

# Perspective



Rita Tallent Picken  
Regional Center for  
Arts and Humanities  
Grand Opening Ceremony  
January 28

Spring 2012

University of Wisconsin-Parkside

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University of Wisconsin-Parkside  
**PERSPECTIVE**

**CONTENTS**

- 3 A Note from the Chancellor**
- 4 The Rita Grand Opening**
- 6 Distinguished Alumni Award Winners**
- 7 A Legacy Story**
- 8 Rangers on Ice?**
- 10 UW-Parkside Foundation**
- 11 It's How You Get from Nine to Five**
- 12 Alumni Association**
- 13 A Winning Tradition**
- 13 Upcoming Events Schedule**
- 14 Health and Counseling Services Meet the Changing Needs of Students**
- 15 Alumni Update Notes**



**We're now on Facebook.**  
**Search: Parkside Perspective Magazine.**

**A Note From The Chancellor**

**ALUMNI, COLLEAGUES AND FRIENDS**

With all the amazing things happening at the University of Wisconsin-Parkside, I hope you have been able to keep up.

The Dedication and Grand Opening of the Rita Tallent Picken Regional Center for Arts and Humanities, or simply The Rita, was a fabulous evening in late January full of positive energy and excitement.

In April, hundreds of community members and alumni were on campus to engage with more than 20 community arts and humanities organizations.

If you were unable to attend either of these events, please join us for one of the many concerts, plays, readings, art exhibits and more planned for the coming months as we celebrate the Year of the Arts and Humanities in 2012. You'll find a complete event schedule at [www.uwp.edu](http://www.uwp.edu).

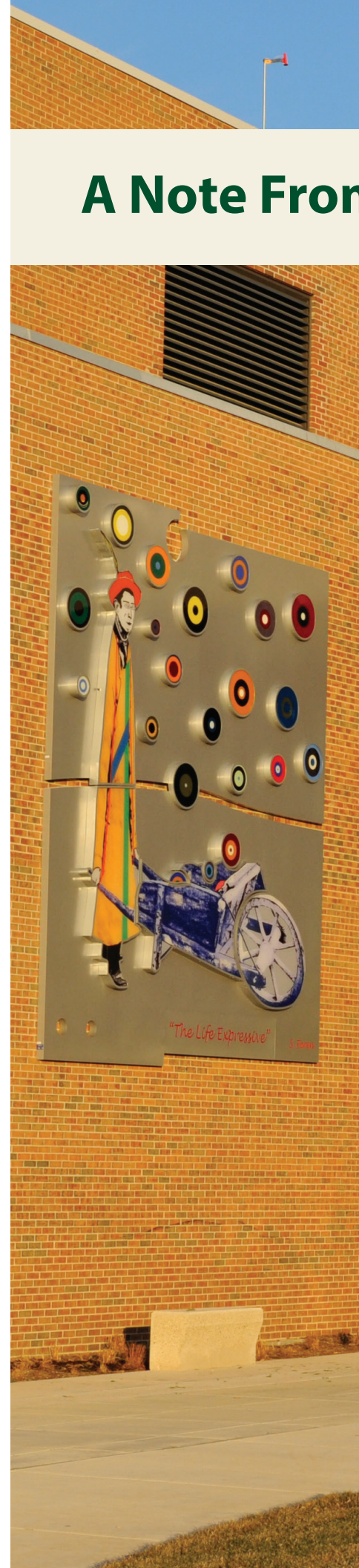
While we enjoy celebrating what The Rita will mean to this university and the communities we serve, the entire campus is hard at work preparing for reaccreditation by the Higher Learning Commission. The process includes a self-study that requires each academic and administrative department to review its mission to ensure that those efforts align with the overall strategic direction of the university.

Representatives from the Higher Learning Commission will be on campus in spring 2013. They'll be looking for evidence that we are, indeed, living our promise of Student Success, Academic Excellence, Diversity and Inclusiveness, and Community Engagement.

Many of you took time recently to speak as advocates for UW-Parkside and the University of Wisconsin System. I thank you for those efforts. Without a doubt, there are challenges ahead. Working together, we'll continue to provide the experience of higher education to a growing number of individuals in our region and beyond.

Debbie

PS: It's our goal to provide you with all the latest news from your university. In order to do that, we need to know the best way to keep in touch. Please take a few moments to update your contact information. Visit <http://www.uwp.edu/departments/university.advancement/alumni/record.cfm>. And when you do, you'll be entered in a drawing for some great looking UW-Parkside apparel. Go, Rangers!



# The Rita Grand Opening

Editor's note:

The following excerpts are from the speech given by Chancellor Debbie Ford during the Dedication Ceremony for the Rita Tallent Picken Regional Center for Arts and Humanities, January 28. In late February, the Regional Center Gallery was named in honor of Emile H. Mathis. See story page 5.

Albert Schweitzer once said, "In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the human spirit." I am thankful for the generosity of the UW-Parkside Foundation Board, the Heide family, the Kloplic family, Frances Bedford, and Kathleen Picken for leading the way by investing in naming key areas of The Rita.

## UW-PARKSIDE FOUNDATION GALLERY

Members of the UW-Parkside Foundation Board wanted to show their continued loyalty to our students and community through a leadership gift. In February, we will celebrate the official naming of one of our three art galleries as the **UW-Parkside Foundation Gallery**...

## BROOKWOOD ENTRANCE

Through the generosity of Chuck and Kathryn Heide, I'm proud to announce the naming of the main entrance and lobby as the **Brookwood Entrance**. Back in 1931, Christen P. Heide, Chuck's father, moved the family home—brick by brick—from its location along the Lake Michigan shoreline to land just west of campus at highway 31 and county highway A. Christen Heide named the area Brookwood...

## FIRESIDE THEATRE SCENIC STUDIOS

Many of you here tonight have had the pleasure of attending a performance at the Fireside Theatre in Fort Atkinson. But, did you know, the props and scenery for those shows are built right here—right behind us as a matter of fact. This unique partnership began in 1986. Financial support from the Fireside Theatre and the Kloplic family has greatly enhanced the educational experience for hundreds of theatre arts students here at the university. It gives me great pleasure to officially announce the naming of our scenic studios as the **Fireside Theatre Scenic Studios**...



(Ford speech excerpts cont'd)

## FRANCES BEDFORD CONCERT HALL

Some of you were here in December for Handel's "Messiah," the first public performances in the new **Frances Bedford Concert Hall**. If you were here, you know how beautiful music is *supposed* to sound. Frances Bedford arrived on campus in 1970. During her time here, Professor Bedford's knowledge and virtuosity on the harpsichord brought her global acclaim.

The concert hall that now displays her name is already bringing a similar level of acclaim to the university. Professor Bedford, thank you so much for your generosity. It will enable students and faculty at the University of Wisconsin-Parkside and members of our communities to experience world-class musical performances...

## RITA TALLENT PICKEN REGIONAL CENTER FOR ARTS AND HUMANITIES

It was a little more than one year ago when Kitty Picken and I discussed the idea of recognizing her stepmother, Rita Tallent Picken, by naming the university's new arts and humanities center in her honor.

Rita's lifelong vision was to connect learning with the community, whether that connection was in Wausau, Wisconsin, where she and Bernard Tallent first met, or Kenosha, Wisconsin, where she worked to elevate learning opportunities for students of all ages through the UW Kenosha Center and then the University of Wisconsin-Parkside.

That's why it is so fitting that this building, an arts and humanities center that will connect the communities and learners of southeastern Wisconsin, is named the Rita Tallent Picken Regional Center for Arts and Humanities—The Rita!



EMILE H. MATHIS GALLERY

During a ceremony in February, the former Regional Center Gallery was named the **Emile H. Mathis Gallery**, honoring Racine businessman and art connoisseur Emile Mathis.

David Diaz, UW-Parkside director of development, said the Emile H. Mathis Gallery "preserves Emile's art legacy for generations of students and artists to enjoy."

Chancellor Debbie Ford said Mathis Gallery and Framing in Racine, Wis., amounted to a "mini-UW-Parkside" having served as the university's art exhibition space during construction of the Rita Tallent Picken Regional Center for Arts and Humanities.

Hours for the three galleries in The Rita are Tuesdays and Wednesdays from noon to 6 p.m., Thursdays noon to 8 p.m., and Fridays and Saturdays noon to 4 p.m. For a list of exhibitions, visit [www.uwp.edu](http://www.uwp.edu) Keyword: art galleries.

# DISTINGUISHED ALUMNI AWARDS



L to R: James A. Kettinger, Mark F. Nielsen, Thomas A. Lutz, and Luann J. Simpson

## ALUMNI ACHIEVEMENT AWARDS

### James A. Kettinger, '80, Business Management, Accounting Concentration

Starting fresh out of UW-Parkside as an accountant in the Milwaukee office of Price Waterhouse, James Kettinger began a steady ascent through the ranks of major Wisconsin corporations. Over the years, he has led the planning, accounting, legal, treasury, human resource, IT, investor relations, and purchasing operations for a variety of companies.

Kettinger currently serves as president and CEO of Kenosha-based equipment manufacturer IEA, Inc. The company makes heating and cooling systems for large internal combustion engines used mainly for power generation. The company also manufactures heat management enclosures for data centers. IEA employs 270 people in Kenosha and Menomonee Falls, Wis.

In 2010, he engaged UW-Parkside students in a project for IEA through the university's Ralph Jaeschke Solutions for Economic Growth Center. This spring, he served as the School of Business and Technology's Executive In Residence.

### Mark F. Nielsen, '76, Economics and Political Science

Mark Nielsen began earning accolades before graduating from UW-Parkside and has been collecting honors ever since.

The year he completed his studies at UW-Parkside, Judge Nielsen was the university's outstanding social sciences graduate. He

added Outstanding Alumni Volunteer awards in 1989 and 1991.

A 1979 graduate of Harvard Law School, education has been an important part of Judge Nielsen's professional life. He regularly addresses legal conferences on subjects such as handling hearsay, defending cold cases, and issues unique to notorious cases.

Nielsen began his career as an assistant district attorney in Racine, and moved into private practice in 1982. Since 1984, he has been a shareholder in the firm of Schwartz, Toft and Nielsen Ltd., and has tried more than 150 cases before juries including litigation on 34 murder trials. Since becoming a Racine municipal court judge, Nielsen's innovative approach to truancy problems, according to one nominator, is "beginning to make a difference."

## ALUMNI SERVICE AWARDS

### Thomas A. Lutz, '78, Life Sciences

It's a long journey from Illinois to Mexico. It's even farther from Kansas to Honduras, and farther still to Costa Rica. Dr. Thomas Lutz took these journeys, first with the Illinois College of Optometry Volunteer Optometric Services to Humanity (VOSH) to Mexico and then to Honduras and Costa Rica with Kansas VOSH. His goal was to provide eye care to the poor in Central America.

Of his Costa Rica mission, Lutz said people began to arrive early for treatment.

"That first morning, we were met by hundreds of the local citizenry already

waiting for us, neatly lined up in rows that extended several blocks," he said. "Over the course of the next two weeks, we examined thousands of individuals."

Lutz has dedicated his professional life to service through the public health-care system. He is currently staff optometrist in the Veterans Affairs Eastern Kansas Health Care System.

### Luann J. Simpson, '85, Psychology

"She is a credit to her profession and an inspiration to the many people who live with mental illness in Racine County."

As program coordinator for the Consumer Advocacy Team of the National Alliance on Mental Illness of Racine County (NAMI-Racine), Luann Simpson "has challenged the mental health community to look at treatment and programming issues through the eyes of those they serve," said a nominator.

As a person living with bipolar disorder, Simpson has been called a positive role model to people fighting mental illness. She is a strong voice on behalf of mental health consumers and their families at all levels of advocacy and she promotes self-advocacy through education and empowerment.

Simpson received the NAMI Wisconsin Outstanding Consumer Award in 2001 and Gateway Technical College C.L. Griebler Award of Merit in 2005. In 2009, she was named a Champion in Women's Health in the area of mental health by the Wisconsin Women's Health Foundation.

## A LEGACY STORY

*Editor's note: It started with an email ...*

Your Spring "Perspective" asked that if we had "at least two family members" that attended UW-Parkside, we should let you know.

I graduated from UWP way back in 1973 (BS Business Mgt.) and continued on to get my MBA at UW-Milwaukee.

My son, Greg, also is a UWP graduate (1977) and is a Financial Officer now.

My daughter, Michele Matarrese King, graduated from UWP in 1978. She went into teaching and just recently earned her Ph.D.

So, that's it. Long time ago, but those were the days...

Regards,  
Ed Matarrese

*...interesting story; dad graduates just a few years ahead of son and daughter.*

*Ed, we need to know more!*

Hi, John:

Yeah, I started late, didn't I? After getting married, and serving a couple of years during the Korean conflict, I completed my apprenticeship in the graphic arts industry. But soon, most of the projects offered me no challenge or satisfaction, resulting in monotony—becoming a drag on life; so I turned to education for an escape. Parkside was just starting to evolve from the two-year UW extension that is was, to becoming a four-year degree-granting institution. Enrolling in 1967, I spent the next six years attending classes part time, finally earning my B.S. in business management...22 years after graduating from high school! A whole generation. Was it worth it? I think so. Besides the personal fulfillment, I believe it showed my kids that almost anything could be accomplished, if wanted badly enough.

So, 1973 resulted in celebrations for two graduates—my son, Greg, from high school and me from college. That fall,

he took my place walking the halls of Parkside as I continued on to grad school.

Four years later I proudly watched him receive his B.S. from Parkside after I had recently pocketed my M.B.A. six months earlier. The following year, 1978, our small family sat in attendance as we witnessed my daughter, Michele, walk across the same stage accepting her diploma.

That's it, John. Greg picked up his C.P.A. accreditation and went on to become the CFO at Inland Companies here in Milwaukee. Michele, after spreading her wings, eventually settled down in the education field and was awarded her Ph.D. last year. Me? Parkside's learning experience and ensuing M.B.A. enabled me to culminate my graphic arts career by moving into production management.

You asked for some details—you got 'em.

It was sort of an interesting adventure, remembering the past this way and writing it down...thanks for impelling me to pause, recollect, and be thankful for Parkside coming into existence at such an ideal time in our lives.

Yours,  
Ed

*Thanks, Ed.*

*If you have a legacy story, send it to perspective@uwp.edu or Perspective Magazine, UW-Parkside; 900 Wood Road; Kenosha, WI 53141-2000.*



MICHELE, ED AND GREG; THEN AND NOW.



# RANGERS ON ICE?

Wouldn't it be something if the University of Wisconsin-Parkside had a hockey team? Pucks flying about, the sound of steel on ice as players slide to very quick stops amidst showers of frosty shavings... that would be something.

Before we go too far, some of our earliest alumni may already be saying: "We had a hockey team!"

And they would be right. More than 40 years ago, a group of young men who had played youth hockey in Kenosha during the 1960s began playing at the brand new university on the north side of Kenosha.

Brent Podlogar, '84 chemistry, remembers it well. His dad, Ludvick, was the coach. Young Brent and his brother Kurt were thrilled to gather up broken sticks, bag up the practice pucks, and soak up a game their father grew up loving in his native Canada.

"In about 1970, my father was informed by a neighbor that a group of kids – instrumental in putting Kenosha hockey on the map in the late '60s – was playing hockey at this 'new college' down the road," Brent recalled. "As my father is a boastful, proud Canadian, having met and played hockey with the likes of Ted Lindsay and Gordie Howe, he doubted that real hockey could be done here in the States."

When Ludvick expressed his doubts to the neighbor, a friendly challenge was placed on the table. "Go out and teach these kids the correct way to play hockey'. It was a challenge my father accepted," Brent said.

Ludvick Podlogar expected to see a bunch of rag-tag, undisciplined teenagers playing a brand of pond hockey. What he found, Brent said, was a group of highly skilled and motivated young men, with a desire to learn and unafraid to work hard to achieve success.

"My father immediately accepted the opportunity to coach the new UW-Parkside team and—ironically—hoped he wouldn't be wasting their time," Brent said. "He coaxed his best friend, Bruce Reber, to help him as the assistant coach. Bruce accepted, despite the fact that he did not know how to skate, and showed up at the first practice with figure skates. He took a lot of ribbing for that."



Tom Krimmel and Bill Westerlund founded the club team and were co-captains on the early squads. Krimmel is now vice president for development, family and alumni relations at Olin College of Engineering in Needham, Mass. He had previously worked for UW-Parkside in alumni relations. Westerlund is a regional manager for SuperValu in Pleasant Prairie, Wis., and lives just east of the UW-Parkside campus.

"The support Tom and I received from Tom Rosandich, athletic director, and Russ Coley, assistant athletic director, gave us the inspiration to do what had to be done," Westerlund said. "It was a rare combination of personnel that created fond memories for a group of men enjoying one of their favorite sports."

Ludvick Podlogar coached the team for three seasons. "The commitments involved with raising four boys and work prevented him from continuing on," Brent said. Krimmel coached the team for one season (1974–75), and the Ranger hockey club team played its final campaign in 1975–76.

At least three players from the Rangers helped start what became the Milwaukee Admirals. Brent recalls that two Rangers played on the inaugural Admirals' team – known originally as the Milwaukee Wings, an amateur hockey club.

Brent Podlogar remembers the team operating on a shoestring. The tight budget may have developed what former UW-Parkside Sports Information Director Steve Kratochvil remembers as the team's enterprising spirit. "The game programs had loads of advertising," Kratochvil said. "I think they even had some arrangement with the Playboy Club in Lake Geneva. They also had skating cheerleaders."

The Rangers practiced during the week at Wilson Park in Milwaukee and played home games there. Members of the team paid for the ice time out of their own pockets. On weekends when the Rangers were not playing at Wilson Park they traveled to face teams such as Marquette, Illinois State, and St. Norbert.



BRENT AND SUSAN PODLOGAR

"As an 8-, 9-, 10-year-old, traveling and being by the team, with these gigantic players playing a physical game—for me it was the enormity of the experience," Brent said. "I was fascinated by the games, how quick they went and how big the players were."

For a team that did not have its own hockey facility, the Rangers were no pushover. "Forty years ago this month we were wrapping up an 18-2-1 season for UW-Parkside hockey," Krimmel said.

Not bad for a new team from a new school.



UW-PARKSIDE HOCKEY TEAM



WE ARE UW-PARKSIDE alumni and parents, faculty, students, and friends. We are thinkers and doers, teachers and learners. We are dreamers and builders, leaders, mentors and problem solvers. We are innovators and collaborators, doing together what we cannot do alone. Inspired by place and united by purpose, we are UW-Parkside and we make history year after year.

As president of the UW-Parkside Foundation, I want to thank the many people who have supported the foundation with their time, resources, and passion. As a proud alumnus, I am continually impressed and motivated by the commitment and generosity of the UW-Parkside community. Your involvement is critical to helping us fulfill our mission.

UW-Parkside students work closely with experienced faculty on real-world projects in state-of-the-art facilities, giving them the theory and practical skills they need to be successful and help shape today's workforce. With numerous, exciting initiatives across campus, this is a chance for you to have a direct impact on the present and future of the university. Every contribution makes a difference in the lives of students and helps maintain and enhance the community of active learners and responsible contributors that is UW-Parkside. You can do that and so much more with an unrestricted gift to the foundation.

As the university continues its tradition of helping students achieve their goals, I hope you will take this opportunity to make a real difference in their success.

Sincerely,

Christian Lie '75  
University of Wisconsin-Parkside  
Foundation President

To learn more about supporting University of Wisconsin-Parkside students and programs, please contact:

David A. Diaz at [diazd@uwp.edu](mailto:diazd@uwp.edu) or call 262-595-2500.

Also visit [uwp.edu](http://uwp.edu) Keyword: *giving*.

Your continued support is critical to achieving student success!

# It's How You Get From Nine to Five

## HOW THE CHANGING NATURE OF WORK & JOBS WILL AFFECT YOU

By Dave Koss, UW-Parkside Alumnus

Entire Story:

<http://www.uwp.edu/news/newstemp.cfm?storyID=5922>

The year is 2040, your granddaughter looks up and asks, "What's a job?" The word is currently a major part of our collective vocabulary. JOB, say it: J-O-B. We have songs about it, we love it, we hate it and most of us have it. However, the time is coming when jobs will have gone the way of the dinosaurs. But not to worry, work will remain, business will go on and you can still be successful. Work in the future won't pay you for sick days, give you health insurance, or help you retire. In fact it won't even give you an office to sit in. Work is changing, my friends, and being prepared with the proper skill set is the way to stay relevant—so you don't go the way of the job.

### BLAME IT ON THE (DARN) GOOGLE MACHINE! ...AND THE ECONOMY.

It all started the day Al Gore invented the Internet. What Al didn't know then was how cheap he was making communication. As the price of connecting with others and transmitting ever-increasing amounts of data was decreasing, our ability to work, create and communicate at a more cost-efficient level went up. In fact, Thomas Malone of the Harvard Business School cites the reduced cost of communication as one of the most significant reasons work is changing. Couple that with huge corporate financial obligations like retiree pensions and employee healthcare, and companies are re-evaluating the entire employment structure.

Think about it this way, a company spends hundreds of thousands of dollars a year just to turn on the lights in a major office building, let alone maintain it. On top of that it pays on average \$15,000 a year in health care coverage per employee. Factor in retirement, bonuses, the holiday party and letting you leave three hours early on the Fridays before Memorial and Labor Day and things add up quickly. These are major costs companies are finding they do not need to incur.

"Decentralized" and "loose hierarchies" are words used to describe this new mentality. What it really means is companies are finding it cheaper to have you work from home or not give you a job at all and simply call you a contractor. No benefits, no retirement, just a check for your work...

### WHAT DOES THIS MEAN FOR ME?

The future of work is changing both financially and conceptually. Forward-thinking individuals will do well to adapt their skills



Illustration by: Landis Blair

and set realistic expectations of what work means to them. A freshly minted college grad should plan on providing their own retirement and health care in the future. Start saving now, one out of every three people under 35 does not have any personal savings. Prepare yourself financially, and don't expect a company to help you.

Work is also changing conceptually. Problem solving, designing, programming, strong analytical and writing skills will be key to success in the future. We are moving to an eat-what-you-kill economy, where money will be made by accomplishing a project the quickest and you won't be competing against people only in the immediate region, but the world. So when an 18-year-old in Brazil beats you to the project, rest assured the future is already here.

But wait! Step away from the ledge. There is good news. As a graduate of UW-Parkside you have earned the time-tested bachelor's degree. Your liberal arts or sciences education has made you a well-rounded individual, capable of tackling a myriad of different projects. This will come in handy as you adapt to the changing work environment and start working for yourself instead of Jeffery Immelt. Now is the time to take that education, sharpen your skill set and go find the work, not the jobs. If you do, you will be miles ahead of the masses who will cling to the dinosaurs, I mean jobs.

It's not a secret that how we get from nine to five is changing. But these changes don't have to be negative. Using your degree to prepare and adapt will take you from surviving to thriving. So when 2040 rolls around and your granddaughter asks what a job is, you can tell her it was a relic of the past and something you did not need to be successful.

*About the author:* David Koss is a 2006 UW-Parkside graduate majoring in political science and history. From 2005–2006 he served as Parkside Student Body president between the terms of Chris Semenas and Tyson Fettes. He now owns an advertising agency with Tyson Fettes (Really Resourceful Group, [www.reallyresourceful.com](http://www.reallyresourceful.com)) and also works in politics in the northern suburbs of Chicago.

*Contributing Editors:* Brian Graziano, Chris Semenas

#### Sources

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## KRAMER AND BOARD MEMBERS SET TO ENERGIZE ALUMNI

The UW-Parkside Alumni Association is prepared to build upon the success of 2011–2012 when the 2012–13 school year begins. New officers and board members were approved at the association's annual meeting in May.

Jim Kramer ('79, business; '90, M.B.A.) is the current board president. He succeeded Mike Phegley ('84) who served from 2009 to 2011. Other officers for 2012–2013 are: Vice President Gary Smith ('94); Secretary Rose Grinder-Mondragon ('08); and Treasurer Nieka Wesley ('03). Wesley succeeded Macy Yuen-Lee ('03).

Joining the board are: Chris Smith ('00), formerly representing the Graduate Business Student Alumni Association, and Andrea Aikens ('09). Re-elected to the board are: Jim McPhaul ('00), Gary Nephew ('99), and Jim Stephens ('03). Two members act as liaisons with their respective constituent groups: Peggy Karls ('04) represents the Parkside Employee Alumni Group, and Kim Wright-Wooten ('01) represents the Parkside Communication Alumni Association. A representative from the Graduate Business Student Alumni Association has yet to be selected.

Kramer is director of manufacturing operations for Merz Aesthetics in Racine, Wis., and he is optimistic about the Alumni Association and its potential for positively impacting the life of the university.



  
Jim Kramer

Along with Vice President Gary Smith and your entire Alumni Association board of directors, we've been working hard to motivate and encourage alumni to return to campus and become involved.

We're also looking at community outreach as a way to match UW-Parkside alumni with an array of service opportunities that exist in the greater Racine-Kenosha community.

For example, mentoring is a perfect way to make a difference. Or maybe it's assisting UW-Parkside students on campus or online, or working with youth in our communities who can use a steady hand as they move along in school and in life.

I urge all alumni to become active in UW-Parkside Alumni Association events. Membership is free, and there are many benefits to being a part of the organization, including the pride that comes with being a lifelong UW-Parkside alum.

## A WINNING TRADITION The Oberbruner Family

As Ranger baseball fans approach the playing field that runs along the south side of campus, they are reminded of what one man meant to the University of Wisconsin-Parkside. A new sign dedicates Ken "Red" Oberbruner Field, and Ken's son Jamey ('81 psychology) calls it a tribute to the time and effort his dad put into the Rangers' baseball program.

"He deserves the recognition," Jamey said. "He put his heart and soul into this game."

Ken's youngest son, Richard ('83 English), said the new sign answers the question that is inevitably asked: Who is Ken "Red" Oberbruner? "The real answer is a long and wonderful one," Richard said, "but the shorter version is reflected in the sign: 'Someone definitely worth remembering.'"

Ken played high school basketball and baseball in Ashland, Wis. His talent earned him a scholarship to play both sports at the University of Notre Dame, and after college he played baseball and basketball professionally. When he retired as a player, Ken became the athletic director, and coached baseball and basketball at Milton College in Milton, Wis. He served Milton for 25 years and his oldest son, Kenneth (Skip), played for him in the mid-1960s.

Ken became the baseball coach at UW-Parkside in 1971 and held that job until his death in 1991. Jamey played for his dad from 1978–81. Richard did not play baseball but certainly appreciated his dad's coaching skills.

"Dad was a coach's coach," Richard said. "High school football, basketball and baseball coaches would seek out his strategic thinking. This is one reason why dad is in the Wisconsin High School Coaches Hall of Fame, yet he was not a high school coach. It's amazing to be inducted at a level in which he was not directly involved."



FRONT ROW, FROM LEFT: TAMIE FALK-DAY, DAN OBERBRUNER, ANN OBERBRUNER, RUTH OBERBRUNER, JOEL WEAVER, LARRY OBERBRUNER. BACK ROW, FROM LEFT: RICHARD OBERBRUNER, LISA OBERBRUNER, JAMEY OBERBRUNER. FAMILY MEMBERS NOT PICTURED: KENNETH JR. (SKIP), TRISH (OBERBRUNER) MILLER, TED MILLER, CINDY (HENSCHEL) OBERBRUNER.

It's easy to see that the Oberbruner family is a baseball family. For Jamey, the competition is the attraction. "Not only is this game a competition against an opponent," he said, "it's a competition between yourself and the talent that you need to bring out as you compete."

"Someone brought that talent out in me here at UW-Parkside—my dad, obviously—and found out that I could compete at a higher level. But that's their job. That's what teachers do!"

Jamey played at a higher level with the San Diego Padres and Pittsburgh Pirates from 1981–1984, and as a replacement player for the Pittsburgh Pirates in 1995.

"Jamey's curve ball would come straight at my head and bend at the last second and catch the inside corner of the strike zone," Richard said. "And he was just warming up."

Besides Ken's coaching and teaching career and Jamey's playing career, Jamey's wife, Cindy (Henschel) played basketball and volleyball for the Rangers.

"The beautiful campus, the professors, the student body, my teammates, and the athletic staff," Jamey said, "it was a great positive experience that we all enjoyed."

Richard got to know the campus at the ground level.

"I worked on the grounds crew between classes from 1979 to 1983," he said. "Summer was the best time to maintain the campus flower beds, cut the grass, trim the trees, clear brush on the cross country trail. Parkside's outdoor appeal equals the indoor classroom."

Richard also has vivid memories of his dad's competitive side. "I remember dad, Assistant Chancellor Gary Goetz and Lucian Rosa playing cut-throat racquetball at the gym during lunch," he said. "My goodness, that was the most intense, competitive, foul-mouthed 60 minutes I have ever witnessed ... repeatedly. These three really went at it with only Lucian managing the occasional smile."

"It was all in good fun but they played to win."

## Upcoming UW-Parkside Events

**June 23**

**Arts & Crafts Festival**

From 10 a.m. to 4 p.m.

Located east of Molinaro Hall on campus grounds. Cost is free.

For more information contact Jennifer Filippone at [jennifer.filippone@uwp.edu](mailto:jennifer.filippone@uwp.edu) or call 262-595-2581.

**July 1 and 4**

**Fourth of July Parades**

Sunday, July 1—Kenosha Parade—2 p.m.

Wednesday, July 4—Racine Parade—9 a.m.

Join the fun of "Marching with Parkside" in the parades.

Find out more by visiting [www.uwp.edu/alumni](http://www.uwp.edu/alumni)

**August 3–4**

**Relay for Life - American Cancer Society Fundraiser**

*UW-Parkside Campus Outdoor Running Track*

*From 6 p.m. on Friday, August 3, to 8 a.m. on Saturday, August 4.*

Join the UW-Parkside Alumni Association Team at [www.relayforlife.org/kenoshawi](http://www.relayforlife.org/kenoshawi)

Help staff the UWPAAs booth. Celebrate the memory or the life of someone you know in the fight against cancer.

More details at [www.uwp.edu/alumni](http://www.uwp.edu/alumni)

## Health and Counseling Services Meet the Changing Needs of Students

In addition to a learning environment that features top faculty in a variety of disciplines, today's student at the University of Wisconsin-Parkside has access to quality health care and counseling through the Student Health & Counseling Center (SHCC).

The SHCC is staffed by highly qualified medical professionals, including two nurse practitioners, a part-time registered nurse, master's-prepared licensed counselors who are certified alcohol and other drug counselors, and, when needed, psychiatric care by referral.



EDITH ISENBERG

"The SHCC provides physical, emotional and mental health care to meet the needs of the student population, which contributes to their personal and academic success," said Sandra Leicht, SHCC director.

Quite a change from when the first students arrived on the new campus in fall 1969. Edith Isenberg had already submitted her resume, filled with nursing experience. In December, she was offered the position of counselor-specialist with the assignment of initiating the office of student health services.

The "nurse's office" was originally located in Tallent Hall, and then moved to Greenquist 332 and 334.

"Edith opened the nurse's office in a small room that barely had enough space for a scale and an examining chair," recalled John Valaske, UW-Parkside retiree.

Because of the number of people using the student health facility, a move to a larger area in the Wyllie Library and Learning Center (now Wyllie Hall) was required. What is now the SHCC also spent time in Molinaro Hall before moving to its current location in a building east of Tallent Hall in 1996. That building was originally built for magnetic resonance imaging (MRI) and was used by health care providers in Kenosha and Racine.

According to Leicht, the original agreement called for the MRI building to return to the university if it was no longer used for its intended purpose. As more and more hospitals and clinics installed MRI equipment, a separate location was no longer required.

Isenberg may also have been responsible for the white stripes that are painted on the steps leading from Mid Main Place to Upper and Lower Main Place. According to Valaske, Isenberg fell on the steps and broke a leg. A memo dated October 20, 1983, informed faculty, staff and students of the accident.

*As you may have heard by now, Edith Isenberg fell and broke her leg in Main Place. She was transported to St. Catherine's Hospital in Kenosha by the Somers Rescue Squad, but has since been transferred to St. Mary's Hospital in Racine. Edith will have surgery on her leg this afternoon...She's in good spirits and I'm sure would appreciate your thoughts, cards, and visits.*

Isenberg's daughter Dr. Lori Stargrove, added to the story. "When she broke her leg at Parkside, someone that was either there or came to the accident said, 'Call the nurse!' I remember this story being told fondly," Stargrove said. "I take that as a testimonial to the support she offered to so many."

The campus-wide concern for Isenberg was a result of her concern for others. A letter dated October 16, 1970, highlights her interaction with one patient.

*I would like to commend you for the school policy of having the school nurse go to a hospital when an out of town student is admitted. So often this is a frightening experience for a person of any age and it is comforting to have someone with you.*

*In the case of Dave Woods, I would say Mrs. Edith Isenberg did even more than her job calls for. She was at the hospital immediately after the accident and after we arrived she stayed until the doctor had given the diagnosis. Even tho (sic) her family was at home expecting her, she did not leave us until she knew everything was going to be alright.*

*In this day people are so quick to criticize but seldom compliment, so please convey our thanks to Mrs. Isenberg. Our special thanks also for the concern shown by Coach Stephens and Mr. Rosendisch.*

*Mr. & Mrs. Howard Woods*



Isenberg helped create the successful "Well Day" on campus. A story by Jean Korten in the March 23, 1979, Kenosha News reported that 1,500 to 2,000 people attended the event, which originated in 1978. Persons could receive lung capacity tests, blood pressure checks, and a computer diet analysis. New to the "Well Day" in 1979 was a method of glaucoma screening.

More than 30 years later, a primary mission of the SHCC is still helping students make healthy choices. Changes in the basic health module, as outlined by the UW System Board of Regents, were made in 2009 to reflect the changing needs of students. The current health module clarifies the guidelines for a minimum level of mental health services available at every UW System institution, recognizing mental health as a critical factor in student success.

Today, the SHCC also incorporates peer health education. The Peer Health Educators is a team of student leaders trained to educate their classmates on a variety of college health and wellness issues.

All in all, quite a change from a small "nurse's office" with barely enough room for a scale.

## ALUMNI UPDATES

### CARL HEIGL '70

Carl was recently inducted into Horlick High School (Racine, Wis.) Graduates of Distinction Hall of Fame. (From the Journal Times) "... Heigl has had a number of firsts, they include: first Wisconsin chiropractor to be invited to the Sports Medicine Internship Program at the USOTC, Colorado Springs; first Wisconsin chiropractor to become a board-certified diplomate, chiropractic sports physician; and the first Wisconsin chiropractor to be elected treasurer and then president of the American Chiropractic Association Council on Sports Injuries and Physical Fitness."

### STEVE KRATOCHVIL '82

Steve is an editor with United Communications Corporation. He earned the UW-Parkside Athletics Career Achievement Award in May 2011. "I enjoyed the many social functions as a student. 'The End' was something very unique and highly popular. Even students from other campuses attended the event (a weekend-long outdoor bash with live bands). The men's basketball games were fun to go to because the team rarely lost at home and there was big community backing. The 'animal band' helped give the gym a great, upbeat atmosphere."

### KEVIN LAZARSKI '94

Kevin is president and owner of Haven Creek Homes and Remodeling. "My experiences at UW-Parkside were invaluable and prepared me to enter into the work/job force immediately upon graduation. I was able to utilize my educational background from UW-Parkside and put it to immediate use as product manager at Bosch power tools and then as a marketing manager at Case Construction. After eight years of real-global-world marketing and business experiences—coupled with my strong UW-Parkside education—I successfully left the work force to start a lifelong dream of becoming a small-business owner."

### TODD MEYER '04

Todd is a certified nursing assistant and activities aid with Parkside Manor, Kenosha, Wis. He was recently placed on the Wisconsin Nurse Aid Registry.

### ANDREW GIANESELLI '05

Andrew was promoted to controller of the Hospira medical device manufacturing facility in Buffalo, N.Y. He previously held positions in commercial finance in Lake Forest, Ill., international finance in Amsterdam, and corporate FP&A for Abbott Labs in Abbott Park, Ill. "The accredited business school at UW-Parkside most certainly prepared me for what was to be expected in the real world and helped acclimate me to this change very quickly."

### JACKIE (KLOET) GEROU '06

For the past six years, Jackie has been a project manager for Hospira. She is currently involved with supply chain management and is pursuing APICS training for supply chain management.

### SARA DRUEKE '07

Sara is an education specialist with Cedar's Youth Program. She earned an M.Ed. in curriculum and instruction from ACU in May 2011. "The staff was wonderful at UW-Parkside. I loved all my sociology and teacher-education professors. Dr. Linda Crafton had a large impact on me in choosing curriculum and instruction for my master's degree."

### MICHAEL RASH '07

Michael finished an M.F.A. in theatre and performance at the acclaimed PATP at the University of Washington in Seattle. "The art and theatre departments laid a groundwork of creative expression and opportunity that has directly led to my life and career pursuit of art, theatre and music. Faculty members such as Doug DeVinny and Dean Yohnk encouraged an atmosphere and love of the disciplines of art and theatre."

### TYSON FETTES '08

While at UW-Parkside, Tyson was elected student body president and later went on to be elected town supervisor for the town of Burlington, Wis. He is currently an active member of the UW-Parkside Alumni Association Board of Directors. "UW-Parkside gave me the tools necessary to succeed, and I'm so proud to be a Ranger!" As the Racine County register of deeds, Tyson and his team manage

more than 30,000 real-estate documents, and serve thousands of people annually. Additionally the office maintains all copies of birth, marriage, and death certificates.

### VASKRSIJE JANKOVIC '10

Vaskrsije is a production supervisor with CNH Corporation, Racine, Wis. "I remember most the great teachers and classes in the Economics Department. They have helped build a mindset that I use in the workplace today."

### JENNIFER SHORT '11

Jennifer is a member of the University of Wisconsin-Parkside Alumni Association Board of Directors. She served as a campus ambassador; First Year Experience peer mentor; Sociology Club president and secretary; and was a member of Alpha Sigma Lambda and Sigma Tau Delta. "I have learned how much becoming involved with your community really means. Involvement opens many doors!"

### UW-Parkside Alumni Association Board of Directors (2012–2013)

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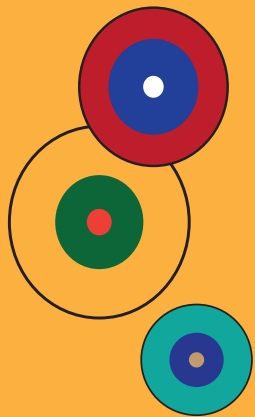


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