

LANTERN

UNIVERSITY OF WISCONSIN-LA CROSSE ALUMNI MAGAZINE

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Big Cheese

Alums make their “whey” in
Wisconsin’s cheese industry.
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CLASS NOTES ONLINE

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

ON THE COVER:

BIG CHEESE – Read about three UWL alums who are making their “whey” in the state’s cheese industry. 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
Sue (Sullivan) Lee, '82 & '87
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

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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.uwlalumni.org for details.



PUBERTY: MORE THAN BIRDS AND BEES

Imagine being back in 5th grade. The infamous “talk” is about to occur. For a homework assignment, you’re asked to write questions you have about puberty. So this is what you compose:

*Dear Miss Reichel,
How are you? I love being in your class! Questions: What age does a period end? What age does puberty end? When your period ends, can you still have a baby? Do boys have things like periods? I hope you can answer my questions! —
Sincerely, Anonymous*

Do these questions — from an actual former student of mine — sound familiar? Get a sense of melancholy remembering what it was like going through puberty?

I haven’t forgotten the awkwardness and curiosity of pre-teens because I have

worked with many children in elementary and middle schools. Working with them continuously reminds me of the different thoughts and feelings experienced around puberty.

When meeting parents, they have asked how to best answer questions, as well as what children really want to know. That is why I’ve written *Prepping Parents for Puberty Talks* — to help parents remember the innocent and curious items children wonder about. Created from hundreds of questions children asked, and continue to ask, the book is broken down into chapters:

- » general questions about boys and girls
- » questions about girls
- » questions about boys
- » questions about pregnancy and babies
- » other questions commonly asked during puberty

After each question, a child-friendly, age appropriate answer is given. Questions commonly asked by parents are included, as well as “Ten Useful Tips for Puberty Talks.”

The book’s goal is simple: provide a tool for parents to increase their own level of comfort for puberty talks. By feeling more comfortable, perhaps more proactive and fun communication between parents and their children will occur on all topics pertaining to real life.

Lori A. Reichel, Assistant Professor of Health Education & Health Promotion — aka The Puberty Professor — has written a book, “Prepping Parents for Puberty Talks,” available on www.amazon.com



U.S. NEWS: UWL remains top-ranked in UW System

U.S. News & World Report's 2016 America's Best Colleges list of Best Regional Universities in the Midwest ranks UWL the state's best and No. 4 public university in the Midwest. It's the 15th straight year UWL has remained the top-ranked comprehensive UW and among the top 4 in the Midwest.

"We're delighted to be ranked among the top regional universities in the country, and as the No. 1 comprehensive university in the UW System," says Chancellor Joe Gow. "This is wonderful external recognition of the outstanding work being done each day by UWL faculty, staff and students."

The No. 4 overall rank, held two years in a row, continues UWL's trend of being among the Midwest's top four public universities for the past 15 years. U.S. News also listed UWL among "A-Plus Schools for B Students."



HISTORIC MOMENT

Obama's visit marks historic moment in UWL's long history of big-name visits

President Barack Obama's visit July 2, 2015 marked the first time in university history a sitting president visited campus.

"We are so grateful to President Obama for choosing our campus," said UWL Chancellor Joe Gow prior to the president's remarks. "It's only fitting that a president who is committed to improving health care and education comes to La Crosse. People say we have great education and healthcare right here — some of the best in the U.S."

Obama spoke to a crowd of about 2,400 people at the Recreational Eagle Center.

The visit continued a tradition of a politically active campus, says Professor Emeritus Joe Heim. UWL has high voter turnout and political candidates

visit campus regularly. The list includes presidential candidates Sen. John F. Kennedy and Al Gore who spoke at UWL in



Presidential candidate John F. Kennedy visited UWL in 1959.

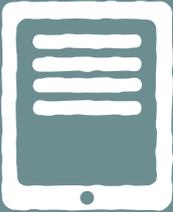
1959 and 1988, respectively. Bill Clinton also spoke on campus as a former president in 2008. Vice President Joe Biden campaigned in Cartwright Center in 2012.

SOCIALIZE ONLINE



Follow UWL on **FACEBOOK**,
TWITTER and **INSTAGRAM**!

NOT RECEIVING OUR MONTHLY ALUMNI E-NEWSLETTER?



Add alumni@uwlax.edu
to your list of email
contacts and sign up at
www.uwlalumni.org



BICYCLE FRIENDLY

Campus bicycling efforts get national seal of approval

A national organization has recognized UWL for its efforts in becoming a more bicycle-friendly campus. The League of American Bicyclists has recognized UWL with a bronze-level Bicycle Friendly University award. With the announcement of 49 new and renewing BFUs, UWL joins a cutting-edge group of 127 U.S. campuses in 42 states and Washington, D.C., promoting bicycling. Recent improvements include campus bike ambassadors who teach safety, a “Bait Bike” program to help police curb bike thefts, bike repair stands installed on campus, and a proposed bike and pedestrian master plan.

AUDITORIUM HONORS '81 ALUMS



Brian and Lori (Peterson) Hesprich, both '81, established the Brian and Lori Hesprich Scholarship Endowment Fund in 2013. The award supports scholarships for full-time sophomores, juniors or seniors with at least a 3.0 GPA and financial need. Following the initial gift, they made two additional gifts that now support \$20,000 in annual scholarships. For their generosity, the Graff Main Hall auditorium was renamed the Brian and Lori Hesprich Auditorium in fall 2015.

University of
Wisconsin-La Crosse
Biology Professor
Roger Haro has
been named 2015
Professor of the
Year.



Stellar science

Biology prof's methods get statewide recognition

"This is still my dream job. I'm fed by the students' enthusiasm for learning."

Roger Haro

Students in Roger Haro's Freshwater Invertebrate Zoology class get their hands wet the first day of class when he brings in aquatic insects. A day or two later, they head to their outdoor classroom: the La Crosse River Marsh.

Those real-life classroom experiences are the hallmark of Haro's teaching. They're just one reason the UWL Biology Professor was named 2015 Wisconsin Professor of the Year.

The recognition comes from

The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education. Haro, selected from nearly 400 top U.S. professors, was honored in Washington, D.C., in November.

That marked the fourth time in the past five years that UWL professors have earned top state honors. The others were: History Professor Greg Wegner in 2011, History Professor Victor M. Macías-González in 2013, and Biology Professor Scott Cooper in 2014.



Professor Roger Haro works with student Megan Hess in a research lab.

Haro's philosophy of experiential learning stretches across campus thanks to his work on redesigning general education biology curriculum. In 2000, he and two colleagues added visits to the marsh where students experience unique ecosystems.

"It's important to get students out of the classroom so they can problem solve in real-life situations," Haro explains.

Along with making classes more interesting, Haro says the on-site experiences provide students a much deeper, conceptual understanding. Both are key to attract and retain students, especially students of color and those with limited access to higher education.

Haro knows how to reach those students — he was one of them. As a Mexican-American, he was a first-generation college

student from a historically underrepresented group.

When he started his career, Haro met few scientists with Latino and Latina backgrounds. That fueled his ambition to work with underrepresented college students. He does that by directing programs that target helping these two groups: First Year Research Exposure (F.Y.R.E.) and the McNair Scholars Program.

After 20 years at UWL, he remains excited about doing that. "This is still my dream job," he says. "I'm fed by the students' enthusiasm for learning."

ROGER HARO FILE

- » Faculty member since 1996.
- » Professor of Biology, Assistant Director of UWL's River Studies Center, Director of the First Year Research Exposure (F.Y.R.E.) and the Ronald E. McNair Post-baccalaureate Scholars Program
- » 2014 UW System Board of Regents Diversity Award for Individuals.
- » Education: bachelor of science, Humboldt State University, Arcata, California, 1984; master of science, University of Idaho, Moscow, Idaho, 1988; doctorate, University of Michigan, Ann Arbor, 1994.



FUN IN THE DELLS

UWL alums eligible for special rate at the Wilderness Hotel & Resort

Alumni can escape to the Wilderness Hotel & Resort in Wisconsin Dells in April. The UWL Alumni Weekend runs April 22-23, 2016. For \$109.99 per night (plus taxes and resort fees) alums can reserve a double queen room with four waterpark passes. The Alumni Association receives \$10 for

each room night booked. Make reservations for the Wilderness directly at 1.800.867.WILD(9453) using UWL Alumni Association Group #D18250. Reservation deadline is March 22. Refer questions to the UWL Alumni Association at 608.785.8489.



New technology allows members to shop, travel with confidence

UWL Alumni Association members can take advantage of chip technology available through UW Credit Union's credit cards. Chip cards add another layer of security to card transactions at card readers and ATMs, making it more difficult for card data to be stolen.

"We're focused on protecting our members' personal card information, and chip technology allows cardholders to shop and travel with confidence," explains David Mickelson, vice president of UW Credit Union Retail Operations. "We're looking out for members' best interests by giving them a higher level of security and global acceptance with our cards."

Each of the Alumni Association's partnerships provides value to its members. "We are pleased that UWCU continues to improve their service to our alumni by keeping card holders information secure," says Janie Morgan, executive director.

LEARN MORE ABOUT
ALUMNI EVENTS AND
MEMBER BENEFITS AT
WWW.UWLALUMNI.ORG



A silhouette of a golfer in mid-swing on a golf course. The golfer is wearing a cap, sunglasses, a dark vest over a red shirt, and light-colored pants. The background is a bright sunset sky with a lens flare effect. The golfer's club is extended behind them.

GOLF, ANYONE?

Whether you're an avid golfer or just a beginner, UWL has several opportunities in 2016 to have a fun day of golf while supporting this great university.

GREATER CBA CHALLENGE

Support study abroad opportunities for College of Business Administration students at Trappers Turn, in Wisconsin Dells, Friday, June 10.

EAGLE EYE OPEN

Monday, June 20, support Eagle Athletics at the La Crosse Country Club. Visit with coaches and athletes from each sport!

GMO OUTING

For our east coast (of Wisconsin) alumni, join this loyal group of supporters at High Cliff Golf Course in Sherwood Monday, July 11.

UWL ALUMNI & FRIENDS GOLF OUTING

On Wednesday, Aug. 10, join fellow alumni and donors at Cedar Creek in Onalaska. Proceeds support Alumni Association scholarships, programs and this magazine. Five-person scramble format!

GET DETAILS ON EACH AT
UWALUMNI.ORG

Wall of Fame

Six student athlete alumni, including a former coach, entered the Wall of Fame on Oct. 11, 2015. The Wall recognizes former athletes and coaches for their exceptional abilities and enhancing school tradition.



ERIK HALVERSON

ATHLETE: 1993-96

- » athletic highlight: winning the 1995 NCAA III football championship.
- » earned letters all four years in football; team took conference titles in '93, '95, '96.
- » works with Packaging Corp. of America in Tomahawk, Wisconsin, where he lives with his wife, Jessica, and their two children.



TRICIA ADKINS, '94

ATHLETE: 1991-94

- » athletic highlight: national balance beam title winner.
- » part of the NCGA All-Academic Team her senior year.
- » teaches English in Bloomington, Minnesota, Public Schools; lives in Eden Prairie with her husband, Nabil Ammi, and their two children.



ANGELA (KLATT) ANDRING, '04

ATHLETE: 2001-04

- » athletic highlight: All-American on the track & field team from 2001-04.
- » works at Cytogenetics Laboratory at Mayo Clinic in Rochester; lives in Zumbrota, Minnesota, with her husband, Jared, '03, and their two children.

honors six



View complete biographies of past recipients at:
<http://goo.gl/MKTxVd>



LUANNE BRUSS MURRAY, '93

ATHLETE: 1989-93

- » athletic highlight: winning the 400-meter hurdles, 1993 NCAA III Outdoor National Championship.
- » lettered in track & field, 1989-93.
- » works as an aesthetic wellness coordinator at Small Stones Cancer Center in St. Joseph's Hospital; lives in Slinger, Wisconsin, with her husband, John, and two children.



CRAIG KUSICK

ATHLETE: 1991-95

- » athletic highlight: playing on the NCAA III Football Championship teams in 1992 and 1995.
- » lettered all four years in both football and baseball.
- » owns Bent's Camp Resort in Land O' Lakes, Wisconsin, where he lives with his wife, Amy, and their two daughters.



DON FRITSCH, '74 & '80

ATHLETE: 1972-74; 1978-80 | **COACH:** Head Men's Cross-Country, 1991-2012; Interim Head Men's Track & Field, 2007-08

- » coached cross-country to two NCAA III championships, 2001 and 2005, and 10 top-seven national finishes; eight conference titles.
- » 2001 NCAA III Cross-Country Coach of the Year; Conference Coach of the Year seven times; Wisconsin Cross-Country Coaches Association Hall of Fame, inducted in 2004.
- » earned conference and NAIA district honors in cross-country, track as a student-athlete.
- » lives in La Crosse with his wife, Susan.

START SMALL, GROW BIG

Alum explains why he gives back

Jim Paulson, '82, remembers his broad experiences as a student at UWL. The baseball standout hit nine home runs on the team, served as an RA in Drake Hall and graduated with a business degree.

“My academic, social and athletic experiences at UWL were just exceptional.”

Jim Paulson

“My academic, social and athletic experiences at UWL were just exceptional,” he says.

In the years since, Paulson's earned his stripes in the workforce and has found big success. Thanks to that, he's in a position to set up a scholarship endowment for College



Jim Paulson, '82, signs an endowment agreement through the UWL Foundation in June 2015 to create the Jim Paulson Scholarship to support College of Business Administration students.

of Business Administration students.

The scholarship is designed to help middle-class students from hardworking families, like Paulson was, who get a little aid, but not enough to pay all the tuition. “I hope to help those kids to realize their dreams like I have,” explains Paulson.

It's not the first time for Paulson to give a gift to the

university. He started giving small amounts when he was younger. As he grew older, and more financially comfortable, his donations grew too. He emphasizes those small donations are the ones that make a big difference.

“People need to realize that 10 gifts of \$100 is \$1,000,” says Paulson. “And 10 more of those pay for an entire year of schooling.”

DIVING IN

STUDENTS JOIN ILLUMINATING RESEARCH IN THE DEEP SEA

They dove into the pitch-black waters of the Caribbean Sea last summer searching for one of the most dazzling displays in the natural world.

“This is a huge outreach opportunity to educate people about these unique systems and create enthusiasm for the natural world.”

Gretchen Gerrish

UWL Assistant Professor of Biology Gretchen Gerrish, her student research assistants, and a team of researchers from four other universities were looking for marine ostracods — commonly called “fireflies of the ocean.”

Their research adds to the body of knowledge surrounding marine ostracod identification and evolution while training students in scientific research. It is funded through a collaborative National Science Foundation grant.

Marine ostracods are tiny, shrimp-like crustaceans that



Gretchen Gerrish, assistant professor of biology, third from the right, with two of her UWL research assistants John Frawley, second from right, and Mitch McCloskey, third from left, outside of the marine lab in Jamaica where they collected and recorded marine ostracods (inset).

produce bright blue flashing patterns in the deep sea to attract mates. More than 64 flashing patterns have been observed throughout the Caribbean Sea, but only one third of the ostracod species have been collected and described scientifically.

More than half the NSF grant is being used to train students in scientific techniques. Two of Gerrish’s student research assistants traveled with her to Jamaica in June to collect ostracod samples and record their light displays. That video will be used to collect data on

variation in the bioluminescent displays and will also be shared with filmmakers creating a documentary narrated by David Attenborough about bioluminescence, likely to be aired on a major cable network.

“This is a huge outreach opportunity to educate people about these unique systems and create enthusiasm for the natural world,” says Gerrish.

International chat

Sister city opens overseas door

UWL senior Rebecca Schnabel was getting antsy up until a week before what was supposed to be her second trip to Russia. That's when her visa finally arrived. At last, she could book her trip to Dubna, one of La Crosse's sister cities.

“This experience has been so meaningful. It's going to set me up to build a connection between our two countries.”

Rebecca Schnabel



UWL senior Rebecca Schnabel, left, stands in front of a statue at Dubna University during her trip to Russia in August.

“It's pretty similar to La Crosse,” the history and philosophy double major notes. “It sits on the country's largest river and has a Black River and a river named after the city.”

Schnabel made the nearly 8,000-mile trip to collect oral histories for her senior thesis project. She's studying cold war relations between Russia and the U.S., particularly near the end of the era.

She spoke with a former mayor, a woman who headed women's health initiatives, and

students studying at Dubna University. All of the oral histories have been recorded and will be kept in Murphy Library's Area Research Center.

Schnabel stayed with a host family during the trip. They took her mushroom picking, introduced her to the custom of toasting before drinking Russian vodka and served as her translator as she met people around the city.

“There's a stereotype that Russians are cold,” says Schnabel. “But while they

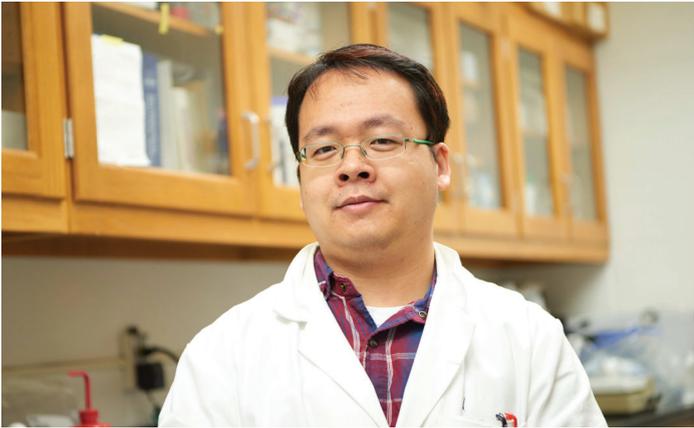
may skip on some impersonal interactions, they're really hospitable.”

Often, the interviewees brought out tea and snacks. One man even shared part of his extensive Russian vodka collection.

“This experience has been so meaningful,” she says. “It's going to set me up to build a connection between our two countries.”

SAY: CHEESE!

Cheese research with public health implications



Xinhui Li, UWL assistant professor of microbiology, is conducting research on noroviruses.

America's Dairyland is a practical place to research cheese. Wisconsin has led the nation in cheese making for more than a century and the state's food industry is a major employer for many students, says Xinhui Li, assistant professor of microbiology.

Li, who started at UWL in January 2015, brings research experience in cheese and plans to bring cheese making to UWL fermentation microbiology labs.

Li's past research involves screening antibiotic resistant bacteria and mitigating antibiotic resistance in cheese making. Anti-

biotic resistance poses major implications for public health and safety in an age when antibiotic-resistant pathogens are on the rise, making illnesses and diseases harder to treat.

There are no regulations regarding antibiotic resistant bacteria in cheeses and they are not considered to cause disease, explains Li. However, when people eat them, they can potentially communicate with other body pathogens, leading those pathogens to become resistant to antibiotics.

Prior to UWL, Li found a decrease in antibiotic resistant

bacteria in the cheese sampled at grocery stores from 2006-2010. He has since sampled cheese at a La Crosse grocery store and found antibiotic resistant bacteria levels are still relatively low. He plans to continue sampling to verify his results and will begin looking at antibiotic resistant bacteria in other foods.

At UWL, Li also plans to research different methods to inactivate and control norovirus — the most common causative agent of food-borne illnesses.

from the cover



Big Cheese

ALUMS MAKE THEIR *WHEY* IN THE STATE'S CHEESE INDUSTRY

Wisconsinites know cheese. America's Dairyland leads the nation in producing it and wins more awards for it than any other state or country, according to the Wisconsin Milk Marketing Board.

Cheese making in Wisconsin is a growing and innovative industry, doing so with the help of many with UW roots.

Statewide, UW-La Crosse alumni are the microbiologists testing cheese for quality and safety, the financial gurus keeping a pulse on the global dairy market, and the leaders who guide their teams toward the cusp of cheese innovation.

The industry rests on more than 160 years of rich heritage in artisan cheese making and guidance from University of Wisconsin experts.

The nation's first dairy school was the UW-Madison in 1890. That same year, Stephen Babcock, chair of UW-Madison's Agricultural Chemistry Department, developed the first milk fat test. To this day, it is still used to determine which cows produce the richest milk for the best cheese.

LEADING THE WHEY

With \$10 billion in annual national retail sales and growth of four to five percent annually for the last 10 years, the natural cheese industry is a good business to be in. That's according to UWL alum Michael Pellegrino, '88 & '89, president of Consumer Products and chief customer officer at Sargento Foods, headquartered in Plymouth, Wisconsin. The food producer is best known for its cheese.

Being part of a growing cheese industry is exciting, but comes with its challenges, notes Pellegrino.

A key challenge is continually innovating and accelerating growth in a market with constantly changing dairy product costs and consumer preferences and retail landscape, he explains. To succeed, Pellegrino and his team listen closely to customers to make sure Sargento Foods innovations are meeting their constantly evolving needs.

Michael Pellegrino is chief customer officer and president of consumer products at Sargento Foods. Pellegrino earned his undergraduate degree in business in 1988 and his MBA in 1989 from UWL. Prior to joining Sargento, he spent 20 years with Kraft Foods Inc.



Pellegrino learned a lot about what it takes to lead by watching former UWL men's head cross-country coach Phil Esten, who's in the U.S. Track & Field and Cross-Country Coaches Association Hall of Fame. Pellegrino, who was on UWL's track and cross-country teams, says Esten's sports leadership style translates well to business.

"He had a remarkable way of understanding different personalities on the team and different talent levels and using them to meet the goals that we had every year," says Pellegrino. "Not everyone is inspired the same way and not all talents are equal, but it is the whole team — its synergy and energy — that can make all those individual performances a great team performance."

In addition to athletics, Pellegrino says college

Pellegrino says college gave him a core education and social outlets, which played a role in his career success.

gave him a core education and social outlets, which also played a role in his career success. Marketing classes and learning about the "power" of brands were his favorites, but the finance and accounting classes, where he learned how brands can make money, became an important foundation.

And college is where he met his junior-year girlfriend and study partner, Maryellen, who later became his wife. She pushed him to work hard

and find balance in school and, now, in his career.

"Without a doubt, she has been the biggest reason for my success — more than anyone else in my career," he says.

FROM A 'SLEEPY' INDUSTRY TO AN INTERNATIONAL ONE

UWL alum Todd Koss says an opportunity to work at Grande Cheese, in Brownsville, Wisconsin, gave him and his wife an opportunity to return to their Badger State roots about 15 years ago, moving from Cincinnati.

Koss started working for the company at a transformative time in the cheese industry. Historically, cheese was a "sleepy little domestic industry" with heavy regulations. It was not an environment that fostered a lot of change or innovation

Todd Koss, '87, chief financial officer at Grande Cheese, in Brownsville, Wisconsin, graduated from UWL with a major in finance.



As chief financial officer at Grande Cheese, Todd Koss is charged with making the company aware of changing demands on a global scale and setting it up to respond.

compared with many other industries, he explains.

But then came globalization of the dairy industry and many more factors to influence Wisconsin's cheese market. Suddenly prices in the U.S. could be impacted by farming conditions in Australia or New Zealand — or increased interest in adding dairy to the diet in places like Latin America and Asia.

As chief financial officer at Grande Cheese, Koss is

charged with making the company aware of these changing demands on a global scale and setting it up to respond.

“It’s interesting and a challenge,” he says. “You have to anticipate what is happening and manage your risk ... for a finance person like me that’s pretty cool stuff.”

Koss, who majored in finance, says his UWL education gave him the technical skills and connections that

THE EXPANDING WORLD OF CHEESE

Cheese is no longer just a sandwich filler. It's ever more frequently found at the center of a family meal or restaurant dish.

“People want to experience their cheese,” explains Riese. “They want a good flavor.”

Wisconsin makes more than

600 varieties of cheese — far more than any other state. The state also produces nearly half of the nation's specialty cheeses, according to the Wisconsin Milk Marketing Board.

Koss says while Grande Cheese is not a recognizable name in grocery store aisles, it is well-known as

a top brand in the Italian restaurant industry.

“Cheese is great — especially when you make the finest Italian cheese money can buy,” he says.





Michelle Riese, '82, is the quality assurance director for the Wisconsin Cheese Group, Monroe, Wisconsin.

Although the microbiology program wasn't its own program at UWL until 1999, after Michelle Riese graduated, microbiology professors did a good job of preparing her for a food industry career.

helped him become the financial guru he is today. His college adviser also helped him land his first professional job during his third year of school. But equally important, he says, college

established a foundation for becoming a well-rounded business professional.

"Certainly the technical skills I learned were critical, but so were some of the broadening classes," says Koss. "It was due to courses at UWL that I learned to appreciate art and classical music."

QUALITY AND SAFETY TO THE CORE

UWL alum Michelle Riese's career in cheese is also closely tied to preparing her company for changes in the cheese industry. As quality assurance director for Wisconsin Cheese Group, the '82 graduate prepares her company to adapt to new government regulations on food, as well as making sure the company is proactive about food safety,

quality and labeling.

The general concepts and methodology learned in microbiology labs and classes still apply to her daily work.

Although the microbiology program wasn't its own program at UWL until 1999, after Riese graduated, microbiology professors did a good job of preparing her for a food industry career, she says.

Mike Winfrey, retired long-time microbiology professor and chair, was the one who first introduced Riese to the possibility of using her microbiology degree to work with food. She's since watched the program grow, meeting the need for well-educated and innovative microbiologists in the growing industry.



WISCONSIN QUALITY

As for why Wisconsin is home to the most award-winning cheeses in the world, alumni provide several reasons.

In addition to having the country's most stringent state standards for cheese making and overall dairy quality, Wisconsin has support for its cheese makers. The state has a Master Cheesemaker Program, which offers advanced education for experienced cheesemakers and is sponsored by the Wisconsin Center for Dairy Research, UW-Extension and the Wisconsin Milk Marketing Board.

Todd Koss explains that over the last 25 years, growth in U.S. Dairy has primarily happened in the West, but recently that trend has reversed, as the Western states have experienced a multi-year drought, making it difficult to grow forage along with other environmental difficulties. On the other hand, in Wisconsin, the soil, climate and water are conducive to providing good food for healthy cows. And as cheesemakers know, great cheese starts with great milk, he says.

Wisconsin is also home to far more dairy farms than any other state with more than 9,000 and the average number of cows on a farm is 130.

"We have a lot of family owned-businesses that really take great pride in making the best cheese," says Koss.

QUIZ:

Are you a true cheesehead?

1. Who is the nation's leading cheese producer?
A. California. **B.** Minnesota. **C.** Iowa. **D.** Wisconsin
2. How many pounds of cheese does Wisconsin produce annually?
A. 1.5 million **B.** 6.9 million **C.** 2.9 billion **D.** 8 billion
3. What percentage of the nation's total cheese does Wisconsin produce?
A. 25 percent **B.** 1 percent **C.** 10 percent **D.** 51 percent
4. Which state is the second highest producer of cheese?
A. Minnesota **B.** Ohio **C.** California **D.** Arizona
5. How much money does Wisconsin's Dairy Industry contribute annually to the state's economy?
A. \$24 million **B.** \$6 billion **C.** \$21 billion **D.** \$43.4 billion

Source: Wisconsin Milk Marketing Board.
Learn more at www.EatWisconsinCheese.com

Answers: 1) D. Wisconsin 2) C. 2.9 billion 3) A. 25 percent
4) C. California 5) D. \$43.4 billion

LADY IN BLUE

Rare print displayed
in the Center for
the Arts

A unique, rare print created by the “wizard of printmaking technology” is on campus.

The color intaglio print *Lady in Blue* — one of an edition of 50 produced by Mauricio Lasansky (1914–2012) — has been installed in the Center for the Art’s renovated lobby. Lasansky founded the printing making program at the University of Iowa in 1945, which gained national recognition under his leadership.

Those attending gallery events, recitals and theatre performances will have an opportunity to see and be inspired by the beautiful work, says Jennifer Terpstra, associate professor of art.

“The fact that it is a human figure connects well with the space as people gather there and interact,” she explains. “Somehow the print is part of all of those gatherings.”

Terpstra has known the donors, Mary and the late Gary Veldey, for more than a decade. The Veldeys became acquainted with Lasansky during their years at the University of Iowa and later as residents of Iowa City.

The donation initiated from the family’s desire to share their artwork. “I am delighted that *Lady in Blue*

ABOUT *LADY IN BLUE*

Produced: 1967

Size: 75.56”x25.62”

Intaglio: engraving, etching, dry point, soft ground, aquatint, electric stippler.

“The print is special because of the technical considerations of a multi-plate color intaglio this large. The master plate is about 75” long and 25” wide, so it required a large etching press to produce, not to mention the registration required of any multi-plate print. It is one of an edition of 50 signed by the artist.”

Jennifer Terpstra,
Associate Professor of Art

will be exhibited in the lobby of the Center for the Arts, an ideal setting for Professor Lasansky’s print to be viewed and appreciated by many for years to come,” says Veldey.

The print is a significant addition to the university’s many museum-quality works of art, says Terpstra.





UWL, FOUNDATION JOIN FORCES

'ONE UNIVERSITY, ONE MISSION' IS THE NEW APPROACH

UWL, the UWL Alumni Association and the UWL Foundation have entered into a new memorandum of understanding to align the three organizations to advance the campus.

The agreement enhances future fundraising and alumni engagement activities in a plan that calls for "One University — One Mission." The plan will help the three become more efficient, effective and sustainable by aligning the Foundation's goals and resources with those of the university and Alumni Association to advance the institution among its different constituents.

"The transition has been well researched and vetted by many volunteers and profes-



Greg Reichert

sionals," says UWL Chancellor Joe Gow. "This model is common at public institutions of our size and will prove to be very effective for us moving forward."

Effective Nov. 16, UWL Vice Chancellor of University Advancement Greg Reichert holds the joint titles of vice chancellor and President of the UWL Foundation. By blending staff from the Foundation, Association and Advancement, the university will have a strong team in place to continue to grow on the success of the Share the La Crosse Experience scholarship campaign.

"Our new relationship among the Foundation, Alumni Association and University positions UWL for a very bright future," says Gow.

WIAC Hall of Fame honors

Three UWL student-athlete alums have been inducted into the 2015 Wisconsin Intercollegiate Athletic Conference (WIAC) Hall of Fame.



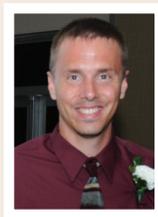
TORI NEUBAUER-MUESING, '84

- » cross-country; track & field, 1980-84
- » six NCAA III individual titles; seven individual All-America honors.
- » one of only four women in NCAA III cross-country history to win multiple individual titles, '82 & '83.
- » NCAA III title team, '83; second-place team, '82.
- » team conference titles, '82 & '83.
- » four NCAA III individual outdoor track titles
- » eight individual WIAC titles (three indoor, five outdoor).
- » U.S. Olympic Trials, '84, '88.
- » UWL Wall of Fame, 1994.
- » annual UWL cross-country meet named in her honor, 1994.



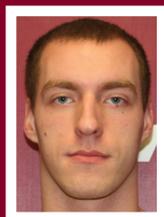
TOM NEWBERRY, '86

- » football; track & field, 1982-86.
- » NAIA All-America First Team honors, football, '84 & '85.
- » team captain, '85 NAIA championship team.
- » selected by Los Angeles Rams in the second round (50th overall pick), 1986 NFL draft.
- » 10 seasons in the NFL; starter for the Pittsburgh Steelers in Super Bowl XXX.
- » two-time Pro Bowl selection; only NFL All-Pro Offensive Player drafted in WIAC history.
- » four individual national titles in track & field; seven All-America honors.
- » 10 individual conference track & field crowns.
- » WIAC Football and Men's Track & Field All-Time Teams, 2012.
- » UWL Wall of Fame, 1997.



ANDREW ROCK, '04

- » track & field, 2001-04.
- » 17 WIAC individual titles, first league athlete to win four straight 200-meter indoor titles and four consecutive 400-meter outdoor crowns.
- » three-time WIAC Track Performer of the Meet, outdoor championships.
- » eight NCAA III championship teams, four indoor and four outdoor.
- » sixth in the 400-meter dash at the 2004 U.S. Olympic Trials.
- » gold medalist, 4x400-meter relay, 2004 Olympic Games in Athens.
- » UWL Wall of Fame, 2014.



EAGLE HONORED FOR STOPPING SUSPECT

UWL student-athlete Ethan Palmer received the 2015 Citizen Award of Excellence from La Crosse Police Chief Ron Tischer in May. Palmer, who completed his first year on the track & field squad, received the honor for pushing a suspect to the ground after hearing La Crosse police in pursuit. Officers found

ammunition and a pistol around the suspect. Police commended the sophomore from Mondovi for his actions. Palmer competed in the shot put and 35-pound weight throw during the 2015 indoor season and the discus and hammer throw during the outdoor.

Soccer, volleyball: NCAA bids



The soccer and volleyball teams earned bids to the 2015 NCAA III championships.

Women's soccer advanced for the first time in school history, finishing 12-7-2. UWL earned a share of its second top WIAC regular-season at 5-1-1.

The 12 overall victories tied for third in single-season school history. Head coach Jason Murphy was WIAC Coach of the Year.

The volleyball team finished 20-10 and earned its



13th appearance in the NCAA III championships, its first since 2008. The Eagles won their 10th regular-season WIAC title and first since 2003 with a 6-1 league mark.

Fourth-year head coach Lily Hallock was named WIAC Coach of the Year.

FOOTBALL POSITION HONORS 'COACH CHRIS'



Roland Christensen, left, coached defense on the UWL football team for nearly 40 years. Forty-six of his players became All-Americans.

A long-time football coach and math instructor's legacy lives through a coaching position. The Roland Christensen Memorial Coaching Position is part of the team's full-time staff through a match established in 2013 between the Exercise and Sport Science Department and Intercollegiate Athletics. The team raises funds hosting an annual Roland Christensen Memorial Golf Outing.

Christensen, who died in 2011, was an assistant coach for the defense from 1960 to 1999. He taught mathematics from 1960 until retiring in 1992. He was honored for his academic work too. The Roland W. and Laura J. Christensen Scholarship in Mathematics is awarded annually.

Andrew McGlenn, '05, was hired as the first Coach Chris Memorial Coach.



At home

AFTER SUCCESSFUL INTERNATIONAL CAREER, '98 GRAD RETURNS TO BADGER STATE AS A BUSINESS OWNER

Amy Werner, '98, left the country after graduation with \$250 and a roller bag. The day after her plane landed in London, she launched a successful, international marketing career. But three years ago Werner decided to leave the stress of corporate life and return to the Coulee Region.

She is still marketing a business, but this time it's her own: The Historic Trempealeau Hotel. She and her partner, who have run the business since 2012, have brought quality, local food and music to the small community about 20 miles upstream from La Crosse — a business venture that she says is more satisfying.

"I'm right here seeing the customer experience it," she says. "It's wonderful to bring people music they wouldn't otherwise hear and local food that comes from just down the road."

As a student, Werner had a love of learning that led her to take nearly every course she could. Marketing Professor Steve Brokaw challenged her to set a five-year plan. Werner, who was interested in international marketing, decided the best career outlook meant moving to a major city abroad.



Amy Werner, '98, owner of the Trempealeau Hotel, majored in marketing with an international focus.

"It's wonderful to bring people music they wouldn't otherwise hear and local food that comes from just down the road."

Amy Werner, '98

She was right. Within six months of arriving in London, Werner was director of marketing for all of the United Kingdom and Ireland at Intershop, the company that created the first software to buy and sell online. She

later became Yahoo's head of business-to-business marketing for Europe and then head of similar marketing for Yahoo Hot Jobs.

But the stress of company consolidation brought Werner back to Wisconsin in 2009 when she and her partner permanently moved to a Black River cabin and later took ownership of the Trempealeau Hotel. She's found old friends and a lot of loyalty.

"People have come out of the woodwork to support us and that is precious," she says.

SUB-STANTIAL CHOICE

Sandwiches, salads spur alum's success

Mike Wolf was two classes shy of earning his diploma when he made the choice to sling subs for the rest of his life. Wolf, and his wife Deanna, '90, purchased Lindy's Subs & Salads in La Crosse in September 1990 – a decision he still wouldn't change 25 years later.

"The business is growing. We've had lean years like everyone else, but we keep doing well."

Mike Wolf

"I knew how well the businesses did and I thought I could do even better," he says.

Since buying the sandwich shop, the couple has twice relocated the business, opened a second location, and then moved the second location into a bigger space. "The business is growing," says Mike. "We've had lean years like everyone else, but we keep doing well."

Mike believes his classes while a student at UWL – particularly in accounting and finance — prepared him to "make smart business decisions" as he started his successful career.

The Wolfs will be featured in an upcoming



Mike Wolf and his wife Deanna, '90, have owned Lindy's Subs & Salads together since 1990. **INSET:** Lindy's Subs and Salads moved to its downtown La Crosse location on Main Street in 2005. They've also had a second shop in nearby Onalaska since 1995.

issue of "Klutch Chronicle," a La Crosse area magazine highlighting area culture. The article highlights the history of the store, how it brought the Wolfs together and how they've maintained tradition

while evolving over time.

And as time continues, one thing is certain at Lindy's. Mike says they have "no other intentions" than running Lindy's Subs.

All-important award

Scholarship helps student persevere toward getting a business degree



UWL senior and Silver Eagles Scholarship recipient Nick Dobbs with his mother, Julie. After an accident left him paralyzed, he couldn't see himself "sitting at home and doing nothing productive." The scholarship is helping him realize a dream of earning a business degree.

It takes UWL business student Nick Dobbs an entire day to type an essay. The senior uses the hunt and peck method, finding each letter using a switch he operates with his tongue.

"It was difficult last semester in a management theory class where you have to keep the ideas flowing," admits Dobbs. "I thank God for my teacher, Allan Macpherson, who kept me going. He was a fantastic professor."

Dobbs, paralyzed in a motorcycle accident in 2011, may have challenges other college students don't face, but he's determined to earn a degree. He intends to own a business in the La Crosse area.

Dobbs is getting closer to reaching that goal, thanks to a Silver Eagles scholarship in the name of CBA graduate Eric Jungbluth, '85.

"A scholarship makes quite a big difference for me because I'm not able to work and generate those extra funds like a lot of students are."

Nick Dobbs

The money came at a critical time. Dobbs is approaching the limit on how much federal financial aid he can borrow after four years in college — including two at UWL. Also, the number of credits he can use under the GI Bill benefit is running out. He receives that benefit for the military service of his father who died of cancer when he was 5.

Dobbs has added expenses beyond books and housing — repairs to the vent he uses to breathe and the mouthpiece on his wheelchair.

"A scholarship makes quite a big difference for me because I'm not able to work and generate those extra funds like a lot of students are," he notes.

Dobbs could have stayed home and lived off government assistance. But he decided that wasn't the life for him and enrolled at UWL.

He couldn't do it without support of his family and friends, as well as professors who provide extra help outside class. He's grateful for donors who've helped not only him, but also others. "It's so amazing there are great people out there to help us out like that," he says.



Corrie Brekke, '06, carved out her home in La Crosse and continues to invest in it with a pair of restaurants — The Root Note and The Mint.

ART ON A PLATE

Alum part of two La Crosse eateries

Corrie Brekke, '06, likes to joke she's married to her businesses. She has been a co-owner of the Root Note, downtown La Crosse, since 2009. More recently she co-opened farm-to-table dining near campus, called The Mint.

In reality, Brekke is happily married with two children. Balancing the responsibilities of being a parent and business owner can be challenging, but it's also rewarding.

"I like to surround myself with people I like," says Brekke. "I get to do that at home and at work. It's important to make an effort to be present. You can't be two places at once."

Her businesses are a vibrant part of the community

"My time on campus allowed me to be imaginative and explore ideas. I was also able to do some important searching while I matured."

Corrie Brekke, '06

and offer something unique. The Root Note, in addition to offering tasty vegetarian fare, employs a full-time artist and regularly hosts diverse musical and other performances. The Mint provides a dining experience unlike any other in La Crosse. Both reflect "a deep commitment

to good food and thoughtful sourcing," notes Brekke.

With her deep involvement in the growing businesses, some may be surprised that Brekke graduated with an art degree from UWL. She did a lot of learning both on the job and as a student.

"My time on campus allowed me to be imaginative and explore ideas," she explains. "I was also able to do some important searching while I matured."

Brekke sees herself staying in La Crosse for the foreseeable future. "I've been here longer than any other place in my life," she says. "Everything I do here I see as investing in my home."

Brotherly love

Hehli duo is big part of UWL tennis



Brothers Bill, '95 & '97, and Bob, '99, Hehli played tennis together at UWL, first as teammates, then as player-coach.

Some brothers compete with each other on the court. But Bill, '95 & '97, and Bob, '99, Hehli, played tennis with each other. In fact, Bob played for his brother — coach.

In the early '90s, Bill, a mass communications major, earned All-WIAC honors six times, qualified for the '91 NAIA tournament and ranked in NCAA III in 1993-94.

Bob came to campus to play tennis with Bill and study physical education. The brothers played for UWL for one season together, something both of them enjoyed.

"We played so much together growing up as kids," says Bob. "Playing in college together was great because we knew each other so well and what type of player each other was. We have always

had a very competitive drive, so motivating each other was always easy."

Bob finished 73-23 in singles and 64-31 in doubles. Named to the WIAC Men's Tennis All-Time Team in 2011, he competed in the 1997 NCAA III championships and earned Intercollegiate Tennis Association All-America honors.

Bill was an assistant coach during his brother's sophomore season and became head coach when Bob was a junior. "When he transitioned to being the coach, things didn't really change," recalls Bob. "We both still had high expectations for each other. He hated when I lost almost as much as when he would lose. Bill pushed me to be the best possible and I liked that. I didn't want to let him down.

He was the best coach for me."

Bill is still coaching at UWL. In his 21st year as head women's and men's coach, he has compiled a career 580-259 (.691) record. His women's squads have three WIAC titles while the men set a single-season school record for victories (21) in 2015.

Both attribute interest in sport to their parents. "Our parents wanted us to be well-rounded and introduced us to sports like tennis and golf, which I really appreciate," explains Bill. "Tennis and golf are sports we can play regularly, and obviously for me, I've been able to make a career out of tennis."

While Bill coaches and teaches at UWL, Bob is a principal in Tucson, Arizona.

Leaving a legacy

NORENE SMITH



Throughout her impressive 24-year career on campus, Norene Smith took on new challenges — challenges to improve college students' lives. With an endowment from her estate, Smith will continue to do that.

Smith, who died April 17, 2014, left \$50,000 from her estate to fund the Norene A. Smith Endowed Scholarship Fund in Student Affairs Administration. It will provide at least \$1,000 a year for two graduate students in the popular program that directly impacts college students.

A native of Cedar Falls, Iowa, Smith earned a bachelor's and master's from the University of Northern Iowa, and a doctorate from the University of Iowa. She came to UWL in 1961 as the first assistant dean of women.

Always putting students first, she spearheaded numerous student honor programs. She initiated and created the Counseling and Testing Center, serving as its first director. She developed the college student personnel master's program, which became Student Affairs Administration. She completed her campus career as special assistant to the vice chancellor.

"Dr. Smith worked diligently and continuously took on new challenges paving the way for students," says longtime friend and colleague Patricia Mertens who established the fund. "Her compassionate nature and leadership style made her a role model for students and young professionals throughout her career."

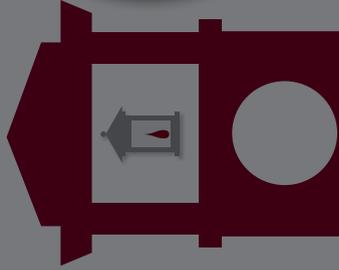
LEAVE YOUR OWN LEGACY

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

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LA CROSSE
experience

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