JOIN US FOR ENGAGEMENT POSTER DAY

Wednesday, April 25
11 a.m.-1 p.m.
Velzy Commons, Ullsvik Hall

The Pioneer Academic Center for Community Engagement will host its semi-annual Engagement Poster Day on Wednesday, April 25 in Velzy Commons in Ullsvik Hall. Stop by and see for yourself the accomplishments of our students.

Students gain first-hand experience and get a head start on their career by engaging with a community and faculty partner in completing a PACCE project. Ranging from ag to art, from education to engineering, each and every project benefits a community partner in some way.

More than 80 posters will be displayed showcasing this semester’s PACCE projects. Here are a few of this semester’s projects:

**ADAPTED AQUATICS**
Professor Tim Swenson is leading 15 students from his PE Class Adapted Aquatics in a PACCE project working with special needs school-aged kids from Highland, Mineral Point, Benton and Belmont school districts. In this project, the students of UW-Platteville will be using specialized aquatic equipment to learn how to assess student performance while working alongside the high school teachers to learn what ways work best when working with their students. To hear more about what the students did, come to PACCE Poster Day.

**STUDENTS TEST EFFECTS OF CALCIUM ON ZEBRA MUSSELS**
The biology and chemistry departments partnered to create an undergraduate research course for students to test the effects of increased levels of calcium on the growth and reproduction of zebra mussels. Mussels are causing a negative impact and are found in many of Wisconsin’s water systems. Students teamed up with community partner, Patrick Short, under supervision of faculty partners Rebecca Doyle-Morin and Joseph Wu. They tested the hypothesis that high levels of calcium will have a negative effect on the growth and reproduction of zebra mussels. Students are conducting a replicated and controlled laboratory experiment to test the effects of four different levels of calcium on zebra mussel survival, growth and reproduction. This project will serve as a key foundational work for a series of follow-up studies. Stop by Poster Day to learn more.

**CHEMISTRY TEAMS UP WITH MEDCOM FOR RESEARCH ON GENES**
Students of the chemistry and engineering physics department are taking part in research focused on gene expression analysis and blocking signal transduced events in toxin exposed cells in collaboration with the U.S. Army Center for Environment Health Research (MEDCOM). MEDCOM is utilizing a DNA library and data mining software to produce a set of genes to verify effectiveness of the inhibitors in the two cellular models. Faculty partner, Chanaka Mendis, designed this project to provide chemistry students with a hands-on research project. The project will allow the College of EMS to continue research, provide more research opportunities to chemistry majors, and even obtain summer internships at MEDCOM. To learn more about the project, look for this team’s poster at PACCE poster day.

Stop by the Harry and Laura Nohr Gallery from 10 a.m. to 3 p.m. on April 25 for the Liberal Arts and Education Symposium on Undergraduate Research and Creative Endeavors. The symposium will highlight student research, scholarship and creative endeavors in various LAE disciplines including humanities, psychology, social sciences, criminal justice, education, and performing and visual arts.
Elevator Pitch Competition

On Nov. 9, 2011, the UW-Platteville entrepreneurship program held the Elevator Pitch Competition. The goal of this competition was to have students deliver their product idea to a panel of judges and be able to sell them on their product in a maximum of two minutes. The winners received cash prizes and the first place prize went to Clare Wiesbrook. Other top winners were David Parr, Holly Korzeniewski and Catherine Frailey. Congratulations to all who competed.

Business Plan Workshops/Competition

Students attended business planning workshops in February and March. Participants were taught how to develop an effective business plan. On Thursday, April 12, UW-Platteville’s PACCE will host a business plan competition at the Markee Pioneer Student Center where contestants will present their plan to judges and compete to win cash prizes. Main Street Platteville is providing two $500 awards if the student’s plan leads to opening a business downtown.

Collegiate Entrepreneurs’ Organization at UW-Platteville

The CEO Club is a group of UW-Platteville students who have organized to practice and promote entrepreneurship. They are creative innovators who are interested in business ownership and are driven by their passion to be entrepreneurial in everything they do.

Meetings are held every Tuesday at 5:30 p.m. in the Pioneer Launch Lab on the fifth floor of Pioneer Tower. Recent speakers have included Brian Wilson, interim pre-college coordinator; Michael Gay, director of the Center for New Ventures; Dr. Kevin Bernhardt, director of PACCE; and Amanda Mulcahy, Northwestern Mutual/The Zach Group.

PACCE Introduces Pioneer Launch Lab

We are pleased to introduce UW-Platteville’s latest entrepreneurial initiative … the Pioneer Launch Lab. Located on the fifth floor of Pioneer Tower, the Pioneer Launch Lab is an entrepreneurial setting providing a “low risk – high touch” nurturing environment for students, recent alumni and faculty/staff for development of business ideas, launch and/or operation. Whether a for-profit business, social or nonprofit venture, the performance measure for the Pioneer Launch Lab is simple – new and thriving entrepreneurial pursuits where there wasn’t one before.

According to Kevin Bernhardt, the lab is intended for those who have a creative concept or for those who are already operating a business, but want to expand and take it to the next level. It will be a network of people who will dedicate their time, expertise and experience to provide resources, consultation, connections, assistance and mentoring to members. An application process is in place and five students have been accepted for membership.

“Entrepreneurship and innovation is a high priority on the UW-Platteville campus,” said Chancellor Dennis J. Shields. “The university environment has always been about creativity. Now more than ever, it is vital that the campus community capitalize on the creativity and innovation of our students, faculty and staff. Entrepreneurship on this campus, whether through students or the research and development by faculty, is a strategic priority. The Pioneer Launch Lab, the entrepreneurship minor, competitions and events are all important pieces in this strategic effort.”

Students who have been granted admission to the Pioneer Launch Lab include Jessica Thompson, Tom Aronson, Micah Binns, Zachary Voelker, Shzabeth Knox and Holly Korzeniewski. Melissa Pahl, executive director of the Platteville Area Industrial Development Corporation, is a member of the Pioneer Launch Lab advisory team. She looks forward to helping the students work through some of the marketing complexities by answering questions like: How will you find your clients? How will you offer your services to clients? How will you charge? How are you different than other options? “These questions aren’t always addressed in a business plan but can be major hurdles for a business owner”, said Pahl. “I would have loved a resource like this when I was going to school,” she added.

Pahl is joined on the advisory panel by Chris Geyer, owner of NETUX Solutions; Thomas Geyer, partner/attorney at Kopp, McKichan, Geyer, Skemp; Doug Rogers, partner at Honkamp Krueger; Deb McWilliams, vice president of Clare Bank; Ed White, executive director of the Platteville Business Incubator; and Bart Neis, vice president of Delta 3 Engineering.

For more information or to apply for membership in the Pioneer Launch Lab, visit www.uwplatt.edu/entrepreneurship.