Arthur Masbruch gives biggest gift in UW-Platteville history
Masbruch gives largest gift
Donation to benefit engineering program

Making a difference
Outstanding Pioneers giving back

Alumni Life

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Educator to Dentist

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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:

**What is your most successful New Year’s resolution?**

### Alumni

- To work less, drink more, and laugh over 10 times or more per day!
  *Doug Wetzel ’91, Ag Business*

- Mine is kind of lame, but my resolution was to travel more so I headed off to Istanbul, Turkey and Athens, Greece in May—a great trip experiencing different cultures, touring points of interest, and eating delicious food. It counteracted my resolution to eat healthier.
  *Anne Killian ’09*

- Keep a positive attitude at work and in my personal life. No one likes a Debbie Downer. Since January 2013, I put up a “wall of positiveness” in my work space which includes a sweet card from my fiance, positive quotes, and drawings from my nephew Jackson.
  *Katelyn Lindholm ’11, Communication Technologies*

- One New Year’s resolution that I have kept and consider to be the best would be to try new things with an open mind. My close friends will tell you that I am a very conservative person. Too often I get caught up doing the same things. I now challenge myself to do things that are unfamiliar and out of my routine. This came in handy this past summer; I married my longtime partner, Bethany Kolman. I was able to get over my fear of planes and travel to the U.S. Virgin Islands for our honeymoon. I was so immersed in the culture and experiences of the island. My wife encourages me to stay true to my New Year’s resolution.
  *Jeremy Payne ’14*

### Students

- My New Year’s resolution that I have made and kept was when I was going to follow my father’s footsteps in becoming a volunteer firefighter and first responder. Since I was 5 I looked at my dad as a hero who saved people’s lives. I wanted to do the same. I went to trainings, camps, and classes and got my first responder and fireman 1 training and am looking to pursue this as a minor.
  *Bethany Hofer, Freshman*

- My most successful New Year’s resolution was to become more involved here at UW-Platteville as well as make a positive impact within the community. Luckily I was able to see this through by participating in events put on by Campus Programming and Relations and other student organizations. Also, as a member of the Delta Sigma Phi fraternity, I and the other members were able to record over 40 hours of community service per member which allowed us to make a positive impact here in Platteville.
  *Kendal Kendrick, Senior*

The question next issue will be, “As we approach the Sesquicentennial celebration, what historic event were you a part of on campus?” Send your answer to alumni@uwplatt.edu or Alumni Services, UW-Platteville, 1 University Plaza, Platteville WI 53818-3099.
Greetings,

As I write this message to you the academic year is well underway. Students are going to class, faculty are teaching, and the myriad of activities that are a part of the educational experience are underway on our campus. Our fall career fair brought a record number of employers to campus to recruit our students to work with their organizations—a fantastic indicator of the high value placed on a UW-Platteville education. This education is made possible by the tremendous commitment of our faculty and teaching staff; the effort, energy, and talent of our students; and the continuing support of alumni and friends. As a public institution, we rely on the support of the people of the state of Wisconsin for a portion of our operational costs, but significant additional support is critical to our ability to deliver on our educational mission.

This issue of Alumni Today is about healthy living and giving back. Here, we highlight a few of the many UW-Platteville alumni in the health care field who give back to their communities including Dr. Betsy (Newhouse) Hanna ’98, who annually takes a Saturday to provide free dental care for low income families; Mary (Morgan) ’03, and Brent Sheckler ’04, pioneers in the Southwest Wisconsin gym industry who sponsor fitness events to support local causes and improve community health; Bruce Kroll ’89, who spent his own money to pay Culver’s employee salaries when they were displaced from work at his franchise by the fall 2013 fire; and Dr. Jeffrey Thompson ’74, who takes the time to participate in the Road to Excellence series to discuss his successful work on sustainability at Gundersen Health System in La Crosse, Wisconsin, with UW-Platteville students.

This year, UW-Platteville has received a number of impactful gifts that will help to sustain students’ access to an excellent education. In May, we recognized the contributions of Professor Emerita Patricia Collins of the physical education department, by dedicating an exercise science classroom in her honor. The renovations to this room were made possible through the generosity of her many former students. In October, we recognized Medical Associates for their generous support of our biology department by dedicating a biology classroom in Boebel Hall in their honor. Students and benefactors made possible the purchase of a Steinway piano for the Center for the Arts. Gifts like these enable the university to attract the best faculty, provide resources to support teaching and research, increase engagement in high impact practices, and contribute to the development and update of our physical infrastructure.

We are extremely grateful to Art Masbruch for his generous support of the College of Engineering, Mathematics and Science. His gift is the largest in UW-Platteville history. The Masbruch donation creates a new center in civil engineering, and provides scholarship and fellowship support for civil engineers at UW-Platteville. Masbruch’s contribution provides the resources for access to cutting edge instruction and technology for our students and faculty, and vaults UW-Platteville to the forefront of the highway transportation industry.

We applaud UW-Platteville graduates who give back to their communities and who provide support for the future of this institution. Our university community benefits from the pioneering spirit that inspires ongoing financial support from our alumni and friends. This same spirit animates all that we do in furtherance of our educational mission. It is this spirit that has enabled our university to prosper and be a positive force for our region, state, and country. Thank you to everyone that continues to make every day a great day to be a Pioneer!

Best,

Dennis J. Shields, Chancellor
Masbruch gave largest gift
Donation to benefit engineering program

Arthur Masbruch gave UW-Platteville a Homecoming memory when he donated the largest gift in university history, a total described as a multi-million dollar gift.

Masbruch’s combination of cash and estate gift actually became three large gifts, establishing the Masbruch Scholarship, beginning the Academic Excellence Fund, and starting the Masbruch Center that will benefit civil engineering students, especially those readying themselves for the concrete industry.

"In my five years as chancellor at UW-Platteville, I have been fortunate to develop relationships with so many of our alumni and friends, including getting to know Arthur Masbruch," Chancellor Dennis J. Shields said. "Whether visiting him in Denver or here on campus, I have been struck by his commitment to educating the next generation of civil engineers, especially those working in the concrete industry."

Masbruch earned a three-year mining certificate from the Wisconsin Mining School in 1949. Prior to attending college, Masbruch was a tail gunner in the U.S. Air Force, earning the rank of sergeant. Upon graduating, he worked in various construction companies and also kept up with one of his passions, downhill skiing.

"I was a pretty good skier, but I couldn’t quite beat the Olympic skiers," he said.

Instead, Masbruch served as the technical delegate at high-caliber races for 15 years, serving as advisor for pre-race and race events. In 1964, he patented a rescue sled for transporting injured people or loads over snow and ice-covered terrain.

The entrepreneurial spirit led him to establish his own concrete company, Art Ash Research and Training Company in Denver, Colorado. He encouraged his workers to challenge conventional wisdom. "Too many people go through their routine day after day without thinking about what they are doing," Masbruch said.

Developing critical thinkers is one of the main reasons Masbruch established his scholarship, with annual awards of at least $5,000 each to students who achieve at least 2.75 grade point averages and have demonstrated financial needs. The Academic Excellence Fund will award fellowships of at least $5,000 for students working in the Masbruch Center.

Kevin McMullen ’86, President of the Wisconsin Concrete Pavement Association, is excited about educating students who can advance the industry. "We need more high-end concrete experts," McMullen said. "I see a lot of critical thinking from the UW-Platteville graduates."

Masbruch chose to keep the total amount of the gifts quiet, saying "It’s not important what I’ve gained or what I have. It’s important what I do with it." – Paul Erickson

“It’s not important what I’ve gained or what I have. It’s important what I do with it.”

Arthur Masbruch

5
Dr. Barbara Prindiville is passionate about many subjects, not the least of which are education and the University of Wisconsin-Platteville. A graduate of Platteville High School, Prindiville earned a Bachelor of Science in Medical Technology in 1969 and a master’s in education in 1974, both from UW-Platteville. She earned a Ph.D. in educational administration from UW-Madison in 1995.

Prindiville retired in July 2014 as president of Waukesha County Technical College in Pewaukee, Wisconsin, where she served for eight years. Previously, she served as vice president of Western Technical College.

What are your career highlights?
After graduation, we moved to Green Bay, Wisconsin. I had an offer to work at the high school, and I had an offer to work at the technical college, teaching microbiology to nursing and dental hygiene students. I decided to go that route and I did that for 12 years.

I went on to get a doctorate in educational administration at the age of 48 from UW-Madison. I worked at the Center of Education and Work at the university with its careers conference. That exposed me politically and to all the educational issues that were going on in the state and nationally. I got to work with the director of the center and the president of the university.

I shadowed the superintendent of schools. I was connected to many of the state departments and learned more about state politics and government. This was an exciting time for me.

The vice president at Blackhawk Technical College offered me a position as dean of the service occupations department. The department included nursing, allied health, criminal justice, fire/EMT, and the day care program and center. I learned so much about the national and state rules and regulations, which helped me later as a college president.

The Wisconsin Technical College System oversees 16 state technical colleges. I became their nursing and allied health educational director and was there for three years.

After the success of this project I was asked to apply for a vice president position at Western Technical College. I received the position and was there for five years. I was later named president at Waukesha County Technical College, where I worked until retiring last July.

How have you used your education and/or career to "pay it forward?"
I have taken what I have learned to every job throughout my career. I had great mentors at UW-Platteville including Dr. Robert Velzy and Dr. Thomas B. Lundeen, who always taught me to raise the bar. At many of our events on campus, we incorporated music, which helped lift everyone’s spirit so they could relax and enjoy themselves.

For Dr. Prindiville’s complete Spotlight, see our upcoming e-newsletter –Dan Wackershauser ’97
Being an active alumnus has a big impact on the health of UW-Platteville. We depend on over 450 volunteers serving on college alumni chapters, advisory councils, and Foundation and Alumni board of directors to help guide the university. We look forward to the engagement of those who attend alumni events and come back to campus to visit, support our students, and speak to classes. The Alumni Association and all that we do is made possible by alumni who join and give back to the university.

Whether you live close to campus or are thousands of miles away, engaging with UW-Platteville is easy. Here are some ideas to get you started. For the full list of 101 ways to stay engaged visit uwplatt.edu/misc/101-ways-engage-uw-platteville-0.

Ways to stay engaged
1. Refer a prospective student to the admissions office by calling 1.877.UWPLATT.
2. Present a UW-Platteville scholarship at a high school award night.
3. Attend a local alumni event in your area.
4. Keep UW-Platteville informed of your personal and professional accomplishments.
5. Submit a class note to this magazine.
6. Join the UW-Platteville LinkedIn group.
7. Suggest a graduate for a job in your business.
8. Nominate an outstanding alumna/us for an award.
9. Hang your diploma in your office or workstation.
10. Wear blue and orange spirit apparel.

2015 UW-Platteville Alumni Association Membership Campaign
for more information on membership go to alumni.uwplatt.edu/?page=Benefits

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Home Address __________________________ City/State/Zip __________________________
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Spouse’s Name _________________________ UW-Platteville alum? □ Yes □ No Grad Year _______

Total Enclosed $ ___________ Make check payable to UW-Platteville Alumni Association OR charge
□ Visa □ MasterCard □ Discover Card # ______________________________
Exp. __________________ Signature ________________________________
UW-Platteville officials prepare for reaffirmation of accreditation

University of Wisconsin-Platteville officials are advancing preparations for reaffirmation of accreditation by the Higher Learning Commission—a process of external review that ensures the university is providing high-quality education and continually seeking improvement. The process includes electronic submission of a comprehensive quality assurance report and an on-site visit by a team of peer reviewers, which will take place in either fall 2016 or spring 2017.

“Accreditation is important because it is a mechanism for us, as an institution, to monitor and ensure that all aspects of the university—from academic programs to student affairs to our infrastructure—are meeting the needs of our students,” said Dr. Sharon Klavins, Associate Professor in the department of biology and Chair of the HLC Steering Committee. “Through this process, we can critically evaluate how we are achieving our vision and mission for the university and identify how we can continue to improve. It’s also essential for ensuring that our students and faculty remain eligible to receive federal funding for tuition and grants.”

The five criteria the HLC uses to determine whether an institution will receive accreditation include mission; ethical and responsible conduct; quality of resources and support for teaching and learning; evaluation and improvement of teaching and learning; and resources, planning, and institutional effectiveness.

Fourth annual MCIC focuses on diversity

The fourth annual Midwest Culturally Inclusive Conference was held at UW-Platteville in October. The theme of the conference was “Connect, Engage, Transform.” The regional conference is for business and community leaders, college students, K–12 teachers and administrators, as well as postsecondary faculty and staff who want to strengthen diversity throughout the Midwest and work collaboratively towards resolving issues relating to equity, diversity, inclusion, representative leadership, and advancing professional development opportunities.

“A diverse and inclusive campus is essential to the University of Wisconsin-Platteville, and the Midwest Culturally Inclusive Conference reflects this,” said Dr. Jennifer deCoste, UW-Platteville Assistant Chancellor for Diversity and Inclusion and Chief Diversity Officer. “A campus environment that is diverse and inclusive allows us to attract, retain, and graduate students who think critically, are innovative, and are responsive to global needs.”

The keynote speakers included Esera Tuaolo, a former football player who spoke about life as a gay man in the NFL; Lee England Jr., a professional violinist and composer; Eliza Greenwood and Josie Krueger, deaf and transgender advocates; Jose Antonio Vargas, Pulitzer Prize-winning journalist, multimedia storyteller, and the founder of Define America; Diane Nilan, advocate for the homeless; and Negin Farsad, an Iranian-American Muslim comedian and filmmaker.
NSF awards grant for STEM graduates
The University of Wisconsin-Platteville was recently awarded a $623,000 National Science Foundation grant to support underrepresented students pursuing a degree in the science, technology, engineering, and mathematics fields.

The grant will support a new College of EMS and Office of Multicultural Student Affairs scholarship program, through which two cohorts of seven students will receive scholarships of $9,300 per year.

The goal of the project is not only to increase the number of distinguished underrepresented STEM graduates from UW-Platteville, but also to ensure their success in a STEM profession after graduation. To achieve this, an integral component of the scholarship program will focus on engagement in high-impact practices and service learning, through co-op opportunities, internships, and undergraduate research among other requirements.

The program will also focus on a holistic professional development approach, helping the students develop transferrable skills—for example, communication, presentation, writing, networking, and other skills that are important to become leaders in any profession.

In addition to partnering with a peer mentor and faculty champion, the scholarship recipients will also be paired with a professional champion—one from industry who will serve as a professional role model.

“We want our students to get that perspective from people who are successful in the industry, particularly aspects such as social intelligence, managing people and time, and efficiency,” said Dr. Keith Thompson, Associate Professor in civil and environmental engineering and principal investigator for the scholarship program.

Campus reopens after June tornado
The University of Wisconsin-Platteville ceremoniously “re-opened” its campus this fall, just 74 days after an EF-2 tornado significantly damaged five campus buildings, Ralph E. Davis Pioneer Stadium, and Memorial Park.

UW System President Dr. Ray Cross joined UW-Platteville Chancellor Dennis J. Shields and Provost and Vice Chancellor for Academic Affairs Dr. Mittie N. Den Herder for the Aug. 29 ceremony on the back patio of Engineering Hall, whose damaged exterior was still visible.

“It’s unbelievable how quickly you have done this,” said Cross. “It speaks to your commitment to serve students. My compliments to you; I hope you are proud of what you have accomplished, those of us in the system are. I hope you realize that today, the rest of the system stands with you, and we, too, are all Pioneers.”

The university and its contractors raced the clock all summer, readying the campus for students to transfer their belongings into the residence halls, including Bridgeway Commons, Rountree Commons, and Southwest Hall. The three newest halls had more than 400 rooms damaged.

University employees logged more than 13,000 hours on the response and recovery.

“All of these people are the reason why every day is a great day to be a Pioneer,” Chancellor Shields said.

Pioneer Relief Fund
$64,133.86 remaining
$19,416.51 paid
$10,847.75 pending
Dr. Colleen McCabe joined UW-Platteville in 2000. She earned her bachelor’s in health and physical education from UW-Oshkosh, a master’s in education from Saint Mary’s University, and her doctorate from Edgewood College. McCabe is Department Chair of the UW-Platteville Department of Health and Human Performance. In 2014, she was named “Health Teacher of the Year” by the Wisconsin Health and Physical Education Group.

The dual nature of the UW-Platteville Department of Health and Human Performance allows for our teacher candidates and health promotion specialists to use the knowledge and skills honed within our programs to impact the health and wellness of all fractions of society.

Graduates from our teacher education degree plan are very active in the tri-state area, holding positions as licensed educators in elementary, middle, and high schools as health, physical education, and adapted physical education specialists. In these roles our graduates take on the obvious teaching duties but also aptly assume and excel at providing services beyond the walls of the regular classroom.

An example of the type of impact beyond the regular duties is our graduates’ ability to seek out external funding sources to bolster diminished district budgets. Several recent graduates have helped lead successful major grant writing initiatives, allowing their training at UW-Platteville to reach out to community members well beyond the age of the K–12 student. Much of the recent grant funding awarded to graduates has been used to support dual purpose wellness and recreational programming. Through this type of initiative schools become more effective with the addition of teacher training and equipment upgrades and then take on a new life after hours with community recreation and fitness programming.

Among the ranks of our health promotion specialists we have graduates working with individuals and groups in public, corporate, and clinical settings facilitating training and rehabilitation, creating and supporting wellness programming. Other common career selections include working within athletic settings or acceptance into graduate programs. One graduate shared his latest accomplishment, completion of his physician assistant training program. In an email, he remarked that our health promotion degree plan gave him an upper hand when educating his patients on disease prevention and healthy lifestyle modification.

Our UW-Platteville HHP graduates are making a difference in the lives of so many members within their communities. I often use the analogy of the ripple effect, and how if our students truly live the passion of our discipline we are the drop that starts individuals to understand how their daily choices can cause gentle ripples or make giant waves in the health pond in which each of us lives and works. –Dr. Colleen McCabe
Alumni Today profiles a few of the outstanding Pioneers making a difference in their professions and their communities.

“One person can make a difference, and everyone should try.”
- JFK
Bruce Kroll ’89, co-owner of Culver’s in Platteville, and Dubuque, Iowa, has literally paid it forward. After a fire destroyed his Platteville restaurant on Nov. 16, 2013, he and his business partner, Richard Adams, decided to pay the employees out of their own pockets after the insurance payments for salaries ran out. The insurance policy paid 60 days worth of wages, while Kroll and Adams paid the remaining amount until the new restaurant was opened June 16, 2014. In total, Kroll and Adams paid more than $140,000, including salaries and benefits, to their 45 employees during the transition. “For us, it was a no brainer,” said Kroll.

Faced with similar circumstances, not all small business owners may have made the same decision. “I think it comes from working with them on a daily basis,” said Kroll. “I am in the store on a daily basis. In a bigger business you don’t put a face to the person who is working for you. I am at both restaurants throughout the week. I roll my sleeves up and enjoy working with them. You see them as a person and not as an employee.”

When they were notified that they would be paid until the new restaurant was completed, the employees were relieved, Kroll explained. Some of them are college students who need to pay rent and other employees needed to make house payments.

Kroll is a Highland, Wisconsin, native. He earned bachelor’s degrees in business administration and accounting in 1989.

Adams is a former civil engineering professor at UW-Platteville.

They purchased the Platteville Culver’s on Jan. 2, 1996, and opened the Dubuque location in November 1996.

In addition to the monetary giving, Kroll also employs UW-Platteville students and this year took on Andrew Kirschbaum, a UW-Platteville student, as an intern. “It was an unusual internship with the fire,” said Kroll. Following the internship, Kirschbaum remains employed by Culver’s, handling managerial duties, including interviewing and hiring new employees, doing inventory, and making bank deposits, among other responsibilities.

The example that Kroll and Adams set through a difficult time in their business, may result in their employees paying it forward as they progress through their careers. –Dan Wackershauser ’97
Putting teeth behind commitments

To help pay for dental school, Betsy (Newhouse) Hanna ’98 joined the U.S. Navy upon graduation from UW-Platteville. Even though her commission took her to Japan and other worldly places, she always kept an eye close to home.

“Coming from Decorah, Iowa, and going to UW-Platteville, I knew I wanted to work in a small town,” she said. “I feel the patients are people I want to spend time with.”

Hanna has been with Village Family Dentist Associates in Sauk Prairie, Wisconsin, for nine years.

She grew up the daughter of a farmer and a teacher. “I had braces on in junior high and became interested in dentistry,” she said. “I came to UW-Platteville for either engineering or pre-dentistry. Dr. Jerry Strohm encouraged me to do a shadowing (of a dentist), and it sealed the deal. I’ve never regretted it.”

Hanna earned a degree from the University of Iowa College of Dentistry, thanks in part to her naval commitment. After three years in the Navy, she settled into southern Wisconsin with her husband Wade. They and their three young children make their home in Sauk City, Wisconsin.

Once a year, the Village Family Dentist Associates give up a Saturday to provide free care to low-income families. The seven dentists and more than 20 employees volunteer in the three clinic locations.

“All of us in the office do this, and it’s grown every year,” Hanna said. “In fact, if we can’t see them all on that Saturday, we make time to get them in on other days.”

She cites good examples at UW-Platteville for some of the reasons she chooses to give back to her community.

“I had really good professors, and whether it was just giving advice or allowing me to observe or participate, they were helpful,” she said. “It was always nice to see them at games, too. As an athlete, we also participated in National Girls and Women in Sports Day. That was always fun.”

Besides earning her biology degree, Hanna was a four-year volleyball player and two-year captain, a two-year softball letter winner, a recipient of the Chancellor’s Medallion Leadership Award, and a two-time winner of the Pat Doyle Female Scholar-Athlete Award. She was one of four UW-Platteville Outstanding Alumni Award honorees at the December 2013 commencement.

Hanna often finds herself treating high school students and talking to them about college choices. Inevitably, she winds up pitching her alma mater. “It’s so nice to say that it’s a good school,” she said. “They won’t regret it.”
Strength in numbers

While in eighth grade, Mary (Morgan) Sheckler ’03 wrote a school paper on her career ambition to own a gym. It didn’t take long for her and husband Brent ’04 to make that prophesy come true. Shortly after graduation, the business administration majors saw a gym for sale in Fennimore, Wisconsin, and began a thriving Southwest Wisconsin business.

“I always wanted to own a gym; I just loved working out and physical fitness,” she said.

Brent added, “You saw it as a business opportunity too, though, because we had talked about how there was nothing like that right in Fennimore.”

The couple admitted to being overwhelmed at first, because of all the different aspects of running a business. They also own two Papa Murphy’s franchises. “It took a lot of work,” Mary said. “We used to stay up every night until midnight putting insurance reimbursements together.”

“We almost closed it pretty quickly, almost, but then we hit our first New Year’s rush in 2006,” Brent added. “Then we did a remodel and expanded and bought out a small gym in Boscobel, merged with them, purchased more equipment, and gained some new members—we went from 30 members to over 200—and then we never looked back from there.”

The Shecklers eventually expanded into Lancaster, Prairie du Chien, and Boscobel, Wisconsin, and put all the centers under one name, Suppz Gym.

“I started selling supplements, just as an add-on sale to generate extra revenue for the gym,” Brent said. “And honestly, just by dumb luck it took off at a time when fitness started to get big. We eventually had to hire a new employee just to sell supplements at the gym. That’s when Suppz.com was born.”

After starting with supplies stored in a closet in one of the gyms, the supplement business has now expanded to a new 12,000-square-foot warehouse in Fennimore. During that time, the number of employees in just the supplement business grew from three to 15 with anticipated needs of at least five with the new warehouse. They ship between 300 and 500 orders per day at Suppz.com.

In fall 2014, they introduced a new website, Hersuppz.com, catering exclusively to females.

“It’s going to have workouts for women and articles about women and vitamins and supplements and a whole clothing line geared toward women,” Mary said. “There’s going to be exercises and recipes for them. It’s really exciting.”

The Shecklers turn to UW-Platteville to hire many of their class instructors, Mary said. The couple likes to keep the ties to the university as well as strengthen the cities in which their fitness centers are located.

“We just reinvest in the gyms for our members,” Mary said. “We do a lot of local walks and races and we sponsor different things so it all stays in the community and in the gyms. It’s just good business sense to give back to the community.”

Giving back takes many forms. Sometimes, giving back simply means keeping going every day.
I got over it eventually. I realized they’re the same as me.”

PACCE is an innovative initiative that leads to campus-wide coordination, integration, and leadership through community-based programs. PACCE funds engagement scholarships for UW-Platteville students to help their communities.

During her internship, Willman also learned the importance of giving of oneself, no matter what methods.

“Paying it forward really does help, even if it is just donating money without ever coming to the camp to see the difference it truly makes,” she said. “People donating money means other people can go to camp. For some, it’s the best week of their year.”

Helping others is something Willman wants to carry on to her professional life after graduation, just like countless other Pioneers are doing.

“I will pay more attention to things going on in my community instead of just doing my own thing,” Willman said. “I will look for ways to pay it forward.”

–Paul Erickson
Health system CEO discusses partnerships

Dr. Jeffrey Thompson engaged campus and community members in discussions about enriching the tri-state area through partnership, innovation, and sustainability. He was the second presenter in UW-Platteville’s Road to Excellence speaker series, designed to foster discussion about the university’s strategic plan.

Thompson grew up in Platteville and is a 1974 graduate of UW-Platteville. He received his medical degree from UW-Madison and specializes in neonatal and pediatric medicine. He has served as Chief Executive Officer of Gundersen Health System in La Crosse, Wisconsin, since 2001, where his leadership has garnered international attention for the organization’s success in decreasing health care costs and enhancing the well-being of the community by launching sustainability efforts and setting a goal of achieving energy independence.

“The first thing is to face what you are doing; what is our impact?” explained Thompson. He noted that in 2008 Gundersen answered this question by conducting an audit to determine the amount of pollutants they released. This set the organization into motion, and their accomplishments over the next several years included completely eliminating Styrofoam, implementing a comprehensive waste management program, increasing the solid waste stream recycling rate by approximately 35 percent, reducing cafeteria pre-consumer food waste by more than 70 percent, and donating leftover food to shelters.

Other initiatives include a partnership with La Crosse County to convert a landfill’s waste biogas into electricity and heat, construction of a biomass boiler that burns local hardwood chips to produce electricity and heat, wind turbines, and an anaerobic digester.

“It was great to learn more about a UW-Platteville alumnus who is now a national leader in sustainability.”

Amy Seeboth-Wilson

“It was great to learn more about a UW-Platteville alumnus who is now a national leader in sustainability,” said Amy Seeboth-Wilson, UW-Platteville Sustainability Coordinator. “Dr. Thompson spoke about how sustainability practices have not only helped to bring down operating costs for Gundersen, but also that these initiatives minimize pollution and therefore lead to healthier people. UW-Platteville has been taking steps to minimize our environmental impact by installing energy efficient lighting, improving insulation, instituting a compost program at Bridgeway Commons, and promoting recycling. We are making great strides and look to Gundersen for inspiration and leadership.” –Alison Parkins
It pays to be an Alum
Return on investment for a UW-Platteville education

Payscale.com recently released its annual College Salary Report. The 2014–15 College Salary Report has ranked more than 1,000 colleges and universities by cost and the median salaries of alumni who received a four-year degree. The colleges with the highest-earning alumni almost all have one thing in common—they produce a lot of engineers and other workers with valuable STEM degrees.

10% annual return in-state tuition without aid

10% overall college ROI rank

13% Top overall college ROI rank

20 year ROI #1 among public and private institutions in Wisconsin

20 year ROI #2 among public and private institutions in Wisconsin

UW-Platteville alumni median salary by years of experience

<table>
<thead>
<tr>
<th>Years experience</th>
<th>National Salary Data</th>
<th>$0</th>
<th>$31K</th>
<th>$62K</th>
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</tbody>
</table>

54% UW-Platteville alumni feel their work makes the world a better place.

Most popular jobs for UW-Platteville alumni

- Project Engineer
- Civil Engineer
- Mechanical Engineer
- Project Manager, Construction
- Design Engineer
- Human Resources Manager
- Software Engineer

All data provided by Payscale.com
A multi-phased project in Dubuque, Iowa, is not only mitigating the hazards of natural disasters, but also beautifying this tri-state area hub, and four University of Wisconsin-Platteville engineering alumni have been playing an integral role in bringing the vision to reality.

Shane Zenz ’89, Mark Fisher ’90, Mark Shubak ’93, and Gregory Siebers ’05, who all work for Strand Associates Inc., in Madison, Wisconsin, are contributing to the project.

The Bee Branch Creek was enclosed in a storm sewer more than a century ago, as that historic area of north Dubuque became urbanized. Over the years, the city—situated on the banks of the Mississippi River—has suffered many floods, and for the residents of the more than 1,100 properties in the Bee Branch Creek watershed, flooding posed a major risk to their homes, possessions, and lives.

Rather than engineering a new storm sewer system, the City of Dubuque decided to revert the Bee Branch Creek back to its original state, uncovering the channel way. Strand Associates embarked on this multi-phase project in 2008. This project included excavating more than 400,000 cubic yards of soil—a task that could have been a detriment to the environment, as it would pile in local landfills. Instead, the team of engineers developed a plan to strategically move the excess excavated soil to a fill area in the basin, transforming this previously unusable space into valuable commercial property for the city.

Key to the success of the Bee Branch Creek Restoration project was the concept of green engineering, or implementing practices to minimize the impact on natural resources and the environment.

“We look at green infrastructure like a standard operating procedure at Strand,” explained Siebers, who served as one of the lead designers on the project. “Good engineering is green engineering to a certain degree. We take a look at how any project can fit in its surroundings and make use of available technology to minimize the impact.”

In addition to mitigating the dangers of flooding, the project is enriching the community. “As a child growing up in Southwest Wisconsin, my family made frequent trips to Dubuque, and I recall the Dubuque Pack buildings occupying much of the project area,” said Fisher, who was involved in the initial scoping of the project and developing concepts for addressing utility conflicts, as well as quality control. “What was once a large industrial complex with massive buildings and...
parking lots has been transformed into an attractive open space with a practical purpose.”

Restoring the channel to its natural state has allowed for wildlife to flourish along the corridor. New aquatic species have been added to the creek and a flock of bald eagles now inhabit the banks. Phase two of the project will bring even more assets to the community as it will include a pedestrian bridge, amphitheater, orchard, paths, benches, and more, transforming what was previously a concrete area into a park-like setting.

“The project really has successfully demonstrated how a flood control project can incorporate ancillary benefits related to improving surface water quality, enabling aquatic habitat, establishing an aesthetic amenity for the surrounding community, and providing educational and recreational opportunities for the public,” said Shubak, who served as the lead storm water and hydraulics engineer for the project.

The alumni agreed that UW-Platteville played an integral role in preparing them for their work at Strand Associates.

“While pursuing my undergraduate degree at UW-Platteville, it was always my intention to begin my professional career right after graduation and forgo pursuit of a post-graduate degree,” said Shubak. “I’ve always felt that UW-Platteville’s engineering programs excel in terms of preparing graduates for the workplace by placing an emphasis on teaching ‘real-world’ practical applications.”

“Two of the biggest strengths at UW-Platteville were access to professors and small class sizes,” added Zenz, who worked on electrical design for the Bee Branch Creek project. “It was a lot more of a personal experience versus a class size of 100.”

Strand has been a large supporter of UW-Platteville over the years. The company is a member of the 1866 Cornerstone Society and has created a student project endowment fund and a Strand Associates Scholarship Fund for civil and environmental engineers, as well as sponsored a landing at the “M.” Strand also supported the construction of Engineering Hall, and was recognized with the naming of Strand Associates Laboratory in the building. Additionally, Strand employees gave a gift to honor CEO and Chairman Ted Richards ’61, with a classroom in his name. Strand Associates currently employs 54 UW-Platteville alumni, several of who have donated time serving on the UW-Platteville Foundation board of directors, Alumni Association board of directors, and EMS alumni chapter board of directors.

“UW-Platteville alumni at Strand are always well-prepared and eager to work,” said Zenz. –Alison Parkins
Brazilian students studying on campus

A group of Brazilian students is currently studying at UW-Platteville. A majority of the 20 students will be on campus until the end of this summer. They began with an intensive English language program during the summer of 2014, prior to a full-time load in the fall.

The students are part of the Brazil Scientific Mobility Program, which is a one-year, non-degree program for Brazilian students to study in the United States. The program is part of the Brazilian government’s larger initiative to grant 100,000 Brazilian university students the opportunity to study abroad in mostly science, technology, engineering, and mathematics fields. They complete two semesters of academic study in their majors and also hope to fulfill an internship.

In November 2012, Chancellor Dennis J. Shields traveled to Brazil as part of a contingent with the American Association of State Colleges and Universities, with the support and collaboration of the United States Consulate in Brazil. The purpose of the trip was to begin the work of establishing working relationships with Brazilian universities, both public and private.

The BSMP is the beginning of what UW-Platteville officials hope will be a long-term partnership. “The program has broadened academic and research exchange between the United States and Brazil and, in the case of UW-Platteville, led to partnerships with Brazilian universities that will help to sustain the mutual benefits of these exchanges long after the BSMP ends,” said Donna Anderson, Director of UW-Platteville International Programs. “As a result of Chancellor Shields’ engagement with Brazilian initiatives through AASCU, UW-Platteville sent a delegation of deans, faculty, and administrators to Brazil in late May 2014 to visit institutions that might be appropriate partners. As a result, UW-Platteville has entered into an institutional agreement with the 1 Universidade Federal Rural de Pernambuco (UFRPE – Recife), and plans to enter into agreements with 2 UNICENTRO (Guarapuava/Santa Cruz/Irati – Paraná state), 3 Universidade Estadual Paulista (UNESP – São Paulo state), and 4 Universidade Federal do Rio de Janeiro (UFRJ – Rio de Janeiro).”

The Brazilian students will take what they learn at UW-Platteville and use that knowledge to impact others in a positive way.

“BSMP students on the UW-Platteville campus have done an excellent job of adapting to the U.S. and Platteville cultures,” said Anderson. –Dan Wackershauser ’97
From the Archives
Educator to Dentist

When people visit the North American Manx Museum in Ullsvik Hall, one of the conversation pieces in the museum is a dentist drill used by alumnus Dr. James Beck. It is an ancient looking tool, complete with a foot pedal for power. A system of pulleys and cords turn the drill bit, and to even think of a dentist drilling a cavity with that apparatus is enough to make you want to avoid the dentist. Like everything, the drill has a story; its story is a great example of how the Platteville Normal School enabled the John Beck family to make a difference.

The story begins with James Beck’s father, John, who was born on the Isle of Man in 1845. At the age of 19, John and his brother, Thomas, took a chance and immigrated to the United States, arriving in Southwest Wisconsin in 1864. A miller by trade, John enlisted in the Union army in March 1865. Fortunately for Beck, the Civil War ended in April 1865, and Beck, who was at Camp Randall in Madison, “never joined” his regiment and was mustered out in July.

In 1867, John Beck married Elizabeth Alton. They had 10 children and made their home in Benton, Wisconsin, where John “engaged in the lumber, grain, and coal business” for more than four decades.

Two of their children, John and James, graduated from Benton High School. It was James, however, who pursued higher education. From the fall of 1900 to the spring of 1903, he attended Platteville State Normal School. A good student, James achieved 95 percent or better in geometry, physical geography, botany, and English literature. He must have been well-respected, for his classmates elected him senior class president. After graduating in 1903, James taught school for two years in Neillsville, Wisconsin, about an hour west of Stevens Point, Wisconsin.

In 1905, James decided to change careers. He headed to Chicago, Illinois, and enrolled in Northwestern University’s Dental School. Again, he must have been well-liked, for he became the president of his dental fraternity. After graduating from Northwestern in 1908, James, now called Dr. Beck, returned home and established his first dentist office in Benton.

Shortly after 1910, James married and moved to Mauston, Wisconsin, where he established his second dental office. Except for a brief stint in the military during World War I, he worked in Mauston as a dentist for the balance of his career. James and his wife, Lucretia, had three children, Florence, Marguerite, and John. James Beck died on Jan. 5, 1981, and is buried in Mauston.

James Beck’s story is just one of many, illustrating how UW-Platteville and its predecessors have enabled individuals to improve themselves and, in Beck’s case, provide needed dental care. In the historic photograph (c. 1925) of James working on a patient, the foot pedal of his dentist drill can be seen just beyond his right foot. –James Hibbard
Lisa Talbot ‘13 took a personal tragedy and turned it into her passion. While her father battled pulmonary fibrosis, Talbot created the fundraiser Free Throws for Fibrosis as part of her capstone project for her Master of Science in Project Management course from UW-Platteville Online. The fundraiser, held in her hometown of Traverse City, Michigan, celebrated her dad’s passion for basketball while raising money for pulmonary fibrosis research.

“I really feel like this is what I’m supposed to be doing,” Talbot said. “I’m doing this out of love and the response has been overwhelming.”

Now in its second year, Free Throws for Fibrosis relies on a simple concept. Participants collect pledges for shooting 100 baskets, and donors pay for every basket made. The group raises additional money through silent auctions and business sponsors. This simple set-up has led to success—and a lot of donations.

“Pulmonary fibrosis impacts as many people as breast cancer a year, that’s 40,000 people a year. Free Throws for Fibrosis is trying to raise both money and awareness to aid research efforts,” Talbot said. “Last year, this one event raised over $12,000 and our initial goal was only $3,500. We had received over $4,000 in donations before the event even began.”

Much of the money raised by Talbot and her team goes directly to the Pulmonary Fibrosis Foundation, but portions are reinvested into the community.

“As part of the event, we will be awarding two $1,000 grants to other nonprofit organizations in the community who take part in our fundraiser, such as the Boy Scouts or Girl Scouts,” Talbot said. “We’ve also created a pulmonary fibrosis support group. This community involvement is an important part of our success and we want to provide mutual support.”

The support group has been another passion project for Talbot.

“When my dad was diagnosed, there weren’t any resources,” Talbot said. “Sometimes you feel like it’s this scarlet letter; it’s this disease no one understands and you can feel very alone. Expanding our organization to include the support group goes along with Free Throws for Fibrosis’ original mission to help those diagnosed and their caregivers. Support groups are shown to have a positive effect on patients when dealing with issues that come with a terminal disease. Having one patient say ‘I can’t believe someone else in my community knows about this disease,’ makes us successful already. Helping other patients and their families in even the smallest way has helped me with my grief over losing my dad to this disease.”

To find more information about Program Management and other programs offered by UW-Platteville Online, check out www.GOUWP.com. –Megan Hinderman
Two UW-Platteville alumnae are leading the heartland region of the Society of Women Engineers. Betty Leonhard ‘00 is serving as Governor of SWE Region H, while Carol Weber ‘89 is the Lt. Governor. They began their terms in July 2014. Region H, which includes more than 5,000 members, encompasses North Dakota, South Dakota, Minnesota, Wisconsin, Michigan, Indiana, Illinois, and Iowa.

Leonhard was raised in Sheboygan, Wisconsin, and after earning a bachelor’s in industrial engineering, she was hired as a quality engineer at the Square D Company in Cedar Rapids, Iowa. She currently works as a quality engineer at Ameridrives Power Transmission in Green Bay, Wisconsin.

Leonhard joined SWE in 1997 while attending UW-Platteville and has taken advantage of various leadership opportunities. “It is definitely one of those things that you get out of it what you put into it,” she said. “I’ve put in a lot of time over the years, but I’ve also received a lot of benefits.”

“I also really love the outreach aspect of SWE,” added Leonhard. “We do a lot in Iowa and in Wisconsin. Everyone in SWE helps get girls interested in the STEM careers.”

Leonhard’s responsibilities as governor include communicating SWE’s message and making sure the group remains committed to its mission. “We want to keep the members engaged and involved,” she said.

Weber was raised on a farm south of Osseo, Wisconsin. She attended UW-Platteville for its engineering program. “The hands-on experience with the labs and the actual practical application of the theory made things real,” she said, noting she enjoyed the small class sizes and the access to the professors.

Weber earned a bachelor’s in electrical engineering. Upon graduation, she started her career at Caterpillar Inc., where during the past 24 years she has demonstrated the ability to solve problems and deliver new technologies in all aspects of product development.

Weber currently works as a Senior Engineering Project Team Leader in Product Development and Global Technology for Caterpillar Inc. in Mossville, Illinois.

Throughout her career, Weber has looked for opportunities to “pay it forward,” and give back what she has learned. “I have been active on campus in the Women in Engineering, Mathematics and Science Advisory Board since 2004,” she said. “That’s one of the best things, is being able to go back on campus and talk to the students about what life is like in the real world.”

– Dan Wackershauser ‘97
More than 5,000 alumni gave a gift to the UW-Platteville Foundation last year. Thank you Your gifts are an investment in the future of UW-Platteville.
The University of Wisconsin-Platteville inducted five new members into the university’s Athletic Hall of Fame. Former head track and field coach Jim Nickasch, and former student-athletes Kristin Haase (1993–98), Brian Hagen (1994–99), Craig Kohn (1990–94), and Keri (Wells) Meverden (1995–99) were honored during a Dec. 6 ceremony.

Nickasch was at the helm of the men’s and women’s track and field teams for 11 years (2001–12). Under Nickasch’s guidance, the men’s team brought home third-place finishes at the 2005 NCAA III Indoor Championships and 2008 NCAA Indoor Championships as well as a fourth-place finish at the 2007 NCAA Outdoor Championships. He saw 17 individual or relay national champions (eight men, nine women) and guided 33 women individual/relay All-Americans and 54 men individual/relay All-Americans. Under Nickasch’s tutelage, the Pioneers set over 65 men’s and women’s school records. Prior to taking over the track program, he was a volunteer coach for the Pioneers from 1989–95 and coached seven individuals to 15 All-American honors.

Haase was a three-time all-conference soccer selection and was named player of the week five times. She is in the WIAC record book for her five-goal game against Marian on Sept. 7, 1995. Haase ranks tied for third (14) and fifth (11) in goals scored in a season in program history and is also tied for the most assists in a year with seven. For her career, Haase is tied for second in school history with 34 goals and is second in points with 80.

Hagen was a four time all-state soccer selection and was awarded the Captain’s Council Award in 1999. In 1998, he tallied 22 goals and 53 points, which is fifth most in program history. Hagen ended his stellar career with the fourth most goals (51), fifth most points (131), and sixth most assists (29) in school history.

Kohn was the Pioneers’ first pole vaulter to earn All-American honors. He finished sixth at the 1992 indoor national championships and eighth at the 1994 outdoor championships. Kohn garnered first team all-WSUC honors twice and second team honors once. He set the school indoor record in 1991 at 15-feet-9-inches and then the outdoor record in 1994 at the same height.

Meverden was an eight-time All-American on the track and qualified for the 1998 NCAA III Cross Country National Championships. Her fourth-place finish in the 5,000-meter run in the 1997 indoor national track championships marked the Pioneers’ first indoor All-American honor. Meverden went on to finish national runner-up in the 5,000-meter run in the 1998 and 1999 indoor championships. She earned all-conference honors four times in cross country and seven times in track and field. Meverden was named UW-Platteville’s Female Athlete of the Year three times and was the Pioneers’ nominee for the NCAA Woman of the Year in 1999. –Justin Bohn ’10
One of the most dominating teams to ever wear the orange and blue, the UW-Platteville undefeated men's basketball team of 1997–98 was inducted into the Athletic Hall of Fame in September.

They finished 30-0, only the third undefeated time in NCAA III history and the second time in four years for the Pioneers.

The senior class of Andre Dalton, Ryan Fuhrmann, Ben Hoffmann, and Travis Schreiber compiled a 108–6 record over four years.

Only once did a WIAC team come within single digits, and that was UW-Stevens Point hanging within eight in the conference opener.

The Pioneers set modern defensive records in the first two games by allowing Coe 10 points in a half and Lakeland 31 points for a game.

When the Pioneers reached 20 points, their opponents were still at eight, on average.

“It’s something that we’ll cherish for the rest of our lives. Not everyone gets to experience a national championship, and we were able to do that,” said Ben Hoffmann, who earned All-America status and was the Final Four MVP. “Sometimes I wonder why we were able to go undefeated and win a national championship. The only answer I can give is we put absolutely everything we had into that journey, that one common goal.”

Team-wide contributions were apparent, as the scoring average of the top 10 players ranged from 12.8 points per game to 4.4, and the starters outscored the reserves by only 20 points over the course of the season.

“It was so much more of a team than any one individual,” said Hoffmann. “People often ask, ‘you guys won the national championship and went undefeated. What was that experience like?’ The first thing that comes to my mind was it was fun; it was a blast. I remember not necessarily all these wins we had or any spectacular shots. I remember hanging out and watching Packers games and going to volleyball games. That was fun for us. It was every single moment.”

“You earned it,” said then-Pioneer Coach Bo Ryan. “You are the last NCAA Division III team to go undefeated. You are the last NCAA men’s basketball team to go undefeated. Wow. That’s pretty good ... I can’t tell you how proud I am of this group. You guys made history.” –Paul Erickson
Peterson completes Peace Corps service

UW-Platteville graduate Joseph Peterson recently completed his United States Peace Corps service in Burkina Faso, Africa.

Peterson graduated from Platteville High School in 2004 and subsequently obtained his bachelor’s degree in broad field science from UW-Platteville in 2012.

Peterson credits his initial interest and overall involvement with the Peace Corps to Dr. Susan Morris, Political Science Professor, who had mentioned the organization.

“She made a 10-second comment on the Peace Corps and how they were interested in people with skills in science, technology, and mathematics. I thought, ‘That sounds interesting,’” said Peterson. “I did some research, talked to a few people, told my parents I was going to apply, and about eight months later turned in the initial application. I always thought it was interesting how that one, small comment pushed my life in a whole new direction.”

Peterson served as a formal secondary education volunteer in Burkina Faso from 2012–14, where he instructed sixth grade equivalent mathematics courses to approximately 520 students who were divided into class sizes of 90.

During his time in Africa, Peterson led the lifestyle of a common citizen. His site, located in Pama, the provincial capital, consisted of four cinderblock walls, a concrete floor, and a tin roof.

“The tin roof turned my house into an oven, so 95 percent of my time was spent outside in the shade,” said Peterson. “I even slept outside from March to August, the hottest part of the year. My house really served as storage and shelter during the rainy season.”

In addition to 120-degree temperatures, his site had no running water. He had to store his water in a 100-liter trash can.

Despite this, Peterson says that he considered himself lucky because he had the benefit of having electricity in his house, something that is considered a rarity in West Africa.

“The electricity is shut off quite often during the dry season,” said Peterson. “The electricity is generated by a hydroelectric plant and at the end of the dry season there isn’t enough water to turn the turbines, and so, no electricity.”

Upon returning to the United States, Peterson, along with the help of Jewel Henke, a retired teacher from Lancaster, Wisconsin, donated two microscopes to schools in Burkina Faso.

“It is a rare opportunity for the students to see the microorganisms they are learning about in school. Microscopes of this caliber are non-existent at this level so they are a real treasure,” said Peterson. “For a few students at my school, it was the first time they had an opportunity to use a microscope as well.”

Through these challenges and new experiences, Peterson says that he learned a lot, specifically about himself and his future plans.

“Knowing I can push myself to limits previously unknown, I don’t think a traditional nine-to-five job is going to work for me,” said Peterson. “That is not to say a nine-to-five can’t be challenging, it can, but for me, I will need to be up and out of an office, in the community or at a project site, getting my hands dirty.”

Peterson says that he now views himself as a global citizen as he is able to interpret issues within the United States from a completely different cultural perspective. Moreover, he says he is able to evaluate not what makes nations different from one another but identify the elements that unite them. –Shelby Le Duc ’14
Homecoming 2014

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 2015 will take place on Oct. 10.
2014 Custard Creation Challenge winner Erica Bosacki (center).

"Opus 88" unveiling Medical Associates Classroom naming ceremony

College of BILSA Alumni Honorees
Pictured left to right are Chuck Steiner, BILSA Academic Advisor Award; Becky Troy, Distinguished Employee Award; Rob Snyder, Tom and Lee Ann Lindahl Teaching Excellence Award; Wayne Weber, Dean of BILSA; Medical Associates – Candy Temperly, Friends of the College; Jim Wargowski ’86, Outstanding Alumnus; Joanne Rash ’97, Outstanding Alumna; Paul Miller ’65, Outstanding Alumnus; Shawn Stankovich ’01, Outstanding Alumnus; Holly Clendenen ’06, Director of University Advancement; and Mike Fielder, BILSA Alumni Chapter Service Award (not pictured Mary Twinem ’82, Outstanding Alumna).

College of EMS Alumni Honorees
Pictured left to right are John Krogman ’76, Outstanding Alumni Award; Joe Bunker ’96, Outstanding Alumni; and Dr. Max Anderson, EMS Alumni Chapter’s Emeritus Faculty Honoree.

College of LAE Alumni Honorees
Pictured left to right are Dani Crase ’81 and ’87, Distinguished Educator Award; David Allen ’76; Kathleen Blum ’74, Distinguished Educator Award; Dana Cecil; Lecturer of criminal justice; and Ellen Schwartz ’74, Professional Achievement Award.
Carol (March) McLernon continues to write for children. Her latest book, *Ice for Sale*, tells about the ice-harvesting industry beginning along the Atlantic coast and ending on Geneva Lake in 1948. More information about her other books is on her Facebook page, Carol McLernon’s Books. She shares the profit from book sales with schools, libraries, and museums where she’s invited.

1966

Lee Sommers, retired director of the Colorado State University Agricultural Experiment Station, received the Distinguished Extension Award, part of the Distinguished Alumni Awards, from the Colorado State University Alumni Association, on Oct. 16, 2014 at the Lory Student Center in Fort Collins, Colorado.

1974

Gene Lester, U.S. Department of Agriculture Plant Physiologist, and his colleagues measured the beta-carotene concentrations in orange-fleshed honeydew and cantaloupe melons grown under the same greenhouse conditions. The team found that orange-fleshed honeydew had significantly higher beta-carotene concentrations than cantaloupe, but the two melon types had similar beta-carotene bioaccessibility. Before the human body can make use of a fruit’s nutrients, the nutrients must first be released from the fruit tissues, becoming “bioaccessible,” and then the nutrients can be absorbed into the circulation, becoming “bioavailable.” This means that both melons appear to be comparable sources of dietary provitamin A for humans, on par with carrots, which are known to be a major source of provitamin A.

1986

Erin (Mcdonald) Arbabha recently published her memoir titled, *I Have Survived*. Her memoir is about her journey with breast cancer and is available for Kindle or print on Amazon.

1998

Erin Murphy recently was named the State Capitol Bureau Chief for Lee Newspapers in Iowa. Based in Des Moines, Iowa, he will cover the capitol and politics for five newspapers.

Alumna Jennifer Williamson was hired as the Director of the UW-Platteville Academic and Career Advising Center.

The soils and crops alumni held its fourth annual golf outing and picnic on Sept. 5 at Apple Canyon Lake, Illinois. The outing included 28 golfers and 35 picnickers. Rick Lange ’80 served as the alumni chairman. Alumni should mark their calendar for Sept. 11, 2015 for this annual event. All are welcome.
1998

Shari L. Post, a practicing Attorney in Marshfield, Wisconsin, is a true solo practitioner and celebrated her 10-year anniversary since opening her office in August.

2000 AND 2001

Andrew Frigo ’01 and Keli (Highland) Frigo ’00 married on Sept. 6, 2014 in La Crosse, Wisconsin. Pioneer Pete made a special appearance to celebrate along with the many friends and family who are lucky enough to be Pioneers. He is a Graphic Designer for Reinhart Foodservice, and she is the Assistant Director of the UW-La Crosse Alumni Association.

2006

Anne (Broessel) Holzem graduated in December 2013 from North Carolina State University with a Master of Science in Civil Engineering. Her research focused on pedestrians and bicyclists at superstreets (j-turns). Her husband, Ryan Holzem completed his Ph.D. program from Duke University in May 2014. His research was on emerging contaminants in biosolids (wastewater). Ann, Ryan, and daughter Avni now reside in Cleveland, Wisconsin. Anne recently accepted an offer as Project Manager with Patrick Engineering in Green Bay, Wisconsin, and Ryan works as a Wastewater Process Engineer for Donohue and Associates in Sheboygan, Wisconsin.

2010

Sam Wilke has been promoted to Structural Division Manager for Advanced Engineering and Environmental Services Inc. in Fargo, North Dakota. He will oversee the firm’s structural engineering services, manage projects, manage engineering and design production, mentor employees, and assist in business development and construction administration. He also was recently elected as the North Dakota Society of Professional Engineers Chapter 3 Young Engineer of the Year.

2014

Neil Zielinski has been hired as a Consultant for Corporate Technology Solutions in Milwaukee, Wisconsin. Zielinski will now be responsible for working with CTS clients to create quality software solutions to increase business productivity.

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 relations that last a lifetime.
Letter to the Editor

I always look forward to your publications, and one page jumped out of this issue: The Wright Center area for veteran students. Our hangout place back then was the Student Union, or the Black Cat bar. Back in 1961–62 three of us, Fred Oomens, Bob Cullen, and I drummed up the concept of re-activating the Vets Club that had dissolved following the graduation of the Korean War boys. So, we had an audience with Chancellor Dr. Ullsvik. We told him what we were up to, and said that we would like to put on a Vets Club Dance at the Student Union, one each semester. He thought it was the best idea of the year and said that we should meet with Dean Jones, Dean of Women, who would put the plan in motion. She thought it was an even better idea than Ullsvik.

Our problem was that we had no money because we had no Vets Club. She solved all that. Said she would give us advance seed money to hire a dance band (campus guys) and then she said, “If you make any money, the Vets Club can keep it.” WOW. We walked out of there saying words like: “Did you hear that? We can keep the money, and no restrictions on what to do with it.” WOW.

Next problem was to promote the dance and to recruit a boat load of coeds to staff the dance floor. There existed a girls house named the Pine House, where eight coeds lived. So, I invited the entire house, made a date with Maureen McGuire, but she didn’t get the date part. We campaigned the entire campus.

The dance was a big success, the talk of the campus. And we made money. So, what would we do with the money? First we had to keep enough to seed the spring dance. Second, someone said, “Hey, lets take those same girls on a date to the then steakhouse, The Dugout, at Dickeyville.”

We did, and everyone ordered what we ordinarily would not have ordered. Steaks and martinis.

We put on the second Vets Club Dance in the spring semester, and then some of us graduated, some later. Fred Oomens ’63 went on to get a Ph.D. in a corner of ag business, and retired as faculty at UW-Platteville. Bob Cullen, B.S. secondary ed ’63, retired as an educator in a suburb of Chicago.


Correction from Fall 2014

The Eric and Lisa Kuhls’ Farm has had continuous family ownership for 150 years since 1864. In 1864, Ehlert Werfelman, my great-great grandpa, came to America from Holte Hanover, Germany. He purchased the farm in Smelser Township at what is now the corner of state roads 80 and 81. Ehlert farmed here for five years until his death. In 1869, his oldest son, Henry Werfelman, purchased the farm. Henry owned the farm until his death in 1889. Henry built the current house in 1875. His brother William Werfelman then purchased the farm and owned it until his death in 1924. William’s estate left the farm to his 18 nieces and nephews, one of which was my grandma Nora Kamps Kuhls.

In 1941, my grandparents Harry and Nora Kuhls purchased the farm from the other 17 heirs. Richard and June Kuhls lived on the farm until 1959. My parents, Robert and Lois Kuhls, moved on the farm in 1959. Upon Harry’s death in 1989, my parents purchased the farm from Harry’s estate. I, Eric Kuhls ’95 along with wife Lisa, purchased the farm in 1997.

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 email to alumni@uwplatt.edu.

1980 Gary W. Bruner • Scott B. Carlson • Youssef A. Dharrab • Dale A. Franke • Margaret L. Golubic Walker • Mark Hardyman • Daniel A. Johnson • Gary J. Knief • Mamadou Kone • Michael D. Kuntzelman • Bradley T. Kuplic • Steve E. Lee • Dori M. Molitor • Kingsley M. Ngelale • Gerald G. Somers • Daniel C. Tipton • Toure C. Vehi • Gerald C. Voigt • Maryjo Wagner Collins • Norman B. Wood
1939
Mildred A. (Zirkelbach) Miller, Bates City, Missouri

1940
Ursula M. (Fischer) Imhoff, Richland Center, Wisconsin

1941
Anne (Dougherty) Inman, Madison, Wisconsin

1945
Gayle (Staskal) Napp, Fennimore, Wisconsin
Marion L. (Vesperman) Welsh, Mount Hope, Wisconsin

1946
Evelyn I. (Coulthard) Gensler, Shullsburg, Wisconsin

1947
Clarice J. Myers, Guston, Kentucky

1949
Percival L. Hanson, Jacksonville, Illinois
Stanley “Pat” Kirschbaum Sr., Beaver Dam, Wisconsin
Homer D. Ralph, Lancaster, Wisconsin

1951
Gerald R. Howe, New Berlin, Wisconsin

1954
Joan M. (Zenz) Clements, Alpena, Michigan
John P. Hillmer, Two Rivers, Wisconsin

1957
Joan V. Jones, Friendship, Wisconsin

1958
Patrick Baggot, Port Washington, Wisconsin
M. Arlyn Elmer, Albuquerque, New Mexico
Ruth M. (McPherson) McClain, Platteville, Wisconsin
Morris A. Severson, La Crosse, Wisconsin
Jim White, Prairie du Chien, Wisconsin

1959
Mary J. (Freeman) Dare, Burlington, Wisconsin
Roland J. Hanson, East Troy, Wisconsin
William “Bill” S. Harris, Barneveld, Wisconsin

1960
Dorothy Eschenbach, Baraboo, Wisconsin

1961
William J. Murray, Lancaster, Wisconsin
Cecil G. Reedy, Gresham, Wisconsin

1962
Erma F. (Hipenbecker) Surrem, Richland Center, Wisconsin
Gladys M. (Weber) Walker, Lancaster, Wisconsin

1963
Mary Chappell, Lancaster, Wisconsin
Carl W. Rosenau, Pewaukee, Wisconsin
Richard A. Thompson, Elkhorn, Wisconsin

1970
Larry A. Olson, Platteville, Wisconsin

1971
Marie A. (Peters) Hornes, Middleton, Wisconsin
Robert J. “Mac” McWilliams, Cuba City, Wisconsin

1972
Raymond “Skip” N. Boughton, Ontonagon, Michigan
Douglas McKenzie, San Antonio, Texas
Chris K. Shepherd, Midlothian, Texas

1973
Jean E. Lease, Blue Mounds, Wisconsin

1974
Kenneth J. Spark, Spring Grove, Illinois

1975
John R. Larson, Bloomington, Minnesota

1980
Larry W. Betcher, Northfield, Minnesota

1982
Richard G. Hagedorn Jr., Monona, Wisconsin

1983
Thomas Tommet, Whitewater, Wisconsin

1984
Kathleen S. Argall, Cottage Grove, Wisconsin
Jill E. (Heins) Hawkins, Green Bay, Wisconsin

1987
Duane L. Slager, Beaver Dam, Wisconsin

1985
James M. Gerrits, Muskego, Wisconsin

1992
Randal J. Mack, Dane, Wisconsin

1993
Stephen F. Chandler, Shullsburg, Wisconsin

2005
Bradley S. Chenous, Argyle, Wisconsin

2010
JoAnne Hauser-Warren, Cuba City, Wisconsin

Employees
John T. Dixon, Manitowoc, Wisconsin
Dr. Harry D. Henderson, Potosi, Wisconsin
Dr. William G. Melville, Platteville, Wisconsin
1. Emily (Spargo) ’01 and Neil Dhingra welcomed Eleanor Charlotte into their family on Jan. 4, 2014. She was 6 pounds, 13 ounces and is adored by her big sister, KC (3). She comes from a long line of Pioneers, including her maternal grandparents Robert ’73 and Kathryn (Weigel) Spargo ’72. The Dhingras live in Damascus, Maryland.

2. Dave ’00 and Mary (Lolwing) Seiler ’02 welcomed their son Nathan James on April 10, 2013. He weighed 8 pounds, 3 ounces and was 21 inches long. He is loved by his big sister Leah (10) and big brother Brent (7). Dave and Mary both currently teach in Mayville, Wisconsin. Dave is a technology education teacher and Mary is a first grade teacher.

3. Amy (Radel) Stoddard ’09 and her husband, Kurtis, are the proud parents of three year old twins, Norah and Keller.

4. Craig ’04 and Angela (Kramer) Gasior ’02 welcomed Maxwell John to their family on March 6, 2014. He weighed 9 pounds, 6 ounces and was 22.5 inches long. He is loved by his big sister, Kallie (2). They live in Alexandria, Minnesota.


6. Gloria (Gutierrez) ’98 and Jesse Marzell welcomed their second child, Abigail Lauren on May 19, 2014. She weighed 8 pounds and was 21.5 inches long. She joins big brother Preston, who is now 2 ½ years old, and who loves his new little sister.

7. Justin ’10 and Livia (Daentl) Doyle ’10 are proud to announce the birth of their first son, Quayde Reynolds. Quayde was born on Jan. 7, 2014, weighed 7 pounds, 5 ounces, and was 20.5 inches long.

If you have a birth announcement or photo of your little Pioneer, send it to us and we’ll use it in a future issue of the Alumni Today as space permits.
Rediscovered Tuscany

Experience the charm and romance of Tuscany on a special program that combines guided sightseeing excursions with ample free time to immerse yourself in local culture. Wander through the winding streets of Colle di Val d’Elsa, your home for seven nights. Witness the Etruscan heritage of Casole d’Elsa then tour Cortona and the Etruscan Academy. Discover the architectural treasures of Renaissance Florence. Visit Chianti and the 14th-century town of San Gimignano, where towerhouses stand as symbols of wealth and power. Explore Castellina, once an important Florentine garrison, and Siena, a city unchanged throughout the centuries. Enjoy local wines and olive oils at the Castello di Monsanto winery, visit a farm for a tasting of pecorino cheese and learn the essence of Tuscan cooking during a private demonstration. This Alumni Campus Abroad program includes all excursions, first-class accommodations, educational programs, an extensive meal plan featuring wine with dinner, and no single supplement for solo travelers.

For more information, visit https://wispla.ahittravel.com/ or call Alumni Services at 1.800.897.2556.
Experience the Arts!
Performing Arts Series 2015

Simon and Garfunkel Experience
Jan. 31, 2015
Jazz Festival Big Band featuring Wycliffe Gordon
Feb. 6, 2015
7 Brides for 7 Brothers
Feb. 27, 2015
The Randy Sabien Ensemble
March 7, 2015

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To request disability accommodations, please contact the University Box Office at 608.342.1298.
The University of Wisconsin-Platteville seeks artists for the UW-Platteville Sesquicentennial Art Show. The theme of the show is Celebrate the Heritage of UW-Platteville.

All artwork entered must be the artist’s original creation and completed within the last two years. Artists will be selected on the basis of quality, originality, craftsmanship, and relevance to the theme by a panel of jurors, who are experts in their fields. Applications are open to all artists 18 years of age and older. Applications must be submitted online by May 1, 2015.

The UW-Platteville Sesquicentennial Art Show will open Sept. 1, 2015 and end Friday, Oct. 9 with a live and silent auction held at the Harry and Laura Nohr Gallery, Ullsvik Hall. Artists may choose to have their artwork available for purchase at the live and silent auction. The auction will benefit scholarships for students. Fifty percent of proceeds from artwork sold will go to scholarships for students and 30 percent of proceeds to the artist.

APPLICATION FEE:
$25 professional (up to 3 pieces)
$15 student (up to 3 pieces)

For more information or to submit your art work, visit www.uwplatt.edu/150/artshow

The University of Wisconsin-Platteville Sesquicentennial Art Show is a part of UW-Platteville’s sesquicentennial anniversary celebration.

To request disability accommodations, contact Kim Schmelz at schmelzk@uwplatt.edu or 608.342.1970.
An Evening in Monte Carlo

4.18.2015 | 7 p.m. | The Madison Club

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 18 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.
1.800.897.2586 | alumni@uwplatt.edu
alumni.uwplatt.edu