awards will be held in conjunction with Homecoming 2020. Hold your calendar open for Friday, Feb. 28. To nominate an alumnus for any of our alumni awards, visit <https://www.uwgb.edu/alumni/awards/distinguished/> and complete a nomination form.

Put a Phoenix on it for free!

At work, home or on the move, let your Phoenix pride take wing. We'll send you a set of removable decals perfect for windows, laptops, smartphones and more. Simply update your information with us online at www.uwgb.edu/alumni/updates, check the box that you are willing to stay in touch with us through online communication and we will mail you a set of decals. It's a great way to stay in touch with your Phoenix family and show the world you're still a champion for old Green Bay.



www.uwgb.edu/alumni/updates



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BAY VIEWS



Photo credit Dan Moore '00