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Greetings,

“Never doubt that a small group of committed citizens can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead

The 2014–15 academic year was indeed a year of change, beginning with a tornado and ending with an extraordinary reduction in state financial support. Through the hard work of our dedicated employees, the community, and our supporters, the university cleaned up after the tornado and began the school year on time. The UW-Platteville administration, faculty, and staff have put the same level of hard work into the budget process to ensure the ability of this university to serve its students and satisfy our mission.

Our campus has implemented a three-phase plan to reduce our overall operating budget by approximately $8 million. The first phase completed in the spring reduced our budget by $4.4 million. The second phase, which included 63 people participating in the Voluntary Separation Incentive Program, saved about $700,000. The third phase will take place during the 2015–16 academic year, and help the university achieve its goal to operate within our new budget constraints.

The budget cuts mean that we must make changes as an institution and so we are committed to a strategic approach that will allow us to continue to provide our students the kind of hands-on education for which UW-Platteville is known. By addressing the budget cuts strategically, we aim to make changes that will empower the university in the future. One example is the reorganization of the External Relations division, outlined on page 5. The division now incorporates the former Advancement division with the departments of Corporate Relations, Government Relations, and Event Services. External Relations coordinates all our outreach and communications to you, our alumni and friends.

In this annual report, you will also read the second chapter of Archivist James Hibbard’s three-part history of UW-Platteville, as we continue to celebrate our 150th birthday in 2015–16. In this edition, we learn about the history of the Mining School, which eventually merged with the Platteville Normal School to become what we know as UW-Platteville.

Throughout our history, what you will find are people committed to going above and beyond to make our university great. Now, more than ever, we need that same kind of support to ensure we continue to provide the same affordable, accessible education that has been our hallmark. Thank you for your ongoing support of this university. I hope that you will stay connected and support us as we celebrate our sesquicentennial. We appreciate your help at making sure that every day is a great day to be a Pioneer!

Dennis J. Shields
Chancellor
January 2016

I am pleased to serve as the Chair of the UW-Platteville Foundation board of directors this year. The path of collaboration and partnership the Foundation has developed with the university during 2015 has already resulted in positive steps forward.

Under the leadership of Chancellor Dennis J. Shields, the university has taken responsibility for the cost of fundraising operations and personnel and established a division of External Relations. The new division, led by Interim Vice Chancellor Rose Smyrski, aligns departments critical to the university's ability to raise funds for the school's programs. The UW-Platteville Foundation board of directors is happy to be working with Steve Ramig, the new Executive Director of Development and Alumni Engagement. He is overseeing the day-to-day fundraising and alumni engagement activities for the university.

The changes the university has taken on are stimulating a culture of robust sustainable development in today's economic landscape that make me excited about the work that the Foundation can do to support the mission of UW-Platteville. The new division and new personnel are working to enhance the range of opportunities available to UW-Platteville supporters to contribute to the university and its endeavors.

I look forward to continuing the Foundation's work in the coming year and I want to urge supporters of UW-Platteville to take advantage of planned opportunities to provide feedback about their priorities. The division of External Relations will be issuing updates about how donations are used and the impact your dollars make, and we will ask that you participate in one of this year's surveys. We are interested in capturing your stories about UW-Platteville and receiving your feedback on the kinds of investments you are interested in making to UW-Platteville.

I am committed to this university and to my role as chair of the Foundation board because I believe that every day is a great day to be a Pioneer.

Maggie Immerfall
Chair, UW-Platteville Foundation Board of Directors

An Evening in Monte Carlo

A FUNDRAISER FOR THE UNIVERSITY OF WISCONSIN-PLATTEVILLE ALUMNI ASSOCIATION

APRIL 23 | 7 P.M. | THE MADISON CLUB

From roulette to raffles, doubling down to delicious desserts, auctions to blackjack, An Evening in Monte Carlo at The Madison Club is an Alumni Association event you don’t want to miss! The casino-themed evening brings over 140 alumni and university friends to downtown Madison, Wisconsin, for Las Vegas-style gaming, excellent food and drinks, live and silent auctions, raffle prizes, and loads of camaraderie and Pioneer pride.

Contact Development and Alumni Engagement for more information, or to request disability accommodations alumni@uwplatt.edu or 1.800.897.2586.
To better serve all of its constituents, the former Advancement division (Alumni Services, Foundation, and University Information and Communications) has been expanded and renamed External Relations. The division also includes departments of Corporate Relations, Government Relations, and Event Services and several new faces with whom alumni and friends will become familiar.

Among the new leaders are Rose Smyrski, Interim Vice Chancellor for External Relations; Steven Ramig, Executive Director of Development and Alumni Engagement; and Michael Breitner, Director of Event Services.

The restructuring is designed to accommodate the budget cuts and create a division that can coordinate communication, marketing, and advocacy with the broad range of constituencies including internal audiences, donors, government officials, alumni, prospective students, and business and industry.

“We support the university by raising its profile, building internal and external alliances and strategic partnerships, and generating funding opportunities and revenue,” said Smyrski. “We ensure that these activities are conducted in harmony with the university’s mission.”

Smyrski returned to UW-Platteville in February as senior special assistant to the chancellor following her one-year leave of absence to assist the UW Colleges and UW-Extension as interim assistant vice chancellor of communications and external affairs. On July 1, she was appointed interim vice chancellor for the new division. Smyrski was special assistant to the chancellor in 2012, and prior to the appointment, she served as the interim legislative liaison.

Breitner, also the head of the Center for the Arts, is director of Event Services, which will serve as a one-stop shop for planning and execution of large university events.

In September, the university named Ramig the executive director of the combined Development and Alumni Engagement department. He was the UW-Madison Foundation’s senior director of development of the It Starts with You Initiative at the American Family Children’s Hospital.

The new Corporate Relations department seeks to maximize mutually beneficial relationships between the university and businesses. —Paul Erickson
The UW-Platteville Foundation inducted 22 new members into the 1866 Cornerstone Society this past year.

Founded in 2012, the 1866 Cornerstone Society was created by the UW-Platteville Foundation to honor and recognize the most generous alumni and friends of the university who have demonstrated a commitment to excellence and support. Donors reach full membership after giving $25,000 or more during their lifetime or having a documented planned gift (such as a trust, annuity, etc.) of $25,000 or more.

“Philanthropy is now more important than ever to the success of our university, and the 1866 Cornerstone Society members play a vital role in leading the university to achieve its vision,” said Chancellor Dennis J. Shields. “Alumni support is critical to enabling us to control our own destiny. We aspire to continue our proud commitment to be the leading student-focused university, noted for its success in achieving excellence, creating opportunities, and empowering each individual.”

There are now 286 full members of the 1866 Cornerstone Society, and the cumulative giving from members exceeds $30 million.

“As we kick off our sesquicentennial celebration, we recognize the generosity of our alumni and friends in the 1866 Cornerstone Society,” said Rose Smyrski, Interim Vice Chancellor for External Relations. “Without their support, our success over the past 150 years—and future successes—would not be possible. Cornerstone members are committed to the excellence of this university, and it is this commitment that ensures a high-quality education and abundant opportunities for our students.”

For more information about the 1866 Cornerstone Society, contact the UW-Platteville Foundation at 608.342.1181 or foundation@uwplatt.edu. –Alison Parkins
UW-Platteville to Host Women in Engineering Conference

The University of Wisconsin-Platteville will be the host of the 2016 Society of Women Engineers Region H Conference, Friday, Feb. 26–Sunday, Feb. 28. Approximately 700 members are expected to attend the conference, the theme of which is “M” Powering Women.

“Hosting the SWE Region H conference on the UW-Platteville campus for the first time is exciting to our students, to me, and our alumni,” said Tammy Salmon-Stephens, Director of the College of Engineering, Mathematics and Science Student Success Programs at UW-Platteville. “We have never hosted the conference on our campus before. Members of the SWE section at UW-Platteville had a vision to offer the conference despite previous doubts of having the capacity do so. The attitude and aptitude within our SWE section speaks volumes about the determination and commitment our students have toward diversity and inclusion, professional development, and leadership. The theme of “M” Powering Women fits perfectly with the culture of our SWE section. I am proud and honored to support the SWE section as we offer the Region H conference ‘UW-Platteville style.’”

Founded in 1950, SWE is an international organization comprised of collegiate and professional members that promotes and supports women in engineering. Region H is the largest region, with 5,600 members.

For more information about the conference, visit uwplatt.edu/ems-success/society-women-engineers-swe. –Alison Parkins

Gribb is first female dean in EMS

Dr. Molly Gribb is the new Dean of UW-Platteville’s College of Engineering, Mathematics and Science.

A Mount Horeb, Wisconsin native, she is excited to return to her home state and become the first full-time female dean in the college’s history.

“It is such a great opportunity to come to a university with an impressive reputation, especially in engineering, and to be able to come back to Wisconsin is an incredible opportunity for me,” she said. “It’s an amazing fit both professionally and personally.”

Previously, she served as professor and civil and environmental engineering department head at South Dakota School of Mines and Technology since 2010.

She will lead the College of EMS, which consists of more than 3,300 students in eight academic departments.

“Dr. Molly Gribb possesses an outstanding academic and administrative record. It is clear that in addition to this sterling record that she has been purposeful in developing outstanding leadership skills,” Chancellor Dennis J. Shields said. “She brings experiences to the dean’s position that correlate well with what we are seeking in the College of EMS.” –Paul Erickson
UW-Platteville Foundation
Board of Directors

Margaret Immerfall, Chair
Graduation Year: 1984
Company: CUNA Mutual Group

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Graduation Year: 2003
Company: John Deere Dubuque Works

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Company: Unison Solutions Inc.

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Company: WFRV-TV Channel 5

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Company: Portfolio Strategist
David Murphy
Graduation Year: 1986
Company: Financial Institution Products Corporation

Thomas Rowe
Graduation Year: 1974
Company: Badgerland Financial

Mark Taber
Graduation Year: 1984
Company: Wind River Financial Inc.

Mary Robinson Wagner, P.E.
Graduation Year: 1979
Company: MSA Professional Services Inc.

Art Weber
Graduation Year: 1986
Company: Financial Institution Products Corporation

John Boldt, Real Estate Foundation
Graduation Year: 1976
Company: Clark Dietz Inc.

Chancellor Dennis J. Shields, Ex-officio

Protect your wealth for future generations.

Remember UW-Platteville when you make your will.

uwplatt.edu/foundation
608.342.1181
Thanks to the generosity of the A. Keith Brewer Foundation at UW-Madison, professors at the University of Wisconsin-Platteville have the opportunity to conduct cancer research on campus. In addition, the foundation also supports the cadaver lab on campus, a unique opportunity for students to work with human cadavers in the Human Gross Anatomy class.

With funding from the foundation, Dr. Marilyn Tufte, UW-Platteville Biology Professor, is leading a cancer research project. Dr. Miranda Bader, a Platteville native, who completed a post-doctoral program at the Mayo Clinic in Rochester, Minnesota, has joined Tufte for the research.

This research will continue work Tufte began in the 1980s and will be conducted using cultured animal cells. “We will be utilizing the Brewer theory to back up our findings,” said Tufte.

According to Tufte, Brewer, a biophysicist, had ideas about membrane ion transfer. He thought that altering the oxygen uptake of a cancer cell would eliminate the cell.

According to Bader, there are many commercially available cancer cell lines that they can use in their research.

Tufte explained they had great success with the research in the 1980s. “The results were outstanding,” she said. “We got tremendous data. It was so exciting.”

The Human Gross Anatomy class is taught each fall by Dr. Richard Dhyanchand, Assistant Professor of biology. UW-Platteville purchases the cadavers from UW-Madison with funds provided from the foundation, which gifts money for projects related to cancer research. Dhyanchand noted some of the cadavers have cancerous tumors.

Without the funds from the Brewer Foundation, the lab probably would not be feasible, according to Dhyanchand.

“It really sets our students apart when they go to the next level and are involved with any class or program that involves human gross anatomy,” said Dhyanchand. “The students of mine who go to medical school who have taken Human Gross Anatomy here, quite frankly, have found it quite easy. They’re often tutoring their classmates at medical school.”

When the students are finished with a cadaver, it is returned to UW-Madison where it is cremated and returned to the family in most cases.

To honor Brewer’s contributions to the UW-Platteville Department of Biology, Room 318 in Boebel Hall on campus was named in honor of him during a special ceremony in May.

Brewer, a Richland Center, Wisconsin native, graduated from the Platteville Normal School in 1913. He graduated from UW-Madison in 1915 where he received his master’s degree and Ph.D. in chemistry and physics. –Dan Wackershauser ’97
This is part two of a three-part series on UW-Platteville’s history to celebrate the university’s sesquicentennial year. Readers can find part one of the series in the online edition of the fall 2015 Alumni Today magazine, accessible at www.uwplatt.edu/alumni/alumni-today-0.

PART II
The April 24, 1907, Platteville newspaper headline spoke volumes: “District Needs Mining School.” With dozens of active lead-zinc mines in Southwest Wisconsin, the need for professionals trained in the latest mining methods was real. Three previous attempts (1854, 1889, and 1893) had been made to establish a mining school, but all had failed. Would it work this time?

Mining in Southwest Wisconsin had been around for centuries, first by the Native Americans and more recently by miners from Kentucky, Tennessee, Missouri, and the eastern United States. That early mining, however, had been primarily surface mining. Since 1890, large mining corporations had moved in and began drilling deep underground. Corporate mining had created a mining “boom” in Southwest Wisconsin. As a Platteville newspaper noted in 1906: “It is lead and zinc everywhere.”

By 1907, the time was right for another push for a mining school. State legislators were flooded with postcards/letters promoting a school, and local political, business, and academic leaders testified in Madison, Wisconsin, on the benefits of a mining school. Platteville had two significant advantages. First, the old Normal School building was vacant (the Normal School had moved into its new Main Building a block west) and could be purchased for $15,000 and used as the mining school’s building. Second, a mining school would benefit the mining activity that was already occurring. This time it worked. The bill establishing the Wisconsin Mining Trade School was passed and signed by the governor into law in July 1907.

The Wisconsin Mining Trade School opened its doors for classes on Jan. 27, 1908. Mining School historian Dr. Thomas B. Lundeen said it best: “From the beginning, the goal of the Mining School was to train youth to become practical miners.” Tuition was free for Wisconsin residents, and the expenses were minimal. The school was a two-year institution until 1917, when a third year of curriculum was added.

The existence of the mining school, moreover, created new student activities. Now it was common to see students surveying around town, or wearing gas masks and entering the smoke-filled Mining School basement during a mining rescue training exercise.
Not surprisingly, a rivalry developed between Mining School and Normal School students. The rivalry started even before the Mining School opened its doors. In September 1907, after classes began at the Normal School’s new Main Building, the students realized that the Normal School bell was still hanging in the belfry of the old Normal School building—the soon-to-be Mining School building. Not wanting to leave the bell behind, eight students, who called themselves the "Big Eight," skipped classes on Oct. 27, 1907. Secretly entering the old building, they retrieved the bell using a block and tackle and a lot of labor. The bell became the first point of contention. On more than one occasion, the Mining students attempted to take the bell back.

For their part, according to a Mining School student, a World War I cannon that had been sitting in Platteville’s City Park “found its way, with the solicitous aid of a handful of Miners, to the Mining School campus” in 1920. The Normal School students seized upon the cannon and wheeled it to different locations at night. On Halloween eve 1942, the cannon was even charged with gun powder and fired, "shattering nearby windows."

The rivalry, moreover, extended to social situations. Students from both schools recalled that dating between Normal and Mining School students was discouraged, as well as attending each other’s dances. As a mark of distinction, one alum remembered, mining students often had slide rules protruding from their pockets. And once there was even “a slight mix-up” between the students, as one person recalled. Arrests were made, but all was forgiven with "a mutually fraternal bonfire."

The rivalry also became the focus of football games. From 1909 to 1925, the two schools played nine games, with the Miners holding the edge: three wins, two losses, and four ties. As one mining student noted, the Miners expected “to claim unchallenged the title of city champions.” Therefore, when the Normal School actually beat the Miners the first time in 1921, the shock of losing can be seen in the Miner yearbook entry: “For the first time in the history of the school the Normals scored on the Miners, and they not only scored but they managed to keep us from scoring.”

After the 1925 football game, the schools stopped playing against each other. According to Lundeen, "the roughness of the games and the fear of serious injuries” precluded any further games.
During the first half of the century, many traditions were established at both schools. At the Mining School, three mining students designed the school’s official seal in 1911. Circular in design, the seal had the school’s name written on the outside and in the middle were placed three mining tools: a pick, shovel, and maul. In the 1930s, the seal was permanently set into the floor just inside the north door of the Mining School.

Other traditions emerged as well. In 1914, the Mining School established an Engineering Club. In 1915, the school expanded the curriculum to three years, and changed the school’s name to Wisconsin Mining School.

In 1918, during World War I, the Mining School teamed up with the Normal School and participated in the U.S. Army’s Student Army Training Corps program. Over 100 officer recruits were housed, fed, and trained in this program. In 1925, the Mining School started publishing the W.M.S. Geode. And a decade later, in 1935, the Mining School admitted its first female students, Fay Bible and Nancy Morrow.

A tradition not to be overlooked would be the world’s largest “M.” It all started in the winter of 1936–37, when two students traced a large “M” in the snow on the Platte Mound. The following spring, the Mining School received permission from the landowner to construct a limestone “M,” which they completed in May 1937. Since that time, the “M” has become a revered symbol for the old Mining School and UW-Platteville today.

The Normal School also grew and developed traditions. In 1914, three acres were purchased for a school farm and an agriculture department was established. In 1916, the Normal School built the Agricultural-Manual Arts Building (Ullrich Hall today). And in 1927, the Normal School became a State Teachers College. This allowed the school to grant bachelor’s degrees for the first time.

Parallel to this, the Normal School students began to identify their sports teams and even themselves as Pioneers, a name that originated from the fact that Platteville had been the first, or pioneer, Normal School. This was followed up in 1934 by the adoption of the school’s official seal, the design of which included the Normal Bell and the phrase Pioneer Normal School.
As the two schools approached the mid-20th century, their roles changed. By 1939, the Mining School had many civil engineering majors who had careers in highway construction, not mining. As a result, Homer Morrow, director of the school, persuaded the legislature to change the name to the Wisconsin Institute of Technology. In 1952, under Milton Melcher’s leadership, the school finally was granted the right to award Bachelor of Science degrees in mining and civil engineering.

In terms of the State Teachers College, the focus remained on educating future teachers, but by mid-century the college had broadened its curriculum to include arts and sciences. In 1951, to accommodate this change, the school became the Wisconsin State College, which allowed granting of degrees in liberal arts and education.

The 1950s saw both schools flourish, as returning World War II veterans filled the classrooms and enrollments increased.

At the Wisconsin Institute of Technology, one event in particular was unique: a beard growing contest. Begun in 1948 by A.I.M.E., the school’s engineering club, specific rules were developed, including a fine if a contestant shaved off his beard before St. Patrick’s Day. The contest was held each year from early January to March 17, in honor of St. Patrick, the patron saint of engineers. The beards were judged on most colorful, longest, scroungiest, best try, best groomed, and best styled. This contest continued into the 1970s.

The most significant event, however, that occurred at the Institute of Technology in the 1950s was the school’s 50th anniversary celebration, held in May 1958. The event was not only very successful, but took months to plan and involved faculty, staff, and alumni. One of the highlights was the lighting of the “M.” A relay of 65 men set a record of 17 minutes and 25 seconds to run a torch from the school to the “M.”

In addition, the 50th anniversary spurred on other traditions. First, a new Wisconsin Institute of Technology emblem was designed, which included a transit, atom, and the ever-present pick, shovel, and maul. Second, a “standard school ring” was proposed and adopted by a committee of A.I.M.E. members. And third, in front of the school, the students mounted an old “air piston [mining] drill” on the site that a World War I cannon had once occupied.

Remarkably, at the end of the 1950s both schools again faced significant changes, which came in the form of a student center, college president, and merger. That part of the sesquicentennial history continues in the next issue of the Alumni Today. –James Hibbard
The lives that Helen Brodbeck touched through her philanthropic work with UW-Platteville are plentiful. Helen, and her husband, Richard, were longtime supporters of the university. They helped fund more than 30 projects on campus and in October 2001 the concert hall in the Center for the Arts was named the Richard and Helen Brodbeck Concert Hall.

Helen earned a bachelor’s degree from the Platteville State Teacher’s College in 1939 and taught English prior to getting married to Richard in 1942. Together, they opened the first Dick’s Supermarket in 1950.


As for what drew Helen to UW-Platteville, her father was a professor on campus and her mother was a teacher. “Education was very important in our family,” said Elizabeth Brodbeck, one of five Brodbeck children.

Among the projects that Helen supported over the years included various scholarship funds, the Athletic Trip Fund, Brodbeck Theater Memorial Fund, Fine Arts Development Fund, Friends of the Center for the Arts Fund, and Steinway Piano Fund, including others.

G. Daniel Fairchild, Professor of music at UW-Platteville, has been on campus for more than 40 years. He knew Helen for many years and explained that her impact on the university is magnificent. “She was always singing the praises of the arts and education,” he said.

Fairchild noted Brodbeck was passionate about the arts and improving the community. “She was a unique person in that she didn’t just write a check, she attended the Shakespeare Festival, which we used to have, and any of our theatre events or our musical events,” said Fairchild. “It was a commitment to the community, to education, to the arts, and to sports. She wanted to see the entire community succeed.”

“She always enjoyed music her whole life and was involved in our musical endeavors as students,” said Elizabeth. “We all went to the lab school, doing little theatre productions in the Doudna lab school.”

Her legacy will live on, according to Fairchild. “She and Richard helped the university grow,” he said. “She helped us establish things and sustain things. We are going to miss her personal presence and also the things she has done.”

Elizabeth explained that the siblings are proud of what their parents accomplished and how they were able to have an impact on the community and university, while at the same time remaining humble. “Neither she nor my dad wanted a lot of hoopla or ceremony or recognition, they just enjoyed being able to give,” she said. –Dan Wackershiauser ‘97
The impact Robert Velzy made on campus as a faculty member and the first student center director was significant. It has continued even after his passing in 2014. As part of his estate gift, Velzy’s contribution will fund university scholarships and the Steinway Piano Fund.

Velzy joined the UW-Platteville staff in January 1959 as the director of the student center, the building now known as Ullsvik Hall. He was also a faculty member in the psychology department.

In addition to academic work, Velzy became involved with numerous activities on campus and in the community. He advised the Lambda Sigma Pi fraternity and coordinated events and activities such as the Crystal Caprice Winter Carnival, Madrigal Dinner Concerts, and Redcoats.

Velzy earned his bachelor’s and master’s degrees from Florida State University in Tallahassee, Florida. Before arriving in Platteville, he also completed a tour of duty with the U.S. Navy at the Naval Air Station in Pensacola, Florida.

After resigning as student center director in August 1969, Velzy maintained his teaching position in the psychology department until 1992. In 1969, Velzy and his wife Myrtle, a Platteville school teacher, bought The Timbers restaurant in Platteville. The couple also purchased and donated the concert organ that is currently located in the Richard and Helen Brodbeck Concert Hall in the Center for the Arts.

On April 25, 2003, three rooms in Ullsvik Hall were renamed Velzy Commons in honor of Velzy.

For Sid Miller ’65, Velzy was a mentor and long-time friend. Miller was a student of Velzy’s and he also worked for him as a student manager in the student center. Following graduation, Velzy hired Miller as a program manager. “I think he had high expectations, which we all strived to meet and yet at the same time he was very supportive and he was a motivational person,” said Miller. “He gave you freedom and he tried to motivate you to achieve the best that you could accomplish.”

According to Miller, not only did Velzy have an impact on students he had in class or those who worked for him, but his reach was felt elsewhere. “It was a broad spectrum of the student body that he had an effect on, in the fraternity and sorority arena, in the sports arena,” said Miller.

Given his 30-plus years of service to the university Velzy’s dedication cannot be disputed. “The opportunities that we had as students were equal to many larger universities,” said Miller. “He just felt that the world was a big stage and we should understand it and be familiar with it.” –Dan Wackershauser ’97
LLOYD LINDEN
LEADERSHIP
ANNUAL GIVING DONORS

Each year, University of Wisconsin-Platteville Development and Alumni Engagement adds new members to the Lloyd Linden Leadership Annual Giving Program in recognition of Linden’s drive to raise funds for the university.

Linden served at UW-Platteville from 1961–92, holding positions as the dean of men, residence hall director, and eventually the assistant chancellor for Student Affairs. Linden organized the Dean Linden Pioneer Achievement Award as well as the Marian (Kies) Linden Pioneer Spirit Scholarship in devotion to his wife. Aside from the scholarships, he thought to ask 1,000 people for donations of $1,000 in an effort to raise $1,000,000 for the university.

Individuals who are members of the Linden Leadership Annual Giving Program are ones who donate a yearly gift of $1,000 or more and pledge an annual gift for the next one to three years.

This year’s new members total 176, including Larry Hanson ’71 and John Soley ’70.

Hanson supports a number of funds, including the Pioneer Endowment Fund, Pioneer Annual Fund, Civil and Environmental Engineering Endowment Fund, and UW-Platteville Community Scholarship for Monona Grove High School. After receiving his bachelor’s at UW-Platteville, Hanson went on to receive his master’s from Arizona State University and is currently a Consulting Civil Engineer with Hanson Consulting Engineers, LLC in Phoenix, Arizona.

“I admire Lloyd for his career commitment to the UW-Platteville community,” said Hanson. “As an alumnus of UW-Platteville, I feel that I have an investment in the university. My small donations are a small recognition of the time, encouragement, and support that I received from the university and professors. I am proud of UW-Platteville.”

Soley also supports a number of funds at the university, due to the experiences he had as both a student and professor. “I am an annual contributor to the university because I wish to acknowledge how much my years as a student and teacher on campus have enriched my life and I wish the same for current and future students and teachers,” said Soley. –Carly Willman ’15
Planned giving options provide benefits to donors

Planned giving enables donors to leave a legacy at the University of Wisconsin-Platteville, while at the same time provides tax advantages for donors and/or family members.

Estate planning options are numerous and include:

A valid, up-to-date will: Often called the foundation of any estate plan, a will is probably the single most important document for ensuring that a legal estate and taxable estate are managed according to one’s wishes.

Joint ownership: This is a way of holding title to a specific asset in accordance with the laws of the state in which the donor resides. Assets held jointly pass to the surviving joint owner regardless of the terms of the will.

Life insurance: Life insurance proceeds can be paid either in a lump sum or in periodic installments to a beneficiary of choice.

Qualified retirement plans: These plans include a pension plan, profit-sharing plan, thrift plan, deferred compensation plan, or individual retirement account.

Living trust: This trust is usually set up and funded during a donor’s lifetime to help manage assets. Ultimately, the trust, without passing through probate, can benefit surviving family members and a charitable organization such as the UW-Platteville Foundation.

Charitable remainder trust: This agreement transfers personal assets to a trustee. The trust beneficiaries can receive income for life. After the life of the beneficiary, the remainder, or trust principal, is transferred to a charitable organization to be used as the donor determined.

Charitable gift annuities: Of all the gifts that pay a donor back with a life income, the charitable gift annuity may be the simplest and most affordable to set up. Unlike a trust, donors can contribute the gift directly to an organization such as the UW-Platteville Foundation, and the charitable organization agrees to pay the donor a guaranteed life income.

Always seek the help of an estate planning attorney to maximize the use of a will. For more information about giving options to the UW-Platteville Foundation, contact 608.342.1181 or foundation@uwplatt.edu.
UW-Platteville Foundation Program Services Paid
Total Services Paid: $9,083,662

- Personnel
- Travel
- Meetings and Entertainment
- Supplies and Services
- Equipment

Scholarships and Awards: 20%
Travel: 25%
Meetings and Entertainment: 20%
Supplies and Services: 16%
Interest: 1%
Miscellaneous: 11%
Depreciation and Amortization: 4%
Depreciation and Amortization: 1%

Endowment Balances and Total Assets History

- Total Assets
- Endowed Balances


$80,000,000
$70,000,000
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0

$76,708,549
$16,442,592
UW-Platteville Foundation

Net Assets by College
Total Assets: $22,124,499

Number of Funds Held
Total Funds Held: 1,230

Scholarships Awarded
Lauren Eggener is no stranger to growing up with a sibling. But when her younger brother, Jake, was born with Down syndrome, she knew things would be different for her and her family.

Lauren, a senior mechanical engineering major with a minor in Spanish at the University of Wisconsin-Platteville, has learned a lot from Jake. “He’s the best gift ever given to me,” she said. “He has taught me humility in forgiveness, wisdom beyond my years, patience, acceptance, confidence, and above all the drive to accomplish great things.”

The Eggener family was told that Jake would never ride a bike, tie his own shoes, play sports, or have his own friends, but he has accomplished far more than that. Aside from graduating high school, Jake played drums in the concert band, started and led an art class for other special needs students, received his black belt in tae kwon do, gives piano concerts at the local hospice, and has a part-time job.

“Jake overcame all the obstacles put in front of him and he is my motivation to overcome whatever is holding me back from greatness,” said Lauren. “Whenever I think I can’t reach my goal, I think of the time Jake learned to tie his shoes by himself. He was 12. My family surrounded him in the living room, talking him through it, and when he looped and swirled his laces correctly, we were reduced to tears and paraded him around like a king.”

Lauren and Jake have not only a strong sibling bond, but a bond of friendship that could never be broken. “For Jake’s 19th birthday, he and I got tattoos together,” said Lauren. “He has my name written on his bicep and I have his signature on my left wrist. Our relationship has affected me in the best way possible.”

Lauren is this year’s recipient of the Brett and Nick Erickson Scholarship, a fund created for students pursuing a degree at UW-Platteville who have a special needs sibling.

“When I got the letter that I had received the scholarship, I cried,” said Lauren. “I felt so honored that I was able to share my story with another family like mine and they were moved enough to help me financially.”

Paul and Mary Erickson, founders of the scholarship, started the fund due to personal experience. Their oldest son Brett is severely autistic, and when Nick, their younger son was going off to college at the University of Wisconsin-Eau Claire, they looked for scholarships for students with a special needs sibling and found none.

“Siblings of a person with special needs develop a lot early on,” said Paul, Director of UW-Platteville University Infor-
Fiscal year 2015 (July–June) began with a flurry of activity for the Real Estate Foundation. Both of our buildings, Rountree Commons and Bridgeway Commons, were impacted by the June 16, 2014, tornado that struck the campus. Both buildings contained residents the night of the tornado from camps and some who were visiting for the beginning of registration. Fortunately there were no major injuries. The restoration efforts were intense with only two months until students began returning. When move-in day arrived both buildings were ready for students. Some repairs remained that did not impact the students’ living environment and were completed over the remainder of the year. Damages to both buildings exceeded $12 million and were covered by the independent insurance maintained by the REF.

Strengthening our financial position and remaining a separate, self-sustaining entity remains a priority. The board, headed by alumnus John Boldt, moved to establish separate investment and banking accounts specifically for the REF under the control of the board of directors. Beginning in fiscal year 2016 the REF will be self-sustaining without administrative or logistical support from the UW-Platteville Foundation. The office of the REF has been moved off campus to 190 Market Street in Platteville thanks to a generous donation by former Foundation President Cindy Tang who has donated the space.

The REF continues to provide resources to the university to support its educational mission. In 2012, the REF received a tree farm near Muscoda, Wisconsin, as a gift from Mervin H. Shumate for which we are grateful. This past year students studying reclamation worked on the farm to thin the trees according to our forestry plan. The work was part of their course as they gained practical experience in forestry operations. The REF continues to work with Assistant Professor Dr. Yari Johnson and Dr. Wayne Weber, Dean of the College of Business, Industry, Life Science and Agriculture, to make this resource available to students to enhance their educational experience.

WIPFLi CPAs and Consultants has been engaged by the REF board to assist in securing long-term financing for Bridgeway Commons. The state has opted not to purchase the building during the first two years under a fixed price purchase option which makes state acquisition of the building less likely. WIPFLi and the REF are currently working with a consortium of local banks to provide the long-term financing that will further strengthen our position.

In fiscal year 2016 the REF will continue to build a solid financial foundation for the future. –Bill Kloster
Mound City Bank

Mound City Bank is a longtime supporter of UW-Platteville, supporting the School of Agriculture, School of Business, Athletic Department, Chancellor’s Scholarship, and the university’s first campaign, the Campaign for UW-Platteville, which concluded in 2002. Along with its financial giving, Mound City Bank employs many UW-Platteville graduates, has been a member on the UW-Platteville Foundation’s planned giving committee, and is a founding member of the 1866 Cornerstone Society.

It also established the Mound City Bank endowed scholarship in 2012 for students in good academic standing and with financial need.

Jeff and Erin Huebschman

Since moving to Southwest Wisconsin in 2003, Jeff and Erin Huebschman have supported the UW-Platteville Center for the Arts, as well as the Department of Biology, including the establishment of scholarship funds. Jeff, a Biology Professor, served as chair of the UW-Platteville biology department.

The Huebschmans are also founding members of the 1866 Cornerstone Society.

The University of Wisconsin-Platteville Foundation Distinguished Service Award was created in 1986 to recognize individuals, families, businesses, organizations, and corporations who have significantly served UW-Platteville and its mission by enhancing its reputation and influence, substantially contributing time and/or gifts, or influencing others to develop a similar relationship with the university. Each recipient was honored at the Donor and Volunteer Appreciation Dinner in July.
AWARDEES RECOGNIZED

**Art Masbruch**

Art Masbruch, a 1949 Wisconsin Mining School graduate, was honored for giving the largest gift in UW-Platteville history, put towards the Masbruch Scholarship, Academic Excellence Fund, and the Masbruch Center. The gift was given to benefit civil engineering students who are readying themselves for the concrete industry.

Masbruch is also a founding member of the 1866 Cornerstone Society.

**Chicago Bears football team**

After an EF-2 tornado struck campus and damaged Ralph E. Davis Pioneer Stadium in June 2014, where the Chicago Bears called home for 18 years, the team donated a gift towards the Pioneer Relief Fund. Thirteen years prior, the Bears gave a gift to name the Bears’ Den in the Markee Pioneer Student Center.

The Chicago Bears are also a founding member of the 1866 Cornerstone Society. —Carly Willman ’15
OUTSTANDING VOLUNTEERS HONORED

Recipients of the Denny Pratt Volunteer of the Year Award and Outstanding Volunteer Award were recognized at the University of Wisconsin-Platteville Development and Alumni Engagement’s annual Donor and Volunteer Recognition Dinner on July 25, 2015. The recipient of the Denny Pratt Volunteer of the Year Award was Dan Paulson, while Monte Muller, Chuck and Marcia Smet, and Tom Nelson all received the Outstanding Volunteer Award.

Dan Paulson
Dan Paulson, a 1992 graduate, with a bachelor’s in business administration with emphases in management and human resource management, is the CEO of InVision Business Development and Marketing LLC in Madison, Wisconsin. He served on the Alumni Association board of directors from 2008–14, serving one year as president and one year as past-president. Paulson also set up sponsorship levels and agreed to be a sponsor for the first and second year of An Evening in Monte Carlo.

Monte Muller
Monte Muller, a 1975 graduate with a bachelor’s in music education, has dedicated his time to the Swinging for Scholarships golf outing fundraiser in support of the music program. From the very beginning, Muller not only dedicates his time, but he donates as well. He helps sponsor holes and he and his family donate many items to the silent auction, helping raise $700 in that area alone last year. He also asks his fellow alumni to sponsor holes, securing three $200 hole sponsorships.

Chuck and Marcia Smet
The Smets have been involved with the Boyd Spikerman Golf Outing, a memorial for UW-Platteville alumnus and Sigma Tau Gamma brother Boyd Spikerman, since its beginning in 1984. Marcia is currently an Administrative Assistant in Admission and Enrollment Services at UW-Platteville while Chuck, a 1978 industrial education graduate of UW-Platteville, is a Technology Education Teacher at Platteville High School.

Tom Nelson
Tom Nelson, a retired faculty member from the UW-Platteville Department of Civil and Environmental Engineering, volunteered his time for the American Society of Civil Engineers Benchmark Open, a golf outing which happens to be the ASCE’s largest fundraiser. The event was initiated by Nelson, and he played a vital role in being the liaison between ASCE and the Platteville Golf and Country Club. –Carly Willman ’15
The annual UW-Platteville Development and Alumni Engagement Donor and Volunteer Appreciation Dinner was held July 25, 2015. The event provided an opportunity to show appreciation to friends of the university, as well as recognize the recipients of the Denny Pratt Volunteer of the Year Award, Outstanding Volunteer Award, and Distinguished Service Award.

Dr. Tim Zauche, Professor of chemistry and renewable energy and Program Director for sustainable and renewable energy systems, provided faculty remarks, while Joe Sigwarth, a business administration major from Platteville, offered his appreciation as a student.

The event was attended by more than 200 friends of the university.
Ruth Miller was a single mother with two children when she first reached out to the UW-Platteville Distance Learning Center. As a waitress making $5 an hour, Miller knew finishing her degree could help her pursue greater opportunities, and distance learning at UW-Platteville would help achieve these goals.

Miller was one of the first graduates from the Distance Learning Center, eventually landing her dream job at Madison Gas and Electric. Having earned her degree helped her provide a better situation for her children to succeed, and she wants the Ruth Miller Challenge Scholarship to encourage others, especially single parents, to pursue their education.

“I created the Ruth Miller Challenge Scholarship for distance education to help young people reach their goals in spite of challenges—be it financial, family, or scheduling,” said Miller. “I also want to challenge other graduates to contribute by establishing other scholarships, or by contributing in some way to UW-Platteville’s Distance Learning programs.”

The recipient of the new scholarship might be a single parent, or someone who had family or health issues interrupt their campus education. “Announcing this scholarship will hopefully reach people who might not realize what a great opportunity UW-Platteville offers through distance learning programs,” said Miller.

In spring 2016, two scholarships of $750 will be awarded to business administration distance education students who are pursuing an undergraduate degree while balancing other aspects of life. To be considered, applicants must be a new transfer student to the UW-Platteville Distance Learning Center with at least 30 credits and a 3.0 GPA or higher.

“The Ruth Miller Challenge Scholarship is the second scholarship in our division, so it is very important for us,” said Dawn Drake, Executive Director of Alternative Delivery Systems. “We are so happy and thrilled that Ruth saw fit to honor us with the creation of this scholarship.” —Carly Willman ’15
Fulbright Scholar Dr. Peter Kang was a professor in political science at the University of Wisconsin-Platteville from 1969–97. To ensure his impact stayed with the university, the Kang family established the Dr. Peter Kang Memorial Scholarship Fund for Excellence in Public Service. There are three recipients honored every year; one faculty scholar as well as two students dedicated to community service.

This year the two student scholars are Emma Cleveland and Matthew Castelaz.

Castelaz, a software engineering major, enjoys public service and hopes to continue it in his future. “This summer I got to work with a company that dedicated extra time to community service and that meant a lot to me,” said Castelaz. “It is nice to be recognized, but for me it is just nice to help other people out.”

Scholarships are important to him because he feels it shows that he has other people supporting him during his journey as a student.

Political science senior Emma Cleveland plans on studying environmental law after she graduates and intends on continuing public service in her day-to-day job as well. “This scholarship is definitely going to help me out in the future,” said Cleveland. “As I plan on continuing my education and looking at the cost of things, scholarships like this one help out and honor the work Matthew and I have both been doing at the same time.”

The faculty awarded for this year is Dr. Rebecca Doyle-Morin. She has been at the university as an Associate Professor of biology for five years. She earned her doctorate in ecology and evolutionary biology from Cornell University and her undergraduate degree in biology from Lawrence University. “This award is going to give me the opportunity to develop a course experience that I would not otherwise have had the chance to work on,” Doyle-Morin said. –Sydney Joy Bend
Barth’s memory lives on

John Barth started at the University of Wisconsin-Platteville in 1947 where he began coaching and teaching for 37 years. He not only coached the men’s basketball team but also football, golf, tennis, and soccer. He also taught health and physical education classes. Barth passed away Oct. 16, 2004, leaving behind the John Barth Foundation and John Barth Memorial Scholarship.

This year there were three recipients of the John Barth Memorial Scholarship: Danielle Clark, Abigail Bendorf, and Wyatt Schauf.

Clark, a junior studying animal science, was honored to have been selected as one of this year's recipients. “I love animals and my dream is to become a veterinarian. This scholarship allows me to be that much closer to my goal,” she said. She is a firm believer in scholarships for students because she believes that it helps with the financial burden students may face when trying to attend their college of choice.

Schauf, a freshman studying civil engineering, said scholarships are not only important for students financially but for creating his or her own legacy. “These scholarships show that hard work and humbleness pay off. I hope I can return the favor back to my community someday,” said Schauf.

One of the most important things about scholarships to Bendorf is remembering the people who made it possible. “Not only was I excited about receiving this award, but I was also very humbled to be recognized in memory of John Barth and the amazing life that he led,” said Bendorf.

—Sydney Joy Bend
The George Chryst Classic golf outing held this summer in Madison, Wisconsin, helped raise funds for the planned renovation of the University of Wisconsin-Platteville Football Stadium Project at Ralph E. Davis Pioneer Stadium.

The UW-Platteville Athletic Department hosted the inaugural golf outing in honor of late head football coach George Chryst. The event raised $45,000.

The entire Chryst family was in attendance, including George’s widow, Patty, and children Cathy, Geep, Rick, Paul, and Dolly. Paul, the Wisconsin Badgers’ Head Football Coach, spoke at the event, along with UW-Platteville Chancellor Dennis J. Shields and Pioneer Head Football Coach Mike Emendorfer.

UW-Platteville alumnus Jeff Dower, who also played under Chryst, had the idea to hold the outing. “We couldn’t have done it without Jeff and the entire Chryst family,” said Lindsay Dietmeier, Development Director in the Athletic Department. “It was an amazing day.”

 Chryst served as the head coach of the Pioneers from 1979–92, also serving as athletic director from 1982–90. He led the team to the Wisconsin State University Conference championship in 1980. Chryst is also responsible for bringing two major names to UW-Platteville, including hiring Bo Ryan as the men’s head basketball coach and recruiting the Chicago Bears to choose the university for its summer training camp.

“The event not only honored the considerable legacy of George Chryst, but also brought together many people who are excited about the opportunity to assist UW-Platteville student-athletes with the stadium project,” said Chancellor Shields. “The support was very encouraging, including from our diamond sponsor C.D. Smith Construction. As we strive to control our own destiny, these partnerships are of paramount importance.”

“The event was an excellent opportunity for our alumni to get together and celebrate the past of UW-Platteville football and help support our vision of the future,” Emendorfer said. “The stadium project is vital in allowing us to create a positive environment for our student-athletes to take away from their experience as a Pioneer.”

The renovation project is estimated to cost $4 million and will include the construction of a 39,000-square-foot facility in the lower level of the stadium. The addition will house a new locker room, a larger athletic training room, and meeting rooms. The hallway leading into the home football locker room will be a memorial to Chryst. –Carly Willman ’15
Recent University of Wisconsin-Platteville graduate Katy Jinkins of Rewey, Wisconsin, was awarded a 2015 fellowship from the National Science Foundation Graduate Research Fellowship Program. Jinkins graduated in the spring of 2015 with a bachelor’s in engineering physics.

The three-year fellowship provides a $34,000 stipend per year and a cost-of-education allowance of $12,000 to the graduate degree-granting institution per year for each of the three years to allow the recipient to perform research on topics they are interested in as they also work to obtain a Ph.D.

This NSF fellowship is also exclusive in that the NSF selects recipients based on high levels of research success and promising futures within the designated fields of science and engineering.

Jinkins began her college career at the age of 14, taking courses through UW-Colleges Online. She first attended UW-Platteville at 16. She is currently enrolled at UW-Madison.

Jinkins credits the extensive amount of research she has done over the years as a reason she was chosen for such a prestigious award. “I have had four years (of research) at UW-Platteville and two other research experiences at the undergraduate level at Texas A&M University and at Georgia Institute of Technology,” Jinkins said.

Her most current research project involved using tape to separate layers of carbon atoms within graphite to then see how humidity affects the atomic force microscope measurement of graphene, the material used in pencils and in the lubrication of joints.

Dr. Yan Wu, Professor of engineering physics at UW-Platteville, assisted Jinkins with her graphene research, something Jinkins regards as another determining factor in obtaining the NSF fellowship.

“My references helped a lot,” Jinkins said. “Just having professors say that ‘she can do research, she is a hard worker, and she will contribute to science,’ went a long way.”

Wu’s expertise with technology and atomic force microscopy provided a platform for Jinkins to learn more about organizing data and fine tuning experimental problems.

Jinkins intends to solve problems using graphene and nanotube solutions and develop electronic applications for both by using the fundamentals she learned during her time at UW-Platteville.

“This fellowship means a lot to me because it not only helps me recognize how far I have come but it also brings a lot to UW-Platteville because it shows that we are more than an engineering school,” she said. “We do research too.” – Shelby Le Duc ’14
The focus of the phonathon is to update over 40,000 alumni and friends of the University of Wisconsin-Platteville every year about the university and specific information about departments and celebrations occurring on campus.

In the fall, funds are raised for individual major development within each department. Those funds are distributed by the chair of each department where they see it would be most beneficial. The spring phonathon raises funds for the UW-Platteville Community Scholarship Program. Last spring’s calling resulted in a total of $233,000 that was offered for over 200 different high schools for incoming freshmen for the 2015–16 year.

The phonathon has continued to grow throughout the years from new and continuing donations by friends and alumni. In 2003–04 the results were $221,211. The 2014–15 phonathon results were up to $700,723.

The employees are trained on the history of the university and the importance of fundraising to fulfill UW-Platteville’s mission. —Sydney Joy Bend
The University of Wisconsin-Platteville is seeking comments from the public about the university in preparation for its periodic evaluation by its regional accrediting agency. The university will host a visit from Oct. 24–25, with a team representing the Higher Learning Commission of the North Central Association. UW-Platteville has been accredited by the commission since 1951. The team will review the institution’s ongoing ability to meet the Commission’s Criteria for Accreditation.

The public is invited to submit comments regarding the university:

Third-Party Comment on University of Wisconsin-Platteville
The Higher Learning Commission
230 South LaSalle Street, Suite 7-500
Chicago IL 60604-1411

The public may also submit comments on the Commission’s website at www.ncahlc.org.

Comments must address substantive matters related to the quality of the institution or its academic programs. Comments must be in writing.

All comments must be received by Sept. 15.
In honor of the university’s sesquicentennial, a limited number of Pioneer Pete bobbleheads are for sale for $20.

Bobbleheads can be purchased in the Development and Alumni Engagement and University Information and Communication offices or through the Alumni Store.

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WHAT DO YOU GIVE A UNIVERSITY FOR ITS 150TH BIRTHDAY?

WHATEVER YOU CAN!

Your generous gift will help:
• Support UW-Platteville students and faculty
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Give online at www.uwplatt.edu/foundation/give
TRAVEL IN 2016

The UW-Platteville Alumni Association has three great trips to offer you in 2016. For more information about any of these international excursions contact Development and Alumni Engagement at 800.897.2586 or email alumni@uwplatt.edu.

IRELAND
JUNE 19–29

Discover the best of the Emerald Isle on this program that highlights the important landmarks of Dublin and some of Ireland’s most famous counties. This small group program includes all excursions, accommodations, and an extensive meal plan.

• Galway
• Cliffs of Mohr
• Aran Islands
• Shannon

Deadline: April 5

GRAND DANUBE PASSAGE
JULY 1–16

Experience Eastern European culture, marvelous old-world capitals, ornate cathedrals, and picturesque villages as you cruise the celebrated Grand Danube Passage for eight nights. Along the way, discover enthralling scenery in eight countries and 13 cities and towns.

This program features flexible excursions, lectures by local experts to enhance your insight into the region, accommodations, an extensive meal plan, wine with lunch and dinner, and time for independent exploration.

Deadline: April 17

SAVE THE DATE

JULY 23

DONOR AND VOLUNTEER APPRECIATION DINNER

NOV. 12

1866 CORNERSTONE SOCIETY INDUCTION CEREMONY

If the address label lists a son or daughter who no longer lives here, please call or email UW-Platteville Development and Alumni Engagement with the correct address. 800.897.2586 or alumni@uwplatt.edu