

Whitewater

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Wonders OF water

Students explore the science
and business of water



Freshman Perla Robles concentrates on hammer stamping a textured background on a small square of copper in her introductory metals and jewelry class in the College of Arts and Communication. Photo by Gregg Theune.

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Whitewater

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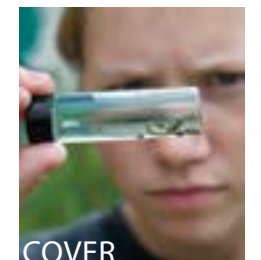
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COVER

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 Jeffrey Pohorski has joined the staff of the University of Wisconsin-Whitewater as the video producer. He has a journalism degree from San Jose (Calif.) State University and graduated from Vancouver (B.C.) Film School. He has worked as a freelance filmmaker whose stories have been shown on PBS and the Discovery, History and Hallmark channels. Watch for his UW-Whitewater videos at www.uww.edu



New provost joins Warhawk family

BY ANITA CLARK
PHOTOGRAPHY BY GREGG THEUNE

Bev Kopper became provost and vice chancellor for academic affairs at the University of Wisconsin-Whitewater in March, bringing her energetic enthusiasm to campus.

She came to Whitewater from the University of Northern Iowa in Cedar Falls, where she had been associate provost for academic affairs since 2007.

Kopper has a bachelor's degree in psychology from the State University of New York-Buffalo, a master's degree in social work from UW-Madison and master's and doctoral degrees in psychology from Iowa State University.

She admires UW-Whitewater's commitment to students and reports that she's delighted to be here. She even admits owning a pair of Warhawk purple Crocs.

We asked her to share a little information about herself.

What do you like about working at universities?

I love the energy, I love the intellectual stimulation, I love the creativity. I love the excitement of new students and the pride of families and parents.

What's your impression of UW-Whitewater?

I am really impressed with the student focus and with the sense of community and the wonderful things that faculty and staff are doing.

We want to go to the next level. We want to get better. It's the kind of university that I love and want to be involved with.

How do you meet students?

I invited myself to a Whitewater Student Government meeting. They were very accommodating. And I flipped pancakes at the pancake dinner during finals. My hope this fall is to get out and visit student organizations. I do miss teaching but just can't fit it into my schedule.

You told a Plan-It Purple audience that your own college experience was transformational. What did you mean?

I grew up in a tiny little town, Chittenango, N.Y. When I went to college I was exposed to different kinds of people, different kinds of ideas. It opened up a whole new world for me. I met people from New York City, which seemed like another country to me.

Does your background in psychology help in academic administration?

Absolutely.

How so?

I'm trained in research and data-analysis skills, and I use those skills in how I look at various issues. I like to make data-informed decisions. As a clinician, I've been trained in conflict resolution, decision-making, interpersonal skills, communication skills. I use all of these on a daily basis. It helps being trained in human behavior.

Do you have a family?

My husband, Pete Hill, is vice president for commercial insurance at Lincoln Savings Bank in Cedar Falls, Iowa. My son, Christopher, is a senior in high school. We're a blended family and we also have a son, B.J., in Greeley, Colo., and a daughter, Paula, in Cedar Rapids, Iowa. They're grown with their own families.

Does that mean you're a grandmother?

Six times. I love it!

Did your husband really teach you how to play golf?

He did and I'm very proud that we're still married. He's an avid golfer. I had never picked up a club.

What else do you do for fun?

We like being outdoors. We have a little lake house near Chetek, where we fish and ski and go tubing.

What are your plans for this semester?

I hope to really get out and listen to folks and hear their concerns and hear the wonderful things they're doing and really be able to tell our story. It's a wonderful story to tell.

Do you have a message for Warhawk alumni?

I would invite our alumni to come back and see all the wonderful things we're doing and get involved in any way they would like. They really play a critical role in what we can do for our students and what happens at the university. One of the things that makes UW-Whitewater so special is our sense of family, and alumni are a big part of that. They are our history—and our future.

Bev Kopper shares a moment with Elizabeth Ogunsola, assistant to the chancellor for affirmative action and diversity.

Students in a stream ecology lab wade into Bluff Creek, a trout stream near the UW-Whitewater campus, to evaluate water quality.



Thirsty for knowledge

BY ANITA CLARK
PHOTOGRAPHY BY GREGG THEUNE

Students at the University of Wisconsin–Whitewater are wading into streams, counting tiny invertebrates, collecting water samples and measuring clarity and depth. They’re building rain gardens and stenciling drains. They’re measuring pollutants from cosmetics and drugs.

They're also learning water law, accounting, environmental economics and other core business topics.

These are students in water resources, a new program producing graduates poised for good jobs in an expanding industry.

Born of a brainstorm from an alumnus and created in collaboration with the Milwaukee Water Council, UW-Whitewater's water resources program builds on the growing reputation of southeastern Wisconsin as a global hub of water technology.

"UW-Whitewater is the perfect school to offer it," said alumnus Rich Meeusen, who is president, CEO and chairman of Badger Meter, the nation's largest manufacturer of water meters.

GRADS POISED FOR GROWING INDUSTRY

It was Meeusen's idea, born of frustration, that led to creation of the water resources program for students in the integrated science and business major.

"I was sick and tired of having to do a national search when I wanted to hire a marketing manager who understood water," Meeusen said. A graduate of the College of Business and Economics and a popular guest speaker on campus, Meeusen is also co-chair of the Milwaukee Water Council.

The council's mission is to establish the region as a water hub for research, economic development and education. It wants to foster the growth of local talent and use regional assets to help solve the world's water problems.

Meeusen doesn't accept the cliché that water is the new oil.

"There are substitutes for oil," Meeusen said. "There's no substitute for water and the world is running out of water."

UW-Whitewater graduates will be ready to meet the challenges in a growing industry that will need aquatic biologists, toxicologists, hydrologists, marketers, analysts, accountants and salespeople. There are jobs with beverage companies and appliance manufacturers; jobs in water treatment plants and environmental agencies and research labs.

"Water clearly is this very important resource and it's only going to become more important," said Kirsten Crossgrove, a molecular biologist and coordinator of the integrated science and business major at UW-Whitewater.

Water resources is an emphasis within that major. Depending on their interests, students graduate with either a bachelor of business administration degree from the College of Business and Economics or a bachelor of science degree from the College of Letters and Sciences.

About 50 students are pursuing the integrated science and business major; about six have declared an emphasis in water resources and many others are interested, Crossgrove said.

BRIDGING THE GAP BETWEEN BUSINESS AND SCIENCE

It's the perfect combination for students drawn to science and business and hoping to polish their resumes to stand out to employers.

Lisa Sasso, 20, a sophomore from Nashotah, is blending her love of science, interest in business and people skills.

“The water wars are really starting to heat up. It’s in the news every day. It’s a huge area for Wisconsin, and it’s an international issue. This is it. And it’s an issue that nobody disputes.”

– Linda Reid

"I want to be able to move around and do things, interact with people and the environment," she said. "There are so many different options for jobs."

Andy Smits, 23, Green Bay, became the first graduate of the water resources program when he received his business degree in May. He had been pursuing the integrated science and business major when the water resources emphasis was introduced last fall.

"I don't think I could be somebody sitting in a lab all day but I want to understand what they're doing," he said. "I want to bridge the gap between the two."

Smits spent part of his summer in Cambodia with fellow Warhawk graduate Matthew Leffler, who plans to become a lawyer specializing in water issues. They built a rainwater collection tank at school in a remote village and constructed more

Students investigating water quality captured this crayfish in Bluff Creek southeast of Whitewater.





Water law students Weston Meythaler, left, and Kevin Kolter stencil storm drains in the city of Whitewater as part of a class project to help protect water quality.

than 500 filters to help families purify their daily drinking water. Smits is starting his job search while running his waste consulting business and Leffler is a first-year law student at UW-Madison.

LOOKING FOR NEW IDEAS

Water students have mentors from both the College of Business and Economics and the College of Letters and Sciences. They join the student around a table to

help plan the required senior project, said Elisabeth Harrahy, an assistant professor of biological sciences.

For example, when Smits was pondering blue-green algae as an energy source, she spoke up “as a scientist” about its toxic properties and reminded him to ask businesses how they handle that issue.

“The generation of new ideas is what we really want to see,” Harrahy said. “Ideally, we’re looking for a synthesis of ideas from both the business and science sides and

ultimately generation of new ideas.”

On the business side, Linda Reid knows her water law students need practical knowledge. She might present an exam question requiring them to draw and describe an aquifer.

“They can’t understand the legal issues if they don’t understand the science and the geographic aspects,” she said. Reid is an associate professor of finance and business law.

Her students installed 1,300 deep-rooted native plants in a rain garden in Whitewater’s Tripp Lake Park, designed to soak up water from the shelter roof before it sluices across a parking lot carrying pollutants into the lake.

She also reminds students of current water news, from spreading oil in the Gulf of Mexico to invading Asian carp in the Great Lakes.

“The water wars are really starting to heat up. It’s in the news every day,” Reid said. “It’s a huge area for Wisconsin, and it’s an international issue. This is it. And it’s an issue that nobody disputes. People argue about climate change. Nobody argues that water shortages and water quality issues don’t exist.”

REGIONAL IMPACT, GLOBAL RECOGNITION

UW-Whitewater’s water programs reflect its response to regional needs and its partnership and collaboration with community, state and business leaders on water conservation, treatment and protection issues.

Some are recalling the Milwaukee region the Silicon Valley of water, comparing it to the California technology hotbed bolstered by Stanford University.

Southeastern Wisconsin has an even stronger academic foundation with the combination of resources of

“Water clearly is this very important resource and it’s only going to become more important.”

– Kirsten Crossgrove

UW-Whitewater, UW-Milwaukee and Marquette University, said Dean Amhaus, executive director of the Milwaukee Council.

“For UW-Whitewater to take the lead on the business of water is critical for the whole region,” Amhaus said.

In addition to its water resources program, UW-Whitewater created an Interdisciplinary Water Expertise Team of nine faculty members from business, education and social and natural sciences.

With a \$40,000 grant from the Regional Workforce Alliance of Southeastern Wisconsin, UW-Whitewater last fall created a cross-disciplinary program called Freshmen for Freshwater that linked students, businesses, city officials and others.

Students from three learning communities tackled such projects as aquaculture, shoreline restoration, stormwater runoff, water treatment and the effects of pharmaceuticals and personal-care products on water quality.

“We in this area are in a prime position to be able to make a difference,” Reid said. “People are looking to us to make a difference.”

SEEING THE BIG PICTURE

Joe Cushman, 23, a senior from Lodi who will graduate in December, grew up on Lake Wisconsin, which gives personal meaning to what he’s learning about water. He’s noticed that the mayfly population has dwindled over the years, partly because of algae blooms.

That “partly” is important, because it reflects the goal that students learn to think about entire ecosystems.

Students who collect caddisfly larvae from the gravel sediment of a stream bed, for example, learn that they can judge the health of the stream by assessing the type of insects that live there, said George Clokey, a lecturer in biological sciences.

“It’s all related. This is perhaps the most important thing we have to teach in our classes,” he said. “It is a system.”

He wants students to see how issues are related. If Waukesha is running out of water, why is that happening? What can be done? If the city takes water from the Great Lakes, how would that affect fisheries?

FROM FIRST JOBS TO SUSTAINABLE FUTURES

That big-picture understanding combined with practical skills will give UW-Whitewater graduates an edge in their job search, Meeusen said.

“From the student’s point of view I think there’s a huge advantage in adding that to their resume,” he said. “Now I look forward to hiring economists, accountants, marketing and finance people with an understanding of water.”

Crossgrove described the water resources program as academically demanding. “We want to make sure the students coming out of this program are going to do a good job and reflect well on us,” she said.

Clokey is looking beyond students’ first jobs. He’s optimistic that this generation of Warhawks, who grew up with recycling and environmentalism, will lead the way toward smart sustainability and green businesses by combining science and business.

“These are guys who are making connections and are going to see that it makes a difference,” he said.



Andy Smits, right, was the first water emphasis graduate from UW-Whitewater’s integrated science and business major program. Joe Cushman, a senior, and junior Lisa Sasso are also studying water in the program.

Professor creates a big bang with small science

BY ANITA CLARK
PHOTOGRAPHY BY GREGG THEUNE

Quiet activity envelops a laboratory on the third floor of Upham Hall at the University of Wisconsin-Whitewater.

One undergraduate is painstakingly transferring DNA samples into tiny compartments with a micropipette. Another is examining cancer cells through a powerful microscope. A third student is evaluating how well fluorescent dyes attach themselves to nanoparticles.

Next door in his office, available for questions or consultations, is their instructor and mentor, Eric Michael Bratsolis Brown, an assistant professor of biological sciences.

The calm atmosphere reflects the concentration of young scientists working in the exciting new world of nanotechnology, the big science of the very, very small.

Brown, a new faculty member at UW-Whitewater, is an accomplished researcher in nanotechnology and a leader in introducing undergraduates to professional research opportunities in his lab.

"I really enjoy teaching and I really enjoy working with students in the classroom and lab," he said. "UW-Whitewater had the balance between teaching and research that I was looking for."

With a Ph.D. from Northwestern University, Brown focuses his research on developing biologically modified nanoparticles for use in medicine, molecular biology, cellular biology and environmental applications.

He's in the vanguard of a multidisciplinary exploration that he likens to a treasure hunt. The prizes could be new cancer treatments, light-activated disinfection of biological contaminants and other dazzling applications of nanoscience.

"We are very fortunate to have someone of Eric's caliber on the faculty in Biological Sciences," said Mary Pinkerton, dean of the College of Letters and Sciences. "His research work is absolutely cutting-edge and exciting."

Brown has quickly become popular with students.

"His teaching just kind of blew me out of the water," said Lanette Luebke, a junior from Whitewater who met Brown when she took his genetics course. "You can tell he has a passion for his subject."

EXPLORING FRONTIERS OF NANOSCIENCE

Nanoscience studies extremely small things around the size of an atom. It involves matter that has one dimension of 100 nanometers or less and has unique properties it would not have on a larger scale. A human hair is about 100,000 nanometers in diameter.

Brown's research uses biologically and chemically modified nanoparticles.

For example, he modifies titanium dioxide nanoparticles with fluorescent dyes and then tries to use the nanoparticle to clean and decontaminate surfaces. When activated by light, the nanoparticles yield reactive oxygen species that may work against biological contaminants "like little nano bombs," Brown said.

Such light-activated decontamination could be useful in areas such as food processing plants or hospital intensive care units where surfaces need to be as sterile as possible.

Another research project involves tracking the movement of nanoparticles in live cancer cells. The ultimate goal is to improve cancer treatment by targeting only diseased cells.

"That's the power of bionanotechnology," Brown said. "You can develop these tools and use them for different applications."

Here sees the big picture of the rapidly developing science that promises countless technological advancements.

"I hope nanoscience would somehow advance our society in a way that we could live more in tune with the earth's resources," Brown said.

Brown's work on surface decontamination won a \$35,954 research grant from the UW System. He and one of his students, senior Jay Blatnik from Wales, won a \$3,000 grant for their work from the Microscopy Society of America.

MENTORING UNDERGRADUATES IN THE LAB

Since arriving at UW-Whitewater a year ago, Brown has put students to work in his lab, where they learn to think like a scientist, design experiments and carry them out.

Professor Eric Brown, top, and student Jay Blatnik image the localization of nanoparticles in human cancer cells using a fluorescence microscope.



"He's one of those professors who put his cell phone number on the board. If you need him, you can always call him," Luebke said.

Another student, senior Stephanie Simonet, said Brown eased her frustration when she made a lab mistake and lost hours of work.

"I felt really bad. He said, 'No, that happens all the time. It's happened to me,'" she said.

Students say they master lab techniques such as using an electrophoresis apparatus, gain confidence in making research presentations and learn the paper work of science by applying for grants and writing papers.

Luebke, who plans to attend medical school, spent her summer working in Brown's lab and, with other students, writing a comprehensive review of photodynamic therapy using nanoparticles that they hope will be published in a research journal.

"Having your name on a paper—that's usually something for grad school. It's kind of a privilege to be an undergrad and have your name on a paper," she said. "We're really going to put in the work and try as hard as we can to get it published."

INSPIRED BY GOOD TEACHERS

Brown grew up in Palatine, Ill., the son of a products safety engineer and a special education teacher who encouraged his curiosity. He remembers combining substances in his mother's mixing bowl to see what would happen.

As an undergraduate at North Park University in Chicago, he was "very much a late bloomer" who eventually discovered his passion for biology and ecology after trips to India and Costa Rica.

He also found professors who inspired him. "You could tell they genuinely cared about students. It definitely made an impact on my life," Brown said. He thought about combining his love of science with teaching.

Brown earned a master's degree at Loyola University in Chicago, focusing his research on global climate change biology, ecology and evolutionary biology. He taught for a year at Loyola and Harper College in Palatine to see if he liked teaching.

"I loved it. I really did," he said. He liked knowing he had an impact on students, helping them find their way to future careers.

Brown shifted his focus to earn a doctorate at Northwestern in bionanotechnology, with an emphasis on molecular and cellular biology. He worked in the Northwestern Cancer Center for Nanotechnology Excellence.

Once again, dedicated professors encouraged his interests and nurtured his fascination with nanoscience.

"It's very much a tool," he said. "Nanotech lurks in the background of other fields. I like that. I think it could open up a lot of research opportunities for my students and me later."

TEACHING SCIENCE FOR CITIZENSHIP

Brown's love of teaching extends to non-science undergraduates. He teaches a biological foundations course and reminds students that science is all around them. Are they buying khaki slacks that repel liquids? That's a nanotech coating.

He tries to offer such tangible examples while building a foundation of scientific literacy needed by all citizens.

"I think it's important they have a basic understanding of the foundation of science and a knowledge of how science is done, the process of science," Brown said. "I think it's important that average citizens can think for themselves."

He also is a frequent speaker to science, technology and business audiences around the state, from the NanoRite Innovation Center in Eau Claire to the third annual Wisconsin Science and Technology Symposium in July at UW-Green Bay.

This fall, he was one of the organizers of the UW-Whitewater Nanoscience Symposium, an all-day event to increase awareness of nanoscience and its applications on campus. With colleagues from chemistry and physics, Brown invited business people, high school teachers and students from all UW Systems schools to learn about nanoscience opportunities.

Brown, 32, has found a sense of community on campus and in the Whitewater community, where he and his wife, Georgia, bought a house. They were happy to land near their Chicago-area families with their daughter, Susanna, 15 months.

He likes living near campus.

"It seems like you can get engaged in the college at all levels if you're here, have more interactions with the students," Brown said. "You can stop by evening study sessions, or help with an experiment on the weekend. Stuff like that is very possible."

Family is important to Brown. He reclaimed his ancestors' original name, Bratsolias, in honor of his Greek roots, and he ponders how nanotech answers in cancer therapy could help attack disease that runs on both sides of his family.

His parents fostered his sense of exploration, he said, and he hopes to do the same for his daughter and his students.

"I've always been inquisitive about how things worked," Brown said. "There are a lot of things we don't understand yet. It's like a treasure hunt."

"His teaching just kind of blew me out of the water... You can tell he has a passion for his subject."

— Lanette Luebke

2010 ATHLETIC HALL OF FAME INDUCTEES

Homecoming festivities include the 2010 Athletic Hall of Fame banquet honoring eight star performers and two long-time supporters of Warhawk athletics. Hall of Fame events begin after the UW-Whitewater football game against UW-Stevens Point.

Saturday, Oct. 30

4:30 – 9 p.m.

Reception at 4:45 p.m.

Dinner at 5:45 p.m.

\$25 per person

Hamilton Room
James R. Connor University Center

Contact: Joyce Follis
262-473-2360
follisj@charter.net



Stephen Summers
Distinguished Service Award

Summers is a 30-year member of the Quarterback Club, a charter member and past president of the Tip-Off Club and an enthusiastic booster club member for baseball, women's basketball and softball. He and his wife, Donna, have given generous support to building projects and he has served on building committees or design teams for major athletic projects.



Tom Pattison
Distinguished Service Award

A longtime radio broadcaster for Warhawk sports, Pattison is the founder, owner and publisher of Warhawkfootball.com and was the first to broadcast a volleyball game at UW-Whitewater. He's a past president of the Quarterback Club, a loyal member of the Tip-Off Club and has volunteered countless hours for athletic projects.



Eric Arvold '86
Tennis

Arvold partnered with Jim Winkler to advance to the doubles semi-finals of the 1986 NCAA III tennis championship, the best showing ever of any UW-Whitewater tennis competitor. He won Wisconsin Intercollegiate Athletic Conference singles championships in 1983 and 1986 and the doubles title in 1986. He ranks sixth in career singles victories in the Warhawk record book.



Cindy Paplham Gramann '95
Volleyball

Gramann helped UW-Whitewater win the WIAC regular season title in 1993 and the tournament title in 1994. A team co-captain, she was honored as a scholar athlete by the state conference and the UW-Whitewater chancellor. She holds season and career listings in the Warhawk record book.



Wendy Seymour Scully '93
Tennis

A winner of multiple state championships in singles and doubles competition, Scully helped her team win WIAC titles in 1988 and 1990. She holds the top spot in the UW-Whitewater record book for most all-time wins. In 1992, she was the university's Sports Woman of the Year.



Tom Stepp '80
Track and Field

Stepp won four individual titles and was a team member of six winning relays in the WIAC championships between 1977 and 1980. His triumphs included taking first in the 55-meter dash and the 200-meter dash, and twice winning the 100-meter dash.



Mike Switalski '94
Swimming

Switalski earned WIAC championships in the 200-meter and 1,650-meter freestyle in the 1991-92 and 1992-93 seasons. He holds the UW-Whitewater record in the 400-meter and 800-meter freestyle and as a member of relay teams in the 300-meter freestyle, 800-meter individual medley and the mixed distance relay.



Brenda Volk '92
Softball

A standout Warhawk pitcher, Volk led her team to WIAC championships in 1988 and 1989 and was named most valuable player in 1990. She was the Martha van Steenderen Sports Woman of the Year in 1991 and holds Warhawk records for pitching, hitting and stealing bases. She has been head coach since 1999.



Renee Hepperla Wedderspoon '89
Gymnastics

Wedderspoon was the first UW-Whitewater gymnast to earn multiple All-America honors with a fifth place finish on the vault and an eighth place finish in all-around at the 1988 National Gymnastics Coaches Association championship. She was a member of the vault and uneven bars teams that set Warhawk records.



James Wilson '86
Basketball

Wilson was a member of the 1982-83 team that advanced to the NCAA Final Four and followed up to win UW-Whitewater's first national title in 1983-84. He appeared in 103 games for the Warhawks and stands third in campus record books for 295 rebounds in the championship year and 19 rebounds in one game.



Freshman Marissa Bekken tests her strength at Hawkfest during Club U-Dub-Dub.

Club U-Dub-Dub advances new student purple pride

BY ANITA CLARK
PHOTOGRAPHY BY GREGG THEUNE

this isn't the freshman orientation you remember. A new way of introducing first-year students to the University of Wisconsin-Whitewater combines fun, new friends and timely information.

It's called Club U-Dub-Dub and it's designed to prepare students for success in college and beyond.

"Club U-Dub-Dub is so important, because I think it sets the tone for what this university experience is going to be," said Kim Moistner-Bartlett, assistant dean of first year experience.

It's part of an effort to give students information when they need it instead of burying them in an avalanche of facts all at once.

Began in the fall of 2008, Club U-Dub-Dub is the third step in an orientation process that begins with Plan-It Purple, a summer registration and advising session, and continues with weekly podcasts before new students arrive on campus.

Club U-Dub-Dub picks up where the podcasts end, welcoming freshmen and other first-year students to the Warhawk family by helping them build connections to campus and its traditions.

From bonding with new friends to learning safety tips, first-year students get a crash course in all things purple.

This year's Club U-Dub-Dub welcomed about 1,800 members of the Class of 2014 to a two-day whirlwind of activities.

The resounding highlight was an evening celebration at Perkins Stadium. Students jogged onto the football field to the cheers

and high fives of upperclassmen, athletes, faculty members and administrators, including Chancellor Richard Telfer. They learned the fight song, cheered when the cannon fired and practiced their Warhawk strut.

Then it was onto Warhawk Drive, where freshmen painted the pavement purple. Plenty of them painted themselves as well, answering the question posed by the event: R U Purple?

There are serious moments, too. "I expect you to finish your degree. That's why you're here," Chancellor Telfer told the freshmen who filled Young Auditorium the next morning for their convocation.

It's all part of an effort to help incoming students feel comfortable as happy Warhawks who will leave their mark on campus as they learn and grow and graduate.

"Paint on the road will fade, but we hope the memory of that event will stay with them forever," Moistner-Bartlett said.

This year's freshmen represent the third class to join Club U-Dub-Dub. They were divided into 72 clubs, each led by an enthusiastic peer mentor, an older student. Club members stay together throughout Club U-Dub-Dub, competing for spirit awards, and will see each other again in their new student seminar.

Club U-Dub-Dub opened with a popular comedian and motivational speaker, Michael Dean Ester, who offered a zany romp through college experiences to the sleepy freshmen who gathered the first morning.

After lunch, freshmen toured campus to learn how to find their classes and heard a police briefing on security issues ranging



See the excitement

Video available at www.uww.edu/marketingandmedia/video/clubU-dub-dub.php

from personal safety to laptop protection to the plan if someone starts shooting on campus.

Then it was time for more fun at Hawkfest, with carnival food, canoe races, a dunk tank and games with prizes.

All of the fun conveys a serious message: When members of the Class of 2014 stream onto the football field, they're joining the home team. They're part of something important, a community of learners that will welcome them and challenge them.

"I feel purple," said Andrea Grignon, a freshman from Seymour, as this year's Club U-Dub-Dub wrapped up. "I feel like I fit right in on the campus."

Cathleen Hansen Marty '72
MOM DIVES INTO SPORTS WITH BADGER STATE GAMES

In Ironman circles, Cathie Hansen Marty is known as the Ice Queen. But Marty melts at the achievements of swimmers she taught to put their faces in the water and blow bubbles when they were just preschoolers. Marty, 60, became involved with the sport when her own two daughters -- Melissa, now 30, and Meghan, 33 -- started swimming as youngsters.



Marty

"They didn't have high school sports for girls when I was in high school," Marty said, adding that the Wisconsin Interscholastic Athletics Association didn't begin including girls until the year after she graduated from UW-Whitewater's College of Education with a degree in English in 1972.

After graduating, she married college sweetheart John Marty, who has worked in the actuarial department of American Family Insurance since graduating from UW-Whitewater in 1971.

An enrollment facilitator at Madison Area Technical College, where she helps prospective students swim through the maze of financial aid and registration, Marty also has worked at the YMCA on Madison's East Side, teaching swimming lessons and lifeguard and CPR classes, since 1979.

Last year, she was named the Badger State Games' Volunteer of the Year after assisting with swimming for 25 years. And in 2008, she was named Captain of the

Year for the Wisconsin Ironman Triathlon, where she is in charge of the body markers, coordinating the volunteers who write participants' numbers on their bodies with marking pens before the athletes don wetsuits and hit the waters of Lake Monona.

"I've also been the Ice Queen for the last several years," said Marty, who delivers ice to aid stations and transports athletes unable to complete the competition.

Since 1982, Marty also has officiated for U.S. Swimming meets, and for more than 20 years, she has been a WIAA official for swimming. She also has served on the board of directors for Wisconsin Swimming and has assisted with WIAA boys and girls state championship meets as head timer.

"I think it's really a good sport for kids to be involved," Marty said, adding that it helps them to set goals and improve their performance.

Now, Marty is watching a new generation of swimmers emerge, as the youngsters she taught to swim introduce their own children to the sport.

"You kind of end up being like a family," she said. "I'm Facebook friends with a ton of people all over the world."

—Sandy Cullen

1965
Gordon Roth was elected to his fourth term as a trustee in Williams Bay.

1969
Rudy Federman of Santa Maria, Calif., a retired Air Force lieutenant colonel, has published a book about his life and career titled "In My Sandbox."

1970
Kenneth Lutz has marked 20 years as a controller at the Wisconsin Alumni Research Foundation.

1971
Tom Goodwin has been re-elected to the Apple Valley, Minn., city council seven times after being appointed to fill a vacancy.

1972
John LaBouve retired and closed the doors of Goodell Music in Sheboygan after operating the store for 40 years.

1973
William Houghton of Sequim, Wash., retired from the FBI as a senior intelligence analyst and has turned his attention to history and writing two books that include local stories from Whitewater and LaGrange.

Kevin Keen retired in June after 36 years of teaching and coaching at Monroe High School.

1974
Hugh Gnatzig retired after 21 years as head coach of boys basketball at Whitewater High School.

1975
Mark Denu, Brookfield, retired from MillerCoors in March after 31 years in sales and marketing.

Robin Jansen Shope wrote a novel called "The Christmas Edition" that was the basis for a movie filmed in Fort Atkinson by Salty Earth Pictures.

1976
P. Nelson Byrd has written "Anne Marie," a portrait of human struggle and one woman's journey.

Terri Meinel, director of the University Bookstore at UW-Whitewater, has been named a trustee of the National Association of College Stores.

1977
Dan Sullivan has published a collection of stories called "A Town Untangled" under his pen name, D.S. Sully.

1979
Mark Grauer, Wauwatosa, served as guest conductor for the 41st annual Evening of Strings in Dayton, Ohio, as the 275-piece orchestra premiered a work called "In Jerusalem, At Rest."

Mike Kuehne retired as principal of Craig High School in Janesville.

1981
Diane McFarlane and **Mary Schemm** organized the 19th meeting of students in their second-grade classes who communicate as pen pals. Schemm teaches at Ferber Elementary in Appleton and McFarlane teaches at Prospect Elementary in Lake Mills.

1982
Rachel Boechler has been named administrator of the Fox Point-Bayside School District.

Paul Dale was named president of Paradise Valley Community College in Phoenix.

David Hartmann, a theater professor, was named interim chairman of the performing arts department at Clemson University in Clemson, S.C.

Dean Van Galen was inaugurated as chancellor of UW-River Falls.

1983
Dean Amhaus was named the first executive director of the Milwaukee Water Council, a nonprofit organization dedicated to promoting the region as a hub of water-related research and economic development.

Mary Mesler was named director of student support services for the Stillwater (Minn.) Area Public School District.

Mark Minsky has been promoted to chief financial officer at Hydrite Chemical Co. in Brookfield.

1984
Kathy Collins was named business development director of BioForward, the organization that represents Wisconsin's biotechnology industry.

1985
Lalia Rach has returned to teaching and research after 15 years as dean of the Preston Robert Tisch Center for Hospitality, Tourism and Sports Management at New York University.

Todd Scheid has been named corporate branch sales manager-vice president at First Bank Financial Centre, Oconomowoc.

1986
Randy Marnocha has been named associate athletic director for business operations at UW-Madison.

Geoff Hale '75
FAMILY BUSINESS HONORS PAST, BUILDS FOR FUTURE

Geoff Hale had no plans to join the family lumber business when he was majoring in management at the University of Wisconsin-Whitewater.

He'd grown up climbing the lumber piles and chasing pigeons in the coal chute at his family's lumber yard, and he worked there full time during college. But as graduation approached, he accepted a job in Beloit.

Everything changed when his father's partner was injured in a car crash and the business faced an unwelcome purchase offer. Hale declared, "We can do this."

Now he's the owner-operator of Home Lumber, the thriving 125-year-old family business in downtown Whitewater. His father, Don, 86, still works there, as do Hale's wife, Jacki, a UW-Whitewater alumna; sons Christopher, Michael, a UW-Whitewater business graduate, and MacKenzie, a junior at UW-Whitewater; and three other family members.

Home Lumber was named the 2010 Wisconsin Family Business of the Year for its accomplishments and contributions.

"Everything that we do, we strive to be No. 1," Hale said.

A wiry man with enough energy to play second base on the company softball team, Hale, 57, and his family company have persevered through industry competition, economic recessions and technological revolutions.

How does he adapt to change?

"You continue to throw a lot of mud on the wall," Hale said.

For his company, that's meant promoting Internet sales and the patenting, production and sales of popular deck accessories and lighting.

Hale credits his parents and the loyalty, hard work and bright ideas of his 42 employees, who receive an inspirational message from him each morning. New hires are assigned to read five books, beginning with the popular business classic "Who Moved My Cheese?"

Hale takes to heart the message emblazoned on his red Home Lumber T-shirt: Choose to Make a Difference. "As employees, we all have an obligation to make a difference in the experiences of our co-workers, our customers and our communities," he said.

Hale is president of Downtown Whitewater Inc., secretary of the Walworth County Economic Development Alliance, a board member of the UW-Whitewater Foundation and a supporter of Habitat for Humanity. He shares a family lakefront cabin through the Catch-A-Dream program for ill children.

"The value of what you have to offer sometimes can't be measured until you step forward and offer what you can," he said.

—Anita Clark



Hale

Mike Ajango '78

GOODBYE, HOLLYWOOD; HELLO, ALLOUEZ VILLAGE BAND

After five years as a high school band director, Mike Ajango planned to head to Hollywood to pursue a career writing music for films.

But his house in Wisconsin wouldn't sell, and a former principal invited Ajango to join him in the insurance field.



Ajango

Now an investment adviser with his own company, Wealth Plan, in De Pere, Ajango is making his mark on local radio stations as The Money Doctor and is credited with transforming a small village band into a cultural force in the Green Bay area.

"I always wanted to be an entrepreneur, I guess," said the Fort Atkinson native who graduated from UW-Whitewater in 1978 with a bachelor's degree in music and taught band at high schools in Somerset and Columbus before moving to Green Bay.

"I didn't want to work for the big companies," said Ajango, 54, who instead "set up my own shop" in 1991. The father of one of his clients had been directing the Allouez Village Band for about 20 years, and asked Ajango if he was interested in taking over.

First, Ajango spent a year playing with the band. "It seemed to be a pretty good fit," said Ajango, who has taken the band from about 40 to 80 members and expanded audiences from about 200 people to close to 1,000.

The band performs a variety of music, including Broadway, Big Band and patriotic tunes, at Meyer Theater on the third Monday of the month from September through May. Performances are free, drawing "a lot of people who otherwise couldn't come." And though most of the audience is over age 55, Ajango said, "They're starting to bring their kids, and they enjoy it."

When he was a kid, "I was involved in just about anything musical," said Ajango, who played piano and was involved in marching band, choir and musical theater with "even a little accordion thrown in there."

"I still like to get up on stage and perform a bit," said Ajango, who occasionally does musical theater at St. Norbert College and directs musical theater for the Calvary Players in Green Bay. And he still judges high school marching bands.

As for the recognition the Allouez Village Band has garnered, Ajango said, "Obviously, there's a lot of pride in that. The band works very hard. I push them very hard as well."

And as for not pursuing his Hollywood dream? "I don't know if I would call it a regret. It's one of those questions that will never be answered," he said.

—Sandy Cullen

1987

Chris John has been promoted to vice president at M&I Bank, Milwaukee, where he is the informational technology risk and compliance officer.

1988

Kimberlee Hastings and **Greg Rudy '92** were among family members honored as CJ & Associates won a 2010 Family Business of the Year award for its efforts to fight heart disease. CJ & Associates, New Berlin, is an interior design and office furniture company.

Esther Kramer has been named dean of academic affairs at The Art Institute of Charleston in South Carolina.

1989

Christine Gormican Hierl has been hired as the new vice president of enrollment for U.S. campus-based operations with Laureate Higher Education Group based in Baltimore. She is based at Kendall College in Chicago.

Diane Nylund Popelka and her husband have opened a mixed martial arts clothing and fight gear store in Appleton called CAGED.

1990

Nicholas Esayian of San Diego, Calif., finished second at the Long Beach Grand Prix in the World Challenge GTS race.

Greg Riemer has been named company president of MRPC, a medical device manufacturer in Butler.

1991

Jeffrey Hoersch of Elgin, Ill., has been promoted to the new role of vice president of financial planning and analysis for U.S. Cellular Corp.

Jim Lyke was co-producer, co-writer and star of the film "Fruit Loops," which was shown at the Beloit International Film Festival and won an award for best direction at the Madison 48-Hour Film Festival.

1992

Lisa McLinn Tranel, the nursing home administrator at Southwest Health Center in Cuba City, received a leadership award for leading a top-performing facility.

Vicki Updike has been named president of Miles Kimball of Oshkosh.

1993

Mike Cady, principal of Franklin High School, was honored as one of four 2010 Wisconsin Principals of the Year.

John Gendron has been named superintendent of the Silver Lake-Salem School District.

Aaron Jagdfeld, president of Generac Power Systems in Waukesha, was among the winners of the Forty under 40 awards from the Business Journal of Milwaukee.

Michael Paulsen has been named vice president in the Chicago office of Lockton, an independent insurance broker.

Jamie Loveland Swenson received a MFA in writing for children and young adults from Hamline University, St. Paul, Minn., and anticipates publication in 2012 of her first children's book, "If You Were a Dog."

Rhommer Varilla of Wauwatosa has started a consulting business, Rho Advisory LLC, focusing on technology strategy and product development for smart phone and social computing solutions.

1995

Rob Klinck has been promoted to vice president of sales and marketing at DDN in Menomonee Falls, which provides business services to the life-science industry.

Gail Revolinski Vogel has been named branch manger at Citizens Bank in Jefferson.

1996

Milissa Guenterberg Rick is vice president of marketing and strategy for Shoutlet, a marketing platform for social media.

1997

Dave Holterman of Milton, a vice president of M&I Bank, was awarded a 2009 Alumni Awareness Award from the UW-Rock County Foundation for his achievements and service.

1998

Christopher Braatz has been named branch manager of M&I Bank in Beaver Dam.

Amy Good has been named special projects and internal operations manager for the Urban League of Greater Madison. She also completed her master's degree in nonprofit management from Regis University in Denver.

Tricia Sieg earned her master's of public administration degree from UW-Oshkosh and works as chief of staff for a state senator in the Capitol in Madison.

1999

Michael Ellery, a teacher at Nathan Hale High School in West Allis, won a 2010 James Madison Fellowship for further study of American history.

Alan Krueger of Comet Branding + PR of Milwaukee was among the winners of the Forty under 40 awards from the Business Journal of Milwaukee.

John Mesoloras, a bassist and the orchestra director at Mount Horeb Middle and High Schools, was among the artists performing popular music by Cole Porter in an event presented by the Madison Music Collective.

Ben Wehmeier has been named village administrator of Lemont, Ill.

Scott Durand '85

MARKETING COUNTRY MUSIC WITH FESTIVALS AND FANS

Scott Durand said studying theater and communication at the University of Wisconsin-Whitewater gave him "the bug," as well as the hands-on experience he needed to help found the Great American Country (GAC) network.

Durand, born and raised in Wisconsin, is now the vice president of marketing at GAC in Nashville. His responsibilities include traveling the country in a tour bus, attending festivals and working with country music stars. In 1985, he graduated from UW-Whitewater with bachelor's degrees in theater and communication and a minor in advertising. He said he was able to move easily from school to workforce, particularly after having opportunities to produce TV shows.

"I still feel pretty strongly about it," he said. "It was a lot of hands-on experience ... You had the deadlines. You needed to know how to tell a story. You needed to know how to run a camera. You needed to know how to edit."

Durand said his experience in theater was another important aspect of his education that helped prepare him for a career in marketing.

"You need to know the person you're marketing to," he said. "When you're performing, and you're studying your character, and you're getting to know that character's personality, it really helps you understand people more."

After working at cable operators in southern Wisconsin, where he produced commercials and served as cable director, Durand moved to Denver. There GAC was born 15 years ago before being sold to the Tennessee-based Scripps Network. GAC relocated its headquarters to Nashville in 2005.

As vice president of marketing, Durand does on-air promotions and consumer outreach, including taking trips to music festivals and interacting with fans. Durand's current position also allowed him to help his community when Nashville was hit with severe flooding last spring.

"Until you see it with your own eyes, you can't even think of water being up that high," he said.

Durand helped GAC organize a three-hour telethon with artists such as Brad Paisley, Keith Urban, Sheryl Crow, Lady Antebellum and "countless others." He said the volunteer-run event raised almost \$2 million.

Durand said he has had opportunities to hire Whitewater graduates, which is advantageous because he has a good idea of the skills they'll bring to the job.

"I'm a big fan of the university – and the state of Wisconsin, for that matter," he said. "Without that time, I wouldn't have had the opportunities that I've had."

—Matthew van Buren



Durand

Scott Fiscus '93

HELPING PEOPLE FEEL WHOLE AGAIN

Scott Fiscus took a longtime interest in art and horror movies and applied it to an unusual career making artificial eyes, digits, noses and just about anything else his clients need.

Fiscus first became interested in making prosthetics in his early teens, when, growing up in Oregon, Wis., he saw an episode of The Phil Donahue show that featured a panel of people who had prosthetics made by someone in Michigan. Until the show aired, Fiscus hadn't realized such a profession existed.

"That pretty much sealed it for me," he said. "I knew I had to get an art degree."

He graduated from UW-Whitewater in 1993 with a bachelor's degree; he was an art major with a minor in theater – which gave him a chance to manipulate people's looks while he concentrated on makeup. With the skills he learned at Whitewater, Fiscus said he was prepared for an apprenticeship at age 24.

First focusing on making custom artificial eyes out of acrylic plastic, after a few years Fiscus observed an anaplastologist, a specialist who creates realistic body prosthetics, and taught himself how to make noses, ears, digits and other body parts through trial and error. He said he is still learning and improving his creative craft.

"This is all art. Every bit of what I'm doing is artistically based," he said. "The last thing in the world I am is a doctor."

Now, 15 years after he started making eyes, Fiscus is in elite company: Only a few hundred people in the country do what he does, and they protect their referrals fiercely.

"This is a very competitive business," he said. "Ocularists are like mafia members. It's really hard to get into."

He said his goal when making eyes or anything else is to make the item as realistic and practical as possible.

"First of all, it has to look good. It has to be comfortable, it has to be durable and it has to be user-friendly for the person," he said.

Fiscus, who lives in Nashville, has offices in several states, and he has plans to travel to Haiti to help people there. He said he finds satisfaction in helping restore his clients' confidence after tragic times in their lives, when they have struggled with disfiguring diseases or accidents.

"What happens to these people is absolutely horrible," he said. "The best part of my job is helping these people to feel whole again."

—Matthew van Buren



Fiscus

2001

Brian Forth has been named ticket operations manager for the Columbus (Ohio) Blue Jackets of the National Hockey League.

Jeremy Mittag has been promoted to claims consultant in the business consulting department of Acuity's corporate headquarters in Sheboygan.

2002

Aric Burch has been appointed vice president trust officer at First National Bank and Trust Company in Beloit.

Laura Lawrence has been named director of marketing for Terra Nova, an electronic systems integrator with offices in Waukesha and Eagle River.

Andy Ruffalo won the Wisconsin Marathon in his hometown of Kenosha with a time of 2:39:14.

2003

Jan Brockway has joined Workscape, based in Marlborough, Mass., which provides human resources services.

David Madsen has been named an assistant women's soccer coach at UW-Milwaukee.

Natalie Moering is working for the Peace Corps in Provardia, Bulgaria.

Rick Pendzich, an actor, appeared in "Rent" at Skylight Opera in Milwaukee.

Nicolae Slamar has been promoted to product marketing manager at Pneumatech in Kenosha.

Katherine Virnig of Gurnee, Ill., graduated from the Chicago-based American College of Education with her master's degree in educational leadership.

2004

Tracey Bockhop has been named associations sales manager at the Madison Concourse Hotel and Governor's Club.

Cora Brumley of Oswego, N.Y., has been selected as president-elect of the executive board of the State University of New York Athletic Conference.

Angela Mortellaro, a soprano, performed in a tribute to composer and pianist Leonard Bernstein in Orlando, Fla.

Joshua Schoemann has been named village administrator of Richfield in Washington County.

2005

Steve Barnes designed the set for a production of "Holes," based on the award-winning book, at the Racine Theatre Guild.

Neil Haven wrote "The Playdaters," a satire on romantic comedies, that was performed at In Tandem Theatre in Milwaukee and the Chicago Fringe Festival.

Douglas Kiel will be a fellow in the resident scholars program at the School for Advanced Research in Santa Fe, N.M., for the 2010-11 academic year. He is a Ph.D. candidate in history at UW-Madison.

Lindsay Schultz has been promoted to account executive at Ron Sonntag Public Relations in Milwaukee.

Janine Wachter has been promoted to director of convention and event services at the Greater Madison Convention & Visitors Bureau.

Jenalee Winkler, a commercial lines underwriter at Acuity in Sheboygan, has earned three professional designations, including Chartered Property Casualty Underwriter.

2006

Harmony Greenhalgh plays electric violin and takes on the role of lead guitar on a debut CD with her rock band, Left Foot Green.

Michael Marsh of North Salt Lake, Utah, has been promoted to senior materials manager for Select Comfort Corp., which makes mattresses and other products.

2007

Angela Barrios has joined the staff of Longfellow Middle School in Wauwatosa.

Erik Maccoux, Milwaukee, received a master's of social work degree from George Williams College of Aurora University.

Robert Novak III is a co-owner of Small Business Technology Solutions with offices in Janesville and Kenosha.

2008

Michael Baumhardt earned his master's degree in college student personnel from Bowling Green (Ohio) State University and has been named assistant director of student activities and orientation at the University of Scranton in Pennsylvania.

Janalyn Bump sings with the Minnesota Opera and is finishing her master's degree at the University of Minnesota – Twin Cities.

Matt Jubert, a commercial lines underwriter at Acuity in Sheboygan, has earned the professional designation of Chartered Property Casualty Underwriter.

Greg Reinhard is pitching for the Newark Bears of the Atlantic League of Professional Baseball. He is also a coordinator of Wisconsin RiverCats, a youth baseball organization.

Michael Van Den Bosch is serving as interim executive vice president of the Walworth County Economic Development Alliance.

2009

Peter Grender has been named comptroller for the Janesville School District.

Tiffany Morton is playing basketball for the Rock County Robins, a semi-professional team in the Women's Blue Chip Basketball League.

Share your success stories with the alumni community. Use the handy milestones form at www.uww.edu/alumni/success.html

Miranda Tisdale '03

LOVES TO SHOP, LOVES TO LEARN

Miranda Tisdale remembers seeing the movie "Working Girl" as a child and saying, "That's going to be me someday in the corner office – shoulder pads and all."

As manager of consumer research for Menomonee Falls-based Kohl's Department Stores, the 29-year-old Tisdale said, "I have a corner cube, working my way to the office."

But Tisdale – whose job is to know the minds of Kohl's shoppers, which have proven to be much like her own – now tries to avoid shoulder pads.

Like the FBI of shopping, Tisdale and her team of four do what they call "market intelligence," keeping Kohl's informed of what customers, particularly women, want.

Their intelligence-gathering methods include shop-alongs, in which they shadow shoppers to gain an understanding of what they are buying and why, and closet studies, in which they go to customers' homes and look at what they have in their closets. They also have customers bring in photographs of their homes and favorite outfits and talk about what's important to them.

"Most of the things we work on are requested by the company," Tisdale said. If, for example, Kohl's is considering adding a new clothing line, her team might show some of the concepts to customers to gauge their reactions. "It's really our job to be the voice of the customer," she said.

Despite the proliferation of online shopping, Tisdale said, "A majority of customers still want to have an interaction. The traditional store isn't going anywhere, in my mind."

Before graduating from UW-Whitewater in 2003 with a major in business and marketing, Tisdale interned at Kohl's in marketing communications. "I had some interest in research," said Tisdale, who spent some of her internship doing research analysis. With strong analytical skills, Tisdale wanted something interesting to apply them to and found shopping to be "a really great fit."

"I love everything about shopping," she said, from the social element to the visual seduction of colors and textures. "I feel there's a lot of psychology behind it. I love people-watching, trying to figure out why they do the things they do," Tisdale said. "I feel like some of the biggest surprises come from things people are willing to tell us -- like why they want to wear sexy lingerie for their husbands."

A native of Waupun who grew up shopping at Kohl's, Tisdale is now introducing her 2-year-old daughter, Kennedy, to the joys of her personal and professional passion. "She's a little fashionista. Shoes and accessories – she's obsessed."

—Sandy Cullen



Tisdale

UW-WHITEWATER IN THE NEWS



An enthusiastic crowd of 12,189 packed Perkins Stadium on Oct. 9, setting an attendance record for the Wisconsin Intercollegiate Athletic Conference. Happy fans cheered as the Warhawks defeated UW-Stout 30-7 and extended their winning streak to 20.

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Meanwhile, the university is launching an undergraduate degree in Media Arts and Game Development in the fall.

"This is one of the very few undergrad game/interactive media development majors in the country," said university spokeswoman Sara Kuhl. "It allows content providers, interaction designers, usability testers and programmers to come together to create compelling interactive media."

The program equips students to go into fields such as web-delivered journalism, interactive advertising and public relations, educational and serious games, social media marketing and on-line education, she said.

"UW-WHITEWATER RECEIVES \$1 MILLION LAND DONATION"

The Business Journal of Milwaukee, Feb. 4, 2010

Whitewater businessman and First Citizens State Bank president Jim Caldwell and his wife, Julie, donated 23 parcels of land valued at \$1 million to the University of Wisconsin-Whitewater Foundation that will be used for new housing development for faculty and staff on the city's northwest side.

The real estate parcels, totaling 5.66 acres, will be managed by a real estate subsidiary of the UW-Whitewater Foundation.

Foundation officials will consult with university and community leaders over the coming months to develop specific plans for the use of the real estate.

"This is a generous gift that will give us yet another tool to help attract and retain faculty and staff members," Chancellor Richard Telfer said in a statement. "I am looking forward to seeing how this real estate gift develops and impacts the entire community."

For the full story, see <http://milwaukee.biz-journals.com/milwaukee/stories/2010/02/01/daily61.html>

"NATIONAL ARTS PROGRAM WILL BECOME PART OF JANESVILLE SCHOOLS"

Janesville Gazette, Aug. 2, 2010
The Young Auditorium at UW-Whitewater and the Janesville School District recently became part of the Kennedy Center for the Performing Arts by joining the Partners in Education program.

The partnership will provide professional training for teachers and faculty members to reinforce art across the curriculum.

Shannon Dozoryst, coordinator of education and outreach, helped the Young Auditorium reach a longstanding dream of becoming a Kennedy Center Partner in Education, according to a news release.

In May, Dozoryst and Ken Kohberger of the Young Auditorium and Kim Ehrhardt, the school district's director of instruction, attended a training session at the Kennedy Center in Washington, D.C.

Of the 14 new Kennedy Center partnerships announced, only a few were in smaller communities, Dozoryst said.

For the full story, see <http://gazettextra.com/news/2010/aug/02/national-arts-program-will-become-part-janesville/>



"UW SYSTEM LEARNING HOW TO BEST USE VIRTUAL WORLD"

Wisconsin State Journal, June 21, 2010

His students will know him this summer as Prof. Cerise, a philosophy guru who wears sunglasses, has uber-cool spiky black hair and orates from a soaring stone lecture hall.

In reality, UW-Whitewater professor Chris Calvert-Minor will be sitting in front of a computer — as will his students — and they will meet only virtually in the world of Second Life.

Students will sit in an animated classroom with cushy armchairs and couches. And they will be able to interact through their avatars without leaving home.

Calvert-Minor will be the first UW-Whitewater faculty member to teach a full course on Second Life this summer with his class on introduction to philosophy, which is free and open to the public.

Second Life debuted as a virtual three-dimensional world in 2003 and since then, it has become an increasingly popular tool in academia. But as some of the initial hype over the technology has leveled, experts on educational technology are now focusing on how to use it effectively to help students learn.

At UW-Whitewater, Calvert-Minor is one of eight faculty members who plan to use Second Life in the 2010-11 academic year, according to Karen Skibba, an instructional design specialist in the Learning Technology Center.

She said the university recently got a \$14,000 grant from the UW System to explore the use of Second Life in college courses and get feedback from students and faculty.

For the full story, see http://host.madison.com/wsj/news/local/education/university/article_ef7c1c82-7ce2-11df-b4ee-001cc4c002e0.html

"UW-WHITEWATER, STATE PARTNERSHIP OFFERS EXPORT AID"

The Business Journal of Milwaukee, March 10, 2010

Wisconsin companies hoping to develop their export business could receive help from a partnership between the University of Wisconsin-Whitewater and the state Department of Commerce.

The university's Global Business Resource Center will collaborate with the state Bureau of Export Development to help Wisconsin businesses

that want to gain a share of the fast-growing global marketplace.

"This agreement will allow the Global Business Resource Center to share its expertise with business throughout the state," UW-Whitewater Chancellor Richard Telfer said in a statement. "The UW-Whitewater Global Business Resource Center has a long history of providing exceptional service to businesses looking to expand into new markets around the world."

Choton Basu, director of the Global Business Resource Center, said more and more businesses are seeking assistance with international issues.

For the full story, see <http://milwaukee.biz-journals.com/milwaukee/stories/2010/03/08/daily42.html>

"A DAY FOR DREAMS: UW-WHITEWATER CELEBRATES LARGEST GRADUATING CLASS"

Janesville Gazette, May 16, 2010

At the sound of "Pomp and Circumstance," they marched in.

Some looked confident, others nervous. Most displayed big smiles, which family members and friends were quick to capture with their cameras.

After years of papers, exams and academic endeavors, UW-Whitewater's largest graduating class was done at last. Finally, 1,417 students were graduates.

"Today is a major milestone in the lives of each of our graduates," Chancellor Richard Telfer told the class of 2010 on Saturday. "You should all be extremely proud of your accomplishments."

"As you end this chapter of your life, you begin another. The lessons you have learned here have equipped you to tackle and take advantage of the many opportunities you will face in life."

Student speaker Raymond Bamvi Fohntung, an international student from Cameroon, reminded his classmates of the importance of the people who worked to help them achieve graduation: Family members, friends, faculty, staff, custodians, police, food service workers and others.

For the full story, see <http://gazettextra.com/news/2010/may/16/day-dreams-uw-whitewater-celebrates-largest-gradua/>

"UW-WHITEWATER RESEARCH TO INVESTIGATE BODY'S NATURAL RHYTHM"

Janesville Gazette, June 9, 2010

Anyone who suffers from interrupted sleep, works third shift or flies across multiple time zones should pay close attention to the research of Kristen Curran.

The UW-Whitewater biology professor recently secured a \$200,000-plus grant from the National Science Foundation for a three-year project investigating the circadian rhythm, or 24-hour cycle, of body organs.

Curran said a "master clock" in the hypothalamus at the base of the brain regulates the body. She said organs and tissues also are regulated by their own clocks, and that those clocks keep an approximately 24-hour cycle that's in line with the light/dark cycle.

"The timekeeper in the brain synchronizes it all," she said. "Everything in your body is attuned to the light/dark cycle."

Curran said the brain adjusts pretty quickly to the two-hour time change from Wisconsin to California, for example, but the stomach, kidneys and other organs adjust more slowly because they have their own circadian rhythm.

"That's why some people might not feel quite right after they travel across time zones," she said. "That's jet lag. That's why people feel strange at daylight saving time, too."

For the full story, see <http://gazettextra.com/news/2010/jun/09/uv-w-research-investigate-bodys-natural-rhythm/>

"UNIVERSITY HOPES TO DRAW IN BUSINESSES"

Milwaukee Journal Sentinel, Sept. 12, 2010

For nearly four years, UW-Milwaukee has pursued plans to create a science campus and tech-based business park in Wauwatosa, where university officials hope to see private businesses spun off from academic research.

Meanwhile, the much smaller University of Wisconsin-Whitewater has started construction on a building that will host similar companies at a business park being developed in this Walworth County community. That project, a partnership between the university and City of Whitewater, has gone from drawing board to reality in just two years.

The 38,000-square-foot Innovation Center, to be completed in January, will be the first building at the 125-acre Whitewater University Technology Park. The center's first two tenants are public school agencies, which together are leasing about 11,000 square feet. But additional tenants are expected to be private firms with ties to UW-Whitewater faculty members and students.

Dozens of U.S. research universities, including UW-Madison, have developed business parks. It's more unusual for such projects to originate from schools like UW-Whitewater. The university has an enrollment of just over 11,400 students, with about 30% coming from Waukesha and Milwaukee counties. Nearly 98% of the students are undergraduates, compared with 68% at UW-Madison and 83% at UW-Milwaukee.



UW-WHITEWATER STUDENTS HEAD TO NEW YORK TO ACCEPT WEBBY AWARDS

The Wisconsin State Journal, June 12, 2010

UW-Whitewater student video producers were hobnobbing in New York City with the best and brightest in the web world.

GameZombie.tv, a student-produced web series at UW-Whitewater, won two top prizes at this year's 14th annual Webby Awards, the leading international award honoring excellence on the Internet.

MARRIAGES

Michael Stanek '77 to Mary Lund
 Joan Last '81 to Greg Hiebing
 Christopher Dyson '84 to Gwen Shockley
 Nancy Barnard Carmichael '97 to Craig Stoner
 Emily Lueck '01 to Jason Jaeger '05
 Andrew Siebert '01 to Anna Babcock
 Jeff Vohs '01 to Nicole Sutherland
 Jodie Doebert '02 to Michael Vero
 Joanne Doornbosch '02 to Andrew Heil
 Bridget Kohlmann '02 to Tedd Zebrowski
 Ashley Schultz '02 to Daniel Wegmueller
 Emily Bausman '03 to Nick Bartels
 Telitha Cronin '03 to Skip Smith
 Jillian Mauerman '03 to Jason Olson '03
 Annie Wittnebel '03 to Michael Thym
 Ashley Birkholz '04 to Orin Christensen
 Heather Hewitt '04 to Pete Schwartz
 Kristin Reinecke '04 to Jason Anderson
 Jessica Sommers '04 to Adam Spears

Karlin Stukenberg '04 to Ryan Webster
 Clint Dederich '05 to Dana Vandenberg
 Heidi Gneiser '05 to Aaron Watry '04
 Nicole Pezewski '05 to Chad Wagner
 Megan Radaj '05 to Gregory Alesci '05
 Sarah Sprifke '05 to Robert Fischer
 Amanda Vogel '05 to John Jordan
 Andrea Wiza '05 to Thomas Karthausser '03
 Erika Czarnecki '06 to Kevin Klockner '06
 Nicole Johnson '06, '08 to David Lauth '06
 Rebecca Maus '06 to Joseph Qualiato '07
 Shelley Schulteis '06 to Eric Rufener '09
 Holly Siegenthaler '06 to Brett Mulhall
 Amy Smith '06 to Joshua Nicholas
 Leslie Berry '07 to Sean Floeter '03
 Karly Burkhardt '07 to Ryan Yuds
 Kathleen Doering '07 to Todd Niewenheuis
 Allison Horn '07 to Timothy Hertweck Jr.
 Rebecca Hovell '07 to Eric Johnson '04

Andrew Lingle '07 to Lindsay Thomson
 Taneil Oestreich '07 to Nathan Boerner '07
 Nicole Peterson '07 to Peter Schubilske
 Jeff Pruefer '07 to Tamila Al-Wathiqui
 Angela Rudersdorf '07 to Lucas Dock '07
 Erin Schwoerer '07 to Travis Jones
 Aaron Sparks '07 to Sheri Dexter
 Gwynne DeBoer '08 to Nicholas Kirchen '08
 Amanda Donahue '08 to Kyle Peters '07
 Denise Dorn '08 to Justin Yanke '09
 Megan Schrank '08 to Michael Toellner '07
 Kristin Schwabe '08 to Kyle Forster
 Katie Walvoord '08 to Ernesto Saldana Jr. '09
 Gina Castro '09 to Kevin Cook
 Cassandra Condon '09 to Brian O'Donell
 Lindsey Kurszewski '09 to Brian Earle '08
 Thomas Nyenhuis '09 to Jill Buehler
 Megan Patterson '09 to Darin Kubnke '09
 Sarah Ehle '09 to Anthony Viera '09

OBITUARIES

EMERITI AND FACULTY

Helen E. Bill
 Library and Learning Resources

Carroll E. Flanagan
 Mathematics

Maxine Ellen Lahti
 Library Science

Debra S. Malewicki
 Management

Margaret A. Roxby
 Curriculum and Instruction

J. Fred Overman
 Special Education

Brunhilde (Brunie)W. Sommers
 Educational Foundations

John R. Valadez
 Political Science and Race and
 Ethnic Cultures

ALUMNI

Eleanor A. (Johnson) Imrie 1922
 Eleanore C. (Lange) Peterson 1930
 Dorothy J. (Minor) Smart 1930
 Jeanette (Southmayd) Caspari 1932
 Emma (Millard) Johnson 1933
 Ethel J. Harmeling 1937
 Irene S. Davis 1937
 Theodore S. Essock 1938
 LeNoire (Young) Fish 1938
 Betty M. (Morgan) Spradling 1938
 William A. Doetze 1939
 Jean A. (Henderson) Lewis 1939
 Kenneth D. Peterson 1939

Harold V. Fuchs 1941
 Richard E. Mueller 1942
 Dorothy (Makholm) Froemming 1945
 Robert M. Kessel 1946
 Constance (Larson) Regelein Snyder 1946
 Doris C. (Capelle) Ardelt 1948
 Jane A. Dietzman 1948
 Edward J. Zahn 1952
 Elizabeth A. (Lawrence) Diedrick 1954
 Irving P. Kennedy 1954
 Joyce M. (Arnold) Kennedy 1954
 Ronald W. Schulz 1954
 E. Adele (Roemer) Jacobson 1955
 Marion S. Dorn 1958
 William L. Halverson 1959
 Marilyn (Johnson) Schulz 1959
 Wallace W. Wiese 1959
 Iona M. Daugherty-Gray 1961
 Sigmund M. Kolano 1961
 Robert G. Bosman 1962
 Wilma H. (Sellno) Zaspel 1964
 Terry D. Bahr 1965
 Richard P. Johnson 1965
 Gladys M. Johnston 1966
 Evelyn M. (Pohlman) Ottow 1966
 Lillie S. Thompson 1966
 Janet (Stohr) Eckert 1967
 Sharyn J. (Cypher) Eulert 1968
 Donn F. Schwarze 1968
 Kathleen A. (Ploegert) Morgen 1969
 Marie (Kapke) Rooney 1969
 Earl W. Fugate 1970
 Linda L. (Lawrence) Lauderdale 1970
 Neale W. Meumann 1970

Richard L. Gooding 1972
 Kevin E. Kowerski 1972
 Suzanne M. (Longley) Henning 1973
 Michael N. Petrick 1973
 Elvira M. (TenHaken) Sandee 1973
 V. Jolene (Shields) Gilbertson 1974
 May L. (Shaer) Farrell 1975
 Norman E. Gesteland 1975
 Nancy Zompolas 1975
 Joan S. (Sladek) Andersen 1977
 Joan L. (Froh) Monahan 1977
 Janet M. Schmal 1977
 Sharon R. (Kaiser) Cooperrider 1978
 Daniel J. Shimaneck 1978
 Esther L. Thronson 1978
 Sandra K. Schlaugat 1979
 David J. Richgels 1982
 Joel W. DeLorme 1983
 Jesse E. Hermsen 1983
 Debra S. (Miskimon) Malewicki 1984
 Stephen J. Lamsam 1985
 JoAnn M. Bechard 1986
 Lisa R. Narlow 1987
 Mark A. Williams 1987
 Jon K. Waller 1989
 Paul S. Trameri 1995
 Arlene (Wheeler) Wahlen 1996
 Kellianne M. (Reeves) Beck 2001
 Angela J. Kawleski 2002
 Jo Dell (Nolan) Carlson 2004
 Thomas E. Wortham IV 2005
 Jacob M. Dec 2008
 Tyler M. Slak 2010

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Alumni Events

OCTOBER 29-30
 Homecoming Weekend 2010

FRIDAY, OCT. 29
 Class of 1960 50-year Reunion
 1–2 p.m.
 Scenic bus tour of campus; park
 in Lot 1 in front of the Greenhill
 Center of the Arts. Free.

4 p.m.
 Reunion dinner and program
 Cost: \$30 per person
 James R. Connor University
 Center, Old Main Ballroom

SATURDAY, OCT. 30
 9–11 a.m.
 Alumni hospitality tent and
 Homecoming parade viewing
 in front of the Alumni Center

11 a.m. – 1 p.m.
 Pre-game Warhawk Sizzle
 Coulthart Family Pavilion

1 p.m.
 Homecoming football game
 Perkins Stadium
 Warhawks vs. UW-Stevens Point
 4:30 – 9 p.m.

Athletic Hall of Fame reception
 and banquet
 James R. Connor University
 Center, Hamilton Room
 Dinner at 5:45 p.m.
 Cost: \$25 per person
 Joyce Follis at 262-473-2360 or
 follisj@charter.net

SATURDAY, DEC. 4
 Alumni Association shopping trip
 to Chicago's Magnificent Mile
 7 a.m. – 7 p.m.
 Cost: \$15 per person
 Register by Nov. 19

Katie Bastien at 262-472-1392
 or bastienk@uww.edu

DECEMBER 18
 Winter commencement
 Kachel Fieldhouse, 10 a.m.

MARCH 18-26, 2011
 Alumni Association tour of Israel

MARCH 26-29, 2011
 Optional Jordan and Petra
 extension
 Katie Bastien at 262-472-1392

2010-11 SEASON AT A GLANCE

September
 28-29 **N*W*C*: The Race Show**

October
 5 **Alpin Hong**
 9 **The Piano Men - Jim Witter**
 18 **The Laramie Project - Tectonic Theatre Project**
 19 **The Laramie Project: Ten Years Later, An Epilogue**
 - Tectonic Theatre Project
 23 **Mike Super - Magic & Illusion**
 29 **Deer Camp- The Musical**

November
 3 **ABBA MANIA**
 10 **'S Wonderful**
 15 **Spamalot**
 22 **River North Dance Company**

December
 3 **John McGivern's Home for the Holidays**
 4 **Gala Holiday Concert**
 11 **The Nutcracker – The Dance Factory**

January
 29 **Southern Fried Chicks**

February
 4 **Bearfoot**
 11 **Simply Sinatra - Steve Lippia**
 16 **A Midsummer Night's Dream - Aquila Theatre**
 17 **Six Characters in Search of an Author**
 - Aquila Theatre
 26 **Sleeping Beauty - MCT**

March
 1 **Fiddler on the Roof**
 4 **Borealis Wind Quintet**
 6 **The Very Hungry Caterpillar**
 30 **Milwaukee Symphony Orchestra**

April
 6 **Edgar Allan Poe's Tales of Terror - Joshua Kane**
 16 **Church Basement Ladies - Second Helping**
 27 **Dancing Wheels**

Dance Broadway Comedy Theatre Family Music Special Events

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 930 West Main Street



Whitewater magazine
 University of Wisconsin-Whitewater
 800 West Main Street
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ATTENTION PARENTS
 If the address label lists a son or daughter who no longer lives there, please send the correct address to the UW-Whitewater Alumni office (listed at the left) or go online at: <http://www.uww.edu/alumni> and click on Update Your Information.

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