

Parkside Trivia -
How well do you know your Parkside faculty? How well do you know your Green Bay Packers football?

Let's find out!

What current member of the Parkside faculty played for the Green Bay Packers back in the day when the Packers played games at County Stadium in Milwaukee?



If you think you know the answer – or if you're just curious – go to www.uwp.edu Keyword: **Perspective** and test your knowledge. The winner, chosen from those who know their football and know their faculty, will receive a sweatshirt auto-graphed by the prof who used to play for the Pack.

*Please consider
a gift to the
University of
Wisconsin-Parkside
when planning
your estate.*

UW-PARKSIDE "BELONGING" CAMPAIGN WINS CASE GOLD

The University of Wisconsin-Parkside was honored in December with a Gold Award for "Best Practices in Fundraising and Development" from the Council for Advancement and Support of Education (CASE) District Five. CASE is an international association whose fifth district serves education advancement officers at more than 400 schools in Wisconsin, Minnesota, Illinois, Indiana, Michigan and Ohio.



The 2006 annual fund campaign for campus employees, titled "Belonging," was a collaborative effort among University Relations and Advancement staff. Cynthia Jensen, director of scholarships and the annual fund, created the campaign drawing upon the expertise of several colleagues to produce a series of light-hearted, yet purposeful, videos.

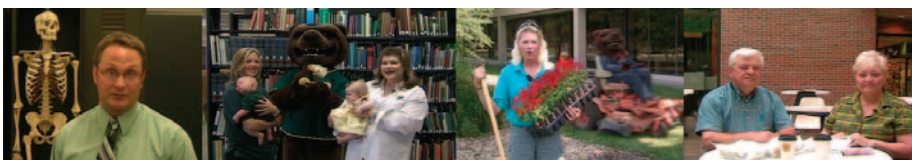
"The videos highlighted 29 university employees talking about what they contribute to the university through their employment, as well as how they support scholarships, athletics, academic programs and special projects through their monetary gifts to the campus," Jensen said.

University graphics program manager Don Lintner, graphic design coordinator Laura Mason, webmaster Elizabeth McGee, and marketing and publications director John Mielke were involved with the production and launch of the four videos, which were delivered via the web.

"This was a campus-wide effort. Employees from the grounds crew, faculty and staff, athletics – even Ranger Bear, the university's mascot – were the stars of the show," Mielke said.

As a result of this campaign, employee giving increased 93 percent compared to the average of the previous four years. Employee participation rose 108 percent, and the total dollars raised was up 302 percent. The majority of the money raised by the campaign helped fund student scholarships.

CASE presented a trophy to the University Relations and Advancement team at the CASE Conference Grand Luncheon in Chicago. To view the award-winning videos, visit www.uwp.edu Keyword: *Belonging*.



Special thanks go to the following:

Kurt Bergendahl, on-camera talent
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Linda Draft, on-camera talent
Sandy Duveneck, on-camera talent
Pat Eaton, on-camera talent
Amber Engel, on-camera talent
Laura Gellott, on-camera talent
Stuart Hanson, on-camera talent
Keith Harris, on-camera talent
Eliz Huffman, on-camera talent
Cynthia Jensen, producer/director/writer
Jack Keating, on-camera talent

Mike Lange, on-camera talent
Kong Lee, on-camera talent
Nicole Leipski, on-camera talent
Bryan Lewis, on-camera talent
Don Lintner, videographer / editor
Kaye Ludwig, on-camera talent
Laura Mason, graphic design
John Mielke, on-camera talent
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