



UW-Parkside Graduate

Lt. General

Dr. Charles B. Green '74

Perspective

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University of Wisconsin-Parkside

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University of Wisconsin-Parkside **PERSPECTIVE**

CONTENTS

- 3 UW-Parkside Graduate Lt. General Dr. Charles Green Launches Remarkable Career**
- 6 Athletics**
- 8 Becker Connection Brings Wrestling Success to Rangers**
- 10 Business and Technology:
Business students excel at national competitions
Reilly to SBT board: 'Education key to prosperity'
UW-Parkside retains important business credential**
- 12 University of Wisconsin-Parkside Foundation
Inaugural Scholarship Hall of Fame Inductions**
- 13 Helping Students Reach Higher Grounds**
- 14 Letter from UW-Parkside Foundation President
Joan Wilk**
- 15 Excitement Builds with Arts Building Expansion**
- 16 Meet UW-Parkside Vice Chancellor Karen Coy-Romano**
- 17 Building the Future**
- 21 Letter from Ranger D. Bear**
- 22 Alumni News**
- 23 Alumni Updates**
- 26 Success: It's a Family Affair**



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UW-Parkside Graduate Lt. General Dr. Charles Green Launches Remarkable Career

It wasn't a tightly constructed career strategy that drove Lieutenant General Dr. Charles Bruce Green to the ultimate job with the U.S. Air Force. It was, instead, the unexpected delivery of a 2.8-pound package.

That package happened to be his second daughter, who, born prematurely, required intensive, quality medical care. Knowing where those medical resources could be found, General Green today credits "the value of health-care coverage and the time the military gave me to take care of family issues" as one of the defining moments that led him to commit to another assignment with the Air Force. That decision, followed by a series of other unique assignments, set the wheels in motion for this UW-Parkside graduate to become the 20th surgeon general of the Air Force.

A DAY IN THE LIFE

Today, General Green oversees a \$6-billion budget, 42,000 military and civilian personnel, and a worldwide health care network that includes 75 treatment facilities, and 24 hospitals and medical centers. All told, the General delivers medical care to 1.2 million active duty personnel, their families, and retirees.

When speaking about what he considers to be key issues and concerns in the Air Force of 2011, as well as those issues that are of greatest importance to him, personally, General Green's reply is swift and certain. "My job is to support our 1.2 million active duty personnel, their families, and retirees." Citing post traumatic stress disorder (PTSD) and mild-traumatic brain injury at the top of his list, General Green stated, "The invisible wounds of war have been difficult for physicians since the beginning of recorded history. We still don't fully understand PTSD or brain injuries. Our concern is over the future burden of care for these heroes." General Green asserts that all surgeon generals from each branch of the military have these issues at the forefront of their efforts. "We're partnering with some of the best minds in the country to find answers."

The General also emphasized that these issues are of concern to the nation as well, with Congress granting an additional \$600 million to increase resources available to veterans. General Green says, "Getting veterans the help they need so their lives can return to normal and reduce the stress of everyday life is a major focus of mine. Today, one of my biggest challenges is the increasing suicide rate—the end of that spectrum of people who've been under stress. Again, as we work to understand these invisible wounds, we also work to make early diagnoses, help individuals build resiliencies, and bring our mental health professionals into the process early."

POINT OF PRIDE

When asked of which part of his career he is most proud, the energy in his voice is unmistakable. "In the Air Force, we have developed a medical system through which we can deliver, in a single airplane, American-standard care in 24 hours. I helped build the first 10-bed version of that. It's a system that

**One of those
assignments
routed him to
Hawaii to take
care of Ferdinand
Marcos and his
family...**

previously took 11 planes to deliver. The knowledge I gained working in those disaster operations early on helped me understand how critical it is to get to a place early with capability. I was able to take what I learned, and then was given the freedom to help build these new, small capable hospitals.” More training was to come. Following the 9/11 attacks, General Green was able to learn from the tragedy of what he saw in New York City and “link our air evacuation systems to those small hospital systems. Since then we have been able to move 80,000 people to safety and put less medics at risk in hostile places.” Modestly, General Green reports, “I am proud to have played a part” in the early development of these delivery systems, and “proud of the many individuals who helped deliver the vision.”

General Green is quick to mention individuals whom he considers to have been mentors along the way. He particularly noted General Charles H. Roadman II, 16th surgeon general of the Air Force. “General Roadman helped shape who I am. In fact, I give him credit for shaping a generation of us to think critically.”

UW-PARKSIDE’S GAIN

Holding the decades-long distinction as being one of UW-Parkside’s youngest graduates, General Green, a native of Illinois, graduated from UW-Parkside at age 18 with a degree in chemistry. When his father’s employer abruptly transferred him from Illinois to Wisconsin late in the school year, General Green was facing an early high school graduation. Having accumulated ample credits, that was no problem. However, with little time to prepare for college one year ahead of the expected schedule, he made an inquiry into Northwestern’s pre-health program only to learn that “we handpick our students well in advance.” UW-Parkside’s gain. True to form, General Green dove right into the challenge of college courses the summer before his freshman year. With an arm load of college credits under his belt, plus credits earned through testing, and soon to be registered with an accelerated course load, so began this first generation college student’s movement toward success.

Looking back to his undergraduate studies, General Green clearly remembers the guidance he received from Dr. Anna Maria



Williams, professor and adviser for UW-Parkside’s early pre-medical program. “She is probably the one person I can credit with getting me into medical school. I really thought I was going to be a dentist and she convinced me to take the pre-med tests. Really, her council was quite sage.” In return, Dr. Williams has fond recollections of General Green and remarked, “I am very proud of Bruce’s (as he was known as a student) accomplishments, both in medicine and in the Air Force. However, I’m not really surprised that he has had such an outstanding career. In addition to his academic ability, Bruce had a practical *get-the-job-done* attitude. At UW-Parkside he was modest about his success. He kept achieving his goals without doing a dance in the end zone.”

Two years later, General Green entered the Medical College of Wisconsin, commissioned through the Health

Professions Scholarship Program. Not meeting the Air Force’s minimum 21- year age requirement for commissioned officers, a special dispensation was needed. A decision the Air Force clearly cannot regret.

THE EARLY YEARS

While serving as a military family doctor for 15 years (which included delivering nearly 400 babies), General Green was, at the same time, developing expertise in humanitarian and disaster relief operations. He would take leave from his regular practice to provide assistance whenever and wherever called upon. One of those assignments routed him to Hawaii to take care of Ferdinand Marcos and his family during their period of evacuation from the Philippines. From that experience, General Green says,

"One thing led to another," and he accepted training at Harvard University, adding a master's of arts in public health to his doctorate in medicine and surgery.

Not long after completing his Harvard studies, General Green was called to the Philippines—and his next defining moment. Tapped to lead humanitarian relief efforts in the immediate wake of the Baguio City earthquake in 1990, followed by the eruption of Mount Pinatubo in 1991, General Green remembers it this way, "It allowed me to be a part of something that was immense, with multiple nations responding." That experience was followed by a series of new assignments with increasing responsibility. First there was the charge to build a new hospital at Mountain Home, Idaho, (a facility put to the test during Desert Storm and Desert Shield). Next came his command of the air evacuation program at Scott Air Force Base. Looking back on those years of service, General Green said, "I really was able to do some things that, because of my experiences in the Philippines, I probably wouldn't have been able to do otherwise. So that's what *kept* me in the military."

A MAN OF MANY INTERESTS

An avid reader, the General enjoys fiction and laughingly refers to himself as "an action junkie." Yet, the books that are highest on his current reading list include: Zander and Zander's "The Art of Possibility," Taylor and Sanford's "Let Go to Grow," Friedman's "The Next 100 Years," and Christensen's "The Innovator's Prescription." Clearly, the job rarely leaves the General. Yet when the day arrives with some hours to spare, amateur photography, two-string kite flying, and travel are on the list of leisure time interests. The Air Force has already obliged him in fulfilling some of his travel interests. His favorite place to visit? Jordan. A place he'd like to bring his wife? The William Holden Wildlife Sanctuary in East Africa. Most recently he enjoyed spending time in Plymouth, England, with his counterpart in the Royal Air Force.

Noting that his current position doesn't allow much time for personal interests, General Green happily confesses that "The reality is, my four daughters have kept me balanced. When I'm not working, our lives have been all about them." With a career that has involved 14 moves in 32 years, that can't be an easy. Yet, General Green has much to be proud of concerning his four daughters as each pursues her own challenging career. The oldest is a pharmacist, the next works in banking, the third is in officer candidate school with the Navy (and is a pilot), and the youngest is in nursing school.

WHAT'S NEXT

The shelf life of an Air Force Surgeon General is all too short with the average length of service around three years. Two years into his assignment, the question is inevitable: What's next? "I enjoy running a large health care system. I'll soon learn whether my skill set will transition to the private sector," remarked General Green, "There is a lot of work to be done in health-care reform—partly in alignment of incentives, but also in health professional training. I hope to either be training physicians or health care professionals, or working in a large health care system where I can help everyone get the kind of health care they want." Clearly, General Green is the man for the job.



EDUCATION

- 1974 Bachelor of science degree in chemistry, University of Wisconsin-Parkside
- 1978 Doctorate in medicine and surgery, Medical College of Wisconsin
- 1981 Residency in family practice, Eglin Regional Hospital, Eglin AFB
- 1987 Air Command and Staff College
- 1988 Master's degree in public health, Harvard University
- 1989 Residency in aerospace medicine, Brooks AFB
- 2000 Air War College

FLIGHT INFORMATION

- Rating: Chief flight surgeon
- Flight hours: 1,200
- Aircraft flown: B-52, C-5, C-9, C-21, C-130, C-141, H-53, KC-135, T-43, F-15, F-16, P-3, T-37, T-38, UH-1, UH-60

AWARDS AND DECORATIONS

- Distinguished Service Medal with oak leaf cluster
- Defense Superior Service Medal with oak leaf cluster
- Legion of Merit
- Defense Meritorious Service Medal
- Airman's Medal
- Meritorious Service Medal with four oak leaf clusters
- Joint Service Commendation Medal
- Air Force Commendation Medal with two oak leaf clusters
- Air Force Achievement Medal
- National Defense Service Medal with Bronze Star
- Armed Forces Expeditionary Medal
- Humanitarian Service Medal with Bronze Star
- Philippine Bronze Cross

Dr. Charles B. Green will receive the honorary doctorate of science at the University of Wisconsin-Parkside during the university's May 14, 2011, commencement ceremonies. Dr. Green will give the commencement speech at both the morning and afternoon ceremonies. Remarking on the upcoming occasion, Dr. Green said, "I consider this invitation and award to be an extraordinary honor."



ATHLETICS

WOMEN'S SOCCER CAPTURES GLVC CROWN

The University of Wisconsin-Parkside had a superb fall sports season, headed by the women's soccer team. The squad won its fourth Great Lakes Valley Conference championship since 2003 and advanced to the third round of the NCAA tournament before bowing to the eventual national champion, Grand Valley State. Women's Soccer Coach Troy Fabiano was named NCAA Midwest Region coach of the year and Shannon Becker was the NCAA Midwest Region player of the year and a third team All-American. In addition, Becker was tabbed the GLVC's scholar athlete of the year. The Rangers posted a sparkling 16-3-2 overall record.

KILPS EARNS SOCCER COACHES HALL OF FAME HONOR

The men's soccer team saw its streak of 30 consecutive winning seasons come to an end. The club narrowly missed the mark with a 7-8-2 overall record. Men's Soccer Coach Rick Kilps was inducted into the Wisconsin Soccer Coaches Association Hall of Fame during a ceremony at the Legend's Room in Lambeau Field on March 19.

VOLLEYBALL PRODUCES ANOTHER WINNING SEASON

Under second year head coach Michele Benoit, the Rangers put together another winning season. The team followed up a 21-12 record in Benoit's first year with a 19-11 record in 2010. Addie Kramer and Tami Gleason were named third team all-conference players.

ORVOLD QUALIFIES FOR NCAA DII NATIONALS IN CROSS COUNTRY

Ben Orvold qualified for NCAA Division II nationals and was an all-region and all-conference performer for the men's cross country team. Teammate Alex Mena made the grade as an all-conference harrier. The Rangers won the UW-Parkside Invitational for the first time in history. The squad took fourth place at the GLVC meet.

Hope Christie earned all-region and all-conference honors in women's cross country. Heidi Ertl joined Christie in picking up an all-conference award. The Rangers finished in third place at the GLVC meet.

WOMEN'S BASKETBALL ADVANCES TO THE "SWEET 16"

The University of Wisconsin-Parkside women's basketball team recorded the greatest season in school history. The Rangers finished the year 24-7; the most wins in school history. The squad became the first basketball team at UW-Parkside to win an NCAA tournament game, beating Missouri S&T and then 16th-ranked Quincy University to advance to the NCAA Division II "Sweet 16."

The Rangers also set a program mark for best Great Lakes Valley Conference (GLVC) season going 15-3 despite playing in a division that placed three teams into the NCAA Tournament. Junior guard Jadee Rooney was named first team All-GLVC and second team All-Midwest Region. Rooney was also named to NCAA Tournament's All-Midwest Region team. Junior Brittany Beyer and senior Brittany Hogen were both selected to the All-GLVC third team. All three players surpassed the 1,000 career point mark at UW-Parkside this season within seven games of one another; an extremely rare feat that may have never been matched. The Rangers also ranked among the top 10 teams in the country in team field goal percentage and three-point percentage.

Women's Basketball Coach Jenny Kenesie also became the school's all-time winningest coach with her 137th career victory on Jan. 6 against St. Joseph's College. Her win against Quincy in the NCAA tournament turned out to be her 150th career victory. The women are 97-48 over the last five seasons.

WRESTLING FINISHES NINTH AT NATIONALS ... TWO NATIONAL RUNNERS-UP AND FOUR ALL-AMERICANS

The wrestling team continued its strong run over the past few years sending four grapplers to the 2011 NCAA Division II Championships. The Rangers finished ninth overall.

Luke Rynish was the national runner-up at 174 pounds for the second straight year. He finished his season at 24-4 overall and will return next year in search of his first national title.

Dillon Bera also returned to the national meet for the second straight year and earned a second place finish. The sophomore, who wrestled at 157 pounds, went 26-8 on the season and will be one of the favorites for the national championship next year.



Cody Zimmerman and Matthew Gille also earned All-American honors with both finishing eighth at the national meet. Zimmerman tied the school's all-time career wins record as he leaves UW-Parkside with 146 career victories. Gille will return for his junior season as a two-time All-American at 165 pounds.

JORDAN MACH NAMED FRESHMAN OF THE YEAR IN MEN'S BASKETBALL

Men's basketball had an injury-ravaged season with a squad that was already young and inexperienced at the Division II level. Heading into the season, just three players had been with the program for more than one year.

Despite the adversity, the men were able to go 6-12 in the GLVC, arguably the best NCAA Division II men's basketball conference in the country. UW-Parkside played nine games against teams that eventually were selected for the NCAA Tournament.

Even with the ups and downs, freshman guard Jordan Mach was voted the conference's Freshman of the Year, becoming the first UW-Parkside player to be honored with that award. Mach was second in the GLVC in three-pointers made and averaged 14.0 points per game.

The men are set to return four starters next season as they look to continue their upward climb in the GLVC.

INDOOR TRACK REPRESENTS WELL AT GLVC MEET

The UW-Parkside track teams had a strong finish to their indoor season with five athletes earning All-GLVC honors and one runner heading to the national meet.

Ben Orvold, Whitney Olson, and Heidi Ertl were honored on the first team while Jesus Escareno and Hope Christie were second team members. The GLVC Indoor Championship was held at UW-Parkside.

Orvold claimed the 5,000-meter run with a time of 15:01.88. He also scored with a fourth place finish in the 3,000 meters.

Olson was the champion of the 800 meters with a time of 2:15.35, just over a second better than the next finisher. She was also a part of two relay teams that recorded third place spots.

Ertl earned her way onto the first team by winning the 5,000 meters. She then came away with a second place in the 3,000-meter run.

Escareno completed a busy weekend with places in multiple events. His best showing was second place as part of the men's distance medley. He also came away with a third in the 3,000 meters and a sixth place spot in the 4x400 meter relay.

Christie placed second in the mile run which also earned her a trip to the national meet where she recorded the 10th-best time.

The UW-Parkside women finished fifth in the conference while the men ended up sixth despite being a predominantly distance-competing squad.

BECKER CONNECTION BRINGS WRESTLING SUCCESS TO RANGERS

By Steve Kratochvil

The Becker family legacy begins in Hartford, Wis., moves a little over an hour southeast to the University of Wisconsin-Parkside, and culminates on a national stage. Brothers Brad, Kyle and Craig Becker, all wrestled in the 2005-06 NCAA Division II national championships, becoming the only brother trio in history to wrestle at the same prestigious event.

The Becker brothers have won countless awards and are part of a wrestling pipeline that originated with their father, Scott, and his nephew Kelly – who donned a UW-Parkside singlet from 1990-93.

“I was born and raised on a farm and my dad basically said there is no time for wrestling when you are on a farm,” recalled Scott. “My physical education teacher Joe McDaniels is the one who contacted my dad and said that I could be a heck of a wrestler.”

McDaniels convinced Scott’s father to let his son go out for wrestling. It did not look like a good decision at first, as Scott posted a 4-14 record in his freshman season at Hartford Union High School. The following season, he logged a 14-10 mark and the rumble was about to become an earthquake. Scott turned in a 25-2 record

as a junior and he ended his career with a 29-4 mark as a senior, finishing fourth at the Wisconsin state wrestling championships. The love for the sport had begun.

ENTER SCOTT’S NEPHEW KELLY

“I was doing carpentry work out of high school and wasn’t even thinking about going to college,” said Kelly. “One day my boss said I didn’t look happy and I drove down to Parkside that day.”

Why UW-Parkside? Well, Dan and Dale Hall, along with Mark Dubey, not



BRAD, CRAIG, NICK, AND KYLE, THE BECKER BROTHERS (LEFT TO RIGHT), ARE WRESTLERS FROM HARTFORD UNION HIGH SCHOOL. BRAD, CRAIG AND KYLE HAVE HAD SUCCESSFUL WRESTLING CAREERS AT UW-PARKSIDE. (PHOTO BY BENNY SIEU, COURTESY OF THE MILWAUKEE JOURNAL SENTINEL)

coincidentally from Hartford, were wrestling Rangers.

"They were good wrestlers and I figured if they went there, it can't be a bad place for me to go," said Kelly. "My uncle Scott had really got me into wrestling long before that."

Jim Koch, who has been the wrestling coach at UW-Parkside for 41 years, recalled Kelly was on his recruiting radar.

"We had been successful in getting wrestlers out of Hartford and Kelly was a good fit," said Koch. "He was familiar with our school and came to wrestle for us."

Kelly had a positive experience at UW-Parkside. Plus, he had three cousins down the road who, even at an early age, were hot wrestling commodities. He made sure Koch knew how good they were.

And so the caravan down I-94 from Hartford to UW-Parkside began. Brad graduated from Hartford Union in 2002, Kyle in 2003 and Craig in 2005.

"Kelly was a big influence on me coming to Parkside," said Brad. "When I visited campus, I had a long conversation with coach Koch, who knew what I wanted academically. I made the decision to come and hoped my brothers would follow in my footsteps."

NEXT CAME KYLE, A YEAR LATER

"I debated whether to go to college or not," admitted Kyle. "I talked to Brad and coach Koch and I decided to go to Parkside and give it a try."

Finally, there was Craig, who was being recruited by other schools. There was some doubt as to whether a fourth Becker would become a Ranger.

"At first, when Parkside was recruiting me, I really wasn't too interested," Craig admitted. "I wanted to create my own path in life and not just come to Parkside because my brothers did. Wherever I went, I wanted to be certain they could develop me into a national champ, and I was certain Parkside could."

HE WAS RIGHT

With three Beckers in the wrestling room, good things were bound to happen... make that great things! All three went on to earn All-American honors. Brad was a

three-time Academic All-American who earned a coveted NCAA post-graduate scholarship. He became the 13th national champion in UW-Parkside history. Craig was UW-Parkside's 14th national champion, getting his arm raised at last year's national finals.

"You couldn't ask for a more supportive family," said Koch of the Beckers. "My God, their work ethic and loyalty is just great. They were all good students and solid wrestlers; perfect recruits."

Koch tells of a story exemplifying the Becker family work ethic.

"I asked them to clean the wrestling room one day," he said, "and Brad, Kyle and Craig took everything out. They told me 'this is what dad told us when it was time to clean out the garage; take everything out.' That's the way that family goes about everything. Nothing is done halfway."

You would think in a competitive individual sport like wrestling, the brothers would be highly competitive with each other. Not so with the Beckers. Kyle explains: "We're each other's best friends. We pushed each other, but we never asked who is better, nor did we care."

The UW-Parkside experience has solidified a family bond that was already tight. All four Beckers said the university's close proximity to Hartford was crucial in their becoming Rangers. It was important to all to have family time back on the homestead.

"Wrestling alongside my older brothers, who I looked up to all my life, was unforgettable," said Craig. "I am extremely glad I chose Parkside. I couldn't imagine it being as life-changing anywhere else."

Kelly is a sales manager for Farmer's Implement. Brad and Kyle parlayed their criminal justice degrees into careers with the Waukesha Police Department, where both are officers. Craig, one season removed from the mat as a competitor, is helping Koch as an assistant coach, while he finishes up his communication major.

This may not, however, be the end of the story. Brother Nick will graduate from Hartford Union in 2012 and is one of the better prospects in Wisconsin. Nick finished fifth at the 2011 WIAA state high school wrestling championships earlier this year. And, yes, Koch is well aware of him.



Our Family Tree is Growing

The UW-Parkside Family Tree continues to branch out creating deeply rooted alumni family legacies. Are you an alumnus with sons, daughters, mother, father, brothers or sisters who are also alumni or who now attend UW-Parkside? We want to know. If you have a family legacy (at least two family members at UW-Parkside), be sure to let us know – just email the details to university.advancement@uwp.edu.

BUSINESS STUDENTS EXCEL AT NATIONAL COMPETITIONS

University of Wisconsin-Parkside Marketing Professor Peter Knight compares the success of the university's student sales team at the Russ Berrie Institute (RBI) National Sales Competition in New York and the National Collegiate Sales Competition in Atlanta to that of a small university reaching the NCAA's Final Four.

"This is the fifth consecutive national sales event that students from the University of Wisconsin-Parkside School of Business and Technology have returned with awards," said Knight. "It's gotten to the point that the other schools know who we are and have to plan for us during these competitions."

"And, more importantly, major employers know the UW-Parkside program and are interested in our students."

Held at William Patterson University outside New York, the RBI event brought together the top business students from more than two dozen sales programs around the country. UW-Parkside, the only school to finish in the top three the last two

years in a row, was represented by students Kyle Hagemann and Mike Rosales.

UW-Parkside's third-place finish in the final university rankings was topped only by Hagemann's second-place finish in both the overall competition and in role play. This 15-minute true-to-life sales presentation made to a business executive is the competition's marquee event.

Calling RBI "an unbelievable opportunity" to showcase his abilities to national companies, Hagemann said the trip to New York definitely helped his career.

"I was approached by multiple employers at the competition asking me when I could interview. It's unbelievable in this kind of economy to have companies track me down to request interviews," Hagemann stated.

In Atlanta, business students collected four major awards including three of five first-place honors in the graduate division. Led by Knight and fellow business professor Jim McPhaul, the team of Hagemann, Amanda

Frank, Andrew Loosen, Jeremy Schreier, and student ambassador Jessica Pawlowski continued the university's three-year hot streak at national sales competitions.

During what Knight described as several "roller coaster" days, Frank won the individual needs assessment call competition while she and Loosen won the team sell competition. The UW-Parkside team captured two of the competition's three rounds and narrowly missed unseating three-time national champion Texas State for the overall team award.

Hagemann has earned seven team and individual awards at national competitions in Atlanta and New York over the past two years. Following his graduation this semester, he will join the sales team at Johnson & Johnson Life Scan Division.

The success of UW-Parkside business students reinforces Knight's belief that the university is well situated to develop sales as a specialty, a specialty the university can use to build a national reputation among employers.



THE UW-PARKSIDE SALES TEAM OF KYLE HAGEMANN (LEFT) AND MIKE ROSALES (RIGHT), WITH ASSISTANT PROFESSOR OF BUSINESS PETER KNIGHT, EARNED A TOP-THREE FINISH FOR THE SECOND YEAR IN A ROW AT THE RUSS BERRIE INSTITUTE (RBI) NATIONAL SALES COMPETITION IN NEW YORK.

UW-Parkside is seeking approval for a sales certificate program. This five-course program would give business majors and students from majors outside the UW-Parkside School of Business and Technology sales knowledge and credentials. The certificate program has already gained national accreditation through the University Sales Education Foundation.

REILLY TO SBT BOARD: 'EDUCATION KEY TO PROSPERITY'

When University of Wisconsin System President Kevin P. Reilly addressed the UW-Parkside School of Business and Technology (SBT) advisory board in January, he brought a message of prosperity through education. Reilly said the state's network of campuses is uniquely positioned to lead Wisconsin's future economic growth.

"As I've said many times, for the state to thrive in the information economy, it needs a vibrant, productive public university system to generate talented graduates and create successful entrepreneurs," Reilly stated.

Reilly used Minnesota as an example of education's earning power. Minnesota's higher number of four-year degree holders (32% to Wisconsin's 26%) translates to higher personal income (Minnesota \$42,037, Wisconsin \$37,767).

Reilly expressed concern about the UW System's shrinking percentage of state expenditures and the shift of costs from the state to students and parents. He said in 1973, the UW System accounted for 14.42 percent of expenditures, a figure that dropped to 8.3 percent in 2010. And from 2001 to 2010, the state's share of higher education costs fell from 64 percent to 40 percent while the share paid by students and their parents rose from 36 percent to 60 percent.

To make Wisconsin more competitive and to keep its most talented students and graduates here, Reilly proposed the creation of what he called a "new compact between the state and its public university system." He said the UW System would work to boost its productivity to create 80,000 more graduates by 2025, create new jobs through targeted university research and faster commercialization of discoveries, and expand state students'

access to education while maintaining affordable tuition.

In return, Reilly said the state must provide the UW System with stable funding by making higher education a higher priority and by giving the UW System greater management flexibility to implement more efficient business practices for purchasing, contracting, and pricing. UW-Parkside School of Business and Technology Dean Fred Ebeid said Reilly's message was one that business advisory board members were interested to hear.



UNIVERSITY OF WISCONSIN SYSTEM
PRESIDENT KEVIN P. REILLY

"Keeping Wisconsin competitive requires a strong, well-funded UW System so that the system can produce talented, creative business leaders," Ebeid said. "President Reilly's growth agenda initiatives give the UW System what it needs to be successful while giving an exceptional return on investment."

UW-PARKSIDE RETAINS IMPORTANT BUSINESS CREDENTIAL

The University of Wisconsin-Parkside School of Business and Technology has maintained its business accreditation by the Association to Advance Collegiate Schools of Business-International (AACSB). One of the fewer than five percent of business schools worldwide to earn this hallmark of excellence in management education, and the only higher education institution

in the Kenosha/Racine area to do so, UW-Parkside was honored during the AACSB International's annual meeting in April.

"This is a vitally important credential for the UW-Parkside School of Business and Technology to earn and maintain," said the school's Dean Dr. Fred Ebeid. "To have a prestigious organization certify the quality of our programs and for UW-Parkside to be in the company of other AACSB universities like Harvard, UCLA, MIT, and the University of Pennsylvania is a tremendous honor."

University of Wisconsin-Parkside Chancellor Debbie Ford said the process of maintaining AACSB accreditation is valuable not just for the campus but also for UW-Parkside students.

"Maintaining accreditation gives us the opportunity to examine every facet of our business program with an eye toward ongoing improvement," Ford said.

During the rigorous accreditation review, the university's program successfully demonstrated its continued commitment to the AACSB's 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in its degree programs.

Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. Through July 2010, 596 member institutions in 37 countries hold AACSB accreditation.

For more information about the SBT, visit www.uwp.edu Keyword: *Business* or call 262-595-2280.



University of Wisconsin-Parkside Foundation Inaugural Scholarship Hall of Fame Inductions

The University of Wisconsin-Parkside Foundation inducted its first members into the *Scholarship Hall of Fame* in September 2010. Honor and recognition was given to one business and 12 individuals who assisted UW-Parkside students in pursuit of college degrees through scholarship support, or service to students through the scholarship program.

Hall of Fame status is based on one or more of the following criteria:

- Longevity of the scholarship award
- Number of scholarship awards made
- Monetary significance of the scholarship award
- Service to the scholarship program: "Friend of Scholarship" designation

2010 RECIPIENTS

Educators Credit Union Scholarship

Accepting on behalf of the organization:
Mr. James Henderson, Sr. Vice President

James R. Ferwerda, M.D., Student Scholarship Endowment for the Physical Sciences

Accepting: Dr. James R. Ferwerda

Kenneth L. Greenquist Memorial Scholarship

Accepting: Ms. Nancy McCarthy and
Ms. Kate Greenquist

Ralph L. and Frances A. Jaeschke Arts and Sciences Endowed Scholarship, and the Ralph L. Jaeschke Memorial Endowed Mathematics, Physics and Computer Science Scholarship

Accepting: Mrs. Frances A. Jaeschke

Mary M. Kamakian Memorial Scholarship

Accepting: Ms. Eileen Kamakian

Bernard C. Tallent Memorial Endowed Scholarship

Accepting: Ms. Kitty Picken

Dr. James J. Polczynski Memorial Endowed Scholarship

Accepting: Mrs. Joan Polczynski

Norbert Wielenberg Memorial Endowed Scholarship

Accepting: Mrs. Peggy Wielenberg

Anna Maria Williams Endowed Scholarship

Accepting: Dr. Anna Maria Williams

Irvin G. Wyllie Memorial Endowed Scholarship

Accepting: Mrs. Harriet Wyllie

Charles and Dolores Zaionc Family Scholarship

Accepting: Mrs. Dolores Zaionc

Friend of Scholarship

Accepting: Mr. John Valaske



(LEFT TO RIGHT) KITTY PICKEN, JOHN VALASKE, FRANCES JAESCHKE, ANNA MARIA WILLIAMS, JAMES FERWERDA, HARRIET WYLLIE, JAMES HENDERSON, EILEEN KAMAKIAN, JOAN POLCZYNSKI, CHANCELLOR DEBORAH FORD



HELPING STUDENTS REACH HIGHER GROUNDS



Did you know that for the price of three lattes a week for one year you could dramatically improve the educational lives of our students?

Only 40% of the cost of a UW-Parkside education is supported by state taxes. Private gifts help close the gaps in educational costs, and provide much needed programming not otherwise possible.

Combined gifts from alumni and community members help our students reach higher grounds and provide essential educational opportunities, including:

- Scholarships
- Student/faculty research expansion
- Expert speakers / Symposiums
- Internships
- Cultural enrichment programs
- State-of-the-art equipment

Our students need to meet the challenges that the new economy demands. Your investment in students is an investment in building stronger communities in the future.

Will you please consider making a gift today?

Return the enclosed card, or visit online at www.uwp.edu

Keyword : *Giving*.



UW-P Foundation

University of Wisconsin-Parkside

Alumni and Friends:

An effort to promote human welfare through a generous and moral act or a gift is not the only definition of philanthropy, but it was the stimulus 25 years ago for a small group of community members from Kenosha and Racine to start the University of Wisconsin-Parkside Foundation.

The university was growing fast in 1985, and the lack of a residence hall on campus made it difficult to recruit students from outside southeastern Wisconsin. So community members, with encouragement from UW-Parkside Chancellor Al Guskin, engaged in securing the funds that resulted in University Apartments, the first student housing on campus.

This was not only an act of faith in the future of the University of Wisconsin-Parkside, it was the beginning of an organization that continues to believe in a partnership between the university and the community. The goal of that partnership is the continuation of educational access and excellence at UW-Parkside.

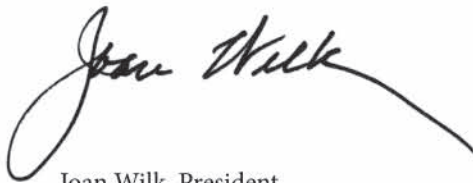
How do we as faculty, staff, students, alumni, and friends of the University of Wisconsin-Parkside, sustain this effort? How can we continue to model behavior that in a university setting is moral and generous, and philanthropic?

Well, one of the ways is through a gift to the university that enables students to have greater access to educational opportunities. The University of Wisconsin-Parkside Foundation is a vehicle that makes it possible for you to give. The foundation offers scholarships to students that will enrich their lives, and ours, through a UW-Parkside education.

Twenty-five years ago, our original foundation board members saw the potential that the University of Wisconsin-Parkside would bring to our communities. That group worked collaboratively and creatively to provide for our most valuable asset, our students.

Help us continue this effort. Use the envelope enclosed in this issue of Perspective to make a donation to the University of Wisconsin-Parkside and support student scholarships. Your gift will ensure that the philanthropy and spirit of the founding members of the University of Wisconsin-Parkside Foundation continues.

With best regards,



Joan Wilk, President

University of Wisconsin-Parkside Foundation



EXCITEMENT BUILDS WITH ARTS BUILDING EXPANSION

REGIONAL CENTER FOR ARTS AND HUMANITIES UPDATE



From the outside, the University of Wisconsin-Parkside's exciting new Regional Center for Arts and Humanities is nearing completion. Structures on the north and south sides of what alumni remember as the Communication Arts Building are in place and more of the brick veneer is being added daily.

The real action these days is on the inside of the building where UW-Parkside Campus Planner John Desch and his team are concentrating their expansion and remodeling efforts. Of course, with a project of this magnitude there's no shortage of hurdles to clear.

"Every day brings new challenges," Desch said of the construction that will become the Regional Center for Arts and Humanities.

Why so many challenges? Because the project is really seven projects in one.

There is an expansion project on the north side of the building and an expansion project on the south side of the building. The existing portion of the building is being remodeled.

There are partial remodeling projects going on in Molinaro Hall and Wyllie Hall along with parking lot and roadway updates and reconfigurations.

Finally, there is an art facility being constructed on the east side of Wood Road. This prefabricated metal building will be used for art projects that require a high level of ventilation.

"Three of the seven are remodeling projects," Desch said. "Every time you remodel a building you encounter situations that are unexpected."

In other words, as you plan a remodeling project some of the construction is "unknowable." Desch said the builders have no way of knowing what they may encounter as they uncover previous construction methods.

"You end up constantly reworking the plan," Desch said. "It takes time and money to resolve unforeseen issues."

No wonder the Wisconsin Division of State Facilities (DSF) has labeled this project as extremely complex. In addition to unforeseen issues and multiple construction sites, there's the installation of a high-tech HVAC (heating, ventilation and air conditioning) system.

Why the sophisticated HVAC? The Frances E. Bedford Concert Hall, for example, is designed so the beautiful music created by the performers is just as beautiful when it hits the ears of the audience. The noise created by conventional HVAC can negatively affect the quality of the sound.

Desch is also charged with keeping the campus community up to date on construction progress and changes to the original plan. That communication, however, is a two-way street.

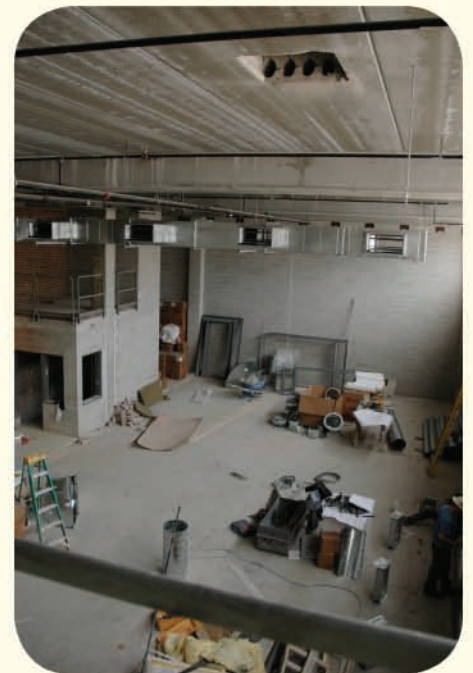
"We inform the campus of issues that arise with the project," Desch said, "and we take any concerns expressed by the campus community back to the contractor."

The Wisconsin DSF is the state agency in charge of the project, and the contractor has control of the buildings and the land during construction. Faculty, staff and students depend on Desch and his team for effective communication with these two groups.

"The contractor is responsible for everything that happens on the construction site," Desch said. "We literally give them the building."

The university is scheduled to get its building back for the fall 2011 semester. "Substantial completion of the project is when the building is given back to the university," Desch said. "There will be some unfinished items at that time and a punch list is developed make sure they're completed."

Without question, this project has been stressful for all involved. Desch says finally being able to see what the building is going to look like is both rewarding and very exciting.



"We are on track to open for fall 2011 instruction," Desch said. "We knew there would be challenges, but the project has gone relatively smoothly given the complexity."

MEET UW-PARKSIDE VICE CHANCELLOR KAREN COY-ROMANO

Karen Coy-Romano began her new duties as UW-Parkside's interim vice chancellor for University Relations and Advancement on March 1.

A nationally certified fundraising executive (CFRE), Coy-Romano leads the fund-raising campaign for the university's Regional Center for Arts and Humanities (alumni know it as the Communication Arts Building which is currently undergoing a major renovation and expansion). Her other responsibilities include building relationships with UW-Parkside's nearly 20,000 alumni, increasing the university's capacity for external support, supervising marketing and media relations, and serving as the campus' legislative liaison.

"I am excited to step into this new role with the University of Wisconsin-Parkside," Coy-Romano said. "Since coming to the campus, I've grown to appreciate how vital UW-Parkside is as a source of educational and cultural enrichment throughout the region. I very much look forward to serving as another link between the campus and our surrounding communities."



Coy-Romano brings more than 40 years of leadership expertise to her new post. She has served in executive roles with a variety of health care, social service, education, and local and national arts organizations. Coy-Romano has worked with the Milwaukee Ballet, the University

of Wisconsin-Milwaukee, the Cultural Alliance of Greater Milwaukee, and Milwaukee Area Technical College among numerous others. She has personally solicited more than \$75 million in major and planned gifts in recent years.

UW-Parkside Chancellor Debbie Ford expressed confidence that under Coy-Romano's leadership, the university will gain the support it needs to serve current and future students and the region.

"In the brief time Karen has been with us, she has already provided a strong sense of direction for our Regional Center for the Arts and Humanities fund-raising efforts," Ford said.

Coy-Romano urged area residents to learn more about the Regional Center for Arts and Humanities through the case statement "Building the Future." It can be found online at: http://www.uwp.edu/departments/arts.humanities/Case_Support.pdf.

Coy-Romano's office is located in Wyllie Hall. Her phone number is 262-595-2591 and she can be contacted at coyroman@uwp.edu by email.

REMEMBERING HARRIET WYLLIE

The university family lost a cherished friend and stalwart supporter with the recent passing of Harriet Wyllie. Mrs. Wyllie witnessed the inception and early growth of our campus as the wife of UW-Parkside's first chancellor, Dr. Irvin G. Wyllie.

During the university's formative years, she supported Chancellor Wyllie's pioneering efforts to create a vision for a four-year campus in southeast Wisconsin. In subsequent years, Mrs. Wyllie generously supported UW-Parkside students through the Irvin G. and Harriet F. Wyllie Memorial Scholarship and her involvement in the university's Music Department.

Mrs. Wyllie was affectionately referred to as being one of "The Hall Sisters." Along with Hilda Greenquist, Rita Tallent Picken, and Madeleine Molinaro, her name graces Wyllie Hall, one of the university's major buildings.

Mrs. Wyllie, Rita Tallent Picken, and Fran Jaeschke were honored during the university's 40th Anniversary Gala in November 2009. Each was celebrated for playing "prominent roles in the heart and history of UW-Parkside."

In addition to raising three children and being a frequent participant in university programs, Mrs. Wyllie served for nine years as director of volunteers for Kenosha Memorial Hospital. Her community affiliation also included the Kenosha Women's Club and Friends of the Library.

Family members say Mrs. Wyllie asked that memorial donations go to the Wyllie Memorial Scholarship Fund.



BUILDING THE FUTURE

CREATIVITY – COMMUNITY – COMMERCE

Do you hear it?

That buzzing sound.

It's coming from the west side of campus. It started with a ground-breaking ceremony last year in February and has been growing ever since. It's the buzz surrounding the new Regional Center for Arts and Humanities.

No one is more in tune with the buzz than Karen Coy-Romano, interim vice chancellor for university relations and advancement. Coy-Romano joined UW-Parkside as a consultant on November 1 and was appointed interim vice chancellor on March 1. (see story opposite page). Her responsibilities include the immense task of raising the resources needed so the Regional Center for Arts and Humanities achieves its full potential.

"We anticipate the building will be complete by the start of the semester in September," Coy-Romano said. "What's missing—what will be critical to the students, to faculty and to the community anticipating these wonderful facilities—is the fact that we do not have the necessary dollars for all of the equipment."



Equipment needs total about \$3.5 million. "When you talk music, you're talking about musical instruments, music stands and chairs," Coy Romano said. "We need computer software for the digital design technology classes. We don't necessarily have those resources in the construction budget."

Campus construction projects generally create a buzz among the university's faculty, staff and students. The Regional Center for Arts and Humanities buzz is just as loud in the communities surrounding the University of Wisconsin-Parkside. The mayors of both Kenosha and Racine, along with leaders of business

and educational organizations, are just a few of the community members who have expressed their enthusiasm and support for the project on the Regional Center for Arts and Humanities webpage, www.uwp.edu Keyword *Arts and Humanities*. And given the programs that will take place in the new facility, it truly is a community project. "We included programs that are important to the community," Coy-Romano said. We've added programs within Arts Alive into the campaign so they can be sustained on a permanent basis."

Coy-Romano is pleased with the support, and the buzz, for the campaign thus far. "Now is an important time for interested individuals to step forward. We need to maintain the momentum," she said. "This is a wonderful way for alumni, the community and businesses to invest in the fine arts and humanities.

"Investing in education means that we can prepare students for the emerging careers as part of the creative economy—locally, regionally and nationally."



2010 UW-PARKSIDE HALL OF HONOR

The following is a listing of charitable contributions to the UW-Parkside Foundation from January 1, 2010, through December 31, 2010. Donations of less than \$100 are not listed due to space limitations. We are grateful to ALL donors for their generous support of the University of Wisconsin-Parkside.

WHITAKER SOCIETY FOR CUMULATIVE GIVING

The Whitaker Society is named in honor of Robert and Margaret Whitaker, longtime supporters of UW-Parkside who bequeathed their lakefront estate to the university in 1993. At the time this was the largest gift the university had ever received. Members of this society have made significant gifts or pledges to the university.

Individuals:

The University of Wisconsin-Parkside expresses heartfelt gratitude to the following alumni and friends who have made cumulative gifts or pledges of \$100,000 or more.

Anonymous
Frances Bedford
Darshan Dhaliwal
James and Connie Ferwerda
Richard Gorton '83
Frances Jaeschke '71
Maryjoy Madrigano
Gregory S. '73 and Barbara Miller
Carmelo Tenuta
Rita Petretti

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The University of Wisconsin-Parkside greatly appreciates the support of corporations and foundations which have made cumulative gifts of \$50,000 or more.

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Elaine Black Rosenberg Charitable Foundation
Ganton Technologies
Kenosha Community Foundation
Microsoft Corporation
Modine Manufacturing
SC Johnson
Snap-on Incorporated
Unico

THE WYLLIE SOCIETY FOR PLANNED GIVING

The Wyllie Society was established in honor of UW-Parkside's first Chancellor, Irvin G. Wyllie, who served from 1966-1974. The Wyllie Society recognizes those who have made a planned gift through a trust or other estate gift as of December 31, 2010, to the University of Wisconsin-Parkside.

Anonymous
Mary Frost Ashley
Thomas L. Beck, '73
John Drozd Estate
Mabel Duncan Estate
Michael '80 and Sheila Falbo
Roy Hendricksen Estate
Leonard Iaquina
Irene Laning Estate
Harold C. Mason Estate
Joseph B. Molinaro Estate

ALUMNI FOUNDERS CLUB

Alumni Founders Club is a group of dedicated alumni who promote understanding of the university and the needs of our students through donations to the Alumni Founders Club Scholarships.

Provost Society (\$5,000 - \$9,999)

Shelley A. Kuehneman, '88
Karen K. Kuehneman, '89

Benefactor's Society (\$1,000 - \$4,999)

Kathleen M. Evans, '79
Frances A. Jaeschke, '71
Thomas '77 and Rae '78 Wood

University Circle (\$100 - \$499)

John D. Andreoli, '85
Roberta Backes, '73
Kathleen Barth, '82
Ram P. Bhatia, '88
Carol J. Boehme, '86

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Marilyn E. Gordon-Ross, '77
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J. Thomas '72 and Elizabeth '86 Krimmel
Glenn M. Lampark, '81
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Michael Spitzer, '90
Jeffrey Thomas, '82
Wendy L. Watling, '71

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We thank the following individuals for their generous support in 2010:

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Frances M. Bedford
Richard C. Gorton, '83
Helen L. Schumacher, '71
Margaret A. Schumacher, '73
Roberta Schumacher
William E. Schumacher
Bruce Tobis

Provost Society (\$5,000 - \$24,999)

Anonymous
William Althaus
Allen and Virginia Buhler

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 Charles and Jennifer Johnson
 Karen K. Kuehneman, '89
 Shelley A. Kuehneman, '88
 Mark H. Olsen
 Howard '71 and Joan Olson
 Rita Petretti

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 Craig S. Young, '76

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*We apologize if your name has been listed incorrectly or inadvertently overlooked.
 Please contact Helene Sobin at (262) 595-2500 or sobin@uwp.edu if you have any corrections.*

Hey UW-Parkside friends!

I had one heck of a winter break. I was honored with the chance to travel to Florida for Mascot Nationals! And it turned out to be a great break from the Wisconsin weather too!

I spent 21 hours on the road to Florida not stopping for anything besides jerky and Charmin Ultra. After a full night of hibernation, the next day was the competition. As many of you who follow major media outlets such as the Kenosha News and Journal Times already know, I placed third nationally in divisions VAA and below. I was able to meet up with some old pals from the fall mascot camp in Milwaukee. Chip, Sparty and Goldie were looking as energetic as ever. I was also able to meet a few new friends such as YouDee, Big Al, Aubie and the Syracuse Orangeman. We took turns bowling Orangeman because he made a perfect ball.

The day after the competition we were able to explore some attractions. A few of the mascots and I went out to eat. I almost got into a fight with a dinosaur waiter over an uncooked steak. I was the bigger bear and walked away. We eventually ended up at Disney World! The cheerleaders and dance teams were there and gave us the attention that mascots crave. We all laughed as we galloped down the magical roads. The kids loved us too. We were having a great time until we were rudely interrupted by a random celebration party that the Disney mascots seemed to be in charge of. Apparently, they think it's OK to just cut traffic and ride around in their carriages. Each one of the well-known Disney characters danced in unison along with their backup dancers and people on stilts. They invited us to Disney World and I'm sure they meant well, but they upstaged us and didn't even invite us to dance with them. We took our minds off of it by going on all of the super-fun rides. They were all great, but they had a minor problem with one of the rides. I ended up stuck in a boat listening to "It's a Small World" for 25 minutes; I think it should be the new UW-P school song... it's a catchy tune, and it's still in my head!

I was pretty tuckered out by the end of the trip, but I had a GREAT WINTER BREAK!

Ranger D. Bear



ALUMNI NEWS

ANNUAL MEETING

The Annual Meeting of the University of Wisconsin-Parkside Alumni Association will take place Friday, May 13, 2011. The meeting will be held in the Alumni Room of the UW-Parkside Student Center at 6:00 p.m.

There will be a report of the past year and elections for open board positions.

R.S.V.P. to Karen Reiher at 262-595-2443 or reiher@uwp.edu

UW-PARKSIDE ATHLETICS GOLF OUTING

Support UW-Parkside Athletics at a golf outing on Monday, May 16, 2011, from noon to 6:00 p.m. Meet at The Club at Strawberry Creek, 14810 72nd Street, Kenosha. Enjoy 18 holes of golf with cart, lunch and dinner for \$150.

For more information go to parksiderangers.com site and under the "Community" pull down menu select "Special Events." You can also contact Tyler Wilson at 262-595-2060 or email wilson@uwp.edu.

CAMPS, CLINICS AND COLLEGE FOR KIDS

As a partner in the communities of southeastern Wisconsin, UW-Parkside is pleased to offer camps and clinics to area youth. There are several options for summer enrichment.

Athletic camps and clinics:

Go to www.uwp.edu
Keyword: *Camps and clinics.*

College for Kids:

Go to www.uwp.edu
Keyword: *CCP Events.*

Amber's Book Club

There are alumni authors among us! In each issue of Perspective I feature one or more of these authors. As the Alumni Association acquires books, they will become part of the UW-Parkside Library collection.

THE LAWS OF MAGIC

Gregory Fowlkes '71

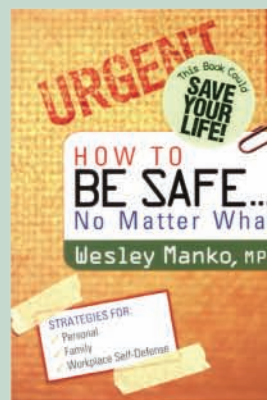
Greg Fowlkes is a writer and musician. His day job for the last three decades has been as a programmer in the telecommunication industry. He obtained a master's degree in physics from the University of Wisconsin-Madison. Currently he lives outside of Madison with his long-time companion Irene and two Shiba Inu dogs, Toshiro and Yojimbo, named respectively after a samurai actor and one of that actor's more famous roles. When not walking dogs, he enjoys reading, making craftsman furniture and playing the guitar and mandolin. His latest musical project is learning the playing style of gypsy jazz guitarist Django Reinhardt.



HOW TO BE SAFE...NO MATTER WHAT

Wesley Manko M.P.A. '87

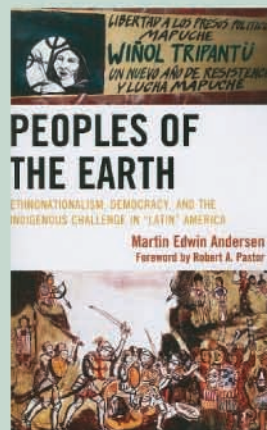
Wesley Manko is the author of "How to be Safe No Matter What." He is also a certified Systema instructor. He possesses an associate degree in police science, a bachelor's degree in criminal justice and a master's degree in public administration. His articles have appeared in Black Belt magazine as well as other national and local periodicals. He has been seen locally on FOX, ABC, and CBS TV as well as heard on Call in on Crime an internationally broadcast radio program.



PEOPLES OF THE EARTH: ETHNONATIONALISM, DEMOCRACY, AND THE INDIGENOUS CHALLENGE IN "LATIN" AMERICA

Martin Edwin Andersen '76

Martin Edwin Andersen is a former reporter for Newsweek and the Washington Post in Latin America, author of two books on Argentina history and is currently chief of strategic communications at the Center for Hemispheric Defense Studies at the National Defense University (NDU). In 2009 he served as a lead consultant to the Organization of American States on indigenous peoples in the hemisphere. He is also a graduate of the Johns Hopkins University's School for Advanced International Studies (SAIS) and holds an M.A. in American history from the Catholic University of America. In 1989 he received the Distinguished Alumni Achievement Award at UW-Parkside.



UPDATES

1970s

Penny Schaubel '70 is a volunteer for the Keep Kenosha Beautiful organization, an 11 person commission appointed by the mayor of Kenosha and approved by the City Council.

Gregory Fowlkes '72 has authored his second book, *The Laws of Magic*, which has been released by The Fictional Press.

Richard Kizewic '72 was inducted into the Horlick High School Graduates of Distinction.

Phillip D. Wehrmeister '72 is co-owner of Mars Cheese Castle on I-94. The business re-opened in March in the new castle-style building.

Susan Borger '74 helped organize the Root River Chapter of Wild Ones sixth annual Native Plant Sale at the Kenosha County Center.

Marsha Connet '74 is Tempo International Racine president. Tempo International is a network of women business owners and executives.

Dennis Parkinson '74 won a blue ribbon and grand championship for his wood carving of a red-bellied woodpecker in the handcrafted wood category of the Kenosha County Fair.

Susan Richardson '74 was recognized by the YWCA as a Woman of Distinction. Richardson was also elected treasurer of the Society for Human Resource Management's Racine/Kenosha Chapter.

Fred Schmidt '76 vice president of North American operations of Twin Disc, volunteered for a car wash to benefit the United Way of Racine County.

Mark Sheldon '76 is the newly assigned dean of students at Burlington Catholic Central High School.

Linda Swartz-Truesdell '76 has been named assistant library director for the Kenosha Public Library.

Mark Sockness '77 has been named Chief Financial Officer with Alpha Technology Corporation (ALTEC), a full service zinc die-casting manufacturing and design facility in Howell, Mich.

Steven R. Torcaso '77 is president of the Italian American Society in Kenosha.

Harry G. Fischer '78 has been promoted to market research director, international markets with SC Johnson.

1980s

Bill Robbins '80 and Elizabeth Snyder '96 earned second place for the entertainment pages of the Kenosha News Get Out section in the annual Wisconsin Newspaper Association 2010 Better Newspaper and Advertising contests.

Kenneth Harris '81 has joined Image Management LLC as I/T director.

Kathy Barth '82 was honored in *SHE* Magazine as a past recipient of the Susan B. Anthony Award. The award is given to exceptional Kenosha County women who have worked to inspire leadership in other women.

Theresa Gilliland '83 authored "In a Moment," a book about overcoming struggles in life. Gilliland is also a motivational speaker and advocate for people who, like herself, are visually impaired.

Susan Marcinkus '83 Kenosha Joint Services Director, will retire on January 25. Marcinkus worked to get the addition to the Public Safety Building for the new 911 center.

Peter Jackel '84 staff writer for the Journal Times of Racine, earned a first-place award at the Wisconsin Newspaper Association Foundation's annual meeting for his article on a record-setting fish caught during Salmon-A-Rama. He also was awarded third place for three local sports columns, which included an article on a UW-Parkside golfer who served with the Marine Corps in Iraq.

Todd Molbeck '84 and his business partner, Bob Greenfield, have created High 5 Gear, a company that specializes in custom bowling shirts with eye-catching designs.

John Bloner '85 was an organizer of the Big Write-Kenosha event in November as part of National Novel Writing Month.

Jonathan Helstad '85 took a trip to Rwanda, Uganda, and Kenya that included a safari and tracking mountain gorillas.

Nancy Hill '86 faculty member at DePaul University in Chicago, is a recipient of the Spirit of DePaul Award.

Melanie Becker Hovey '87 was nominated for a 2010 Governor's Award in Support of the Arts.

Rachel Klees-Andersen '87 is curator of exhibits at Kenosha Public Museum. She and co-workers recently created a life-size mannequin for the Civil War Museum. She also creates dolls with elaborate costumes designed from history, literature, and fantasy.

Nancy Ramsey '87 and Donna Rhodes '87 are part of a team that works on the Juvenile Justice Report, an annual compilation of statistics about juvenile crime in Kenosha County. Ramsey was recently promoted to lead supervisor in the Division of Children & Family Services of Kenosha County.

Peggy Schofield '88 has been hired as Program Support Teacher in special education with Kenosha Unified School District.

Noelle Mauer '89 is music director at Wesley United Methodist Church in Kenosha.

Brian Paragamian '89 has been selected by DittoTrade.com, a new social networking broker/dealer, as one of four master traders.

Angela P. Riley '89 recently made a trip to the Middle East with a group from Bethany Lutheran Church in Kenosha. They departed from Egypt just hours before tanks rolled into the cities to attempt to quell the protests.

1990s

Linda Bevec '90 is a volunteer speaker for the Wisconsin Donor Network. She wrote an inspirational article published in the Kenosha News about the search for a kidney donor for her daughter.

Janet Days '90 is the recipient of the 2010 Attorney Theodore Harris Humanitarian Award.

Marta Kultgen '90 has been elected vice president of membership with the Society for Human Resource Management Racine/Kenosha Chapter.

Heather McGee '90 owner of Sock Grams, has been recognized by StartupNation & Infusionsoft as the country's best mom-owned business of the year.

Attilio "Jim" Cicchini '91 was honored for his service to the community at the 86th Annual Columbus Day Banquet at the Italian American Society.

Karin Henkes '91 has been promoted to vice president of business operations with Ruud Lighting in Racine.

Rebecca Matoska-Mentink '91 has been re-elected for a second term as Kenosha County Clerk of Circuit Court.

Anna Marie Hoeft Smetana '91 appeared in Racine Theater Guild's presentation "Southern Hospitality."

Kristine Neiman '91 is the head of administrative services with the Kenosha Public Library.

Shawn Wolf '91 is children's services library assistant in the Southwest Library in Kenosha. Wolf shared her favorite holiday book, "The Nativity," in the Dec. 24 edition of the Kenosha News.

Thomas W. Hasko '92 has accepted a position as a revenue agent with the new Large Business & International-Global High Wealth division of the Internal Revenue Service.

Sharon Kelley '92 is Burlington High School Key Club adviser and social studies teacher.

Crista Kruse '93 is coordinator of the Mentor Kenosha and Racine program, which is administered by the Center for Community Partnerships at UW-Parkside.

Karen Grabher '94 received the UW-Parkside Classified Staff Distinguished Service Award.

Matthew Koehler '94 was named 2010 Grassroots Activist of the Year by the Fund for Wild Nature for his work protecting public forests and wild lands in the western U.S. Koehler is the executive director of the WildWest Institute in Missoula, Mont.

Oscar Toscano '94 is president of the Ace Soccer Club of southeastern Wisconsin.

Stephanie Kubarth '95 is owner of Midwest Therapeutic Riding Program in Paris, Kenosha County. The program enables children with a range of disabilities to accomplish things they would not be able to do at other stables.

SHOW US YOUR PLATES!



If you have personalized UW-Parkside license plates, we want to show them off! UW-Parkside plates are not only attractive on your vehicle, but with the \$20 yearly donation, they also support UW-Parkside student scholarships. If you want to get UW-P plates go to: <http://www.dot.state.wi.us/drivers/vehicles/personal/special/universi.htm>.

E-mail you photo to university.relations@uwp.edu or mail it to: Office of Alumni Relations, UW-Parkside, 900 Wood Road, Box 2000, Kenosha, WI 53141-2000.

David Fleury '96 is a proposal engineer at Racine Metal Fab and received CPSM certification through the Institute of Supply Management.

Shauna Hodges '96 has been hired as school counselor at Bradford High School in Kenosha. Hodges previously was assistant director of residence life at UW-Parkside.

Jan C. Michalski '96 was a cast member in the RG Production's radio-theater version of "Casablanca" at the PM&L Theatre in Antioch, Ill.

Gregory Anderegg '97 has been promoted to director, community leadership with SC Johnson.

Dan Buschmann '97 is a counselor at Kenosha Unified School District's Harborside Academy.

Kristine A. Hansen '97 wrote an article "Worthy Diversions Along the 94 Corridor" that was published in the July/August 2010 issue of Wisconsin Trails magazine.

Anna Kojvic-Frodl '98 was a featured performer in the Music & More summer concert series at First Presbyterian Church in Racine.

Allison Barta '99 has created a line of knitwear for competitors in the American Birkebeiner and Kortelopet skiing races in Hayward, Wis.

Trudy Biehn '99, adviser in the UW-Parkside School of Business and Technology, received the university's Advising Excellence Award.

Russell Blaha '99 was a cast member in The Racine Theatre Guild production "Treasure Island" in March.

Emily Freitag '99 has been promoted to paralegal with Steimle Birschbach, LLC in Manitowoc, Wis.

2000s

Simone N. Fletcher '00 has been awarded the Volunteer Excellence Award for December from Junior League of Racine.

Molly Schmaling '00 and Michael Piro '06 were awarded first place by the Wisconsin Newspaper Association Foundation for an out-of-paper niche publication, Scene 262, a web-site print product that focuses on the nightlife scene in Racine and Kenosha counties.

Daniel Wienke '00 has been promoted to detective with the Kenosha Police Department.

Brian Coffman '01 has opened his own law firm Coffman Law Offices, P.C. in Chicago. His firm represents seriously injured parties in Illinois and Indiana.

Nicole McQuestion '01 received two first-place awards at the annual Wisconsin Newspaper and Advertising Contests in Appleton for the best use of color and for best online advertising with a single ad.

Steven T. Beranis '02 has been promoted to sergeant with the Kenosha County Sheriff's Department.

Jill Plaisted '02 performed at the Poerio Pond Folk Festival.

Andres J. Cerritos '03 launched his second law office in Chicago in January. Andres Cerritos Law Office also has a location in Waukegan, Ill. His firm provides immigration legal services.

Rachael Baker '04 has joined St. Norbert College as program coordinator of residential education and housing.

Nicole Totoni '04 has been appointed as adjunct faculty for the Judicial Services department at the College of Lake County. Totoni wrote and designed a class for the court system that will hold youth accountable for their actions when they have been arrested for ordinance violations, she will be the first to teach the class.

Cornie Pfarr '05 has been promoted to manager in the tax department of Clifton Gunderson LLP, Certified Public Accountants and Consultants.

Leah Grasty '06 has achieved certification from the National Board for Professional Teaching Standards, the highest credential in the field of teaching. Grasty teaches at Forest Park Elementary in Kannapolis, N.C.

Cathleen J. Sederberg '07 was elected president of the Society for Human Resource Management's Racine/Kenosha Chapter.

William Bevly '08 is a pharmacy solutions partner with Abbott Laboratories.

Tyson Fettes '08 has been hired as director of marketing at Real Racine (Racine County Convention & Visitors Bureau). Fettes also serves on the UW-Parkside Alumni Association board of directors.

Aimee Miller '08 performed with the Racine Concert Band in its 87th season at the Racine Zoo.

Lisa Rodriguez '09 is a teacher with the Racine Unified School District.

Adam Schemm '08 has been named director of athletic marketing at the University of Rhode Island, Kingston, RI.

Michael Snider '08 narrated "Casey at the Bat" at the Racine Concert Band's free concert at the Racine Zoo in August.

Nicole Hunt '09 will serve a one-year term as an AmeriCorps*VISTA with the Nonprofit Development Program team at UW-Parkside.

Heather Knudson '09 has been hired by Image Management as a graphic designer.

Kellie Malsch '09 has joined Image Management LLC as an on-site graphic designer with the team at Diversey, Inc. in Sturtevant, Wis.

Vladimir Mocan '09 and Ion Gira '10 have launched a new business in Racine, Lien Formation Services, a company that manages notices and construction liens for construction companies in Wisconsin.

Jonathan Pietkiewicz '09, an analytical engineer with ZF Electronics Corp. in Pleasant Prairie, Wis., is a mentor at Lincoln Middle School. The mentorship program is administered by the Center for Community Partnerships at UW-Parkside.

Bradley Walters '09 is a newly hired probationary police officer with the Kenosha Police Department.

2010s

Lisa Casey '10 is a tax associate with PricewaterhouseCoopers LLP in Chicago. Casey played softball for four years credits her business professors for extra help and working with the travel and practice portion of the softball schedule.

Samira Gdisis '10 is founder and owner of the Black-Eyed Press LLC.

CRITERIA FOR ALUMNI NEWS NOTES

Send us your latest news to be published in the next issue of Perspective. We are happy to announce information that has occurred in the past 12 months, such as a job change, promotion, special honor, retirement, advanced educational degrees received, awards and other recognition received.



Join UW-P on Facebook, Twitter and YouTube via the homepage at uwp.edu. From the Alumni page, join the Alumni Association on Facebook and LinkedIn. Or from Facebook and LinkedIn search for UW-Parkside Alumni Association under groups.

SUCCESS: IT'S A FAMILY AFFAIR

Editor's Note: Amber Engel, director of Alumni Relations, interviewed two members of legacy families – Denise Anastasio and Christine MacDonald (Tutlewski). Perspective will feature additional legacy families in future issues.

There are many trees on the University of Wisconsin-Parkside campus; in fact, 67 species indigenous to Wisconsin. The one tree that seems to thrive most in this university climate is actually the family tree! Although the university is a mere 43 years old, that's enough time to have educated two and even three generations of students.

When UW-Parkside first opened its doors, Rudolf and June Anastasio were delighted that their children would be able to attend a University of Wisconsin school so close to home. The only disappointment was that it wasn't already here for the first two of their college-aged children, Lance and Cheryl. Cary Anastasio ('73) graduated

in 1969 from Case High School, Racine, Wis., and went straight to UW-Parkside to study life science. The following year, his sister Denise ('74) entered pursuing a degree in English. Soon after, the youngest sister, Julie, joined the family on campus earning her economics degree in 1976.

"We were first-generation," Denise said. "We never really considered anyplace else once we knew this was right here. My siblings and I always worked when we went to school. We'd try to get our classes in the morning and work in the afternoon. We didn't spend a lot of time 'hanging out' on campus, but we felt we were having a good experience."

Cary's wife, Pat, also graduated from UW-Parkside with a degree in psychology ('83). Cary and Pat were married in college and their daughter Shala was born during that time. "I remember when we were watching Cary's graduation and Shala toddled out,"

Denise recalled. "She was probably just a year or two old." Twenty-two years later, Shala ('95) returned to that same venue, this time as a graduate with an English degree.

After serving as director for health information for 10 years at St. Mary's Hospital in Racine (now Wheaton Franciscan), Denise became acquainted with the College of Lake County (CLC) through her work with CLC students at the hospital. CLC added a faculty position in health information in 1985 and Denise served in that position until 2004 when she became the dean of the Biological and Health Sciences Division.

In January 1986, Denise returned to UW-Parkside taking one class at a time to get her master's degree. Coincidentally, her brother and sister had started about that time as well. "We had no intention of doing it at the same time and we were each taking classes at a different pace," Denise



THE MACDONALD FAMILY. STANDING (L-R): ROBERT, CHRISTINE, JOHN, MICHAEL, KEVIN, CATHERINE, AND KEITH. SEATED: PATTY, JOANN, HUGH, RON, AND CAROL. IN FRONT: AMY AND MARY JO.



DENISE, CARY AND JULIE ANASTASIO

said, “but it became apparent that we were all going to be finished at the same time.”

Cary returned to campus one more time to attain his teacher certification. He is now back at his high school alma mater teaching science. Shala recalls her initial UW-Parkside experiences, “I remember as a little kid sitting on the floor and coloring during one of my mom’s classes. When I ended up here, the hallways were familiar and welcoming. It really is an amazing school,” she said. “Most significant to me was how the small classes and involved faculty motivated me to get involved in more than just academics. Professor Graffin encouraged me to be a tutor in the Writing Center and from there Roseann Mason roped me into volunteering with a grant-funded project teaching inmates at Racine Correctional Institution. Some of the people I met and experiences I had there put me on a path to law school where I did a clinical program at the same prison.”

After Shala finished her undergraduate degree, she went to UW-Madison to earn her Juris Doctor. Shala had been the deputy family court commissioner in Racine until November 2010 when she and her husband, Sam Manchester, also a UW-Parkside graduate (communication ’94), moved to New York where he is now a sports page designer for the New York Times.

Denise’s son, Angelo Sarto, also graduated from UW-Parkside (computer science ’01). At the time, his girlfriend, Erinn (now his

wife), was probably a greater influence on his decision to attend the university. They’re both graduates and Angelo has returned as an adjunct instructor in the Computer Science Department – in addition to his full-time job as principal engineer in R&D at Baxter Healthcare Corporation. Erinn (business/MIS ’00) is back on campus working toward her M.B.A.

As for that third generation – Mickey Sarto, Denise’s step-granddaughter, graduated in 2005 with a molecular biology major.

Reflecting on her experience at UW-Parkside, Denise said, “I thought I had very good professors. The English teachers had high expectations and it was pretty in-depth for an undergraduate experience. They opened up your mind to different ideas and I was able to grow so much.”

In 1976, Christine MacDonald (Tutlewski) moved with her two young children to Racine to join her parents and siblings. Her family had relocated from Michigan three years earlier when her father began working for SC Johnson. Christine was the first in her family to attend UW-Parkside. She is the oldest of 12 children. All totaled, seven children from the MacDonald household have earned UW-Parkside degrees.

The first class Christine took at UW-Parkside in 1977 was 2-D art. She claims she couldn’t draw but liked to be creative. In the end, her dad talked her out of majoring in art. She pursued Chemistry as a major because, at the time, she was working in a lab at SC Johnson. Then, she moved into a human resources position with the company and switched her major to psychology. Along the way, she started taking more English classes and finished her course work as an English major.

Christine began teaching English full time at UW-Parkside in 2000, splitting her duties between teaching and working in Learning Assistance – where she has been the director since 2009. Christine says she can remember the first time she came to campus to enroll as a student. She remembers the sounds and smells of the Communication Arts Building as she walked the D1 level hallway past the art studios. She is reminded of that first day every time she enters the building.

Christine met her husband, Timothy, when he was a student working as a bartender in the Union (now Student

MACDONALD FAMILY TREE AT UW-P:

John (’80 biological sciences) who continued at the Medical College of Wisconsin and is now an internist at Bellin Health in Green Bay;

Robert MacDonald (’88 business), vice president for commercial banking at Johnson Bank;

Kevin (’90 chemistry) who lives in Ohio;

Catherine Scoon (’84 biological sciences, chemistry minor) Aurora Health Care, manager of the remote ICU unit in Oak Creek - Catherine met her husband, Michael (biological sciences ’84) at UW-Parkside;

Ron MacDonald, (’93 Psychology, ’01 Business) works at Northwestern Mutual in Milwaukee;

and Amy MacDonald-Wojcik (’07 English) is the youngest sibling and also works at her alma mater as an adviser in the First Year Experience program.

Center). Christine was going to school in the evenings and would hang out in the Union after class. Timothy is currently taking business classes.

Their son Zachary is now attending UW-Parkside and is pursuing a degree in microbiology and bioinformatics. The two things Zachary was most interested in were genetics and digital arts and UW-Parkside was the only university that had both. “It’s so wonderful for him,” Christine said. “In his second semester he was working in a lab and now he’s doing an independent study with a faculty member. What a great opportunity to have something that’s so amazing, so close to home and so reasonable.”

Would Christine do it again? “Absolutely!” she said. “It was the best thing I ever did for myself and my family. It changed their lives and it will change their children’s lives. Our mother even has 107 credits toward her English degree. I so wish she could finish it.”

CHANGE SERVICE REQUESTED

At the University of Wisconsin-Parkside you will stand out to employers, at graduate school and in your community. Our class sizes are small, so you'll know your professors and they will know you. For information on financial aid, our academic programs and requirements for admission, visit www.uwp.edu
Keyword: *Admissions* or call 262-595-2355.

Jenna,
Accounting



STANDOUT

