A time to reflect

I can remember my first visit to campus as a prospective student like it was yesterday. It was a foggy, cool December day in 1988. But the weather didn’t dampen my spirits about coming to the campus the following fall.

The extremely friendly Vanguard leading my campus tour and the faculty were more than made up for the chilly welcome by Mother Nature. Little did I know the campus would not only serve as my college stomping grounds, but also the place I’d eventually call my working home.

UW-La Crosse has been a home to thousands since the doors to old Graff Main Hall swung open in 1909. In fact, 65,937 had collected diplomas before the Class of 2009 crossed the stage in May. Each one of them holds unique memories of this great institution.

This special edition of the Alumnus will take you back — and give a peek forward — of your alma mater. Reminisce about your college classrooms. Smile about the pranks you pull as a freshman. Toast Third Street.

Enjoy the memories and make plans to come back to campus to make more.

Proud to be a UW-L alumnus,
"Brad Quarberg, '85
Alumnus editor

Online directory service ending

Decreased demand caused the end of alumni online directory service June 30.

"When we launched the directory several years ago, we had hoped it would be widely used, especially by our young alumni," explains Jamie Spencer, executive director. "With the advent of social networking, alumni stay connected to each other in different ways.

But, alumni can still get help finding a friend or former classmate. Simply contact the Alumni Association at alumni@uwlax.edu, or toll free 877-UWLALUM.

Mascot named

Eagle is now "Colbert"

The UW-L Eagle has a new name. It’s "Colbert" (kold-BEAR), named after Comedy Central host Stephen Colbert who tried unsuccessfully this spring to get a room in the international space station named after himself.

It’s actually the second name given to the mascot. The first was "Erkle" following a campus contest earlier this year. But that was shot down by the National Rifle Association who threatened a lawsuit because its safety mascot holds the name and is trademarked.

When the contest re-opened, a student started a "Colbert" campaign, which eventually beat out five other names in a week-long campaign.

Fond farewell

Baird Hall goodbye is bittersweet

The consensus is: Baird Hall will be missed. So will Trowbridge and Wilder.

Those who lived in Baird said goodbye in May just before the hall was torn down to make way for Centennial Hall, the new academic building.

Mike Mulloy, a student living in Baird, said the hall will be remembered for its friendliness. "Baird has a very unique atmosphere," he explained. "Everyone accepts each other." Students attending the farewell party agreed.

A favorite memory was at the beginning of the school year when students from Pakistan, Lebanon, China and the U.S. — from all over the world — were hanging out in front of the residence hall. Patrick Burns recalled it was fun to be there with all sorts of different backgrounds. First-year Resident Assistant Abby Laund said, "This is a great place to learn," she explained. "So many people are always willing to share their cultures with you and answer your questions."

When they’re gone, Baird, Trowbridge and Wilder will all hold a special place in the hearts of those who lived there. The three halls are coming down this summer. Construction of a new 500-bed residence hall on Conta Field begins in fall and should be completed by June 2011.

Benson named dean of CLS

Ruthanne Benson becomes dean of the College of Liberal Studies July 1. Benson has been interim dean of the college since June 2007.

"Dr. Benson has been a strong advocate for enhancing and supporting diversity at UW-L, as well as a driving force in the ongoing internationalization of the campus," says Provost Kathleen Erbe Finken.

"She is a knowledgeable administrator and has been a leader in fostering an environment which promotes outstanding scholarly research in the college."

Benson joined the UW-L faculty in 1994. She served as associate dean and director of the university’s School of Arts & Communication from 1997-2007 and was director of theater from 1994-97.

NMT students excel nationally

UW-L’s nuclear medicine technology (NMT) majors are tops in the nation. Graduates have a 100 percent pass rate on required national certification exams over the program’s 40-year history, which numbers around 700 graduates. The 2008 NMT grade not only all passed, their average score ranked in the 99th percentile nationwide. More than 1,700 students took the national exam in 2008. Find out more at www.uwlax.edu/nmt.

Stadium kudos

The La Crosse Area Chamber of Commerce gave its Regional Progress Award to UW-L and the UW-L Foundation for successful efforts to replace the university’s aging outdoor sports complex. Chancellor Joe Gow and Acting President of the UW-L Foundation Al Trapp accepted the award at a March dinner.

Editor

Brendan O’Donnell
Assistant Editor

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www.uwlax.edu
Top honors
Top graduating students honored prior to spring commencement

MELISSA SANDS (APPLETON)
Biology; biological concentration; Pre-Medicine
Murphy Award for Academic Excellence recognizes the university's top two graduating scholars as chosen by committee.
When I'm 40, I want to be: "Practicing as a pediatrician for underserved populations and working in community health."

RACHEL KRAMER (MANTOOWOD)
Spanish
Murphy Award for Academic Excellence recognizes the university's top two graduating scholars as chosen by committee.
When I'm 40, I want to be: "A professor of Latin American literature, a published author, and a cool, mild-mannered lady with a neat house full of books and artwork from around the world, a lady who makes great cookies, has a garden, and is a member and friend of two young cousins and the neighborhood children."

MARK MAGRUDER (RACINE)
Marketing
Jade and Janet Necheles Award for Excellence recognizes a College of Business Administration graduate for academic accomplishment and leadership on and off campus.
My favorite class was: "Speech (CST 110) because our class was a hit. There were more crazy and obscure personalities in that class than any other course I've ever taken. There were times when some of my classmates spoke I would struggle to stay in my chair because I was laughing so hard."

JOHN AWOWALE (MILLSBORO)
Biology
Strakosch Award in Science and Allied Health recognizes an outstanding senior in the College of Science and Health.
When I arrived on campus: "I was nervous because I was the oldest and the first of my siblings attending college. Being-humbled my first semester of college was one of the best experiences because I realized to get what you want, you need to put in the time and effort regardless of who you are or where you come from."

NATASHA MUSALEM-PEREZ (PROVIDENCE, R.I.)
Archaeology
The John E. Magaras Award for the Outstanding Graduating Senior from the College of Liberal Studies recognizes an outstanding CSS senior for academic accomplishments, leadership, and involvement in the campus and community.
My favorite UW-L staff were: "The people from Campus Climate, WGAE, and the sociology and anthropology Departments. They made my stay at UW-L more significant."

LYNN HRABIK (OCONTO FALLS)
Master in Public Health; Community Health Education
Graduate Thesis Award recognizes a graduate student who has written the best graduate thesis, based on originality, impact and writing quality.
When I'm 40, (five years away): "I hope that I am living and working in a 100 percent smoke-free state, that my advocacy efforts continue to decrease the profits of the tobacco industry, and that every woman has the education and support she needs to breastfeed her babies."

>> join/renew today
An UW-L Alumnae celebrates 100 years of teaching and learning, membership in the Alumnae Association is the best way to stay connected to each other and the university.
Your membership keeps you informed through the Alumnae magazine; awards scholarships for children of alumnae provides discounts at area merchants and on auto, home and long-term care insurance; and, most importantly, supports programs that strengthen UW-L.
"My membership in the Alumnae Association allows me to meet and develop relationships with others who share great pride in UW-L," says Marlin Helgeson, '78. No matter if you live just down the street or continents away, you'll always be part of "The La Crosse Experience."

Become a lifetime member this year and receive a commemorative UW-L lapel pin! This silver pin will be a keepsake for years to come. You can even make two instalments, if you'd prefer (call us for details). Join UW-L's Centennial Celebration and renew today!

Two easy ways to join/renew:
>> 1. Renew online at www.uwalumni.org
>> 2. Call toll-free 877.898.2556

Visit www.uwalumni.org for all the latest alumni information.

ALUMNS, YOU MAY NOT RECOGNIZE ALL OF THESE SINCE FADS HAVE COME AND GONE DURING THE PAST 100 YEARS. FOR THOSE WHO AREN'T ALUMNS, OUR APOLOGIES TO YOU FOR NOT GETTING "THE LA CROSSE EXPERIENCE!"

1-20:
1. Graff Main Hall
2. Graded Bluff
3. Sonata over the bluffs viewed from campus
4. Sunset viewed from Riverside Park
5. Racing the River
6. Day-old doughnuts from Mr. D's
7. Oktoberfest
8. The Marching Chiefs
9. Rocky's Pizza
10. Ruby's Drive-in
11. The view from Graded Bluff with someone special
12. A walk through the La Crosse River Marsh
13. The view of the bluffs from Veteran's Memorial Field on a sunny fall day
14. Homecoming smoke dance
15. Hoping of the Lantern
16. Lighting of the 'L'
17. "Poor Barrel Polka" played by the UW-L Marching Chiefs or Screaming Eagles
18. Lilacs on the campus mall
19. Hoeckler Tower
20. The Mississippi River
Oral history project illuminates UW-L's past

By Sue (Sullivan) Lee, '82 & '87

Over the years, the majority of students attending UW-L have been women—a theme that has spanned over the decades. "Overwhelmingly," Lee says, "people came to UW-L because of a family or family friend's connection. It was almost entirely a personal connection."

Those who attended UW-L just prior to World War II seemed especially appreciative of the UW-L experience, Lee says. "History Professor Myrtle Trybrough was a remarkable figure on campus," he notes. "She was a rather large figure around campus in many ways."

Trybrough, described as "a rather rotund woman," corresponded throughout the war with soldiers who had attended UW-L. Personal connections are what is appreciated and remembered over the years, notes Lee. Prior to World War II, a roaming house culture prevailed with no campus residence halls. There are lots of fascinating stories regarding how roaming houses were named, Lee says.

"Campus social life was also fascinating," Lee explains. "And not just in terms of campus events, such as the L-Box-X Dancers (a popular campus square dance organization founded in 1953). Throughout UW-L's history, there was a well-established gay life on campus."

As the recordings reveal, UW-L has prided itself on welcoming students from throughout the world and from all walks of life.
Increasing global opportunities have helped UWL, become one of the top Peace Corps colleges. UWL-Luans N. 24 among medinm colleges and universities nationwide (3,000-10,000 undergraduates) in number of Peace Corps volunteers. Currently, UWL-Luans 19 undergraduates from two graduate students serve worldwide.

"With the knowledge and training acquired at the University of Wisconsin-La Crosse, these volunteers are making a positive contribution to the lives of people in developing countries," says Joshua Dede, Regional Recruiter for UWL.

Karla Stansel, director of UWL-Career Services, says the ranking illustrates the value students place on global education. "Each year, as our students become more aware of how global issues affect them, interest in the Peace Corps increases," Stansel explains. "Students who participate in Peace Corps volunteer development activities learn critical-thinking skills and learn how to apply their education and skills to improve the lives of people around the world. They discover that individuals can make a difference. That, the news, is the real value of the program. Here are some of UWL Peace Corps alums making a difference.

Brienne Schreiber, '07
 TREE NURSERIES IN GUINEA

"I am an agroforestry volunteer and the majority of my work, thus far, has been starting tree nurseries with community members and local agricultural groups. The trees in the nurseries are mostly for reforestation, as deforestation is a huge issue, but there are fruit trees as well. Encouraging the use of local and sustainable resources to round out the tree nurseries is a huge part of my work. Most people who would like to start tree nurseries are unable to afford and obtain the formal, black plastic bags to plant the trees. This tends to be a huge obstacle. However, there are other options, such as using the plastic bags in which water is sold. Those plastic bags work just as well and can be collected around town for free. I have also been promoting the Morogoro tree. Not only is the Morogoro hardy, fast growing and great for live fencing, but workers can prepare a sauce out of the leaves, which are full of vitamins and minerals, to put on rice. This is important in communities where malnutrition is a problem. About a year ago a local agricultural group and I started a Morogoro tree nursery and were then able to distribute the Morogoro to individual families and the village center. Not only did this promote planting trees and taking care of the environment, but good nutrition and health as well. People were very receptive to the idea and loved having a tree that is so versatile."

Erik Lindquist, '06
 Much more than Monkey business

"I am working in the Small Enterprise Development (SED) program in Ghana. I act as a technical advisor to the tourism management board of the Beseh-Fenni Monkey Sanctuary located in the Bono-Manso region in Ghana. I also have been teaching a few of the youth basic computer skills such as typing, using the internet and setting up e-mails. I am fortunate enough to have been placed in a country of extremely friendly and welcoming people. Ghanaians are happy to have you in and make you feel comfortable. My community is quite small and is located in the center of the country. It is a popular tourist site for both Ghanaians and foreigners. The idea behind the tourism is to promote community development and conservation of the surrounding forest and the protection of the wildlife, including the two monkey species, Love's Mona monkey and the Western black-and-white colobus. The sanctuary is unique in that the monkey monkeys often come into the community to steal food from houses and even sleep in the rafters. It is also one of the few places in West Africa where the population of the colobus monkey is increasing. Lastly, it is the only known place in Africa where you can easily view these two species of monkeys sharing the same habitat."

Stefanie Beneck, '06
 Her teaching is far reaching

"I am a youth development volunteer and work in the children, youth and families sector in the Philippines. I teach literacy at a home for boys where my students are out-of-school males aged 7-16 who are abused, abandoned, orphaned, or in conflict with the law, and live at a governmental residential center. I also work with a community outreach non-governmental organization (NGO). I conduct life-skills and English classes for students, facilitate informal educational tutorials in reading, writing, and math to street children at a governmental center. Also, I regularly work with other Peace Corps volunteers facilitating workshops and building youth immensities and with Peace Corps program implementation. I enjoy being a volunteer and recommend it for those looking for challenge and complexity. Being a Peace Corps volunteer takes motivation and determination, but the lessons learned and practical skills acquired outweigh the obstacles. The challenges encountered are part of the adventure and life is exciting. I feel that Filipinos here and the friends I have made here taught me more than I have been able to give. The experience of working for the Peace Corps has been a rewarding one for me."

Jennifer Devlin, '04
 Marketing — and more — in Malawi

"Under the Community Based Natural Resource Management program, I work alongside a Department of Forestry Extension Agent. Together, we help village areas with tree nurseries and back-up. There is also a group of women in the community who have been helping me make and market their peanut butter. They are currently writing a proposal with me to start passing oil from peanuts and sunflowers to directly dietary needs as malnutrition is a major problem in Malawi. The profits from peanut butter sales are being saved to further start a village savings and loan as the lounes are basically unmanageable for the average village. The local primary school has a very active Wildlife Club that has been enjoyable for me to work with. We have been collecting, planting tree seedlings, starting permaculture plots, and are currently planning a trip into the Forest Reserve near our village. Students within this group also meet once a week to form a Listening Club, where the children listen to a program on the radio that educates them about peer pressure and HIV/AIDS awareness. We also have started a Nithiwa Sports ("11 Love") soccer club to teach the children about teamwork and healthy life choices.

I am fortunate enough to have been placed in a country of extremely friendly and welcoming people. Ghanaians are happy to have you in and make you feel comfortable."

Erin Lindquist, '06

21-40:
21. The Goon Creek Concert Series
22. Bird Street
23. Pelican dressing at Oktoberfest
24. Semi Homemade's Sandra Lee
25. The alma mater
26. The Maple Iced Parade
27. Concerts at the Gorge Center
28. Songfest
29. Winter Carnival
30. Homecoming

31. Chandler Richards rappling The Golden Key in the Cellar
32. Recreational Eagle Center
33. Gatwright Center
34. Treadwell Room
35. The Cellar
36. The Screaming Eagles
37. The Eagle Eye Medallion Hunt
38. Ribbon V
39. Witch Yellow
40. Winter snow stores

The Edna/Toke Club at the school also has been keeping me busy. The children in this club help local people who are ill to do chores around the house. We also do many activities about HIV/AIDS prevention and awareness. Children from this club have started to become pen pals with some children back in America, so I am also helping with their English skills. I'll have time, too, I go help at the Malnutrition Clinic at our health center and chat with the mothers about water sanitation and obviously nutrition. On other days, help out at the nursery school helping teach the children English. I also spend time at my demonstration plot, showing the people different techniques of farming. I'm really just a helpful resource in the community. When anyone has a problem, they know they can come to me, and I can help them get started in the right direction. I can also find something to keep me busy!"
A new scholarship
Jim Mack comes back for Honors Reception

Jim Mack, '57, returned to campus to see firsthand what would benefit from a scholarship he established through the UW-L Foundation for students in a public policy major. Mack, left; Allison Boldt and Cherokees Joe Grew pose for a picture at the occasion at the annual Honors Reception in April. Following the event, Mack took his sister, Beth, her proud parents and his old debate coaches, Vice Chancellor Emeritus Carl Winnersby, to dinner. Mack, from Arlington, Va., recently retired from the government relations department of the Association for Manufacturing Technology. He established the James H. Mack Scholarship Fund for Public Policy Advocacy in 2008. Despite a slumping economy forcing endowment earnings down, the UW-L Foundation has awarded 400 scholarships totaling $360,000 for 2009-10. The Foundation typically awards around 600 scholarships valued at $5,400.

SCHOLARS’ STORIES
The stories behind many of UW-L Foundation scholarship donors are special. Watch some of them at: www.uwlax.edu/edtech/2009scholars.

UA W-L 100
1909-2009
A centennial celebration

Plan now to return to campus for a centennial celebration!

UW-L is planning a variety of special activities, including the first Homecoming football game at the new Roger Hausing Stadium at Veterans Memorial Field Sports Complex, followed by a Centennial Celebration. Make plans to attend now—it’s a once-in-a-lifetime opportunity.

REUNION GROUPS RETURNING FOR THE CENTENNIAL GALA
They include: 1959 Football Team, Beta Sigma Chi, Class of 1939, Delta Sigma Phi, Football Captains, Political Science & Public Administration, Silver Eagles, Student Affairs Administration and Student Association.

Get event details and dates, along with other university history at: www.uwlax.edu/100years.
100 years of architecture
Can you name these buildings? Test your campus architecture knowledge. Answers on page 22.
In the Top 10
La Crosse among ‘Best Places to Live for 2009’

For more than a decade, U.S. News & World Report has ranked UW-L No. 3 in the Midwest. Now the national weekly newsmagazine has named La Crosse one of the top 10 cities in the country.

La Crosse placed on the magazine’s “10 Best Places to Live for 2009.” In its paragraph about the city included a quote by a UW-L graduate student: ‘With a population of about 50,000...

To compile the ranking, U.S. News took a thrill-conscious approach: “We looked for affordable communities that have strong economies and plenty of fun things to do. The cities we selected are as distinct as America itself — ranging from a quaint suburb to a live-music mecca. But whether you prefer hiking trails on the Rocky Mountains, pulling a fish out of the Atlantic Ocean, or grilling hot dogs at a college football tailgate, here are 50 places that will fill up your daybreak without emptying your wallet.”

Secondly Good. But, we prefer busts for our tailgate party!


41-60:  
41. Radio Station WSU  
42. Immunology  
43. Wing Technology Center  
44. The campus sundial  
45. The “La Crosse” light song  
46. The Cleary Alumni & Friends Center  
47. The Barn  
48. The La Crosse yearbook  
49. (A quiet) Murphy Library  
50. The library (on the one on Third Street)

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From blackboards to whiteboards, film to video

"I should have found a video of Tony Little," Brian Udermann chuckles. "I love that guy." Uderman is about 10 minutes into his general education course, "Creating a Healthy and Active Lifestyle," in the 100-year-old Graff Main Hall Auditorium. Little, the buff fitness guru and TV pitchman, comes up at Uderman wishes students through a PowerPoint slide flashed on a large screen about the virtues and pitfalls of home gym equipment.

As the class of 500 settles in, Uderman has already effortlessly navigated between Power Point and a couple of YouTube videos, all with a click of the mouse. The class moves quickly with student demonstrations of inexpensive home exercise equipment and a half dozen moves more videos to YouTube. "I’m not a big technology guy, to be honest with you," he explains. "Students many times don’t like the latest and greatest, all the bells and whistles. Some of the students like that, but not all.

Recalls: "There was lots of discussion, but the discussion took off from the lecture." It’s not that technology didn’t exist 50 years ago, but it was often unreliable and in Winburner’s view, not trusted. Films could break and there was no one to fix them. "I would write on the chalkboard early in the semester," he says. "I would turn around and say now observe this carefully because this is the only course I intend to make to audio-visual methods.

Winburner became chair of Arts, Letters and Sciences in 1980 and served as vice chancellor from 1973 until he retired in 1992. Despite his reluctance to use early technology in the classroom, he was witness to many of the early changes. Audio-Visual Services started on campus in 1958.

"One of the main features of Cowley Hall when it was built (1965) was that each of the classrooms was plugged into the audio-visual center," he says. A computer center opened on campus in 1966. Winburner traveled to California in the early ’60s to learn how to write computer programming at an IBM workshop, 30 years before the popularity of the personal computer started to take off. "There were a lot of people who seriously questioned, what am I going to do with computers?" he remembers. "The machinery we first got here from IBM took up a whole room in the basement of Wing. In fact our first air conditioning came because we had to air condition the computer space. The early computer was used on campus for everything from accounting and administrative support, research by faculty and students and grading tests.

Technology key for students, faculty

In 2009, UW-L will offer 100 internet courses. Uderman is not only an associate professor in the department of exercise and sports science, but is also director of Online Education. He provides resources and support for faculty who teach online courses. His goal is to make sure students and faculty have a positive experience in the rapidly growing options.

While many UW-L faculty members have either taught or taken a course online, Uderman said more experienced faculty members are more resistant to Internet education. "But every semester we have faculty members who are going to retire in a year or two and they are wanting to teach an online course for the first time," he says. Uderman also teaches "Creating a Healthy and Active Lifestyle" to a smaller class of 2:1 on the Internet. While the content is similar, students in the online course are able to download podcasts of his lecture. They also get some lectures via technology known as Medache.

Uderman videotapes his lectures at Educational Technologies on campus and students are able to see the lecture and the correspondences (power point) slides on the same screen. "Some students really like that," he notes. "They can see the content and the information and they can actually see me talking."

Get a look at one of the videos Brian Uderman downloaded for his class at www.youtube.com/watch?v=AFSt-w5FAEM.

Students who take the online course are also required to participate in weekly discussion boards. Tests, quizzes and assignments are done on their own time. "(Online students) can take your material and access it when their schedule permits," Uderman explains.

Research suggests students learn just as well in a Web-based course as they do in the traditional classroom setting. A Google search of the no significant difference phenomenon is offered by Uderman as proof to doubters. The Web page shows hundreds of research projects about the effectiveness of internet and other non-traditional teaching methods.

Thanks to Winburner’s insight on the way the classroom used to be, he wonders whether the text book is taking a back seat to the computer screen. But he also recognizes the generational differences that have occurred in learning. Both the old school and new school faculty agree a good college education has little to do with the physical setting and more to do with the connection between the student and teacher.

"You can have all kinds of technology, not have good content and it’s a passion for what you’re teaching and not really care for the students and they’ll pick that right up," Uderman explains.

**UWL-Timeline**

1971: Through merger, the university became part of the University of Wisconsin System. The name changes to the University of Wisconsin-La Crosse. Kenneth L. Lander becomes the first chancellor. The School of Business moved out of the Old Main building and back to the University Center at the University Center.

1972: Mitchell Hall is built. A track, pool, dance studio, women’s physical education, and a half dozen places more.

1973: Last year of operation for the Campus School. Building renamed Thomas Morris Hall and becomes the center of elementary and secondary education programs. Carter Education and Administration program is started in conjunction with the University Center.

1980: The School of Business and the School of Public Affairs, Physical Education and Recreation program is started in conjunction with the School of Business.

1985: Thomas Morris Hall is the first all-refuse residence hall in the country, per grad. A new 4-year undergraduate program in athletic training is approved by the State Board of Education.

1986: The Board of Regents votes to make the physical education and recreation program a center of excellence. Veterans Memorial Student Health Center opened to the city in the fall.

1990: After lengthy debate, the name for men’s athletic trainer was changed to "Trainer."

1991: Judith L. Rupers, former instructor of the athletic training program at UW-La Crosse, was named the new director of the program.

1992: The university receives accreditation from the National Accreditation Association for the Education of Business.

1994: Under Chancellor Rupers’ charge along with the university “founded together,” the university became "Self-sufficient together." The university was one of the first universities in the United States to receive accreditation from the National Accreditation Board for Business Education.

1996: Women’s athletic teams are added to the UWL Women’s athletic teams and the university becomes a member of the Mid-States Collegiate Athletic Conference.

1999: Undergraduate research program implemented with the $125,000 Loring Foundation gift.

2000: La Crosse Medical Health Systems (then known as AMC), a collaboration with Wisconsin Western Technical College, Franciscan St. Francis HealthCare and Education and Training, was formed.

2001: Women’s sports celebrate 25 years. The university celebrates 25 years.

2004: Under Chancellor Rupers, the university becomes the first university in the United States to become a member of the National Association of Schools and Colleges.

2010: The University of Wisconsin-La Crosse celebrates its 100th anniversary. See the next page for more information.

**UWL-Timeline**

1971: Through merger, the university became part of the University of Wisconsin System. The name changes to the University of Wisconsin-La Crosse. Kenneth L. Lander becomes the first chancellor. The School of Business moved out of the Old Main building and back to the University Center at the University Center.

1972: Mitchell Hall is built. A track, pool, dance studio, women’s physical education, and a half dozen places more.

1973: Last year of operation for the Campus School. Building renamed Thomas Morris Hall and becomes the center of elementary and secondary education programs. Carter Education and Administration program is started in conjunction with the University Center.

1980: The School of Business and the School of Public Affairs, Physical Education and Recreation program is started in conjunction with the School of Business.

1985: Thomas Morris Hall is the first all-refuse residence hall in the country, per grad. A new 4-year undergraduate program in athletic training is approved by the State Board of Education.

1986: The Board of Regents votes to make the physical education and recreation program a center of excellence. Veterans Memorial Student Health Center opened to the city in the fall.

1990: After lengthy debate, the name for men’s athletic trainer was changed to "Trainer."

1991: Judith L. Rupers, former instructor of the athletic training program at UW-La Crosse, was named the new director of the program.

1992: The university receives accreditation from the National Accreditation Association for the Education of Business.

1994: Under Chancellor Rupers’ charge along with the university “founded together,” the university became "Self-sufficient together." The university was one of the first universities in the United States to receive accreditation from the National Accreditation Board for Business Education.

1996: Women’s athletic teams are added to the UWL Women’s athletic teams and the university becomes a member of the Mid-States Collegiate Athletic Conference.

1999: Undergraduate research program implemented with the $125,000 Loring Foundation gift.

2000: La Crosse Medical Health Systems (then known as AMC), a collaboration with Wisconsin Western Technical College, Franciscan St. Francis HealthCare and Education and Training, was formed.

2001: Women’s sports celebrate 25 years. The university celebrates 25 years.

2004: Under Chancellor Rupers, the university becomes the first university in the United States to become a member of the National Association of Schools and Colleges.

2010: The University of Wisconsin-La Crosse celebrates its 100th anniversary. See the next page for more information.
A fall dedication
New Stadium to officially open in September

The new Roger Harring Stadium at the new Veterans Memorial Field Sports Complex opened this spring with track and field events, but the big party is this fall.

The Wisconsin State High School Track and Field Meet inaugurated the $16.6 million complex in early June when thousands filled the stands to cheer on races and field events. Expect even more excitement Saturday, Sept. 12, when the university holds the first football game in the stadium when the Eagles take on Arizona Pacific University (CAPS).

The dedication begins a morning ceremony, reception and special tour. Events conclude Sunday with the Wall of Fame brunch, which includes induction of long-time former UW-L Men's Track and Field Coach Mark Guthrie and other former student-athletes.

Get updates about the dedication at www.uwlalumni.org or see the complete football schedule — featuring six games on The Eagle’s home turf — at www.uwlax.edu/athletics/

NW-100

100: Power Dodge. H. Hastedt named the university's ninth leader. University athletic teams won four national championships — WIAA Indoor track and field, outdoor track and field, and cross-country and the women's National Collegiate Gymnastics Association title. Flood waters caused harm to softball games on the university's campus during the Mississippi River's third-highest crest of 14.4. A $2 million renovation at Wing Technology Center dedicated Sept. 13, two days after students, faculty and staff respond to terrorist attacks in New York City and Washington, D.C., by holding an evening candlelight vigil.

2002: Men’s runners complete the “triple crown” by winning three more NCAA titles — cross country, fall 2001, indoor track and field, winter 2002, outdoor track and field, spring 2003. The women’s gymnastics team wins the National Collegiate Gymnastics Association title. For the first time, grades available exclusively on the Web or by telephone.

2003: Accounting students rank No. 1 nationally according to The Certified Public Accounting exam in November. Students register for classes for the fall term using UWLnet, an online system that requires touch-tone phone registration.

2004: Senior Andrew Rock, Stafford, Wis., becomes the university's first student-athlete to compete in the Summer Olympics — and earn a gold medal (men's 4x400 relay)

2005: Hunter Hall (Northfield, Minn.) wins a $2 million residence hall. The design of nursing facilities, which feature a live-in assistant director, was chosen by an international design competition.

2007: Contryton named the university’s 10th leader.

2009: Construction of the $16.6 million National Memorial Field Sports Complex completed. The university celebrates in 100th anniversary.

81-100:

Football Head Coach Roger Harring, '58, led UW-L to the 1985 NCAA II title and to NCAA III national championships in 1992 and 1995. The university became the first college football to win an NCAA II and NCAA III title. The program made 14 national playoff appearances under Harring, compiling an overall record of 23-11. He was named the conference coach of the year seven times and earned national coach of the year accolades in ‘92 and ‘93. UW-L’s 15 conference titles under Harring. He was inducted into the College Football Hall of Fame in 2005.

National Crowns
See a complete list of national championships at: www.uwlax.edu/athletics/traditions/national_titles.

89-100:

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NATIONAL CROWNS
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Athletes hold more than half as many titles as university's years

Stellar sports

By David Johnson, ’92

The record is remarkable. In UW-La Crosse’s 100 years, student athletes have brought home 80 national titles. (Not to mention countless conference titles.)

The national titles have come in nine different sports — and 24 different years since 2001.

Among the victories:

- UW-L won its 25th men’s track and field titles, the most in NCAA III history. The Eagles have won 15 indoor and 11 outdoor championships, both rank first in the nation. With national indoor and outdoor titles in 2006, the Eagles have swept the indoor and outdoor titles in the same season 10 times — 1988, ‘91, ’92, ’93, ’97, ’01, ’02, ’03, ’04 and ’06.

- Mark Guthrie led the UW-L men’s track and field teams to 22 NCAA III championships before being named as assistant men’s track and field coach at UW-Madison in 2006. In Guthrie’s 19 years as head coach, UW-L swept indoor and outdoor national titles in 1988, ’91, ’92, ’93, ’97, ’01, ’02, ’03, ’04 and ’06. The Eagles captured 12 indoor and 10 outdoor championships under Guthrie.


- Under Guthrie, UW-L won 34 Wisconsin Interscholastic Athletic Conference titles.

- UW-L won the NCAA III “triple crown” in 2003-04, claiming the men’s cross country, men’s indoor track & field and men’s outdoor track & field championships. With the national titles in cross country, indoor and outdoor track and field, UW-L holds the distinction of being the only NCAA III institution to win the “triple crown.”

- The Eagles also captured the 2005 NCAA III Cross Country title, the third in school history (1996, 2001).


- Barb Gibson, ’78, has led UW-L to 13 of its national gymnastics titles in 24 seasons as head coach. She also led the Eagles to seven WAC titles, 13 straight.

- Gibson has been named conference coach of the year six times and received the NCGA Coach of the Year Award four seasons. National championships started in 1950.