

GIVING BACK

PRIDE AND
GRATITUDE
PROMPT THESE
VOLUNTEERS TO
HELP THE
UNIVERSITY

WHAT IS IT THAT MAKES MEN AND WOMEN CHEER for their alma mater's sports team years after graduation, or feel a sense of pride when they read that a former classmate made an important scientific discovery or was promoted to company vice president?

What makes a graduate feel a sense of pain at the passing of a former professor? The answer is simple, yet profound.

They have come to feel ownership in the place in which they spent a special portion of their lives and in the people who helped make it possible. It is a strong bond.

For the six people on the following pages, that bond has led them to volunteer their valuable time to the university. They have learned the gift of time is a wise and rewarding investment.



MIKE GRINIEWICZ

STORIES BY TIMM BOYLE

Ruth Page Jones

INSPIRING WOMEN IN SCIENCE

LOOKING BACK ON IT NOW, THERE'S A CERTAIN IRONY Ruth Page Jones can enjoy with a knowing smile. Although no one at Plankinton High School in South Dakota discouraged her from entering the advanced math class, it was understood in the early 1970s that this was a male arena.

"It was unspoken. Girls weren't supposed to like math," Jones said while sitting outside her Waukesha home, laptop computer in hand. "I liked it, but it never occurred to even me that I could use math in a career."

Now, Jones not only applies math and science skills to the direction of her successful computer security consulting service, but also encourages junior high and high school girls to pursue math, science and computer classes through her volunteer involvement with the UW-Parkside Women in Computer Science and Engineering organization.

"I feel very strongly that I've been blessed with a number of gifts that have helped me in my career and I have an obligation to share these gifts," Jones said. "I like to help people see opportunities and possibilities."

Jones, 41, was born and raised in Plankinton, a modest rural town with a population of 650. But by age 25, she had studied and traveled in Europe, worked as an intern in the South Dakota legislature, served another internship in Washington D.C. for South Dakota Sen. James Abourezk and labored for the presidential campaign of Sen. George McGovern.

"But it was signing up for a computer class (in 1981) that was the turning point in my career," Jones said. "I fell in love with



CHRIS DUZINSKI

it. Everything fell into place and I knew that this was what I wanted to do."

In 1983, after receiving a degree in applied computer science from UW-Parkside, Jones began an 11-year career in telecommunications. At the Bell Communications Research Training Center in Lisle, Ill., she was the lead developer of the UNIX system security course.

But then she quit the rat race to stay home with her children (Eric, now 8, and Christopher, now 5) and to establish Athena Consulting Services, a home-based business that enables Jones to do what she's best at: helping large organizations protect their computer systems and networks from security threats, including attacks on the Internet.

Jones' proven communication skills as a guest speaker at two previous career days and her wealth of knowledge in math, science and computers were what led to her selection as the keynote speaker for the 1996 Women in Science Day at UW-Parkside.

"Our society knows that business, medicine and law can lead to high pay, high-status careers," Jones said. "We need to educate aspiring students to the same potential in computer technology careers. These careers will become ever more challenging and lucrative the more high tech and complex our world becomes."

"I've been blessed with a number of gifts that have helped me in my career and I have an obligation to share these gifts."



Jim and Sandy
Ivanoski

INVESTING IN THE FUTURE

JIM AND SANDY IVANOSKI HAVE PLENTY IN COMMON. They were born just three months apart at St. Luke's Hospital in Racine in 1946, they've lived in Racine their entire lives, they attended Washington Park High School and both started their college education at the University of Wisconsin-Racine and concluded it at the University of Wisconsin-Parkside.

But those are just the obvious similarities, the easily chronicled statistics with all the warmth of a computer printout. The real parallel, the tightly woven bond which connects this loving couple beneath the surface, is a deep, genuine concern for other people.

It's no wonder that both have selected careers which have them wrapped up in the lives of co-workers. Sandy is a vice president and member of the Board of Directors at Professional Positioners Inc. in Racine, where she manages all aspects of human relations operations. Jim is a lieutenant in the Racine County Sheriff's Department, where he manages and supervises 28 men and women on the force.

But the real proof of Jim and Sandy's interest in and care for others is revealed behind the scenes, where their many hours of fund-raising efforts for the UW-Parkside Alumni Founders Club results in scholarships for many people who otherwise would never know the joys and benefits of a good education.

"When I call Parkside alumni and ask for donations, I just say that if Parkside did anything for you, why not pay them back?" said Sandy, 49, a member of the Alumni Association Board. "I believe in UW-Parkside. It's excellent for the community and it gave me a very good education that's developed into a job I can

call a career. But it takes money to keep it existing and flourishing in this area."

Jim, who labored in unfulfilling jobs as a tool and die maker and quality-control inspector after college before finding his niche in law enforcement in 1969, agrees that it's more than just the scholarship recipients who benefit from their participation.

"I've always had the feeling I should be giving something back to the university," said Jim, 50. "Part of my education has taught me to not only work for myself, but to work for the community, too. This is my investment in the community."

During September and October each year, Jim, Sandy and others send out personal letters and make follow-up calls to hundreds of alumni, attempting to secure donations of \$100 to \$499 for scholarships.

"It's not a hard-sell thing," Jim said. "If they say, 'I don't want to give,' I say, 'Thank-you very much for your time,' and go on with my next call. But the alumni who do give, especially ones who give year after year, benefit as well because they're investing in people's futures."

"I've always had the feeling I should be giving something back to the University. ...This is my investment in the community."



CHARLES S. VILLORE

J o h n V a n d e r h e y d e n

A GOLDEN OPPORTUNITY

IMAGINE SITTING DOWN IN FRONT OF A COMPUTER WITH 49 OF YOUR CLOSEST FRIENDS. Well, that might get a little cramped, but if all 50 of you were comfortably situated in front of your own PCs, feeding off the same four-foot by four-foot mainframe, you'd all probably be pretty happy and, well, connected.

That's exactly what 50 University of Wisconsin-Parkside students will be experiencing thanks to John Vanderheyden, vice president of management information systems at Golden Books Publishing Co. in Racine, the company that put *The Pokey Little Puppy* and *The Little Engine that Could* on the map.

Vanderheyden, 39, who earned his MBA from UW-Parkside in 1989, recently arranged for the school to receive, free of charge, a \$353,000 AS400 Model F20 mainframe computer, courtesy of International Business Machines.

"I went to IBM because we're a large customer of theirs," said Vanderheyden, who controls a \$12 million budget for information services at Golden Books and has a staff of 65. "The program director for AS400 technology told me that they'd just started a program for donations to accredited universities and that if we were willing to sponsor it, he could get a computer for a school."

At this point, Vanderheyden could have offered the donation — a computer which supports 50 concurrent users, has an incredible database management system, supports programming in five computer languages and has connectivity to the local and global area network — to any accredited school. But he chose UW-Parkside because of his positive experience there, the location of the school and his relationship with Richard Brown, dean of the School of Business.

"The best part about my time at Parkside was the comradery and interaction with other students," said Vanderheyden, who serves on the Business Advisory Board. "It was a great forum for networking and information sharing. But the biggest reason we chose Parkside is Dick Brown. He brings the business community to the university and he brings the academic world into the business world. In essence, he prepares his product, which are students, for the marketplace."

Vanderheyden freely admits that part of his motivation is the hope that some students will use the skills they learn today as employees of Golden Books someday.

Vanderheyden has been at Golden Books, currently the world's largest publisher and producer of children's books, for the past 14 years.

Mike Lunow

KEEP 'EM RUNNING

FOR A GUY WHO USED TO RUN IN CIRCLES, Mike Lunow has a tremendous sense of direction.

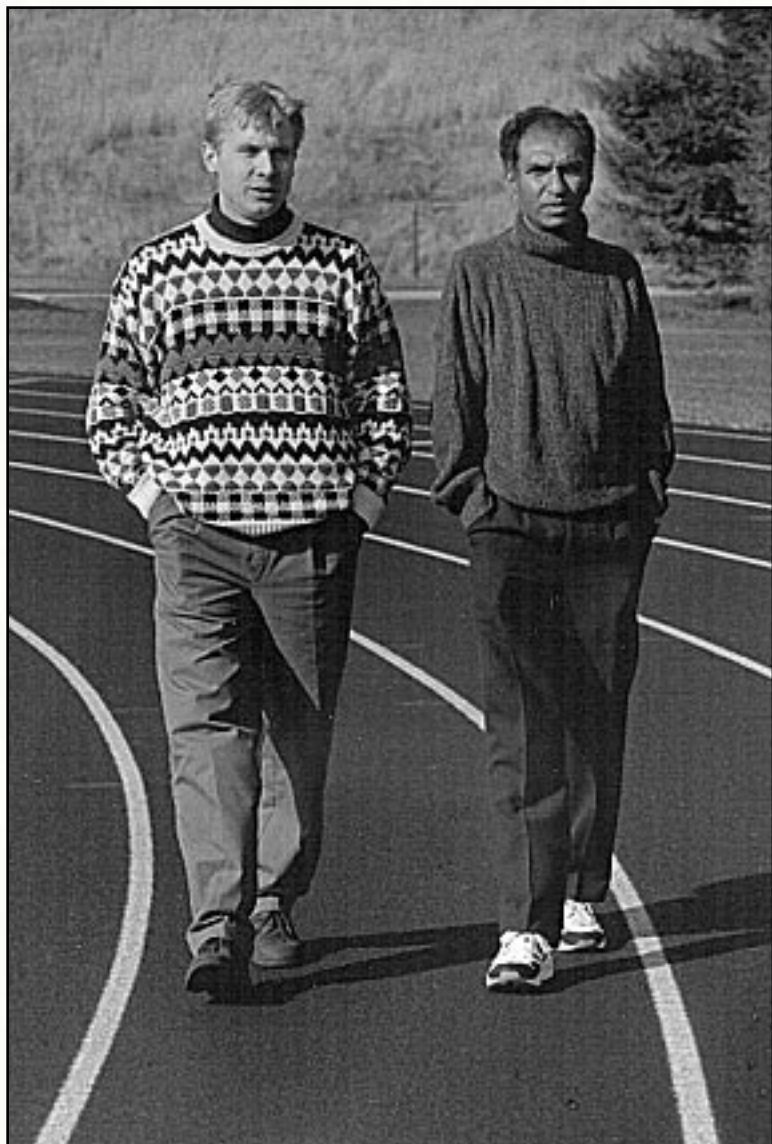
As a runner for the University of Wisconsin-Parkside during the mid-1980s, Lunow was a member of both the 1984 cross-country team which placed third and the 1985 track team which finished fourth in the NAIA championships.

For the past eight years, he's been volunteering countless hours to help run both teams as an assistant coach, conducting practices, determining and implementing budgets, recruiting, fund-raising and maintaining concession stands.

"I know it sounds hokey, but I just believe in the university," said Lunow, 32, a systems manager for Goodwill Industries in Sturtevant the past 10 years. "I love track and cross country, so that made it easier, but you just like to give something back. The school gave me money to go to college (athletic scholarship) and I want to help make it possible for others to do the same."

Lunow participated in a variety of sports at Racine Lutheran High School, including track, then joined the UW-Parkside track and cross country teams as a freshman walk-on. While concentrating on business courses, Lunow gradually progressed as a runner under cross country coach Lucian Rosa. In track, he ran the 800-, 1,500- and 5,000-meter events.

"I was really a role player," Lunow said. "It took me a few years to get up to speed, but toward the end of my sophomore year I had moved up to the top seven or eight men on our (cross-country) team and by my senior year I was up to second or third."



CHARLES S. WALLONE

Lunow (left) has given his time to coach Lucian Rosa's track program for years.

Lunow sees UW-Parkside as a good school on its way to greatness.

"My philosophy has always been that Parkside is a diamond in the rough," Lunow said. "Because it was built between Kenosha and Racine, there was no real identity to a specific community. But now both cities are coming together to claim it. There's potential for Parkside to be a big school. It's still young, but its pre-med program is already the best in the Midwest."

Lunow, who lives in Racine with his wife, Lori, and 5-year-old son, Joshua, has recently slowed down on his volunteer work with the teams.

"I decided I needed more balance in my life, so I had to step away from the major commitment to the teams, but I still help out with some home meets."

"The school gave me money to go to college (a scholarship), and I want to make it possible for others to do the same."

Rich Caskey

ALWAYS LEARNING

WITH A DIPLOMA FROM WASHINGTON PARK HIGH SCHOOL in Racine, an associate degree in marketing from Gateway Technical College, a bachelor of arts degree from Dominican College in Racine and an MBA from UW-Parkside, Rich Caskey has about as much education as anybody.

But in his jobs as vice president of Snap-on Power Tools and president and CEO at wholly owned subsidiary Sioux Tools Inc., as well as in his frequent travels abroad and in his participation on the UW-Parkside Business Advisory Board, Caskey is always looking to learn.

"I think education is something that never stops in your life," said Caskey, who has served on the board since 1989. "Everything is a learning experience. I enjoy the academic environment and I continue to learn on committees and as part of the board itself."

Caskey spent six years in night school at UW-Parkside obtaining his MBA while juggling the responsibilities of a full-time job and raising two young children with his wife, Michele.

"They have an excellent business program at Parkside and my time there was a critical step to continuing my progress at Snap-on," said Caskey, who began his Snap-on career as an expeditor in purchasing following his years at Dominican College. Caskey was drafted in 1966 after high school, but was stationed in Germany and never made it to the Vietnam War.

"Education is something that never stops in your life. Everything is a learning experience."



CHARLES S. WALLONE

"That gave me my first taste of international travel, which is something I've continued and enjoy," said Caskey, who spends three to five weeks each year on behalf of Snap-on in places such as South America, Europe, Japan and Taiwan.

Caskey said that he is very interested in the relationship between UW-Parkside and the local business community.

"Our goal is to form a strategic plan which entails the development of long-range goals for the school," Caskey said.

"We're really leveraging the local business community with the school in meeting the area's educational needs. We're bringing the business community together in thought and ensuring that college graduates from the business school have the capabilities that the business community is looking for." ■