

Pure positivity

Sue Hengel always exudes exceptional attitude.

If you ever need a reason to smile at the start of your day, the marketing department at UWL is the place to start. Greeting guests at the College of Business Administration department in Wimberley Hall is Sue Hengel.

“She’s always positive, always smiling,” says Stacy Trisler, associate marketing lecturer. “Even when she’s probably pulling her hair out about our events, she never lets us see when we frustrate her.”

That’s just one reason Hengel was selected the 2018 University Staff Excellence Award winner.

Hengel says one of her favorite parts of the job is working with students – whether those in the American Marketing Association, participating in the annual UWL Big Eagle Sales Competition or just struggling to schedule classes. She looks forward to the opportunities of helping the students grow and succeed.

“I have boys who went to college,” explains



Sue Hengel

- **17 years on campus. Marketing ADA since 2012, Previously English ADA, Human Resources LTE.**
- **Bachelor of elementary education from UWL, 1981**
- **Photography enthusiast, especially nature and wildlife.**

Hengel. “At that time, I hoped someone would assist them with any problems they might encounter; therefore, I do my best to help students here.”

Gwen Achenreiner, marketing professor and department chair, says Hengel always comes into the office with a positive attitude and you never feel like you’re bothering her. “It doesn’t matter what’s going on in her personal life,” she says. “And she’s had some significant challenges the last few years.”

She’s been on family leave as her husband fights colon cancer. “It’s difficult because of those worries at home,” says Hengel. “But when you come to work, you have your second family.”

That second family has been incredibly supportive and encouraging, with kind words, gift baskets, hugs and prayers.

Despite her hardships, Hengel maintains that positivity and work ethic she’s known for and is nothing short of outstanding. “I’m not comfortable just getting by,” she says. “I want to do more.”

-James Bushman, University Communications

About the award

The University Staff Excellence Award, established in 2015, recognizes outstanding university staff members. A committee selects a winner from nominations put forward by all campus employees. Other 2018 nominees were: Dave Anderson, Krista Anderson, Kelly Arnost, Sheri Craig, Brandon Harris, Steve Harris, Karen McGarvey, Eric Oesterle, Dave Pohnl, Krista Shulka, Maureen Spencer, Kathy Thoen, Karmin Van Domelen, Beth Wieman and Becky Yoshizumi.