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The Alumni Today is produced as a service of the University of Wisconsin-Platteville Alumni Association. Letters to the editor are welcome, as are suggestions for articles and Class Notes. Call or write Alumni Services, University of Wisconsin-Platteville, 1 University Plaza, Platteville WI 53818-3099, 1.800.897.2586, alumni@uwplatt.edu.

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Q&A:

HOW DID TSI IMPACT YOU?

ALUMNI

• “Due to the Tri-State Initiative, I was able to go to a four-year school for a lesser amount than my in-state four-year school. UW-Platteville was a great place to meet lifelong friends and gain a supreme education. I chose it because of the Tri-State Initiative and because it was a smaller school closer to home. I have recommended UW-Platteville to many high school students who are looking for a great place to further their education.”
  Anna Troester ‘11

• “I was very thankful for the Tri-State Initiative because without it, I wouldn’t have been able to attend college otherwise!”
  Katy Lawfer Springer ‘09

• “I’m from Illinois and paid less for a UW-Platteville education through the Tri-State Initiative than I would have if I went to a state school in Illinois. It’s also much closer to my hometown than universities in Illinois. It just made sense for me.”
  Natalie (Bussan) Adams ‘11

• “I graduated in 2009 as a TSI student. I did exactly what the program had hoped: transplanted to Wisconsin permanently and joined the Wisconsin workforce. Thank you, UW-Platteville, for molding my future.”
  Holly (Kilcoyne) Mrstik ‘09

STUDENTS

• “Looking for a school that met my educational and financial needs was a big deal. With the Tri-State Initiative, I was able to pay for school with minimal student loans. I love UW-Platteville for many reasons, but the Tri-State Initiative solidified my decision to go to school here.”
  Jena Del Ray ‘14

• “It’s a great incentive for students who live in Illinois and Iowa. Being from 30 minutes south in Illinois, I am saving money and getting a great education at the same time.”
  Simina Lewis ‘15

The Q&A next issue will be, “Who was your favorite instructor at UW-Platteville?”
Send your answer to alumni@uwplatt.edu or Alumni Services, UW-Platteville, 1 University Plaza, Platteville WI 53818-3099
Greetings Alumni,

The year 2013 is definitely one the Alumni Association can be proud of. We had a stellar year connecting many Pioneers back to campus. We hosted more events, increased participation for An Evening in Monte Carlo and the Homecoming Hustle 5k Run/3k Walk, and celebrated our 50th anniversary as an association.

It has been very inspiring to me to reconnect with alumni, faculty, staff, and students who continue to work hard and focus on the future of our great alma mater.

UW-Platteville’s Tri-State Initiative program is a perfect example of the pioneering spirit of the university and an ingenious concept to diversity, add faculty and programs, and create financial stability for the institution. TSI has had a huge impact on the direction of campus and on the many students who have attended since 2005, and it continues to expand possibilities every day. It is not only an asset to students from Iowa and Illinois, it is also an advantage to UW-Platteville that fosters continuing change and evolution as a leading institution in providing a quality education at a fair price.

Campus may change, but the experiences stay the same. It’s wonderful to see so many new Pioneers making the same kinds of memories that we cherish as alumni. Have you ever considered coming back to campus to say “hi,” or meeting up with those old college classmates at a regional event in your area? I encourage you to do it. The directors and staff of the Alumni Association work year-round to create opportunities and events to reconnect and have fun with faculty, students, and friends. I guarantee you’ll leave feeling extra proud to be a Pioneer.

We hope to see you at an alumni event in 2014!

Forever Pioneers!

Andrew R. Skwor '01
Greetings,

At the University of Wisconsin-Platteville, we value creative thought and view challenges as a source of opportunity. That being said, it is imperative we take advantage of innovative ideas that allow us to respond to emerging demands while retaining our core values. This is the essence of the spirit that led to the development of our unique Tri-State Initiative, which is the cover story of this Alumni Today.

Throughout 2014, subsequent issues of the Alumni Today will focus on other distinguishing qualities that define our collective strengths and identity as Pioneers, one of which is our belief in fostering and developing an entrepreneurial spirit among our students, faculty, staff, and community. For instance, we are currently exploring the creation of a research foundation that would serve as the conduit for developing and implementing entrepreneurial activities on our campus. Potential outcomes of this initiative may include a regional innovation center, business incubator opportunities, and other innovative ways to capitalize on the strengths of the university.

As Pioneers, we also believe in recognizing and cultivating talent. Many of our faculty members are leaders within their respective fields. For example, Dr. Paul Strycker, a physics lecturer, was recently published in the journal Nature Communications for his findings on lunar craters and water on the moon. His research indicated that there is 6 percent frozen water in the lunar soil located within the permanently shaded area of the moon. His efforts not only enhance our collective knowledge of lunar science, but he also serves as an inspiring model for our campus community. It is our priority to harness and leverage our intellectual capital.

As you read upcoming issues of Alumni Today, you’ll find that the TSI is just one example of many that illustrate the innovative nature of UW-Platteville. As Pioneers, we continually strive to realize possibility in the face of challenges, leverage our collective strengths, and build for our future. This is what truly makes every day a great day to be a Pioneer!

Chancellor Dennis J. Shields

Professors like Dr. Paul Strycker engage in forward-facing research every day.
Platteville snapshots

**Platters closes after 46 years**

After 46 years of operation, Platters closed its doors at the end of the spring 2013 semester. The all-you-care-to-eat dining facility located on the upper level of Glenview Commons was due for an overhaul, however, the cost to renovate would have been more than the building was worth. “There are a number of things that prohibited remodeling,” said Karen Bast, Glenview Commons Food Service Administrator.

The approximately 250 student workers and 30 student managers previously working at Glenview Commons were split up among Greenwood Avenue Market, Kristine’s Kafe, and Stations dining locations. “We didn’t lose or gain any positions, but are in the tricky process of balancing staffing needs,” said Bast.

Though Platters is no longer serving meals, the kitchen is still running, producing the Better. Fresher. Faster. pre-packaged food that is sold at various dining areas on campus. Greenwood Avenue Market, located on the lower level of Glenview Commons, is also still in business. As of yet, plans are still up in the air about the future use of Platters.

Stations, the all-you-care-to-eat dining option, is located in the new Bridgeway Commons. The dining area can seat double the amount of students as Platters, features presentation cooking, and places an emphasis on freshness, healthy options, and special dietary needs. –Nicole Smith ’13

**Sunflower Solution project takes root**

To promote crop diversification, enhance biodiversity, and keep food sourcing local, UW-Platteville grew more than six acres of sunflowers in a field west of the Platteville Menards store last summer.

Sunflower oil has a mild flavor and can be used in place of most other cooking oils for sautéing, baking, or salad dressing. Higher in monounsaturated fats than most oils, sunflower oil is comparable to olive oil in health benefits. When the oil is pressed out of the seed using cold pressing technology, the remaining “meal” makes a high protein feed for dairy that doesn’t require roasting.

The university plans to serve one-third of its oil harvest in campus Dining Services, and two-thirds in retail.

Although the university began the exploration of this project through a collaboration between the Office of Sustainability and the renewable energy systems major, it was a community effort to execute it. Use of the acreage was donated by the Platteville Development Group, advising was provided by UW-Extension, planting and harvesting was done by Wilson Family Organic Farms in Cuba City, Wis., and press and mechanical advising was provided by Circle Energy and Solarmass LLC.

University officials hope to increase production in 2014 and explore production of other oil seeds for biofuel and food. For more information about the project visit uwplatt.edu/sunflowers.

–Dan Wackershauser ’97
UW-Platteville unveils new website

UW-Platteville recently unveiled its new website. The process began in August 2012, with a 14-member campus committee overseeing the redesign and re-navigation of more than 90,000 pages.

Designated content stewards from each campus department, office, and organization collaborated with the web development team to manage and update web pages for their areas.

The website transition project rolled out in phases; seven pilot sections launched in February 2013, the home page and primary hub pages in April, and the remaining sections throughout the summer and fall semester.

The new website features an increased use of photos and videos, updated branding messages, and easily-accessible campus events and news stories.

Utilizing a content management system, the website allows for multiple people to access and update content easily, ensuring that content remains fresh and dynamic. Enhanced functionality includes web forms, photo galleries, slide shows, video capabilities, and discussion forums. The website is also optimized for mobile devices, allowing it to be easily accessed from anywhere.

Visit the new website at www.uwplatt.edu.

—Alison Parkins

UW-Platteville ranks fourth in Wisconsin with best return on investment

A recent report ranked UW-Platteville among the top of Wisconsin’s four-year public and private colleges and universities when it comes to return on investment. AffordableCollegesOnline.org, a resource for college affordability and financial information, placed UW-Platteville fourth on a list of 29 Wisconsin schools with the greatest lifetime return on investment. According to the report, graduates from these schools enjoy the largest earnings gap between non-degree holders over a 30-year span.

“This report solidifies what we are doing: offering a high-quality education at an affordable price, that will pay dividends for years to come for those who earn a degree here,” said Dennis J. Shields, UW-Platteville Chancellor. “When our students enter the workforce they will see immediate returns on their investment.”

Chancellor Shields attributed this success in part to the university’s strength in science, technology, engineering, and mathematics programs—all career fields now in high demand.

ACO’s criteria for consideration as a “High ROI College,” includes a fully-accredited institution, either public or private, a four-year, degree-granting institution, and ROI according to PayScale’s 2013 College Value Report. –Dan Wackershauser ‘97
“I am a teacher, and I love it,” said Dr. Marilyn Tufte, who has been on staff at the University of Wisconsin-Platteville since 1968. A comfortable community and campus atmosphere made UW-Platteville feel like a place that Tufte could call home.

With a deep interest in the biological sciences, Tufte teaches specialized courses in microbiology. She has also performed research with her students, including several summers spent researching colon cancer. “Research activities with my students are very enjoyable and rewarding,” she said.

“To teach allows me to experience a great deal of exhilaration and subsequent satisfaction and peace of spirit,” said Tufte. “I am aware of the pivotal role I may have with the development of many facets of my students. I am aware that I serve as a role model as an individual as well as for the profession I represent. I am also aware that my best efforts must go into every activity which involves students as well as my peers. It is of good fortune that my ambition to teach and to be sensitive and responsible are compatible and complementary, because my desire is that every one of my students may learn as demanded by my profession.”

“I do my best because I know that the need to do so is exquisitely important, and because the qualms from doing less would challenge my very core,” said Tufte. “Some have said that a good teacher is born, not made, and it is a gift. Maybe so. I do know that to have students learn, develop through their thought processes, mature, and form foundations for life because of my influence is truly a gift to me.”

When Boebel Hall was constructed in 1976, Tufte had the opportunity to design her own laboratory. “I continue to search for ways to improve class instruction,” said Tufte. She does this through keeping abreast of new developments and findings in her area of expertise by allotting time for research. “My teaching style continues to evolve as do the needs of my students.”

As a testament to how deeply respected Tufte is among her students, she has been in attendance to the National Student Athlete Day luncheon every year. The program, in which a student athlete invites his or her favorite or most inspirational faculty member, is now in its 18th year.

“I come to a job every day that I am happy to do,” said Tufte. “I am told that not many people feel that way about their work. Happiness is the most difficult thing to achieve in life and I have those feelings with my job.” —Ethan Giebel
In 1947, the staff of the *Pioneer* yearbook was tasked with a larger challenge than simply capturing the events of that year; they were determined to also pay tribute to the classes before them. Because of World War II, campus was lean from 1943–46, and many extracurricular activities and traditions were reduced—including the annual *Pioneer* yearbook, production of which was halted during that time.

The staff of the first postwar yearbook—several of them veterans themselves—made a decision to dedicate a section to each of those classes. “These veterans who came back weren’t kids anymore,” said Lois Habel Burlo ’48, a Platteville native and member of the 1947 yearbook staff. “They were mature adults with ideas, and they were making sure that other veterans who were alive were remembered.”

Relying heavily on records from the *Exponent* student newspaper, the staff compiled all of the information on campus life from those years, including lists of degrees and diplomas conferred, sports teams’ rosters, and members of all of the campus organizations and clubs.

In her role as art editor, Burlo worked largely with the photographs, something the staff quickly discovered to be scarce during those war years. After each graduate was sent a letter requesting they mail a photograph of themselves, Burlo received them in all shapes and sizes, ranging from 8-by-10-inch portraits to those taken in a dime store photo booth.

When the yearbook staff came up short of photographs to fill all pages of the book, they recreated some themselves, posing in different locations on campus.

The yearbook editor wanted to ensure that every student’s name was listed in the index, regardless of whether or not they submitted a photograph. To accomplish this, the staff took advantage of a photograph of a football game, and indexed the students’ names as if they were spectators in that photograph.

The staff had only six months to produce the yearbook. They worked up until midnight on the day of the deadline and then immediately drove the finished book to the publisher in Milwaukee, Wis.

“It was an emotional experience because of the dedication, and because we lost so many,” said Burlo. “It was also a tremendously good experience. How often do you get a chance to publish a book? At that time, it was wonderful just being able to be a part of this kind of experience. I learned to work with people, and I made a lot of friends.” —Alison Perkins
Hirsch finds inspiration in that tree

In today's world of constant movement, professional freelance photographer Mark Hirsch '86, with a degree in communication technology management, of rural Platteville, discovered that a 200-year-old tree still has the power to grab people's attention.

In January 2012, Hirsch's cell phone contract expired, and he decided to buy an iPhone. After the purchase, a friend coaxed him into using the phone's camera as he would any other camera.

On Jan. 20, 2012, while driving home through a snowstorm, Hirsch pulled onto Airport Road and noticed a large Bur Oak tree veiled in snow. "I drove by it for 19 years and never made a picture of it," he said.

Hirsch parked his truck and ran to the tree, taking six photos, which he later e-mailed to himself. "The first frame came up and I was blown away," he said. "You could see big, puffy snowflakes between me and the tree. The resolution was incredible."

That same friend also advised Hirsch to start taking photos for himself and enjoy his talent as many others have over the years. "Whatever I thought was interesting that day, I would make a picture and post it on my personal Facebook page," he said.

On March 13, 2012, he was driving home and had yet to make a picture for that day. "There was an incredible sunset," said Hirsch. "I turned onto Airport Road and saw the tree in a perfect spot."

Hirsch took that picture and posted it on his Facebook page.
On March 23, 2012, a friend from Seattle, Wash., sent Hirsch a note, saying, “What’s the deal with you and that tree? You should take a photo a day with it.”

“On March 24, 2012 I took his challenge and officially started the project,” said Hirsch, noting that all of the pictures of That Tree were taken without a filter.

Hirsch acknowledged that he didn’t know how long he would be able to commit to the project. After two weeks into the experience, he received a note from an editor friend saying that if he continued each day for a full year, they could turn it into a book. “I committed,” said Hirsch.

Instagram and Facebook were keys to the project’s success. Hirsch was able to make connections through both social media platforms that would pay dividends. In September 2012, he received a call from someone with NBC News, wanting to interview him for the NBC News Photo Blog, the second largest photo blog in the world. Hirsch’s story of That Tree was published on the photo blog in October 2012. “That was the catalyst for a huge growth in followers online,” said Hirsch.

Following a feature in The Platteville Journal, Hirsch decided it would be a wise idea to dedicate a Facebook page to That Tree.

The momentum continued as Hirsch and That Tree have been featured in numerous media, including Wisconsin Public Radio, the Huffington Post, NBC News, and CBS News Sunday Morning.

Following the feature on CBS News Sunday Morning, Facebook followers of That Tree grew from 8,000 to 32,000.

Hirsch explained that it was challenging for him early in the process to change the habits he acquired over several years as a professional photographer. With That Tree, he had to learn patience. “After two weeks, all the obvious stuff was gone,” he said. “Other than duplicating compositions and finding fresh quality of light, I needed to dig deeper.”

Hirsch describes himself as a “fast-paced guy,” and someone who is not good at slowing down and smelling the roses. “The entire experience of focusing on one subject for an entire year forced me to slow down and take note of the simple things,” he said.

He explained how he would climb the tree in a snowstorm and wait for the perfect light or try to wrangle fireflies into the composition of one of his pictures.

“There were days I came down with a preconceived notion and that didn’t materialize,” said Hirsch. “Then there were days I was here for hours waiting for light or cloud cover. There were days I would get stressed, but then I would relax, open my eyes, be accepting to opportunities, and they would materialize.”

The official last day of the project was March 23, 2013, and the book was released in September 2013. “Even up until the last day, it has been very surreal,” said Hirsch. “It was kind of sad. At the same time, I can’t believe it. I did this.”

More information about That Tree can be found at www.thatree.net and at www.facebook.com/photosofthat-tree. –Dan Wackershauser ’97

“The entire experience of focusing on one subject for an entire year forced me to slow down and take note of the simple things.”
FROM SEDIMENT TO TREE RINGS
TREES Lab offers undergraduate research opportunities

UW-Platteville is a teaching-centered university, and there are increasing opportunities for students to engage their education through hands-on undergraduate research. One example is the Tree-Ring, Earth, and Environmental Sciences Laboratory, currently housed in Boebel Hall.

The TREES Lab is a teaching and research laboratory that has grown from the efforts of Dr. J. Elmo Rawling III, Associate Professor of geography and geology, and Dr. Evan R. Larson, Assistant Professor of geography, as they have worked to create research programs explicitly designed to integrate undergraduate studies into cutting-edge science. Projects fall across the broad realm of physical geography, but focus mainly on reconstructing past environments to better understand current and future environmental change. The primary research approaches used by lab researchers include tree-ring analysis, formally called dendrochronology, sediment analysis, and other techniques from geomorphology and paleoecology.

These efforts were catalyzed by a $280,000 Research Experience for Undergraduates grant from the National Science Foundation. The grant initially enabled Rawling, and eventually Larson, to recruit students nationally to spend time during the summer conducting research at the lab. Student researchers were introduced to a variety of scientific techniques such as tree-ring and particle-size analysis to explore a wide range of questions. The NSF grant is one of several that, since Rawling’s arrival to UW-Platteville in 2004, amount to more than $1.1 million in funding. More than $759,000 of this total has been received since 2009.

“We’re using undergraduate research to engage students at a young age,” said Rawling. “We’re receiving external funding to get students outside and to get them to do work in the lab and to become scientists.”

Recent TREES Lab research projects have been funded through a range of sources, including grants from the National Science Foundation, United States Geologic Survey, and University of Wisconsin Water Resources Institute, William J. Fulbright program, and Wisconsin Alliance for Minority Participation. Lab researchers have also conducted contract work with the Wisconsin Geologic and Natural History Survey, and St. Johns River Water Management District of central Florida. “We collect sediment samples for their projects and analyze them for grain-size distribution, which is a fundamental property used in stratigraphy, soil science, engineering, ecology, and other disciplines,” said Rawling of the WGNHS research.

The TREES lab is unique in that it caters to the undergraduate students. “In contrast to many laboratories
at larger institutions, we are not primarily interested in just funding ourselves, but rather we want to bring our students along," said Rawling. "There are a lot of research labs that include undergraduates, but there are very few that are explicitly going for the best practice in undergraduate research, and then share that with the world. Our focus is to get authentic student-driven research."

Local projects have taken Rawling, Larson, and their students across Wisconsin, into the Upper Peninsula of Michigan, and to parts of Minnesota. Beyond the region, lab researchers have conducted field work in California, Oregon, North Dakota, South Dakota, Maine, Florida, and Sweden. The results of these projects have been presented at more than 30 conferences throughout the United States and abroad.

"We've had students do some pretty awesome things, including working in well-known places," said Larson. "We have collected tree-ring samples from the old white pine trees growing on the bluffs above Devil's Lake. More than one million people visit that park every year, and our students are improving the understanding of that place." In addition, Rawling's students have developed an iPhone app that provides a self-guided tour of the park's geology.

Student researchers have also collaborated with the students and staff from the College of Menominee Nation to better understand how climate and invasive earthworms are influencing the growth of trees in the Menominee Forest. "The Menominee Forest is one of the oldest sustainably managed forests in the world. We have been incredibly fortunate to team up with

students from CMN and work on the Menominee Forest," said Larson, noting the only way to gain access to the forest is through an invitation by enrolled Menominee tribal members.

The research using particle size-analysis conducted by Rawling and his students enables the researchers to measure basic properties of soils and sediment that are up to tens of thousands of years old. The process includes measurements with a laser and high resolution graphing of the results. "Students get engaged," he said. "The goal is to increase the number of scientists and to get them in the field."

Many of the student researchers working in the lab identify with groups underrepresented in science fields, including first generation college students. "Most students in the lab are the first in their family to attend college," said Rawling. "They don't always see science as an option. Increasing underrepresented groups in the sciences is a major initiative at the National Science Foundation, many other granting agencies, and our lab."

Up to this point, grant funding has been able to support the lab. "I think we have a very healthy future, because we have been given the time to do it," said Rawling.

Larson's vision for the lab includes UW-Platteville leading the way. "Ten years from now this laboratory is going to be internationally recognized for producing high quality research and well-trained students who go on to do great things," he said. "We are a dynamic research group engaged in projects explicitly designed to provide undergraduate researchers with rich, formative, and fulfilling experience at UW-Platteville."

– Dan Wackershauser '97
Alumni look to take their pizza chain to the ‘top’

No party, late night meeting, afternoon football game, or quick dinner is complete without pizza, and in a competitive market, no pizza business has more room to grow than Toppers Pizza, headquartered in Whitewater, Wis. Scott Iversen ’96, who earned a degree in business administration and marketing, and Mark Watt ’96, who earned a degree in political science, are working on building Toppers Pizza into a new and better pizza brand in the delivery segment by appealing to the young and young at heart. Iversen, Vice President of Marketing, and Watt, Franchise Operations Director, began their relationship with pizza during their undergraduate years working at the Domino’s Pizza in Platteville. They now work together at the executive level with the ambition of making Toppers Pizza a national franchise.

Iversen, who has been working for Toppers for 10 years, started when the business was comprised of 10 stores. “My heart and love has always been in the pizza business,” he said. “In my previous jobs, I realized that something was missing. I wanted to be part of building a brand from the ground up that could grow into a national player, and I found that in Toppers.”

After taking an Introduction to Marketing class at UW-Platteville, Iversen became interested in how companies build their brands, and in 2006, he helped Toppers undergo a major marketing makeover designed to set Toppers apart from the competition by changing both their logo and their brand messaging.

“Every day with Toppers is an exciting new adventure,” said Watt. Primarily in charge of working with franchise owners in various locations, Watt incorporates the Toppers’ core value of “building something special” into his day-to-day activities.

“I’ve always considered myself to be a builder,” said Watt. “I joined Toppers to help build it to be the best that it could be.”

Since 2007, the company has grown from 15 stores to almost 50, but Watt and Iversen don’t plan on stopping there. They have a goal of 150 stores by the end of 2015, and by 2020, they want to hold 500 stores across the United States.

“None of us look at the 500 stores as an empty goal,” said Watt. “We believe we can challenge big pizza companies and do a better job than bigger chains. That is what I love about my job and why I started doing it.”

Both Iversen and Watt reflected on how their years at UW-Platteville helped prepare them for the jobs they hold now and how they will continue to grow into the future.

“We love seeing our franchisees succeed and continue to build a career with Toppers,” said Iversen. “We are seeing our team members grow as our company continues to grow.” —Angela O’Brien
2005 PROGRAM PAVED THE WAY FOR GROWTH

During the first few years of the new millennium, K–12 enrollment decreased more in Southwest Wisconsin than any other region, and state aid continued in a downhill spiral. The combination made the long-range forecast scary for UW-Platteville. Clearly, a new direction was needed to make the university a growing, vibrant place of higher education. Chancellor Emeritus David Markee found that direction by looking west and by looking south. The result was the Tri-State Initiative, a bold, new program that has brought thousands of students from Iowa and Illinois.
Going to college was always a goal for Michelle Swanson, but where was always a question.

“I grew up in a small town in Illinois (Savanna),” said Swanson ’09. “In fact, we had the only stoplight in the county. A lot of people in our area went to Western Illinois University, but that seemed too big to me. My brother had toured UW-Platteville six years earlier, and we liked it, but it wasn’t affordable yet.”

The university became affordable to Swanson in 2004-05 thanks to a bold new program called the Tri-State Initiative. TSI offered in-state tuition plus $4,000 for Illinois and Iowa residents, making the university affordable and accessible for students from those states. Now almost 10 years old, the program has dramatically changed the university.

“Without the Tri-State Initiative, I never would have been able to attend UW-Platteville,” Swanson said.

After flourishing at UW-Platteville, where she double majored in criminal justice and business, served as a Student Ambassador, and was named a Lifetime Pioneer, Swanson remained in Wisconsin to begin her career. She is currently working in the Special Investigation Unit as a Claims Analyst at Sentry Insurance in Stevens Point, Wis.

“I never guessed the university would have such an impact on my life,” Swanson said. “It was a perfect fit.”

Her story is similar to thousands of students from Iowa and Illinois who found success, thanks to the foresight of a chancellor and his staff to create the program and a first group of students who made TSI succeed.

**TSI origins**

Since its establishment in 1866, UW-Platteville has largely catered to Southwest Wisconsin, but during the 1990s and early 2000s, the area’s high school numbers dwindled, as did state aid. Operating budget support from the state fell from nearly 44 percent in 1993 to 34 percent a decade later. With both numbers projected to fall even further (state aid is at 15 percent, excluding financial aid, for 2013-14), a drastic change had to occur to keep the university functioning at its highest levels.

“The Tri-State Initiative was a growth initiative that came from myself and a few of the staff members to make us successful down the road,” said then-Chancellor David J. Markee. “One of the things we realized was Southwest Wisconsin and this region would be a challenge because of declining enrollment. Iowa and Illinois seemed to be naturals in driving distance.”

UW-Platteville offered the majors that matched the economic needs in the area, Markee added, pointing to the STEM (science, technology, engineering, and mathematics) fields as well as agriculture, biology, business, criminal justice, education, fine arts, and psychology.

“We faced two challenges,” Markee said. “We had to get the UW System to accept the incentives we were proposing, and we had to be able to promote the program in Iowa and Illinois.”

Markee, with help from state politicians such as Dale Schultz (R–Richland Center) and Steve Freese (R–Ha-
zel Green) and later U.S. Repre- sentative Ron Kind (D–Wisc.), convinced the UW System Board of Regents that this plan would bring talented students into Wisconsin at a lower-than-normal out-of-state tuition. Those students would contribute to the state economy immediately by paying tuition and fees with the hope at least some would continue their careers in Wisconsin to fill those work shortages. The Regents approved the Tri-State Initiative in 2004, with TSI students paying in-state tuition plus a $4,000 premium.

Getting Board of Regent approval was difficult enough, but an even greater challenge came afterwards: recruiting Illinois and Iowa students for the first time.

“It took some real strategy to find graduating high school students who wanted to come to UW-Platteville’s size and community,” Markee said.

Assistant Chancellor for Enrollment Services Angela Udelhofen remembers the first time she heard that plan and had to quickly mobilize her staff to not only continue recruiting Wisconsin high schools but learn the schools from Chicago, Ill., to Des Moines, Iowa, and points between.

“We needed a strategic TSI marketing and recruiting plan,” Udelhofen said. “There were a lot of behind-the-scenes details that impacted many different areas and offices.”

A special beginning

The program’s success hinged largely on the first class, and the university set an aggressive goal of up to 200 students in 2005. Not just any students would do, but those who would carry at least a 22 ACT score and have the potential to succeed.

“It was high intensity recruiting,” Udelhofen said. “We promoted this as a special program only available at UW-Platteville, and that space was limited.”

The first TSI class eventually numbered 163, including Tim Stephenson, from Lanark, Ill. He came to UW-Platteville as both a student and a football player. Stephenson succeeded at both. He was a two-time all-conference defensive end and graduated in 2009 with an industrial studies degree. He remained in Wisconsin and is now the Plant Supervisor at Scot Industries in Muscoda, Wis.

“I could not ask for a better experience,” he said. “Besides graduating and playing football, I met my amazing wife while attending UW-Platteville and also met some of the best friends I will ever have.”

The Tri-State Initiative not only helped Stephenson attend UW-Platteville, but allowed him to not be saddled with overwhelming student loans.

“At first I didn’t really pay attention to the Tri-State Initiative but as I got a little older and wiser, I realized what a benefit it was to students attending an out-of-state school,” he said. “After talking with my high school friends, I realized they were paying a significantly higher amount.”
Kevin Rauch was another of the TSI inaugural class. The Pearl City, Ill., native began at a community college and then began looking at an affordable place where he could study building construction management and interact with professors.

“I had wanted to pursue a construction management degree and found most were offered at out-of-state colleges or private universities,” he said. “I found out through a friend that UW-Platteville offered this degree track so I set up a visit with the industrial technology department to learn more about the program and my transfer options. After visiting the campus I knew UW-Platteville would be a good fit for me, and the rest is history.”

Rauch credits the hands-on learning, including building a house for a local family, for much of his success. He earned his degree in 2007 and is now a Project Manager at Loescher Heating and Air Conditioning in Rock Falls, Ill. He manages HVAC, geothermal, plumbing, and electrical projects from bidding to close out.

“The TSI program allowed me to obtain a first-class education that has provided me with the tools I need to complete my job duties and further my education,” he said.

The success of students such as Rauch, Stephenson, and Swanson helped the program gain notoriety across Iowa and Illinois.

“It was kind of cool being at the start of something special,” Swanson said.

Those initial students also proved that the program would work, Markee said. “After the first year, I wasn’t surprised anymore. Those students were happy and successful. That helped attract more students. They really marketed the program,” he said.

One of those first TSI students who continue to market the program and the university is Samantha Rogers. She graduated from Lena-Winslow High School in Lena, Ill., in 2004 and Highland Community College in 2006. Even though the TSI program was just in its second year when she left Highland, Rogers had already heard of it.

“I was aware of the TSI program, as the word quickly spread,” she said. “It was well talked about in our district. It was a well-known fact already.”

Rogers came to UW-Platteville, lured by the two-year-old program.

“A couple of things appealed to me,” she said. “One, the sense of community. I needed to know the professor would know my name. Two, I come from a family of six. I wanted a school I could afford and not graduate with a lot of debt. Without the Tri-State Initiative, I probably wouldn’t have come, mainly because I would have looked at a school more affordable. I would have stayed in state.”
Not only did the physical education major excel at UW-Platteville, she remained at the school as an Assistant Volleyball Coach. She now recruits student-athletes from those targeted states.

“It’s easy to connect with them because not only do I know it, I benefited from it,” Rogers said. “It’s easy to take for granted now unless it really impacted your decision to come here. And it did for me.”

**Investing back into the university**

Obtaining internal buy-in was easy once the administration invested the extra money back into campus. As part of the TSI agreement, the university kept that $4,000 from each TSI student to provide such things as more faculty and staff positions, renovations to the student center as well as construction of Engineering Hall. After the first year, 11 new positions were created.

“We received the support of faculty because we were able to add faculty positions and because we were able to enhance the facilities in those areas,” Markee said.

In 2013–14, a whopping 181 full-time positions are directly funded by TSI money.

“It’s beneficial to TSI students and also to our other students,” Udelhofen said. “We’ve added faculty, staff, and facilities. We have all benefited.”

Swanson added, “It was nice to see that they really invested back into the students.”

Success breeds success, and now approximately 1,500 students hail from Illinois and Iowa.

“Chancellor Markee had the vision for the Tri-State Initiative, and it now brings in $14 million to the university,” Chancellor Dennis J. Shields said. “It helps pay for 181 positions, the renovation of Ullevik Hall, as well as some of the Markee Pioneer Student Center and Engineering Hall. It was a fantastic idea, and we continue to reap the benefits of it.”

Markee credited the current chancellor for building upon the original idea and leading UW-Platteville to a 39 percent enrollment growth over the past decade. The university began 2013–14 with a record 8,622 students, including 7,839 undergraduates.

“Chancellor Shields took that initiative, continued its strengths, and added to it,” Markee said. “He deserves a lot of credit.”

To accommodate the increased number of students, Rountree Commons opened in 2012 and Bridgeway Commons in 2013, bringing the total number of residence beds to 3,700. A new master plan calls for even more buildings to help meet the growing enrollment, much of which can be attributed to the Tri-State Initiative.

“The bottom line is it worked,” Markee said. “It worked for the students, the region, and the moms and dads footing the bill. The relationship between the region and the university is stronger because of it.”

—Paul Erickson
UW-Platteville Online earns 2013 Award for Excellence

University has provided distance education programs for 35 years

The University of Wisconsin-Platteville’s Distance Learning Center and its staff have earned the University of Wisconsin System’s highest recognition. The UW System Board of Regents presented its Academic Staff Award for Excellence to the DLC in July 2013.

“As we celebrate 35 years of providing rigorous programs, flexible completion schedules, and service to non-traditional students, I commend the staff of the DLC for their hard work and dedication,” said Dennis J. Shields, Chancellor of UW-Platteville. “Their efforts allow students the opportunity to pursue and attain career opportunities that ultimately strengthen our local, regional, state, national, and global economy.”

UW-Platteville Online focuses on creating online degree programs and services flexible enough to match the needs of non-traditional students, mostly working adults with families. The results: a retention rate that is substantially higher than the national average. In addition, its programs and students have been recognized nationally and internationally for outstanding achievement. (See page 23.)

“Among our accolades, this might be the most rewarding because it comes straight from our peers and partners,” said Dawn Drake, Executive Director of Alternative Delivery Systems for UW-Platteville. “The contributions and recognition distance education has brought to UW-Platteville in the past 35 years are a fraction of what the future may bring.”

More than 1,200 students have graduated from UW-Platteville Distance Education programs. The Distance Learning Center has served students from all 72 counties in Wisconsin, all 50 states, and 42 countries. In 2000-01, the center logged 185 course registrations; in 2012-13, there were 3,400.

Perhaps the most notable accomplishment, according to Drake, is that all of the DLC’s development and growth has come without state funding. The cost-recovery unit’s programs were started with grants and the understanding that they would become self-sufficient. Today, the center not only covers its own costs, but provides funding for campus initiatives. – Thomas Jensen

Dawn Drake (left center), Executive Director of Alternative Delivery Systems for UW-Platteville receives the UW System Board of Regents Academic Staff Award for Excellence from Regents member Tracy Hribar on behalf of UW-Platteville’s Distance Learning Center. Also pictured from the DLC (left to right) are Dan Avenarius, Director; Christine Hawkinson, Communications Manager; Amy Griswold, Advising Manager; Karen Adams, Corporate Marketing Manager, and Michelle Zasada, Student Services Manager.
LIGHTING UP THE NIGHT
The 'M' is turned pink for breast cancer awareness

This past October, the University of Wisconsin-Platteville and Southwest Health Center teamed together to promote Breast Cancer Awareness Month and the importance of mammograms by lighting the ‘M’ pink.

The world’s largest “M,” which measures 241 feet high by 214 feet wide, was illuminated by 16 spotlights with pink filters to call attention to the importance of mammography and early detection of cancer. One in eight women will develop breast cancer in her life, yet only 50 percent of women who should have regular mammograms get them, according to Southwest Health Center statistics. SHC recommends a mammogram and clinical breast exam at least every two years.

“We were happy to use the ‘M’ to highlight the importance of mammography, early detection, and breast cancer awareness,” UW-Platteville Chancellor Dennis J. Shields said. “We are pleased to partner with Southwest Health Center in calling attention to this form of cancer, which unfortunately touches so many families. The pink lighting of the big ‘M’ is one of many things our students, faculty, and staff are continually doing to help with awareness of early detection.”

“Our partnership afforded the community of Platteville a unique opportunity to draw attention to early detection of breast cancer through advanced digital mammography,” said Dan Rohrbach, Southwest Health Center CEO. “Our community is proud of the big ‘M’ and the rich history of mining and education it stands for. Now, we can be proud that in Platteville ‘M’ also stands for mammogram. It was our hope this pink ‘M’ partnership reminds more women to have this potentially life-saving exam.”

Students from the Wisconsin Mining School built the “M” 76 years ago. The Wisconsin Mining School (later known as the Wisconsin Institute of Technology) combined with the Platteville State Teachers College in 1959 to form what is now UW-Platteville. The “M” sits on the Platte Mound, four miles northeast of the Platteville city limits, and can be seen in Wisconsin, Iowa, and Illinois. –Paul Erickson

THE DISTANCE LEARNING CENTER HAS BEEN RECOGNIZED BY:

GetEducated.com—with five programs designated a Best Buy; indicating high quality degrees offered to a national audience with tuition and fees below the national average (five years)

G.I. Jobs Magazine and Military Advanced Education Magazine as military-friendly (three years)

Corporate Report Wisconsin—as the Best School for Online Education (three years)

Project Management Institute—with Global Accreditation. The project management program was accredited in 2008, and is one of fewer than 25 accredited programs worldwide. Several students in the project management program have won awards from Project Management Institute, including the prestigious Kerzner Award.

Twelve distance education students have been recognized with the Lifetime Pioneer Award.
ZEIGLE’S ATHLETIC TALENTS TAKE HIM ACROSS THE GLOBE

Mike Zeigle’s zest for athletic competition was nurtured at a young age. That interest continued throughout his time at UW-Platteville and beyond.

Zeigle ’74 spent his junior high and high school years in Rockford, Ill. His parents, Warren ’49 and Ann Zeigle both attended UW-Platteville. In addition, his wife Jean attended UW-Platteville, as well as two of his four children.

Zeigle’s journey to the university came, somewhat, as a surprise. His father was a World War II Navy veteran. When Mike mentioned that maybe he should join the Army, his father concurred. However, his mother felt it would be better for her son to attend college. Rather than driving to meet the Army recruiter, Zeigle ended up in the office of UW-Platteville cross country and track and field coach Tom Vail.

Zeigle attended UW-Platteville from 1969–74, earning a bachelor’s degree in vocational education, and in 1988 he earned a master’s degree in industrial technology.

He was a member of the UW-Platteville cross country and track and field teams from 1969–74. Zeigle earned honorable mention all-district during his first year on the team. In his second year, the team won the conference championship. He qualified for nationals twice.

“It was a good experience,” said Zeigle. “I met many of my best friends in track.”

Following graduation, Zeigle taught in Wisconsin, Iowa, and Illinois, before being hired as a manufacturing engineer at Trek Bicycle in Madison, Wis. He worked for Trek for more than a year before leaving to teach at North Central Technical College in Wausau, Wis., for two years. He returned to Trek as a product engineer, working on suspension systems. He currently manages a prototype development group, which produces parts for internal development and testing. In addition, they also create custom frames and components for pro race team riders sponsored by Trek.

In 1981, Zeigle joined the Wisconsin National Guard and its biathlon team. His goal was to make the 1988
United States Winter Olympic Team. He fell just short of the necessary 80 points to qualify for the time trials, finishing with 79.65 points.

Zeigle ultimately competed with the team in Europe.

He was a member of the Wisconsin National Guard biathlon team until 2011. He finished in 19th place in the marathon at the 1990 Goodwill Games. He was also on the Wisconsin National Guard high power shooting team in 1984.

While in the Army National Guard, Zeigle served in Kuwait, Qatar, and Iraq.

He competed in six Wisconsin Ironman competitions as well as three Ironman World Championships. He was the only person to make the National Guard marathon team every year from 1984 until he retired in 2011.

Following his time in the Army National Guard, Zeigle joined the Wisconsin Air National Guard, where he served for 21 years.

At 62 years old, Zeigle continues to participate in the National Guard Marathon Championships each year as a civilian. –Dan Wackershauser ’97

Pictured from left to right are Patrick Zeigle, Mike Zeigle, Andrea Zeigle-Plummer ’02, Alex Zeigle ’06, and Chris Zeigle.
ATHLETIC HALL OF FAME

The University of Wisconsin-Platteville inducted five new members into the university’s Athletic Hall of Fame. Current head cross country coach Tom Antczak, and former student-athletes Bryan Cunningham (1994–98), Ben Hoffmann (1994–1998), Heather (Kehl) Breunig (1993–96), and Chip Schneider (1992–95) were inducted in a December 2013 ceremony.

Antczak completed his 22nd season at the helm of the Pioneer men’s and women’s cross country programs and was head men’s and women’s track and field coach from 1993 to 1996 before becoming assistant middle distance/distance coach. In cross country, Antczak has led the men’s team to the NCAA Division III national meet seven times since 2000, with the best finish of fourth-place coming in 2010. He guided the women’s team to a 12th place finish at the 2007 NCAA Division III Cross Country Championships. Individually, Antczak has coached 21 cross country All-Americans, highlighted by Tyler Sigl’s individual national championship in 2007. On the track, Antczak has coached 71 All-Americans since 2000 including 16 NCAA Division III individual national champions.

Cunningham was a two-time indoor and outdoor track and field All-American. He finished third in the weight throw at the 1996 and 1998 NCAA Division III Indoor Track and Field Championships. Cunningham took home national runner up in the hammer throw in 1997 at the NCAA Division III Outdoor Championships and fourth-place in 1996. To go with these honors, Cunningham was a WSUC champion three times, and a two-time CoSIDA first-team Academic All-American. During his time in the orange and blue, Cunningham set 14 school records.

Hoffmann is the only player in NCAA Division III men’s basketball history to be a part of two undefeated national championship teams. He was a member of 1994–95, 31-0, championship team and the 1997–98, 30-0, title team; and cumulated a 108-6 record, including 61-3 in conference play during his four years in the orange and blue. Hoffmann garnered first-team All-American honors in 1998 and second-team All-American in 1997. He was named 1998 NCAA Division III Final Four Most Outstanding Player and WIAC Most Valuable Player. Hoffmann was a three-time all-WIAC selection and a two-time all-Midwest Region honoree. He finished his career with 1,256 points, ranked 15th all-time in Pioneer history.

Breunig was a four-year letter winner in track and field and set 19 school records during her collegiate career. She earned All-American honors in the 400-meter dash at the 1996 NCAA Division III Outdoor Track and Field Championships and also qualified for the 1996 indoor national meet in the 400-meter dash. Breunig claimed the WWIAC 600-meter dash title in a 1:37.03 school record-breaking effort. She also earned four second-team all-conference honors.

Schneider still holds five Pioneer track and field records. He was one of the best track and field athletes in school history. He was an eight-time All-American and a two-time national champion, in the long jump at the 1995 NCAA Division III Indoor Championships and in the 400-meter hurdles at the 1995 NCAA Division III Outdoor Championships. Schneider was a five-time WSUC Outdoor champion and a four-time WSUC Indoor champion. He was a four-time team most valuable athlete and a three-time team captain. Schneider was named UW-Platteville Student-Athlete of the Year in 1994. –Justin Bohn ‘10
Excitement was in the air in September 1925 when the Platteville Normal School opened. More than 400 students enrolled and, as the Grant County News reported, “All conditions point to one of the most successful years of the school.” Buried in the story was the Normal School’s purchase of William and Catherine Boyle’s 102-acre farm. Though unannounced, the school was boldly moving forward with a major agricultural initiative that would put the college farm front and center.

Since its doors opened in 1866, the Platteville Normal School had gradually increased enrollment, course offerings, and even physical layout, but had never granted any bachelor degrees. In 1925, the state legislature changed this by authorizing the Wisconsin Normal Schools to grant four-year degrees in education. This authorization went into effect on July 1, 1927, changing the name of the State Normal Schools to State Teachers Colleges.

Ullrich designed a three-pronged initiative. First, he enhanced the agricultural curriculum from a three- or four-year program (without a bachelor’s degree) to a “Four-year course in agriculture leading to Degree of Bachelor of Agricultural Education.”

Second, Ullrich used the increased acreage to embark on an ambitious initiative “to do extensive experimental work and greatly enlarge the scope ...” of the department of agriculture. Part of this initiative included making the college farm a focal point for “farmers of Southwest Wisconsin.”

Third, Ullrich pushed for the construction of a modern dairy barn. It took some politicking, but in the end a “special session” of the legislature approved the construction of the barn at a cost of $10,000. Built in 1928, the barn was 36 feet x 100 feet, and contained, among other things, “a livestock judging room ... stanchions for 30 cows ... an elevator for lifting grain...” classrooms and second floor storage for “hay, straw, and small grains.” The location was approximately where today’s students eat in the Markee Pioneer Student Center.

In June 1929, the Platteville Teachers College held the first of many “annual farm field days at the college farm.” The event was very successful. More than 200 area farmers attended, toured the livestock buildings, and examined the crops.

One of the little remembered stories of this change was how Fred Ullrich, the director of the department of agriculture, transformed his small agricultural program into a regionally significant program. Since the establishment of a department of agriculture in 1914, Ullrich had emphasized training students “to teach agriculture in the elementary and secondary schools.” He had, moreover, watched the college farm grow from a mere three acres to more than 130 acres. In Ullrich’s time, the farm was located in the area of today’s Markee Pioneer Student Center and Ottensman Hall. The purchase of the 102 acres had expanded the farm to the west.

In 1929, Ullrich was succeeded by a new director, George H. Rice, who continued the agricultural programs and expanded the field day idea. The new barn was razed in the early 1960s, after the college farm relocated to its present site south of Platteville on College Farm Road. It is significant, however, that the first major initiative by the Platteville Teachers College was in agriculture, enabling Platteville to eventually become a leader in agriculture in Wisconsin. –James Hibbard
HOMECOMING 2013

Thanks to those of you who joined us for this year’s Homecoming. It was wonderful to see you. If you didn’t have a chance to come home this year, be sure to mark your calendars and save the date: Homecoming 2014 will take place on Oct. 11.

Sydney Denstorff and Jacob Ramos were elected Homecoming queen and king.

Dr. Yuanyuan Hu received the Outstanding Woman of Color Award.

Charles Burgeraf’77, pictured with his wife Carolyn, received the College of EMS Outstanding Alumni Award.
Congratulations to the winner of the Alumni Association’s 2013 Custard Creation Challenge! Jane Leightly ’89 created the winning flavor, “For Pete’s Sake – I Want S’more.” She was recognized during the Homecoming All College Luncheon, where attendees enjoyed free cups of her creation, and Leightly went home with 52 coupons for free pints of custard—one pint a week for a year. Be sure to enter the challenge next year for your own chance to win.

The College of Liberal Arts and Education award recipients included:

1. Rex Reed ’73 (left), nominated by Deborah Rice ’75 and ’04, received the Professional Achievement Award.

2. Amanda Coorough (left), nominated by Elizabeth Gates, received the Friend of the College Award for her work with Richland County Health and Human Services.

3. Doug Dill (left) of First English Lutheran Church, nominated by Rea Kirk, received the Friend of the College Award.

4. Thomas Hickey (right), nominated by G. Dan Fairchild, was honored with the Arts and Letters Hall of Fame Award.

5. Jennifer Montana Newedyke ’02 (right), nominated by April Schmidt ’02, received the Distinguished Educator Award.

The College of BILSA recognized Outstanding Alumni and Friends of the College honorees.
Music alumna Wietgrefe receives two high honors

Liesl Wietgrefe, who earned her Bachelor of Science in General and Instrumental Music from UW-Platteville in 2004, was named to “50 Directors Who Make a Difference” in the School Band and Orchestra magazine and was also honored at the Yale School of Music’s 2013 Symposium on Music in Schools in New Haven, Conn.

Originally from Hazel Green, Wis., she now lives in North Pole, Alaska, and is the Steel Drum, Band, and Choir Director and Music Teacher at West Valley High School in Fairbanks, Alaska.

In the 15th annual “50 Directors Who Make a Difference” report, the School Band and Orchestra magazine recognized exemplary teachers who run vibrant programs in schools of all sizes for elementary through high school students from throughout the United States. The Symposium on Music in Schools is held once every two years at the Yale School of Music as part of the Music in Schools Initiative and honors 50 teachers for their outstanding achievements teaching music in public schools.

“Being honored at the Yale School of Music’s 2013 Symposium on Music in Schools gives me a chance to speak to others about music as an important part of our education system,” Wietgrefe stated. “The most rewarding part about my current teaching position is watching kids who would otherwise never speak to each other work together with such extreme dedication toward the same goal and then achieve that goal.”

Wietgrefe said that her music education at UW-Platteville played an important role in her success. “At UW-Platteville, I was able to participate in all aspects of making music. I was involved in bands and choirs at the top level and also took piano. I wasn’t pushed to focus on one discipline, which enabled me to excel in all the areas I wanted to. Dr. Barry Ellis and Dr. Robert Demaree were instrumental to my success.”

Music has always been a large part of Wietgrefe’s life. Her mother was a pianist and music teacher and they had a baby grand piano at home. “I really loved to hear her play and wanted to learn so badly,” Wietgrefe said. “I think I started teaching myself how to play the piano when I was about 10 years old.”

“Music just came naturally to me and because I was good at it, I really loved doing it,” she said. “It wasn’t until college, however, that I could really put into words what music was doing for my soul. Studying and listening to great music by great composers made me realize the transforming power music can have on someone.” —Laurie Hamer

Wietgrefe works with students in the classroom.
A University of Wisconsin-Platteville student with a passion for technology and the earth, senior geography major Ben Gultch is helping create a depth to bedrock map for Grant County. Data that he is collecting in his research will be instrumental in creating a more accurate, comprehensive map of Grant County. The Wisconsin Geologic and Natural History Survey, a part of the UW-Extension, is providing funding for the project.

“This research is important because bedrock, if shallow enough, is a restrictive layer that prevents water drainage, which makes it very difficult for the land to be farmed or developed,” said Gultch, who is from Brookfield, Wis. “Once this accurate depth to bedrock map is complete, it can be used as a resource for land use and environmental management.”

“In my research, I carefully review old Grant County plat books, well reports, and well-diggers’ notes dating back to the 1930s that are housed in the UW-Platteville Southwest Wisconsin Room and at WGNHS in order to identify the depth the diggers hit bedrock,” Gultch added. “Once I verify the depth of bedrock at a specific well location, I enter that data into ArcGIS.”

ArcGIS is a geographic information system that provides an infrastructure for making maps and geographic information available throughout organizations, communities, and the web.

“Doing the research and recording the data is a very intensive process because there are more than 4,000 points on the Grant County map that need to be verified,” Gultch continued.

His research is part of UW-Platteville’s Tree-Ring, Earth, and Environmental Sciences program. Research conducted in the TREES teaching and research laboratory focuses on reconstructing past environments to better understand current and future environmental change. The lab is a National Science Foundation Research Experience for Undergraduate site where research is conducted across the state of Wisconsin, Great Lakes Region, United States, Canada, and Sweden.

“I love working with the ArcGIS system because I would like to be a GIS analyst after I graduate and hopefully, in the future, become a GIS coordinator,” Gultch said. “It is amazing to have this research opportunity because it is giving me hands-on work experience in my chosen field.” —Laurie Hamer

Gultch records depth to bedrock data into the ArcGIS system to help create a more accurate, comprehensive map of Grant County that can be used as a resource for land use and environmental management.

Volunteer!
The Alumni Association is currently seeking alumni who are interested in volunteering with the 100 Years of Agriculture Celebration, scheduled for Homecoming weekend, Oct. 10–11, 2014. If you are willing to contact fellow Pioneers and welcome them back to campus for a reunion, please contact the Alumni Services office at alumni@uwplatt.edu.
1963

Robert Cropp recently was awarded two awards. In June 2013, he received an award for meritorious service by the American Jersey Cattle Association and National All-Jersey Inc. for his work in bringing a more equitable means for paying dairy farmers for their milk. He received the second award in September 2013: Guest of Honor by the National Dairy Shrine for his contribution to the dairy industry for over 47 years.


1983

Todd Weegens received the Illinois Award from the Illinois Society of Professional Engineers in July 2013. This award is given to people who have made contributions to the public welfare and the engineering profession. He is part owner of Fehr Graham, and is President of the Highland Community College Foundation.

1984

Jim Schuessler (far right) was recently awarded the Friend and Advocate award from the University of Wisconsin Colleges and UW-Extension in September 2013. Schuessler has more than 30 years of entrepreneurial experience and joined the Forest County Economic Development Partnership in 2011, where he serves as Executive Director.
1987

Daniel Sandwick was recently honored at the Wisconsin Association of Agriculture Educators annual Awards Recognition Banquet as the Wisconsin Postsecondary Farm Business and Production Management Honored Instructor of the Year.

Bill Betzig has joined the transportation group at the Wisconsin-based engineering and consulting firm, GRAEF. In his new role, he will coordinate project teams and planning, and the development of roadway design plans. He received his Bachelor of Science in Civil Engineering and was a national finalist for a project engineer award from the American Concrete Pavement Association in 2001.

1991

Steve Gehrmann, a broadcast technology graduate, has published his first book entitled *Your Life, Your Money, Your Choice: Spend It Wisely*. It is now available on Amazon.com as well as at bookstores.

1996

Bill Averkamp, of Charlotte, N.C., is the new SVP and head of servicing analytics and investor performance management for Wells Fargo Home Mortgage. In his new role with the company, Averkamp now oversees portfolio performance, manages the team responsible for servicing contracts and heads the servicing data and analytic groups.

1998

Tristan Lambert was recently promoted to Associate Professor with tenure in the department of chemistry at Columbia University. He has also been awarded the National Science Foundation CAREER Award, Alfred P. Sloan Fellowship award, and Young Investigator Awards from Abbot, Amgen, and Eli Lilly.

2001

Eric Bunner has been promoted to Vice President of Operations at Skanska in Dallas, Texas. He will now serve as the top operations executive for his office managing local operations, developing new business opportunities, and overseeing active projects. Bunner graduated with a Bachelor of Science in Industrial Technology Management and is a member of the American Society of Healthcare Engineers.

The names of Alumni Association lifetime members are identified with blue text and annual members are identified with orange text. Thank you to everyone who continues to support us in creating relationships that last a lifetime.
2004

Tyler Smith was recently hired at the Wisconsin-based engineering and consulting firm, GRAEF, as a project engineer. In this new role, Smith will assist in site and grading plan analysis, utility plan design, cost analysis, and construction observation. He brings to the company more than nine years of experience in engineering.

2005

Daniel Bruce, of Greenfield, Wis., joined the Northwestern Mutual Financial Network in Germantown, Wis. as a financial representative.

2010

David Jenkins was recently promoted to Director of Supply Chain for Harrison Medical Center. In his new role, he is in charge of purchasing, clinical specialty supply, and the mail center for a 300-bed regional medical center. He had been working for Harrison Medical Center for three years before he was promoted.
March

7–10 Arizona Socials
Tempe, Tucson, and Brewers vs. Cubs Game in Mesa

13 Janesville
Happy Hour Social
Janesville, Wis.

26 Retirees Breakfast
Special guests: Performers from the spring musical
UW-Platteville campus

26 Cha-ching: Prep U series
Financial Literacy 101
UW-Platteville campus

April

2 City, Not a Town:
Prep U series
UW-Platteville campus

12 An Evening
in Monte Carlo
Concourse Hotel, Madison, Wis.

30–3 Sunshine
State Socials
Orlando, Fort Myers, St. Peters-
burg, and The Villages, Fla.

March 15
Coach John Barth
Foundation Breakfast
Madison, Wis.

All friends, family, and alumni of UW-Platteville are wel-
come; hosted at the Crown Plaza the morning of the high
school boys’ basketball state
tournament. All alumni, con-
tact Jim Meyers if you’ve won a men’s or women’s confer-
ence championship at the
high school or college level
so that you can be recognized
at the breakfast. Jim Meyers
can be contacted by e-mail at
jijumeyers@aol.com.

May

3 Platteville Pub Crawl
Second Street, Platteville, Wis.

6 Pat Collins Room Naming
UW-Platteville campus

9 Distinguished Alumni and
Commencement Recognition
Dinner
UW-Platteville campus

10 192nd Commencement
Ceremony
UW-Platteville campus

30 College of Business, Ind-
ustry, Life Science and
Agriculture Annual Golf Outing
Platteville Golf and Country Club

If you would like more information about any of our upcoming events go online at alumni.uwplatt.edu or call us at 1.800.897.2586.
IN MEMORIAM

1934
Louis P. Goke, Germantown, Tenn.

1935
Helen M. Buss, Belmont, Wis.

1937
Edward J. Vavruska, Antigo, Wis.

1939
Glenn H. Fritz, Spokane, Wash.
Marie G. Metry, Monona, Wis.

1946
Mary Kay (Kreiser) Mathison, Chippewa Falls, Wis.
Myrtle (Spink) Pewitt, Manitowoc, Wis.

1947
John L. White, Ashbury, Iowa

1949
Betty L. McGuire, Highland, Wis.

1950
Orval E. Behnke, Fond du Lac, Wis.
Eugene J. Ertz, Eau Claire, Wis.

1955
Roy C. Akin, Hartford, Wis.

1956
Royce G. Reeves, Duluth, Minn.
Roger L. Davies, Fredericksburg, Texas
John Theiler, Salt Lake City, Utah

1958
John M. Schimke, Lublin, Wis.
John W. Jones, Winston-Salem, N.C.

1959
Glen Schultz, Florence, Mo.
James T. Schneller Sr., Platteville, Wis.

1960
Darrell D. Porter, Englewood, Colo.

1961
Virginia (Jenks) Weaver, Toccoa, Ga.
Audrey L. (Harder) Hamburg, Winnebago, Ill.

1965
Sarah E. Disi, Milwaukee, Wis.

1967
Lynette E. (Duerst) Ivey, Davis, Ill.
Joseph Provenzano, Tampa, Fla.
Barbara S. (Black) Nordeng, Madison, Wis.
Cliferd Terry Ostrem, Readstown, Wis.

1969
Daniel J. Kelley, Henderson, Nev.

1972
Bernard L. Dickey, Pequot Lakes, Minn.
Linda K. Baxter, Janesville, Wis.
Paul E. "PT Hawk" Tjaden, Janesville, Wis.

1973
Joyce C. Nikolai, Galena, Ill.

1975
Robert J. Richardson, Dickeyville, Wis.

1977
Douglas M. Pink, Lancaster, Wis.

1980
Brian D. Bahler, Naperville, Ill.
Audrey (Elliott) Pooler, Sandwich, Ill.
Kevin J. Oppriecht, Gays Mills, Wis.
Michael J. MacDonald, Harlan, Iowa

1982
Gary A. Neis, Benton, Wis.

1984
Bradley D. Blair, Janesville, Wis.

1985
Farnaz R. Krafft, West Bend, Wis.

1996
Kimberly K. Kohn, Platteville, Wis.

2011
Lindsay M. Wubben-Simonini, Hazel Green, Wis.

Current Staff
Beth K. Vaassen, Platteville, Wis.

Former Employee
Bernice Langkamp, Platteville, Wis.

Friends of the University
Cecil M. Monson, Freeland, Wash.
Oscar J. Wegmann, Bloomington, Wis.
Ruth Ann Terwilliger, Lancaster, Wis.
Former Chancellor William W. Chmurny, San Marcos, Calif.

Faculty Emeriti
1953
Merlyn D. "Mike" Gray, Madison, Wis.

In our August 2013 issue, Richard R. Liddle, class of 1973, was incorrectly marked deceased. It was Richard’s father who passed away. We apologize for this error.
**Pioneer Travel: Cuba**

April 28–May 5, 2014

The University of Wisconsin Alumni Association offers an exclusive trip to Cuba especially designed for the University of Wisconsin–Platteville alumni. This is an exceptional opportunity to visit Cuba on a remarkable, eight-day, people-to-people exploration. Enjoy intriguing excursions, informative discussions led by knowledgeable experts, and personal contact with Cuba’s people.

Explore Havana and its cultural and political heritage. Venture into Cuba’s countryside to a socialist community, tobacco plantations, and the dazzling southern coast. Enjoy two nights in lovely Cienfuegos and discover the jewel that is Trinidad. Savor lively conversations with artists, medical professionals, and everyday people. This program is made possible through a special license issued by the U.S. Department of Treasury. Every measure has been taken to ensure your comfort and convenience during your journey, so please join us in this pioneering cultural exchange.

Call Alumni Services at 1.800.897.2586 for more information or e-mail alumni@uwplatt.edu.

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**Lost Alumni** Those people listed as “Lost Alumni” either graduated from or attended what we now know as UW-Platteville. If you have an address or contact information for any of the alumni listed below, please contact Alumni Services at 1.800.897.2586 or send an e-mail to alumni@uwplatt.edu.

1974  Linda A. Babler • Mary (Stone) Beckman • Stephen W. Carpenter • Kathryn M. Clark • James P. Crook • Craig J. Gibson • Laurie A. (Hilliker) Groskopf • Bradford Hays • Allen Jerkens • Dennis F. Kueker • Rose Y. (Baker) McKenzie • David B. Nodolf • Douglas R. Skrade • Charlie H. (Hammel) Smith • William A. Smith • Glen Spaulding • John E. Tuckett

1975  Diane E. (Kebis) Delang • Laurie Edge • Lemar Geddes • Judy A. Heinrich • Fikre Hugiane • Barbara James • Tesfa Kassaye • Paul Maciokel • Richard G. Murray • Jan E. (Myers) Myers-Petty • Mary J. Pancratz • Carol J. (Slaght) Taylor • Kathryn M. (Naylor) Wood
1. Dan Murphy ’05 and his wife, Melissa, welcomed their first child, Landon Daniel Murphy, on Dan’s birthday, July 24, 2013.


3. Mike ’05 and Tivoli ’05 Gough welcomed their first daughter, Felicity Grace, on Nov. 18, 2012.

4. John ’06 and Wendy (Brown) Sternitzky ’06 welcomed their daughter, Ruby Noelle on July 13, 2012. She joins her 2-year-old sister, Greta. The Sternitzkys recently relocated to Clovis, N.M., where John is stationed with the U.S. Air Force.

5. Katy (Lawfer) ’09 and her husband, Matt Sprung, welcomed their son, Noah Paul, on Nov. 20, 2012. The family resides in North Dakota.

6. Daniel ’05 and his wife, Ashley, welcomed their son, Callahan O’Brien Bruce on July 7, 2013.

7. Tammy (Helbing) ’96 and ’01, and her husband, Dan Meumann, welcomed their daughter Liliana Tamryn on April 27, 2013. Tammy is a K-8 Counselor with the River Bend School District in Fulton, Ill., and Dan is an Independent Sales Contractor with Signtronix.

8. Jason Sipioriski ’01 and his wife, Stacey, welcomed their first child, son Parker Evan, to their family on Sept. 10, 2013. Jason is a Project Manager for J H Findorff & Son in their Milwaukee office.


10. Heidi Emilee Stanton joined her older sisters Samantha, 4, and Ruby, 2, on Feb. 20, 2013. She was born to parents Erin Ralph ’03 and Jesse Stanton ’09.
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HAIR
Musical | 4.17.2014

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An Evening in Monte Carlo

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Shake off the winter blues ... roll the dice in Monte Carlo!

Eat, drink, and socialize while trying to beat the odds at blackjack, poker, roulette, and craps—and when you stop to woo Lady Luck, place a few bids at our live and silent auctions!

All proceeds will benefit the University of Wisconsin-Platteville Alumni Association.

We hope you will join us for this elegant and exciting event.

Register before March 1 and get 500 additional playing chips.

If you or your company is interested in sponsoring An Evening in Monte Carlo or donating to the auction, please contact us at 1.800.897.2586.

Contact Alumni Services for more information.
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