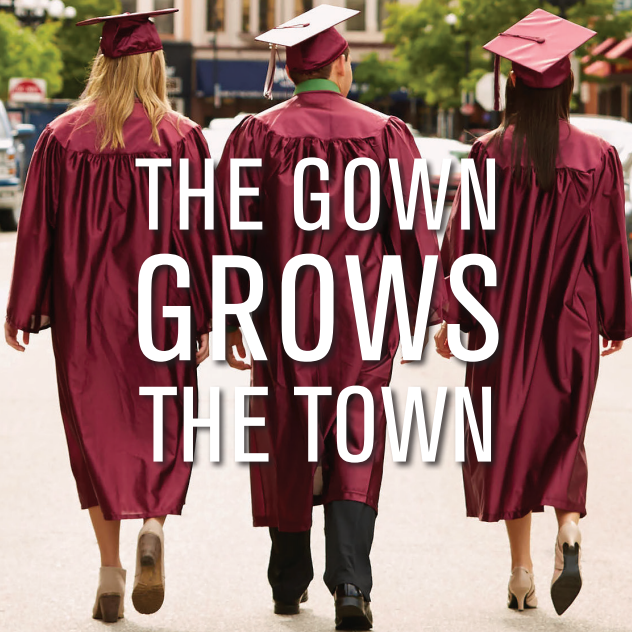


LANTERN

UNIVERSITY OF WISCONSIN-LA CROSSE ALUMNI MAGAZINE

Volume 42, No. 2
SUMMER 2016



THE GOWN GROWS THE TOWN

UWL alums' know-how and big ideas boost
the Coulee Region business community

Page 16 »

ALSO INSIDE: Campus News | Athletics News | Feature Class Notes



6



9



26

FEATURES

- INTERNATIONAL CONNECTION 6
- COMMUNITY KICKSTART 9
- DREAMING BIG 26

DEPARTMENTS

- CAMPUS NEWS 4
- ALUMNI NEWS 10
- COVER STORY 16
- ATHLETICS NEWS 24
- CLASS NOTES 26

CLASS NOTES ONLINE

Go to www.uwlaxumni.org for complete class notes each quarter. Click on 'News,' then 'Class Notes.'

ON THE COVER:

THE GOWN GROWS THE TOWN — Three May 2016 graduates walk down Pearl Street after commencement. Read about how alums' know-how and big ideas boost the Coulee Region business community. Full story on page 16.

EDITOR

Brad Quarberg, '85 | Director of News & Marketing
University Communications

ART DIRECTOR

Sanja Dojčinović | Assistant Director of Creative Services
University Communications

WRITERS

James Bushman, '11
David Johnson, '92
Kjerstin Lang
Brad Quarberg, '85
Janie Morgan, '85 & '86

PHOTOGRAPHY

James Bushman, '11
Michael Lieurance, '02
Hanqing Wu

EDITORIAL ASSISTANCE

Claudette Bode
Keli Frigo
Sara Olson
Greg Reichert
Jacob Speer

The Lantern is published in winter and summer for UWL alumni. Deadlines for copy are April 1 and Oct. 1. Submit news items to: Brad Quarberg | University Communications
UW-La Crosse | 115 Graff Main Hall | 1725 State St.
La Crosse, WI 54601 | 608.785.8572 | bquarberg@uwlax.edu

UWL Murphy Library archives all past issues of the *Alumnus* / *Lantern Magazine*. View them at: digitalcollections.uwlax.edu/jsp/RcWebBrowse.jsp

CLASS NOTES POLICY: The UWL Alumni Association publishes class notes and obituaries online in January, April, July and October. The deadline is the 1st of the month prior to the quarterly postings. See www.uwlaxumni.org for details.



A SOLID FOUNDATION

Campus experience sparks curiosity that still inspires

Jostling through the crowded hallways of Wing Communication Center for my first class at UWL instilled in me a sense of wonder — what endless possibilities were ahead of me as I embarked on this adventure. Sen. Robert Kennedy called it a “quality of the imagination” that I think is an essential part of the higher purpose in higher education.

Many fellow students imagined, as I did, that we could have a representative student government that would be respected and would endure. Thus was born the UWL Student Association of which I was privileged to be its first president. Each spring when another UW-LSA president has been elected it is with enormous pride that I think of all the imaginings and dreams that went into the formation of the student government.

Upon graduation I served as a congressional aide for then Rep. Al Baldus, helping secure federal dollars for pivotal projects like the La Crosse Center and Harborview Redevelopment. A curiosity that has stayed with me — of “what will spark that development?” — was ignited and has been a constant in my 33 years at the La Crosse Area Development Corporation.

I have maintained close ties with the university since graduation, not only out of love born on the first day, but because of what it means to the La Crosse area. You can't be a great community until you have a great university and believe me the La Crosse area is one of the great stories of the Upper Midwest. In the last two years over \$1.2 billion in construction has moved forward in the area.

“You can't be a great community until you have a great university ...”

Jim Hill, '76

Higher education will endure as long as there are people like Alfred Lord Tennyson, who said, “Come my friends, tis never too late to seek a newer world.”

*Jim Hill, '76
President, La Crosse
Area Development Corp.
(LADCO)*

CAMPUSNEWS



LEGENDARY LAMPOSTS

Historic lamps are again illuminating those entering Graff Main Hall. Rustic, four-armed posts, taken down last fall, returned to the building's south entrance this spring after being refurbished and rewired.

The historic lampposts are nearly 100 years old, about a decade younger than the university's original building that opened in 1909. Murphy Library Area Research Center records show the Board of Regents of Normal Schools approved the lampposts in July, 1917.

While the four posts originally cost \$672, the removal, refurbishing, retrofitting and refinishing with LED lights of two of the originals cost around \$16,000. UWL staff worked with the UW System Historic Preservation Officer to make the updates.



TOP: One of the first known photos of the Graff Main Hall lampposts appeared in the 1919 La Crosse yearbook with the junior class posing in front of the south entrance.

ABOVE: "Refreshed" lampposts are re-installed in their usual spot, in front of Graff Main Hall's south entrance.

UWL: BEST VALUE

UWL is again getting accolades from "Kiplinger's Personal Finance" magazine. It's one of only two public colleges in Wisconsin to make the list of top 100 best values in public colleges for 2016. UWL ranked No. 44 for out-of-state students and No. 63 for in-state students. UWL consistently makes Kiplinger's list of 25 Best College Values under \$30,000 a Year and has remained the top-ranked comprehensive campus in the UW System by U.S. News & World Report for 15 years in a row.

IT ADDS UP

Accountancy students have, again, achieved one of the highest pass rates in the nation. They had the highest first-time pass rate nationally on the Certified Public Accountant exam among undergraduate-only programs in the large program category — schools with more than 60 exam takers. Among those 270 schools with both undergraduate and graduate programs, UWL was in the top 10 percent at No. 22 overall.

A LIFE REMEMBERED: CARL WIMBERLY



Carl Wimberly — UWL Vice Chancellor from 1973 to 1992 — discusses having North Hall named after him: <https://goo.gl/C9hcgT>

A man who greatly impacted UWL for more than half of its history — longer than any other UWL administrator — died March 29, 2016. W. Carl Wimberly was 92.

Wimberly came to campus in 1953 to teach political science for a semester. He took a pay cut to stay the next year. In 1959, he was named dean of the College of Arts, Letters and Sciences, a position he held until being named vice chancellor following a national search in 1973. He served in that role until retiring in 1992.

“I always say that we rarely hear the phrase ‘beloved administrator,’

but that’s exactly how everyone referred to Carl,” says UWL Chancellor Joe Gow. “He was an extraordinary human being and one of the most skilled administrators in UWL history.”

North Hall, built in 1974, was renamed for Wimberly by the Board of Regents in 2000. He was pleased his name was going on the building.

“I hope it will also honor all those faculty who served at the same time I did,” he said upon the designation.



NEARLY DONE!

The new \$55 million student center is nearing completion. The building, being constructed in the former parking lot east of Wimberly Hall, will

receive finishing touches this fall. The building with gathering, social and meeting rooms for students along with offices, food areas, the bookstore and

textbook rental is planned to open at the beginning of the spring 2017 semester.

WATCH THE PROGRESS AT WWW.UWLAX.EDU/STUDENT-CENTER/LIVE-WEBCAM

NATIONAL KUDOS

The Online Learning Consortium (OLC), a professional organization that advances online education quality worldwide, has given UWL the OLC Quality Scorecard Exemplary Endorsement, which recognizes outstanding university online learning programs.

“This honor really reinforces that the efforts we have been dedicating toward online education over the past eight to 10 years have been significant,” says Brian Udermann, director of online education. “Those efforts have resulted in high quality online courses and programs at UWL.”

The OLC Quality Scorecard uses research-based benchmarks and standards to help institutions evaluate online learning programs. “We will continue to build upon our strengths and work hard to improve the areas that were identified as potential weaknesses,” says Udermann.

STUDENT AFFAIRS DOCTORATE

Applications accepted this fall for new campus offering



Faculty from UWL and three other UW campuses collaborated this spring to develop shared courses for the new educational doctorate degree in Student Affairs Administration and Leadership.

The doctorate will be offered at UWL for the first time in summer 2017 — one of two doctorate degrees offered at UWL. The other is physical therapy.

“This is a unique feature

of this educational doctorate for each school,” says Jodie Rindt, Student Affairs Administration department chair. “We are part of a cooperative, which is an agreement between the four programs. All of our students in all four programs will be in two foundational courses together.”

The SAA program will begin accepting applications in fall 2016. The new online doctorate prepares student affairs professionals for advanced positions of leadership in diverse institutions of higher education.

FOR MORE INFO GO TO WWW.UWLAX.EDU/STUDENT-AFFAIRS-ADMIN

International connection

UWL provides career resources, worldly connections

Fangyi Jiang, '14, found the right support and connections during college to launch an international business career.

Jiang, from China, is now working back in her home country as a regional sales representative for the Onalaska-based company L.B. White.

“My experiences at UWL opened up my eyes and widened my horizon,” she says.

Jiang says UWL influenced her career path from day one. She remembers how relaxed and comfortable she became in a new, unknown place after international student orientation in 2010.

Later, UWL classes and Career Services helped her prepare for her next big transition — her first career. The finance major took a class her junior year on how to write a resume, prepare for job interviews and find job opportunities. She ended up landing a position translating for L.B. White. She landed a career with the company after graduation, which she calls “the perfect and ideal job for me.”

Her job is based in Nanjing, China, but allows her to return to Onalaska twice a year. She works in sales alongside her supervisor who is head of sales for China. The company provided a



Fangyi Jiang, '14, is a regional sales representative in China for the Onalaska-based company L.B. White. She landed the job after working part time with the company during college.

“My experiences at UWL opened up my eyes and widened my horizon.”

Fangyi Jiang, '14

six-month training period where Jiang traveled with L.B. White’s international sales manager back and forth

between China and U.S. to help communicate with Chinese customers and learn about the Chinese market. She also traveled with the domestic regional sales manager to learn about the domestic market and gain technical knowledge.

Jiang is thankful for Career Services and the Office of International Education and Engagement. Both provided the resources she needed to transition into an international school, career and life.

BEYOND THE CLASSROOM

Professor, CBA build community partnership to give regional economic updates

UWL Economics professor T.J. Brooks has taken economics topics beyond the walls of his classroom.

Through a long-term community partnership, Brooks gives regional economic updates to the 7 Rivers Region during a biannual forum called Economic Indicators. Steve Burgess, former president and CEO of State Bank Financial, started Economic Indicators in 2002.

“As long as we are supported in some part by the public, I believe in trying to educate the public, and inform the public discourse ... beyond the walls of my classroom.”

T.J. Brooks

Presentations, based on a long-term economic study of the 7 Rivers Region, are given to a crowd of primarily business people, typically reaching more than 200.



T.J. Brooks, UWL professor of economics, has led a forum for 7 Rivers Region businesses since 2002.

The forums and long-term study have continued as a partnership among State Bank Financial, UWL's College of Business Administration and the La Crosse Tribune.

State Bank Financial has many businesses as customers, and Economic Indicators helps fulfill the bank's promotion of thoughtful leadership to community businesses, says Timothy Kotnour, State Bank Financial president and CEO.

“This specific information about our region helps businesses make educated, informed investment decisions,” he says. “We feel it is part of our role as a bank to help businesses make those decisions to get the best return on their investment.”

At the forums Brooks also

facilitates guest speakers or panels surrounding a specific economic topic.

“I enjoy taking my training and background, applying it to current events, and making it interesting and understandable. I think it is our primary mission,” says Brooks. “As long as we are supported in some part by the public, I believe in trying to educate the public, and inform the public discourse ... beyond the walls of my classroom.”

The 7 Rivers update is coordinated by the UWL Small Business Development Center and the Center for Entrepreneurship and Innovation. The next Economic Indicators is Sept. 22.

FIND FORUM REPORTS AT
WWW.STATEBANKFINANCIAL.COM/ABOUT-US/ECONOMIC-INDICATOR-REPORTS.HTML

Susie Hansen, '15, with her La Crosse SOUP idea.



COMMUNITY KICKSTART

Class brings unique ideas to La Crosse

Susie Hansen wrapped up college by becoming an entrepreneur. The December 2015 graduate and her team from an entrepreneurship class wanted to bring giant board games to the area.

“We brainstormed a lot of ideas, from Jenga to checkers, but picked chess” she explains.

They turned to the community for help at a monthly funding event called La Crosse SOUP. Three of the 11 groups in the class presented their ideas to get funding. Hansen’s group wasn’t picked, but there was still a chance to bring the black and white pawns to the city.

La Crosse SOUP ran an online crowdsourcing

campaign through the website Kickstarter. The goal was to raise enough funding for all of the students’ projects to happen.

That campaign ultimately raised more than \$10,000 — enough to fund each project.

“It’s fantastic that all of these projects are coming to fruition,” says Kelly Nowicki, ’98 & ’02, who taught the class. “This is a great learning opportunity for the students and a great chance to make a difference in the community.”

Hansen’s group put their plan into action and brought a giant chessboard to the city. It’s currently in storage until the group they are working with find it a home.

“It’s neat to see the result of our brainstorming and to leave a mark on this incredibly supportive community.”

Susie Hansen, '15

“What a great way to end my college experience,” says Hansen. “It’s neat to see the result of our brainstorming and to leave a mark on this incredibly supportive community.”



EAGLES @ WORK

Program links alums back on campus

Tara Delong is like many alumni working at UWL — she never thought she would be back.

Delong, '94 & '12, worked in patient care for 20 years before returning to teach Therapeutic Recreation at UWL.

"Teaching was not on my radar," explains Delong. "It's been a pleasant and challenging transition, but I like what I'm doing."

Delong is one of 320 alumni back as employees. Many met at the UWL Alumni Association's new 'Eagles @ Work' initiative in March.

Emma Sutkay, alumni engagement coordinator, says it's important to recognize loyalty and dedication. "We really saw this event as an opportunity to let this special group of employees know that we appreciate all of their hard work and to encourage them to keep sharing their UWL pride," says Sutkay.

The Alumni Association hopes it creates more connections like physics professor Eric Gansen and men's track and field coach Josh Buchholtz, who participated in track & field as students, lived in the same building as undergraduates and returned about eight years ago.

"It was dumb luck that UWL had an opening when I was looking," Gansen says. "I never thought it was a possibility."

Buchholtz, '00, says destiny brought him back to lead men's track & field to its fifth national title since returning. He says alums working on campus show a genuine interest in students.

"It takes a lot of people to make this place great," says Buchholtz. "The alums just bleed a little deeper maroon."

GET TO KNOW

THE UWL ALUMNI ASSOCIATION BOARD OF DIRECTORS



Board Chair

In 2011, Linda Kastantin joined the UWL Alumni Association membership committee because she wanted to get more involved in the university she loved. In 2013, she was invited to join the board of directors. Since, she has continued to volunteer and support her alma mater in many ways. In 2016-17 she'll serve as the association's chair.

New Members

OFFICERS

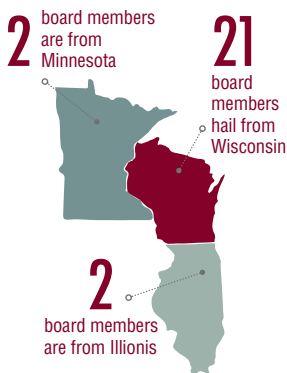
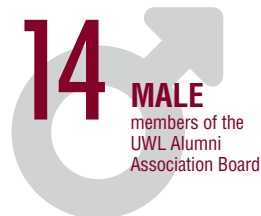
Chair: Linda Kastantin, '91
 Vice Chair: Kara Pennoyer, '06
 Past Chair: David Wambach, '81
 Treasurer: Sandy Jensen, '01

DIRECTORS

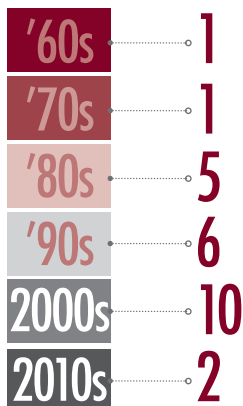
Shawn Hauser, '95 & '98
 Tim Behling, '88

ALUMNI NETWORK REPRESENTATIVES

Kristin Riniker, '13 – Madison
 Chuck Thiel, '09 – Chicago



Board Members by Graduating Year



Board Members by College/School



Reunions

Several groups plan to return to campus in fall. Communication about reunions or events in your area are done via email, so make sure the Alumni Association has your current email address.

See the calendar of events for details on each activity,
www.uwlalumni.org/calendar



DISTINGUISHED ALUMNI AWARDS

SEPT. 24, 2016 | 11:30 A.M.

THE MAURICE O. GRAFF DISTINGUISHED ALUMNI AWARD

Recognizes outstanding achievement in the lives and works of alumni who have brought honor and distinction to the university. Long-time administrator Maurice O. Graff instituted the honor in 1977.



PAT STEPHENS

- » Extraordinary community advocate, motivator and leader.
- » Fundraiser for the UWL Foundation for 35 years; long-time adviser to the UWL Delta Sigma Phi Fraternity.
- » Known as the area's "Mr. Fest" for his involvement in Deke Slayton Airfest, Freedom Fest, Freedom Honor Flight, Irishfest and Riverfest.
- » Founder of La Crosse's Rotary Lights project.
- » UWL graduate: bachelor's in education, '71.

THE RADA DISTINGUISHED ALUMNUS AWARD

Recognizes alumni who have graduated within the last 20 years, achieved professional distinction, and taken part in humanitarian activities. Professor emeritus Ron Rada and his wife, Jane, created the award in 2002.



RON SISSEL

- » Exceptional public administrator and member of the Senior Executive Service.
- » Current deputy associate administrator of budget at the National Nuclear Security Administration, providing direction for a \$12.5 billion budget.
- » Coordinator for Community Thanksgiving Day Dinner with his church.
- » Master's in public administration from University of Texas at El Paso.
- » UWL graduate: bachelor's in public administration, '95.



RYAN JOHNSON

- » Emerging entrepreneur, real estate and restaurant owner.
- » Owner and/or founder of these La Crosse businesses: B.A. Burrito Co., State Room, Howie's on La Crosse, The Old Crow, RRJ Holdings.
- » Board of directors member of UWL L-Club, La Crosse County Convention and Visitor's Bureau Board; former Hunger Task Force Board member.
- » Winner of the American Red Cross La Crosse Dancing with the Stars, 2011.
- » UWL graduate: bachelor's in marketing, '01.

THE PARKER MULTICULTURAL ALUMNI AWARD

Recognizes outstanding alumni who have contributed greatly to the improvement of multiracial culture and understanding on the campus and in their careers. History Professor Emeritus James Parker initiated the award in 1997.



MARCIA STRIBLING ELLIS

- » Enthusiastic leader and mentor.
- » Prior executive assistant, manager of student center and assistant director of student activities at Ramapo College of New Jersey.
- » Former executive director of Girl Scout Council of Bergen County, New Jersey; law-related education coordinator, State Bar of Nevada; and high school career counselor, Georgia Department of Labor.
- » Volunteer, Paterson Habitat for Humanity, New Jersey; Volunteer of the Year, BEST Coalition, Clark County, Las Vegas, Nevada.
- » UWL graduate: bachelor's in recreation leadership, '75; master's in college student personnel, '85.

THE BURT AND NORMA ALTMAN TEACHER EDUCATION AWARD

Honors and recognizes outstanding educators and the significant contributions they make to children and communities. Professor Emeritus Burt Altman and his wife, Norma, both long time supporters of teacher education, created the award in 2015.



EUGENE "GENE" CONGER

- » Accomplished career educator, coach and middle school principal.
- » National Distinguished Principal Award and Wisconsin Middle School Principal of Year Award, 1993-94. Transformed a traditional junior high into an exemplary middle school; one of eight schools to win National Blue Ribbon Schools Award.
- » Coordinator of GMO golf outing for UWL alumni in Appleton for 15 years.
- » Master's in administration from Winona State University.
- » UWL graduate: bachelor's in physical science and physical education, '60.



CHRISTOPHER WERNER

- » Innovative music educator and performer.
- » Current assistant professor of music and director of bands at Lakeland College in Sheboygan, Wisconsin.
- » Former instrumental music teacher and music department chair at La Crosse Central High School.
- » President and vice president of two state music associations.
- » Master's of music from UW-Milwaukee, 2002; doctorate from the University of Nebraska-Lincoln, 2005. UWL graduate: bachelor's in music education with an instrumental emphasis, '99.

INTERESTED IN ATTENDING THE UWL ALUMNI AWARDS ON SEPT. 24? GET TICKETS AT
WWW.UWLALUMNI.ORG

IMMUTABLE IMPACT

Donations will name rooms in new student center

UWL's new student center will be a space for students to meet, socialize, recreate and more. To mark the project's completion, the UWL Foundation is launching a \$500,000 drive to raise scholarships for student leaders. Financial gifts will name rooms in the student center while supporting students who walk through its doors for years to come.

Alumnus Marc Gall saw the value of student leadership as he transitioned into his first career. A scholarship he started will reward students who take on important roles that shape the university.

The friends of the late Jeff Bloxdorf saw the value of UWL social life as their friendship continued to blossom long after college graduation. Now Bloxdorf's friends have honored him with a scholarship in his name.

MARC GALL: PROMOTING LEADERSHIP INVOLVEMENT

Marc Gall, '03, helped shape UWL as a student leader. He was a Vanguard, student senator, resident assistant and treasurer of two organizations.

Today he continues to make a mark on campus. With a committed \$50,000 financial donation to the UWL Foundation, Gall will help name one of the rooms in UWL's new student center.

His gift will endow two scholarships for UWL student leaders, rewarding and inspiring tomorrow's students who show a similar commitment to involvement.

"It makes me feel good to know that we invested our time and energy in the university as students and today it is continuing to thrive," says Gall. "I want to



Marc Gall, '03, double majored in finance and economics. He is now vice president and asset/liability strategist at BOK Financial in Milwaukee. He recently pledged \$50,000 to support student scholarships.

SUPPORT SCHOLARSHIPS AND NAME A ROOM

Celebrate the new student center and opportunities for student involvement by investing in the Student Organization Leadership Scholarship Fund. Gifts of \$25,000 or more can be set up as an endowed scholarship with your name, a special honoree's name or benefit student leaders in a specific student organization.

Naming opportunities in the new student center range from \$25,000 to name a meeting room to \$2 million to name the building. All gifts of \$500 or more will be acknowledged on a recognition wall in the new center.

Donate by calling the UWL Foundation Office at 608.785.8489. Direct questions to **Jay Scott**, senior development officer, at jscott@uwlax.edu or 262.424.7940.



Jeff Bloxdorf, third from the left in the back row, with the group of alumni and friends at the La Crosse Inventry Classic.

stay connected and continue to hear the success stories.”

One of Gall's scholarships targets students in Christian leadership positions because those were the leaders who influenced him most as a student. He hopes his award will encourage young people to step into leadership roles. He found that experience to be a defining advantage when applying for his first job.

“Being involved on campus gives you the life experiences you need. That is what going away to college is all about,” he says. “I'm sure it contributed to where I am today.”

JEFF BLOXDORF: HONORING A FRIEND

For nearly 40 years Jeff Bloxdorf, “Blox,” would invite dozens of college friends back to La Crosse for a summer weekend golf

outing — the La Crosse Inventry Classic.

When Bloxdorf died unexpectedly at age 57, his friends decided the golf outing would go on — this time to honor him. At the 2015 event, the group raised more than \$25,000 to endow a scholarship in his name — the Jeff Bloxdorf Memorial Scholarship for future finance students because Bloxdorf had been president of UWL's Finance Club. The contribution also put his name on one of the rooms in the new student center.

“Some of my best friends I have in life today are from our Inventry La Crosse Group,” says Steve Schwager, '80. “We all have Blox to thank for keeping this tradition going for close to 40 years.”

from the cover

THE GOWN GROWS

UWL alums' know-how,
big ideas boost the
Coulee Region
business community





Remember the Bodega?
The big Doerflinger's
sign with the clock?

The way La Crosse's
downtown looked when
you went to college more
than likely left an im-
pression.

Those in the early
'80s remember empty
storefronts following
the flight of depart-
ment stores to Valley
View Mall. In the '90s,
students saw revitaliza-
tion get underway when
Downtown Mainstreet
was formed. In the new
millennium, downtown
visitors walked on cob-
ble-enhanced sidewalks,
and by historic lamp-
posts and specialty shops
refurbished from run-
down buildings.

Today, students walk in the No. 1 downtown in Wisconsin among the Badger state's 30 mainstreet programs. Entrepreneur magazine named La Crosse No. 10 in the country's top 10 small cities to start a business.

They've also noticed more store fronts — 21 new businesses opened in 2014-15. But La Crosse's historic charm remains intact. In June 2016 retailer Duluth Trading Co. moved into a renovated Doerflinger's Building, complete with a new outdoor clock reminiscent of the one taken down in the mid '80s.

More than \$200 million in public and private investment projects are in progress through the next two years, along with more than \$30 million to renovate the La Crosse Center.

YOU CAN'T BE A GREAT COMMUNITY UNTIL YOU HAVE A GREAT UNIVERSITY

Shortly after La Crosse Normal opened its doors in 1909, the La Crosse Tribune praised Sen. Thomas Morris for securing the school, predicting that it would provide an "increase in local wealth and business activity." In its more-than-century existence, that bold prediction has been validated.

UWL has been key in the recent transformation. Students, faculty, staff and alumni have all played their part in helping the gown profit the town.

UWL's Small Business Development Center continues to link business students with business entrepreneurs looking for research, marketing and other business tips.

The national award-winning "Hear, Here" was a history class project where signs at downtown locations link visitors to recorded stories from everyday people in the past.



La Crosse Mayor Tim Kabat, '88, credits his days at UWL for the insight that's helping him lead the city into the 2010s. "UWL helped me to realize the importance of working collaboratively with peers," Kabat explains. He says the city has much going for it as it leads the region's economic engine. "In addition to its natural beauty and abundant resources, La Crosse is blessed with great people who are hard-working and community focused," he notes.

For alumni making an impact, look no further than the city's mayor. Tim Kabat moved away after graduating with a bachelor's in business administration in 1988. Fifteen years later, he returned.

"In addition to its natural beauty and abundant resources, La Crosse is blessed with great people who are hard-working and community focused,"

says Kabat, mayor since 2013.

Kabat credits his UWL days for insight that's helping him today. "UWL helped me to realize the importance of working collaboratively with peers," he explains. "UWL taught me the basics about business administration, but, most importantly, helped me to develop critical thinking skills and the ability to

analyze complex situations, which has really been important for my time as mayor of La Crosse."

Hundreds of alumni call the Coulee Region home. Here's a look at some making the gown profit the town.



MISTY LOWN

Owner, Misty's Dance Unlimited in Onalaska, in its 19th season providing lessons in ballet, tap, jazz and more; more than 750 students weekly

- » '97 bachelor's in Spanish, minor in English; '01 Master's of Education-Professional Development
- » Lown has licensed Misty's intellectual property; 159 affiliates in the U.S., Canada, Australia, Aruba and Dubai, serving more than 60,000 kids weekly.
- » Owns "More Than Dancers," online magazine for kids who dance; in May 2016 the site had more than 200,000 visitors and 1 million social media engagements.
- » Owns Ironside Self Storage with her husband, along with a dance wear store and dance competition with her school director, Shayna Stellflue.

What has been your company's biggest contribution to the local economy?

We employ 35 people with benefits. We raised \$400,000 for the Red Cross and have given \$200,000 in scholarships. We've also supported Cash for Classrooms and the La Crosse Community Theater.

In what ways do you link your UWL education to your success?

Just today I was telling someone how I still use the lessons that Dr. Greg Wegner taught me in my ME-PD program. And, there's not a day that goes by that I don't try to pay forward some of Dr. Robert Richardson's kindness. They were tough teachers, but they helped me rise to the occasion. I may not be teaching like I had planned, but my UWL education prepared me well to lead a world-wide movement in dance education.

NOTEWORTHY RECOGNITION

Guest blogger on SUCCESS.com and presenter at IF: Gathering Local and the US Army Garrison Woman's Equality Day; recognized as "Teacher of the Year" by Eclipse, "Outstanding Businesswoman of the Year" by the YWCA; awarded "Pope John XXIII Award for Distinguished Service" by Viterbo University and "Philanthropy Award" from the Red Cross.

photo by Megan McCluskey



CURT GREENO

President, Dynamic Recycling, an electronics recycling and reuse company

'06, bachelor's in finance and economics

NOTEWORTHY RECOGNITION

Recognized by INC500 in 2012 as the 79th fastest growing company in the U.S. (3530% revenue growth over the previous three-year period). Also in the top 750 the following two years (2013, No.382; 2014, No. 729).

Why did you stay in the La Crosse area?

I was born and raised in the area and love it here. La Crosse is a great place to raise a family. It is also a beautiful area with lots of outdoor recreation. The size is great as well. It is not a large city, but not too small and has all the things you need. The Twin Cities is just a day trip away.

What has been your company's biggest contribution to the local economy?

We started with one team member in 2007 and

now employ almost 150. We have growth plans of over 200 team members within a couple years.

In what ways do you link your UWL education to your success?

While at UWL I was introduced to business concepts I use today. It also set the stage for a focus on continual learning. While at UWL I also had the opportunity to do an internship, which helped apply the things I learned in the classroom to the real world.

How have you stayed connected to UWL?

We have done some internships with UWL students. I also had the opportunity to come back to campus through UWL's "It Make\$ Cents! Money Management Center" and speak to students.

DYANNE E. BRUDOS

Vice President, Wealth Management Advisor at Bremer Wealth Management & Trust, focused on helping clients save and spend money as they plan for retirement and their legacy

'92, bachelor's in public administration, minor in human resource management



Why did you stay in the La Crosse area?

Initially I didn't. I moved to Phoenix for six months (for "better" weather) and then decided La Crosse wasn't such a bad place to live after all.

In what ways do you link your UWL education to your success?

UWL was tough and challenging. I really enjoyed having professors who were

engaged and interested in doing the best job they could to prepare us for the future. A great example of this was Dr. Joe Heim. Dr. Heim was active at school and in the community. I also had a stats teacher who was also very tough, but was committed to making sure we understood the material and passed. The culture at UWL was excellent. My professional challenges today are easier because I was able to face some of the same types of issues in the past at UWL — and made it through.

How have you stayed connected to UWL?

We attend sporting events and also read about campus updates and news. I was a co-chair of the \$17 million stadium project. I enjoy attending presentations and events for business professionals at UWL as well.

NOTEWORTHY RECOGNITION

2012 Greater La Crosse Area Boys and Girls Club Wall of Fame; 2013 Chamber Leadership Award; 2014 YWCA Outstanding Woman in Business; 2015 Association of Fundraising Professionals' Outstanding Volunteer Fundraiser — has helped raise \$17 million for the UWL Foundation, \$5 million for the Boys and Girls Club, \$3 million for Franciscan-Mayo, and \$2 million for United Way.



BRUCE ZMOLEK

President, Firefighters Credit Union, La Crosse

'87, bachelor's in mass communications

Why did you stay in the La Crosse area?

I love this area. I did leave for five years, but I returned and will never leave again.

In what ways do you link your UWL education to your success?

I believe my communications degree is actually more valuable to me than a finance degree would have been. Communication is the key to being a leader in any business.

How have you stayed connected to UWL?

My son, Austin Zmolek, currently attends UWL. This keeps me connected. I love hiring local college and tech school graduates.



NOTEWORTHY RECOGNITION

2009 La Crosse Chamber of Commerce Regional Progress Award; 2015 RSVP Community Partner Award.

ANDREW TEMTE

President, Kaplan Professional Education which serves individuals and corporations with educational solutions for industry-recognized licensures, designations and certifications, as well as non-exam behavioral and technical training for job skill development

'85, bachelor's in economics

Why did you stay in the La Crosse?

Upon graduating with a master's from the University of Iowa in 1995, my wife, Linda, and I had the flexibility to choose to live anywhere in the country. We decided to return to La Crosse because it's a great place to raise a family.

What has been your company's biggest contribution to the local economy?

Kaplan's employment base has grown from four associates in 1999 to nearly 400.

In what ways do you link your UWL education to your success?

Two very special economics professors, Keith Sherony and Glenn Knowles, instilled in me a passion for teaching and education. I left with the goal of becoming an economics or finance professor and ended up running a global, diversified professional education company. I credit much of my success to these two men.

Coming home

It's a happy homecoming for Mike Schmidt, '08. Gridiron supporters welcomed UWL's 13th head football coach back to campus Feb. 4.

"I love this place," the native of Menomonie, Wisconsin, shared at a news conference. "There is no other place I'd rather be."

Schmidt was defensive coordinator and linebackers coach at UW-Platteville during 2015. Before that, he was defensive coordi-

nator at the University of Dubuque from 2011-14. Schmidt was named 2013 American Football Coaches Association (AFCA) NCAA III Assistant Coach of the Year. He was as a graduate assistant coach at Minnesota State University Mankato in 2008.

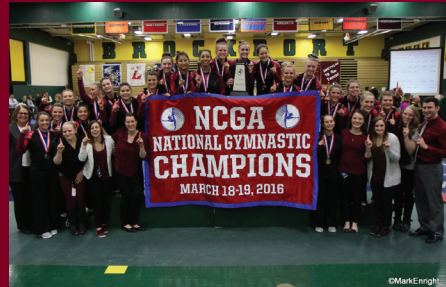
Schmidt, a four-year football and baseball letter winner for the Eagles, served as a two-sport team captain in 2007-08 while earning a bachelor's in marketing.



UWL TO HOST NATIONAL CHAMPIONSHIPS

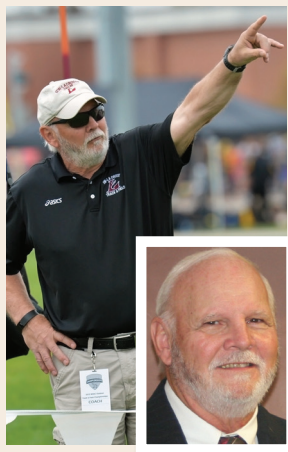
NCAA III supporters will have their eyes on UWL for a pair of championships. The Eagles host the 2017 wrestling championships March 10-11 at the La Crosse Center, featuring 170 participants from about 60 schools. It will be the third time UWL has hosted the NCAA III wrestling championships, including in 2011 and 2012.

The NCAA III Outdoor Track & Field Championships come to Roger Haring Stadium at Veterans Memorial Field Sports Complex May 24-26, 2018. It's the fourth time UWL hosts the championships (1986, 1997 and 2013). The meet, with nearly 800 competitors, is the largest single site for competitors in any NCAA III championships.



SECOND STRAIGHT YEAR...

The women's gymnastics team captured its second straight National Collegiate Gymnastics Association Championship in March. It was UWL's record 17th NCGA title and 12th in the last 16 years. UWL hosted NCGA national competitions most recently in 2015.



A running success

Pat Healy completes stellar 25 years

III indoor and outdoor titles.

Along with the two national titles, Healy led UWL to five second-place finishes indoors and two second-place finishes outdoors.

UWL won 16 conference indoor titles under Healy, including 14 of the last 17. He was named the WIAC Indoor Coach of the Year 13 times. The Eagles won 18 outdoor conference titles under Healy, including 16 of the last 19. He was WIAC Outdoor Coach of the Year 10 times.

Healy was the 2015 U.S. Track & Field and Cross Country Coaches Association (USTFCCCA) National Indoor and

Outdoor Coach of the Year. He was only the third coach to earn indoor and outdoor coach of the year honors in the same season. It marked Healy's fourth indoor and second outdoor national coach-of-the-year honors.

As head cross-country coach from 1991-2011, Healy guided the harriers to 13 NCAA III top-10 finishes and captured four WIAC cross-country titles. Healy was WIAC Coach of the Year each season. During 2001-02, UWL earned top-four national trophies in the "triple crown" (cross country, indoor and outdoor track & field) for the first time since 1983-84.

His quarter century of coaching the women's track & field teams has led to 25 top-five national finishes — and two national championships.

Pat Healy, Eagles' head track & field coach from 1991-2016, led UWL to 21 NCAA III top-four finishes in indoor and outdoor championships. And, the Eagles have finished in the top 10 in 40 of a possible 49 national championships, as well as a sweep of the 2015 NCAA

THEY'LL TAKE TWO, TOO ...



The men's track & field team won a record 14th outdoor NCAA III title May 28 at Wartburg College. The Eagles finished with 41 points to capture the crown for the second consecutive year. UW-Eau Claire finished second with 33 points while Monmouth College (Ill.) placed third with 32 and UW-Platteville fourth with 31. Head coach Josh Buchholtz, '01, earned his sixth career NCAA III title at UWL.



Alumna writes historical fiction

Mai Chao Duddeck beams when she sees students carrying the book she wrote. They ask, “Are you Pa Ying?,” one of the fictional characters she invented. Duddeck, an author, teacher and — yes — the inspiration behind Pa Ying, likes that her book is sparking questions.

Much of what people see when they look at one another is just the tip of the iceberg, she says. What many don’t see is the complex person hidden beneath. In her book, “Gathering Fireflies,” Duddeck tells the story of a young boy who uncovers his Hmong heritage, as well as the hardships of his grandparents who left their homeland to immigrate to the U.S.

The historical fiction brings to light some of Duddeck’s own identity struggles growing up in La Crosse. She came to the

“Just because someone says you can’t do it, doesn’t mean you have to accept it. We can be creative, courageous and radical — we can be a part of change if we put our hearts and minds to it.”

Mai Chao Duddeck, '06 & '08

U.S. with her family at age 10 from refugee camps in Thailand after the Vietnam War. She saw the poverty and inequality around her and the hardship her parents faced when moving.

Growing up in America, strict societal expectations



Mai Chao Duddeck, '06 & '08 — an art teacher at Logan and Lincoln Middle Schools in La Crosse — wrote *Gathering Fireflies*, a book written in poetic verse. The book was purchased by the La Crosse School District as required reading for the district’s 7th graders.

dictated her to assume a traditional role in Hmong culture as a mother and housewife. Yet, she had ambitions to write, create art and earn advanced degrees. Many kids can relate to the challenge of meeting expectations versus following dreams, she notes. She hopes her book encourages them to pursue the latter.

“Just because someone says you can’t do it, doesn’t mean you have to accept it,” Duddeck says. “We can be creative, courageous and radical — we can be a part of change if we put our hearts and minds to it.”

Duddeck doesn’t just talk about following dreams. She does it. She wanted to tell accurate stories of Hmong people from her own perspective — something she found lacking in middle school literature, so she wrote “Gathering Fireflies.” When publishers told her the audience was “too limited,” she self-published. When social studies teachers were interested in having their classes read it, but didn’t have the funding, she worked with them to write a grant.

Now all 7th graders in the La Crosse School District are reading Duddeck’s book. Several other districts have followed suit.

Duddeck is happy to see students and adults engaging in dialogue about culture, history and identity — particularly students learning more about one another.

“Fear is what makes us afraid to seek to understand others,” she explains. “We want to belong to this community, contribute to society and have people love us for who we are. These complex issues inspire me to write.”

FINDING HER VOICE THROUGH ART

Mai Chao Duddeck spoke no English when she came to the U.S. She remembers art classes being a safe place to communicate without words. She is grateful for UWL Art professors Jennifer Terpstra, Joel Elgin and Professor Emeritus Gary MacDonald who encouraged her to pursue her Hmong identity through art.

“They didn’t try to change my work, but encouraged me to grow and develop my ideas so I could articulate visually what it means to have an identity,” she explains.



Elgin and Terpstra say Duddeck’s artwork was richly charged with her life story and infused with emotion that invited viewers to learn about a vibrant culture, its history, migration and contemporary realities.

“Mai Chao encouraged me and her peers at UWL to question the things we value and the things we may take for granted, like the concepts of home, family and community,” says Terpstra.

Elgin still shows copies of her prints as examples of blending art and life. “I believe her life stories are of great importance and I am very happy to have been able to work with her as a printmaking student and now as a fellow teacher,” he says.

One of the most rewarding moments for a professor is to discover ways students make a positive and lasting impact within their discipline, says Terpstra. “What’s special about Mai Chao is that she has found a way to connect with and inspire such a diverse cross-section of people through her art, writing and teaching,” she says.



GONE, but not forgotten

Three campus residence halls were torn down in summer 2009. But the history of those buildings — and the women for whom they were

named — won't be forgotten. Their history is remembered in Eagle Hall, which replaced the lost residence hall rooms. The former buildings

and faculty are honored in Eagle Hall community rooms. Here's an abbreviated lesson of the re-named areas:



FAR LEFT: Cheerleaders on the steps of Wilder Hall prior to the 1957 Homecoming, with the queen campaign underway on the windows: “Judy Weinstock for queen.” Women cheerleaders are identified, from left, Connie Hagen, Gayle Luebke and Pep Rose (sitting) in this 1958 “La Crosse” yearbook photo, while the men aren’t. **ABOVE LEFT:** Dress was more formal when students relaxed in Trowbridge Hall ca., 1961. **ABOVE RIGHT:** An oil portrait of Betty Baird was presented to students living in the hall that opened in 1962 with the name honoring the longtime physical education faculty member. Later, the name of Baird’s sister, Beatrice Baird, was added to the hall’s name. Beatrice also taught in the physical education department.

all photos above courtesy of UWL Special Collections



BAIRD HALL

... opened in fall 1963 as the third campus residence hall for women. Following physical education Professor Betty Baird’s untimely death earlier in the year, the building was named for her “in recognition of her great courage in adversity.” Betty’s sister, Beatrice, taught in the physical education department from 1946-1974. When she died in 1989, the UW Board of Regents renamed the hall “Betty and Beatrice Baird Hall” to recognize the contributions of the sisters.



TROWBRIDGE HALL

... opened in December 1960 as home for 208 freshmen women. The building was named for long-time history professor Myrtle Trowbridge “in recognition of 36 years of effective and valuable service.” To reserve a room in the new residence hall, a \$50 deposit was required. Charges for room and board were \$156.50 per quarter. Rooms were furnished with single beds, bedspreads, desks, chairs, chests and a night table.



WILDER HALL

... was built primarily for freshmen when it opened as the university’s first college-owned dormitory to 86 women Jan. 2, 1952. The building was constructed with expansion in mind, and a third floor was added in 1955. In the ‘70s, the building was converted into office space. The building was named for Emma Lou Wilder, who taught physical education from 1921-1956, enjoyed sports, especially ice skating, and was known for her fitness encouragement slogan of “Run a block, walk a block.”

photo above by Mark Beckerjock, '88

Sara Softball

Memorial tournament raises money to improve community

Adam Pannier makes a habit of playing softball in La Crosse at least once a year. The 2014 graduate comes back for the Sara Rose Hougom Softball tournament – a two-day event named after one of his friends.

“She was such a caring person who just enjoyed being around people and brightening everyone’s day. I’ll always treasure my memories of her.”

Adam Pannier, '14

Pannier helped organize the original event after Hougom was killed randomly in 2012. He continues to return to reconnect with friends, including his Chi Phi fraternity brothers who host the event, and to remember Sara.

“She was such a caring person who just enjoyed being around people and brightening everyone’s day,” says Pannier. “I’ll always treasure my memories of her.”

Now students who never met Hougom organize the tournament, but they’ve heard countless stories of her. “The quote is ‘Live Sara Style,’”



TOP: Sherry Hougom (middle) sits with her “boys,” UWL students Logan Tate, left, and Eric Pannier. They helped organize the 4th Annual Sara Softball Tournament in April, which raised \$7,500 for the Sara Rose Hougom Foundation. **ABOVE:** A pitch is thrown during the annual Sara Softball Tournament in La Crosse. Participants and fundraising efforts have grown significantly since the event started in 2012.

notes Chi Phi member Logan Tate. “It’s all about living life to the fullest and bringing the best out in others.”

Tate is a founding member of the Sara Rose Hougom Foundation. The foundation works with local organizations, like the Boys and Girls Club, Big Brothers Big Sisters and the La Crosse Police department to improve the

community.

This year’s softball tournament hosted 24 teams and raised \$7,500, but Tate continues to make an impact larger than numbers on a check.

“As much as we want to raise money, Sara Softball is an awareness event,” says Tate. “We want people to be conscious of what’s happening in our community.”

Leaving a legacy

JIM & JUDY FORD



TOP: Tim Devine, center, met Judy, left, and Jim for the first time in person during this spring's scholarship reception in April. **ABOVE:** Tim Devine, '84, never met Jim Ford in 1980, but he did meet his mother, Marian Ford, when he received that first scholarship. He later met Ben, who was ill at the time, in his home.

He did it to honor his dad. Jim Ford established a scholarship in 1980 to honor Charles "Ben" Ford, '35, who Jim called "a wonderful educator" who was "under appreciated."

Tim Devine, a physical education and health education major, met Jim Ford's mother, Marian, the night he was awarded the first \$500 scholarship. After the Fords met Devine, '84, and received a thank-you from him, they doubled the amount.

Three decades later, the Charles E. Ford scholarship also honors Marian who earned a UWL teaching certificate. Most recipients have followed Ben's teaching path — including Devine who has taught and coached in Colfax for 30-plus years.

Because of the scholarship's impact, Devine didn't hesitate to give back to his alma mater by reviewing scholarship applications. He was shocked when he received the Ford scholarship to review.

Reviewing apps reconnected Devine with the Fords. Jim says it's special seeing that Devine "explains what we have envisioned as an outcome from the scholarships."

Jim and his wife, Judy, recently increased the scholarship so three, \$5,000 scholarships are awarded. He's sure his dad would approve.

"We feel strongly about training the best possible students for careers in education," says Jim.

Share the
LA CROSSE
experience

LEAVE YOUR OWN LEGACY

There are many ways to create a scholarship fund to help future generations of UWL students. Please contact Greg Reichert at **608.785.8672** or greichert@uwlax.edu



belong



YOU & UWL ARE A GOOD FIT

JOIN THE UW-LA CROSSE ALUMNI ASSOCIATION

We hope you'll take the next step and join us as a member of the UWL Alumni Association. Go to www.uwlaumni.org to learn more about the UWL Alumni Association, our programs, benefits, services, and how you fit into the picture. Your loyalty and ongoing support are greatly appreciated. Together, we make UWL stronger.

JOIN AT WWW.UWLALUMNI.ORG

UNIVERSITY of *Wisconsin*
LA CROSSE
UNIVERSITY OF WISCONSIN-LA CROSSE
1725 State St. | La Crosse, WI 54601 USA | www.uwla.edu

Non-Profit Org.
U.S. Postage
PAID
La Crosse, WI
Permit No. 545

If the address label lists someone who no longer lives here, please send the correct address to:
UWL Alumni Association, 1725 State St., La Crosse, WI 54601 USA, or alumni@uwla.edu
Production and distribution of the Lantern is coordinated by the UWL Alumni Association.