

SUMMER 2019 | VOL. 45, NO. 2

LANTERN

UNIVERSITY OF WISCONSIN-LA CROSSE ALUMNI MAGAZINE

It's time
to celebrate!



FEATURES

On the cover: The UWL Alumni Association will celebrate its first 50 years this fall. The Big Birthday Bash will entice alumni and friends back to campus to celebrate — and to look ahead to the next 50 years.



JOB WELL RUN



REMEMBERING THE ROSE BOWL



FUN WITH FLOUR

LANTERN

UW-LA CROSSE ALUMNI MAGAZINE SUMMER 2019 | VOL. 45, NO. 2

CLASS NOTES ONLINE

Go to www.uwlax.edu/alumni for class notes, published quarterly. Click on 'News,' then 'Class Notes.'

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UWL Murphy Library archives all past issues of the *Alumnus*/Lantern magazine. See: digitalcollections.uwlax.edu

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 posting. See www.uwlax.edu/alumni for details.

50 MORE YEARS

Alumni Association's original vision keeps the connection

To think this all began with a recipe box in 1969 when Eleanor Kennedy, our first Alumni Association director, had a vision to keep us connected long beyond graduation. While the recipe box has been replaced with a robust, electronic database, that vision of keeping UWL alumni connected remains as strong as ever.

Thanks to the leadership of our current Executive Director Janie Morgan and our dedicated Alumni Association staff, we will celebrate our 50th anniversary in 2019. As with any milestone, it provides pause to celebrate, but also a calling to continue our important work into the future.

In 2018, the Alumni Association hosted nearly 70 events connecting over 6,000 alumni. We created mentoring opportunities for more than 500 students and alumni, and continue to provide a key base of engaged alumni to support the UWL Foundation.

But this important work and legacy cannot continue without your engagement.

We owe it to those who shared the vision of Eleanor Kennedy by committing time, talent and treasure to support OUR alumni association. Now, it's OUR turn to pay it forward.

While there are many ways to engage in our work, an easy way to start is by setting aside time to come back to campus this fall during our Big Birthday Bash. I hope to meet you in person and see the look on your face when you hear the words "welcome home."

Come join us and be a part of our next 50 years...together.



Kyle O'Brien, '09

Alumni Association Board Chair, 2019-20

Get details about the Big Birthday Bash on page 18.



*Maria Lee, Cindy Stoller Polek Scholarship
in Physical Therapy recipient.*

PT EARNS STAMP OF APPROVAL

UWL's Clinical Doctoral Program in Physical Therapy received the maximum 10 years of accreditation from the Commission on Accreditation in Physical Therapy Education (CAPTE) in December.

"Accreditation is important because it ensures the educational quality that our students receive," says Professor Tom Kernozek, chair of the Department of Health Professions. Graduation from a CAPTE-accredited program is required for the licensing exam and to provide physical therapy services.

UWL has a 100 percent pass rate on board exams in the past five years, along with outstanding research and community service. The reaccreditation extends UWL's long history of strong PT. The Journal of Orthopedic and Sports Physical Therapy, a main professional PT research journal, originated on campus with early manuscripts sent to Cowley Hall.

AMA CHAPTER IS 5TH LARGEST — WORLDWIDE

UWL's chapter of the American Marketing Association has grown by listening to student interests and needs. It's now the fifth-largest, collegiate chapter out of 320+ chapters worldwide.

UWL's 140 members hail from a variety of majors. "We mostly focus on professional development of students rather than professional development of marketing knowledge," explains AMA president and senior Epiphany Belanger. "Every business student — and frankly, every student — could benefit from professional development. Yes, there are events and meetings focused on furthering our members' marketing experience, but it generally is to broaden their view of the business world."

UWL's AMA chapter advisor is Marketing Professor Gwen Achenreiner.

*UWL AMA students get outstanding professional
development opportunities.*



Veterans heading to college — especially those majoring in biology — should strongly consider UWL. College Factual ranked UWL No. 1 out of 17 Wisconsin colleges and universities on offering a quality education to veterans studying biology. UWL also ranks No. 89 out of 820 nationally, putting UWL in the top 15 percent nationally.



Veteran Abby Siakpere is studying biology at UWL.

ONLINE SERVICE: UWL FOR VETS STUDYING BIOLOGY



NEW DEAN NAMED; COLLEGE TO CHANGE NAME

Karl Kunkel of Southeast Missouri State University will become the new dean of the College of Liberal Studies July 1 — when the college's name changes to the College of Arts, Social Sciences, and Humanities — CASSH.

“I look forward to joining the leadership team and working collaboratively with the high quality, student-centered, and obviously very dedicated faculty and staff in the college,” Kunkel says. “CASSH has a well-developed strategic plan, particularly in relationship to advocating for the liberal arts, advancing inclusive excellence, and fostering partnerships.”

A sociologist by training, Kunkel was a dean at Pittsburg State University in Kansas and had senior administrative duties at Southeast Missouri State.

UWL distinguished alumni from 2018 when they returned to campus in September. Along with meeting students and sharing their career history, recipients are honored during a morning brunch.



IT'S AN HONOR

OVER THE YEARS, AWARDS ADDED
TO RECOGNIZE DISTINGUISHED ALUMS

What do a Pulitzer Prize winner, an inventor of the handheld calculator and TV's "Mr. Wizard" have in common? They are all UWL alums who have received distinguished alumni awards.

Since La Crosse Normal opened in 1909, alumni have distinguished themselves. In 1977, the Alumni Association began recognizing alums, taking a cue from longtime professor and administrator Maurice O. Graff.

"I believe that merely 'doing one's job,' even though doing it in an outstanding manner, should not be enough to merit one of the awards," noted Graff when establishing the Graff Distinguished Alumni Award. "The recipients should be widely known and recognized for their accomplishments outside their immediate work-service area."

After honoring Graff Distinguished Alumni for 25 years, Alumni Association Executive Director Janie Morgan, '85 & '86, says it was only natural to add more.

"With the new awards, we are able to provide another point on UWL's continuum of awards that recognize excellence at the various career stages of alumni," Morgan explains. "The recipients have been so humble and appreciative of the recognition. It's a huge honor to be nominated, let alone to be selected."

In recent years, the ceremony honoring recipients of all four awards has evolved, moving from spring commencement to fall — allowing recipients to meet with students and share their stories. The event is one of Morgan's favorites.

"It brings alumni back to campus, engages faculty, staff and students, and showcases the excellent education our students have received over the years and how they've applied that knowledge in their respective careers," Morgan notes. "If you haven't attended one of the ceremonies, join us — you won't regret it."

“*The Alumni Awards are so special because they provide the Alumni Association and the university an opportunity to say – ‘Wow, you’ve done amazing things with your education and we’re proud of your accomplishments.’”*

— Janie Morgan, '85 & '86, executive director, UWL Alumni Association

2019 UWL DISTINGUISHED ALUMNI

This year's awards

Here are the four awards that honor distinguished alumni and the recipients for 2019. The alums return Sept. 20 and 21. Get details at www.uwlax.edu/alumni.

The Maurice O. Graff Distinguished Alumni Award

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



Sharon Weston Broome, '78

- Respected politician. Former Louisiana State Senator and State Representative; first woman to hold pro tempore positions in both. Currently, Mayor-President of the City of Baton Rouge and East Baton Rouge Parish.
- Bachelor's in mass communications.



Lynda Kohler, '83

- Admired advocate for families and children dealing with disabilities and disadvantages in southeastern Wisconsin. Currently, president and CEO of SHARP Literacy Inc. in Milwaukee.
- Bachelor's in recreation leadership.

Parker Distinguished Multicultural Alumni Award

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



Angela Kellogg, '92

- Renowned student services administrator; advocate for diversity and inclusion. Currently, senior academic planner for the Office of Student Success at UW System Administration.
- Master's in college student personnel.

Rada Distinguished Alumni Award

Recognizes alumni who have graduated within the last 20 years, achieved professional distinction and taken part in humanitarian activities. Professor Emeritus Ron Rada and his wife, Jane, created the award in 2002. The award includes scholarships presented to current students in a department of the recipient's choosing.



Sulaimon "Wale" Elegbede, '05

- Esteemed business and servant leader. Founding board member of La Crosse Interfaith Shoulder to Shoulder Network to curb growing anti-Muslim sentiment. Currently, head of the Project Management Office and director of Strategy Management Services at Mayo Clinic.
- Bachelor's of information systems.



Corey Sjoquist, '96 & '03

- Influential college admissions counselor in the state of Wisconsin. Currently, director of the UWL Admissions Office, where he has worked since 1996.
- Bachelor's in mass communications; master's in college student development and administration.

Burt and Norma Altman Teacher Education Award

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



Pamela Kalafut, '77

- Prestigious high school teacher, mentor and student activities director at Hinsdale, Illinois, Central High School for 34 years. Currently, retired and serves as a substitute teacher with the Avery Coonley School in Downers Grove, Illinois.
- Bachelor's in art education.

Know someone deserving an alumni award?

Nominate alumni at: www.uwlax.edu/alumni/connect/awards/nomination

So, who has been recognized?

View past recipients at: www.uwlax.edu/alumni/connect/awards

Mohs to coach swimming, diving



Steve Mohs

Steve Mohs, who was assistant swimming coach at Illinois State University, has been named head coach of UWL's women's and men's swimming & diving teams. The Sauk Rapids, Minnesota, native was associate head swimming coach at the University of South Dakota in 2017-18. Mohs has eight years of head coaching experience, including four (2012-16) at St. Catherine University (Minn.) and four (2008-12) at Morningside College (Iowa). He holds bachelor's and master's degrees from St. Cloud State University (Minn.)

2018-19 WINTER/SPRING STANDINGS

TEAM	WIAC FINISH	NATIONALS
WRESTLING	1ST	TIED 24TH
MEN'S SWIMMING & DIVING	2ND	43RD
WOMEN'S SWIMMING & DIVING	1ST	NO TEAM SCORE
MEN'S BASKETBALL	2ND	NCAA III FIRST ROUND
WOMEN'S BASKETBALL	TIED 2ND	---
GYMNASTICS	4TH	---
MEN'S INDOOR TRACK & FIELD	1ST	TIED 2ND
WOMEN'S INDOOR TRACK & FIELD	2ND	TIED 11TH
MEN'S OUTDOOR TRACK & FIELD	1ST	18TH
WOMEN'S OUTDOOR TRACK & FIELD	1ST	TIED 37TH
SOFTBALL	TIED 3RD	NCAA III SUPER REGIONAL
BASEBALL	2ND	---

UW-La Crosse lacrosse

A guide for when you head to the new game on campus

New women's Lacrosse Head Coach Cassandra Berger compiled what you need to know when you come to a lacrosse game. Since there are 12 players in action at a time, here are 12 things to know for next spring's debut:

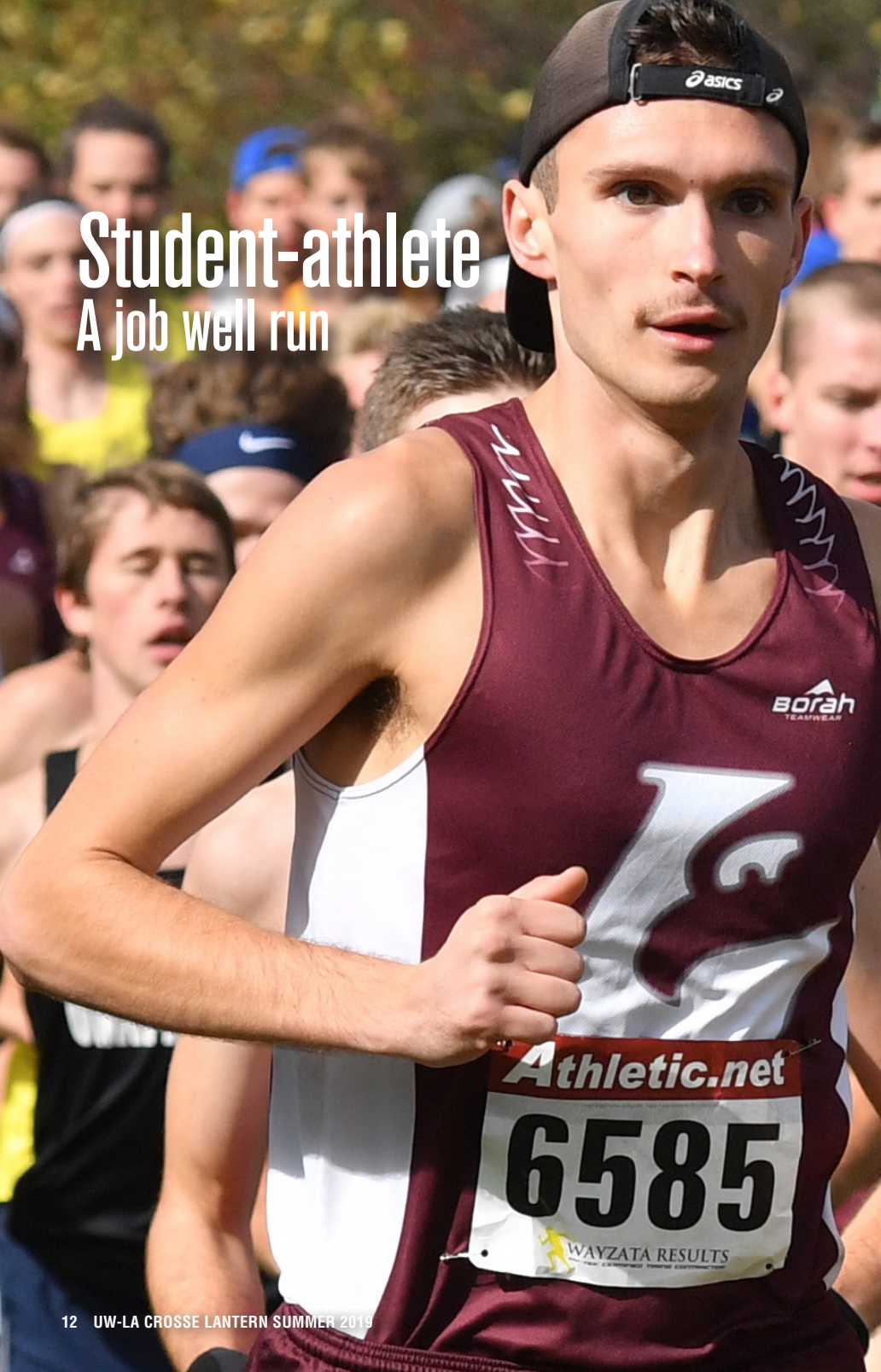
- Lacrosse was started by Native Americans.
- Lacrosse was originally called stickball.
- The first women's lacrosse game was played in Scotland in 1890.
- Lacrosse combines numerous sports into one: basketball, hockey and soccer.
- Lacrosse is currently the fastest growing sport in the U.S.
- Women's lacrosse is UWL's 21st varsity sport.
- UWL is one of two in the WIAC to sponsor the sport. (UW-River Falls is the other.)
- The team will play on the UWL soccer field.
- A lacrosse field is 110 yards long by 60 yards wide.
- Each team has: a goalie, four defenders, four attack players and three midfielders.
- "Offsides" can be called when a team has more than seven players on or over the restraining line in their offensive end.
- A goal doesn't count if the shooter or another attack player steps on or in the goalie's circle.



Cassandra Berger, a former lacrosse standout and assistant coach at the University of Dubuque, has been selected to lead the first UWL women's lacrosse team.

Student-athlete

A job well run



Some believe you are either a student or an athlete. But Thomas Schultz has proven he's both — an exceptional student-athlete.

Not only has the senior Schultz found success in the classroom as a biology major (biomedical science) and chemistry minor, he has experienced national success as a member of UWL's Men's Cross Country and Track & Field Teams. For this success, Schultz was chosen as a National Collegiate Athletic Association (NCAA) Elite 90 Award recipient at the 2018 Division III National Championships in November.

Schultz is UWL's first student-athlete to earn the prestigious Elite 90 award. It recognizes the true essence of the student-athlete by honoring those who have reached the pinnacle of competition at nationals, while also achieving the highest academic standard among peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships.

Schultz says it was amazing to win the award at the cross country championships. "I first found out about this award during my freshman year

and decided to dedicate my collegiate academic and athletic career toward this goal," he explains. "Working toward the Elite 90 Award for the last four years, it was a great feeling to be recognized as a senior."

Schultz, from Darlington, Wisconsin, maintains a 4.00 GPA and was named co-recipient of the 2018 Wisconsin Intercollegiate Athletic Conference (WIAC) Max Sparger Men's Cross Country Scholar-Athlete Award. The College Sports Information Directors of America also named him to the 2018 Google Cloud Academic All-America® NCAA Division III Men's Track & Field/Cross Country First Team.

"Balancing school and athletics or any other activity can be difficult at times," notes Schultz. "There is definitely a balance that can be found between athletics and school, but it does take quite a bit of planning, dedication and communication."

Schultz's senior season was a success. He won the individual title at the 2018 WIAC championships while leading his team to the title. He then finished eighth overall at the NCAA III Midwest Regionals where the Eagles as a team finished second. Schultz then went on to earn



Senior Thomas Schultz ran to success at the NCAA III cross country championships, finishing 14th overall. With his 4.00 GPA, the Eagles harrier earned the NCAA Elite 90 Award, which recognizes student-athletes who have reached the pinnacle of competition at nationals, while achieving the highest academic standard among peers.

NCAA III All-America honors at the NCAA III championships, finishing 14th overall.

Schultz's athletic career isn't over yet. He is currently competing in outdoor track & field in the 5,000-meter and 10,000-meter. He's aiming for a 5,000-meter WIAC title and has an eye on the school record in the 10,000.

Although his UWL chapter is coming to a close, Schultz has no plans to stop excelling in class. He plans to attend medical school in fall with a desire to practice in Wisconsin.

SUDHA'S FAVES | GUBBI "SUDHA" SUDHAKARAN, PH. D.

Professor, Physics; Associate Dean, College of Science and Health
At UWL since: January 1993 | College majors: Physics, chemistry

Favorite class to teach

Physical Science for Educators. This was the first course I developed taught in the active-learning format. It shows elementary education majors how to teach science more effectively by exposing them to a large number of attention-getting physics demonstrations and hands-on activities to use.

Favorite class to retake

No doubt: quantum mechanics. Even though I had one of the best professors in the department at the University of Idaho and I liked the course, it was too abstract and used very high-level mathematics. I've never felt I understood quantum mechanics completely. I am glad to know that I am not alone: "I think I can safely say that nobody understands quantum mechanics." — Richard Feynman, 1965 Nobel Laureate in Physics

Favorite spot at UWL

For the last 25 years, Cowley Hall! I really enjoy talking to faculty and staff from other disciplines. I know most of the faculty in Cowley and it's great to talk about their research and share and stories.

Favorite pastime when not working

Spending time with family because there is nothing more important in my life than my family.

Favorite place to visit/why

San Francisco. My son and daughter-in-law live there and now that we have a granddaughter, my wife and I visit quite often. There are many excellent restaurants and attractions to visit as well.

Hobby

Since I was young, I've meditated every day and I continue to get up early each morning to meditate for half an hour.

GROWING HEALTHCARE LEADERS

As a UWL student, Margaret M. Van Bree took community health education classes where students put public health initiatives into action. In Assistant Professor Robert Jecklin's class, students helped community members quit smoking through a partnership with the American Cancer Society.

The experience and connection helped Van Bree land her first job as the area executive director of the American Cancer Society, Wisconsin Division.

Now president of Rhode Island Hospital and Hasbro Children's Hospital and professor of practice at Brown University, Van Bree says her background in community health education also proved valuable over the long-run of her career — numerous leadership roles with complex teaching hospitals.

For the last decade, these hospitals have become increasingly interested in how community health affects patients, as opposed to orienting themselves toward providing simply episodic, acute services. The trend has made Van Bree appreciative of the relevancy of her undergraduate program. It got her thinking early on about the health needs of a community and how that impacts the healthcare delivery system.

Margaret M. Van Bree is president of Rhode Island Hospital and Hasbro Children's Hospital. She earned a bachelor of science in community health education from UWL in 1982.

GRATEFUL FOR HER START IN COMMUNITY HEALTH EDUCATION, ALUMNA SUPPORTS FUTURE STUDENTS

"That is really important. For me, having started in that realm, it is a more natural connection," she explains. "I think it has made me a better healthcare system leader."

Now, Van Bree is taking steps to help future healthcare leaders emerge with a similar background in community health education. She is setting up an endowed scholarship for females enrolled full time in UWL's Community Health Education program. The student also must demonstrate leadership through campus and community activities.

Taking on a leadership role is not easy, yet future healthcare leaders are incredibly important, notes Van Bree. She also understands how a scholarship can help.

"I remember what it is like to be a student and having to worry about finances — even a small amount can make a huge difference," she says.





FOR YOU

68,000

MAGAZINES MAILED
TWICE A YEAR TO KEEP
ALUMNI UP-TO-DATE

67 EVENTS

CONNECTING 6,209 ALUMNI,
STUDENTS, BUSINESS
LEADERS AND FRIENDS
IN 2018 ALONE



Half Century

Alumni Association keeps
“The La Crosse Experience” alive and well

What started as a box of 3 x 5 recipe cards with about 5,000 names has grown to a nearly 70,000-name database.

The UWL Alumni Association has swelled from its humble start in 1969. Get ready for the fun this fall at the Big Birthday Bash to celebrate those first 50 years — and look toward the next 50!

We’re talking Mr. D’s donuts. A Third Street visit. Brunch. Fall at Memorial Field. And more!

The good times begin with the Distinguished Alumni Awards activities Friday, Sept. 20. (See inductees on p. 6) Activities peak for Reunion Weekend, Oct. 25 and 26.

With a vision to create a lifetime connection with UWL, the UWL Alumni Association builds and maintains relationships among students, alumni, friends and the University.

**149 DISTINGUISHED
ALUMNI HONORED
SINCE 1977**

**600+ ALUMNI
ATTENDED REUNION
WEEKEND EVENTS IN 2018**

DON'T MISS OUT ON THESE FUN EVENTS

September

Friday, Sept. 20 — Distinguished Alumni Awards panel, 2 p.m., Cleary Alumni & Friends Center.

Saturday, Sept. 21 — Distinguished Alumni Awards Brunch and Ceremony, 9 a.m., Student Union.

Friday, Sept. 27 — 35th Anniversary of the Alumni Band and 10th Anniversary of the Pompon practice for Oktoberfest's Maple Leaf Parade, Cleary Alumni & Friends Center.

Saturday, Sept. 28 — Maple Leaf Parade featuring Alumni Band and Poms, along with celebrating the Rose Bowl Band's 50th anniversary.

October

All month — Big Birthday Give Back — community service projects nationwide.

Friday, Oct. 4 — Alumni Art Invitational opening reception, 4-6 p.m., University Art Gallery. Exhibit runs through Oct. 26.

Friday, Oct. 25 —

- Wear Maroon Day — Show your UWL pride wherever you are!
- Happy "Birthday" Hour Pub Crawl, 4-8 p.m., Third Street with stops at: Big Al's, John's Bar, The Helm and The Bodega.
- Friday Night Flick (Movie TBA), 7 p.m., Student Union Theatre.

Saturday, Oct. 26 —

- Big Birthday Bash Brunch, 8-10 a.m., Cleary Alumni & Friends Center.
- Wall of Fame Induction Ceremony, 10:30 a.m., Mitchell Hall.
- Campus Open House and Tours, 10 a.m.- noon, campus.
- Art Alumni Invitational Last Blast, noon- 5 p.m., University Art Gallery.
- Pre-game L-Club Tent, stadium parking lot.
- Football: UWL vs. UW Oshkosh, 1 p.m. Roger Harring Stadium.
- Homecoming for Heroes, 7 p.m.-midnight, Mitchell Hall.
- Football Reunion honoring Coach Roger Harring, 5 p.m.

Get the latest: www.uwlax.edu/alumni/birthday

FOR LA CROSSE

3 \$1,000 LEGACY
SCHOLARSHIPS
AWARDED
EACH YEAR

**334 UWL
EMPLOYEES**

ARE ALUMNI AND RECOGNIZED EACH
YEAR THROUGH EAGLES @ WORK

Our leaders

Five people — three alums — have led the Alumni Association during its' first 50 years. They include, from left:

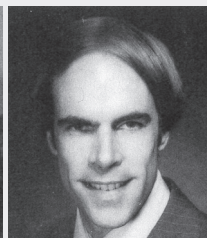
Eleanor Kennedy, Secretary and Executive Director, '64 & '76 — 1964-88

Tom Macgillivray, Coordinator, '70 — 1976-77

Roger Hughes, Coordinator — 1978-79

Caroline Norelius, Executive Director — 1988-97

Janie Morgan, Executive Director '85 & '86 — 1998-present



Alumni networks extend campus life

After a great La Crosse Experience during college, it's only natural to stay connected to campus. Do that not only through the Alumni Association, but through its networks.

Nearly 20 networks have formed over the years. Some remain active and involved, while others are idle — waiting for alums to take charge! To re-energize a network, or form a new one, contact Janie Morgan at jmorgan3@uwlax.edu.

Active Alumni Association networks

Alumni Band
Beta Sigma Chi
Chicago
Delta Sigma Phi
Epsilon Iota
Madison
Milwaukee
Silver Eagles
Twin Cities

Inactive networks

Alpha Phi-Delta Kappa
Southern California
Prairie du Chien
Residence Life Staff
Rochester
ROTC
Student Alumni Ambassadors
Taipei, Taiwan
Theatre Alumni
Tokyo, Japan

500+

STUDENTS & ALUMNI

ARE BROUGHT TOGETHER EACH YEAR THROUGH OUTREACH PROGRAMMING

\$50,000

WAS DONATED TO THE ROGER HARRING
FIELD AT VETERANS MEMORIAL FIELD
SPORTS COMPLEX IN 2006



With its vision to create a lifetime connection with UWL, the Alumni Association organizes a variety of gatherings to build and maintain relationships among alumni, students, friends and the university. The events range from gatherings at businesses to fun golf outings, and campus student events to get-togethers across the country.

FOR A LIFETIME

**1,583 LIFE
MEMBERS**

ESTATE GIFTS

**CREATE A LASTING LEGACY
FOR YOU AND THE UWL
ALUMNI ASSOCIATION**

“ I have met alums young and old, in our own backyard and continents away. The one thing that we all have in common is this place — this campus. Other universities may have something similar, but being part of the ‘La Crosse Experience’ is truly something special.”

Janie Morgan, '85 & '86, Executive Director, UWL Alumni Association

YOU CAN HELP!

Past presidents and chairs of the Alumni Association board have set a fundraising goal of \$250,000 as part of the Big Birthday Bash.

The successful campaign will support these vital association priorities:

- additional Legacy scholarships.
- enhanced opportunities for student-alumni relationship building.
- upgrades to the Lantern magazine.
- additional network events nationally — and internationally.
- securing long-term financial stability.

“The UWL Alumni Association’s mission is to keep alumni connected to each other and to the university,” says Executive Director Janie Morgan. “We plan to continue that mission for the next 50 years and beyond.”

Join in supporting the Alumni Association at:
www.uwlax.edu/alumni/membership/joinrenewcontribute

**50-YEAR
PARTNERSHIP**
WITH THE UWL FOUNDATION

**MAINTAIN LIGHTING
OF THE “L” AND
HANGING THE
LANTERN TRADITION**

Remembering *the* Rose Bowl

Band members who marched in Pasadena invited to special reunion

It was nearly 50 years ago — Jan. 1, 1970, in sunny Pasadena, California.

La Crosse State University's Marching Chiefs were gearing up to perform in front of millions of parade goers and TV viewers in the Tournament of Roses Parade, leading to the most highly-attended college football bowl game — the Rose Bowl.

The thick aroma of fresh flowers on floats and palm trees blowing in the cool breeze were a warm welcome for the Wisconsinites, led by director John Alexander, a.k.a. "Doc. A."

To prepare for the 5 ½ mile parade route, Alexander arranged for the group to take a 10-mile practice march down the newly constructed I-90 to celebrate its opening.

"We had to get a sense of how long this parade was going to be," recalls snare drummer Glen Slaats. "Most of our performances were during half time of football games."

Slaats and the others came up with plethora of ways to raise money for the trip. With each needing more than \$230, they sold cookbooks filled with their favorite family recipes and buttons for a buck — not to mention Chicken-Qs, radio marathons and game-day flower sales.

For some, this would be the biggest musical performance of their life. For others, it sparked the beginning of a successful music career. They made strong memories and friendships.



REUNION!

Rekindle memories and friendships during a 50th anniversary Rose Bowl trip reunion in September. Details: UWLrosereunion@gmail.com or 50th Rose Bowl Anniversary UW-La Crosse Marching Chiefs Facebook Public Group page.



Above and left: The UWL Marching Chiefs perform at the Rose Bowl Parade in Pasadena, Jan. 1, 1970. During the parade, they played "On, Wisconsin!" "Beer Barrel Polka" and "Everything's Coming Up Roses." Band members in the '70s were no strangers to high-stakes performances. In addition to the Rose Bowl Parade, they marched for Green Bay Packers and Minnesota Vikings games.

NOSTALGIC NOOK



Band members sold copies of "Chiefs' Choice" cookbook for \$3 to raise funds for their trip to Pasadena, California. Here is a recipe from Mrs. Maurice Graff — the wife of longtime UWL professor and administrator Maurice O. Graff.

Hawaiian Chicken Salad

2 large chicken breasts
 2 large chicken legs
 Simmer till tender, remove meat, chill and cube
 1 cup seedless grapes
 1 ½ cup celery
 1 can Mandarin oranges
 ½ cup mayonnaise
 ½ cup sour cream
 2 tbsp. chopped parsley
 2 tbsp. chopped onion
 2 tbsp. lemon juice
 1 tsp. salt

Mix together, add to first ingredients, chill in refrigerator several hours, serve in lettuce cups and sprinkle with toasted almonds.

Mrs. Maurice Graff,
 2303 Johnson St., La Crosse, Wis.



Fun with flour

Alumna leaves bean counting for baking

Business owners wear many hats, but the chief cooks and bottle washers at D L Cakery in La Crosse have some of the most colorful.

In their handmade, flower-patterned chef hats, the two drum up new baking inventions and practice family-heirloom recipes over constant infectious laughter and conversation. When the cakes are baked and the frosting spread, co-owners Lisa Butterfield and Debra Kreinbring take their show on the road, delivering their goodies around La Crosse

— including special singing birthday deliveries for UWL students.

Nearly every one has been a hit, notes Butterfield, '83. That's minus one student who opened his residence hall door with wide eyes as Butterfield began an enthusiastic rendition of "Happy Birthday." He quickly grabbed the cupcakes and slammed the door.

"Other than that, we get a good reception — even the roommates get into it," says Butterfield. "This is about more than just baking. It's about having fun with customers."



Baking buddies Lisa Butterfield, '83, left, and Debra Kreinbring opened D L Cakery in 2011. They met while volunteering with Girl Scouts and subsequent baking-related commitments. Family and friends kept suggesting that they start their own bakery. They did.



The best-kept secrets still spread

D L Cakery doesn't advertise or flash a loud sign on its door. At an inconspicuous corner of a brick building at Saint James and Caledonia streets in La Crosse, it's easy to miss. "We still have to turn away business," notes Kreinbring.



Mama's special treat

Inside aromas of freshly baked bread and chopped garlic fill the air. As the spinach, garlic and feta cheese croissants make their way into the oven, Butterfield explains how D L Cakery offers more than cake. From Butterfield's Norwegian family recipe for rosettes to a special request for sour cream raisin pie "like mama made," the duo make a bit of everything. They also make desserts for a variety of events such as weddings and anniversaries "It is the memories that people want," notes Kreinbring. "They want to taste the memory."



From bean counter to baker

Butterfield, with a degree in accountancy, had a career in accounting prior to becoming a full-time baker. A Norman Rockwell print on her wall of a distressed man hunched over papers reminds her how "tax season got to me," she says. But her accountancy skills continue to pay off. She now keeps the books for D L Cakery.



Still in step with UWL

Butterfield met her husband, Dale, playing in UWL's marching band in the early 1980s. With Dale on tuba and Butterfield on clarinet, they still share band moments together — now with the UWL Alumni Band. Butterfield is also the band's treasurer and a past president of the UWL Alumni Association.



Baked goods for UWL

D L Cakery often provides baked goods for UWL events. Here are treats Butterfield displayed at the latest Barrels & Bites UWL alumni event.



**Want to order? Contact D L Cakery
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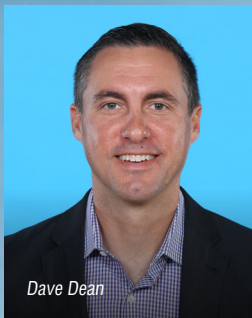
FEATURE CLASS NOTES

The Milwaukee Bucks' season to remember had an assist by UWL alums.

Dave Dean, '00, and James Herro, '08, helped the team complete its most successful season since the early '70s. Dean earned a bachelor's in sport management while Herro studied marketing and international business.

Once on campus, Dean knew he made the right choice. "From academics, to intramural athletics and the campus, everything was a great fit for me," he says. "I loved my time there."

Dean continues using skills he acquired for the Bucks. "Being organized, having the ability to multi-task and use time management are key," he notes.



Dave Dean

As vice president of basketball operations, Dean oversees many different departments and areas, with much of his time with the Wisconsin Herd in the NBA G League in Oshkosh.

"Making sure we are accomplishing what we need and when we need it for the big picture and the day-to-day items is a highly important task and responsibility I have with the Bucks," he explains.

Dean started with the Bucks as a public relations intern in 2001-02. He worked as player personnel/scouting assistant (2002-08) and director of basketball administration (2008-17) before being named the vice president of basketball operations.

Dean discovered skills for managing projects on campus. He worked in recreational sports and for The Racquet while working with the La Crosse Bobcats in the Colonial Basketball Association.

He enjoys the people he works with first and foremost. And working at the Fiserv Forum, the new home of the Bucks that opened for the 2018-19 season, is key.

"Fiserv Forum is an absolute game-changer and is the best arena in the world," says Dean. "The fact that we have it in Milwaukee and what Peter Feigin (Bucks team president) and his group have been able to accomplish on the business side is nothing short of spectacular."

Dean and Herro agree that the success of the Bucks has been incredible.

"I have been with the organization for 18 years and have seen highs and a fair share of lows," says Dean. "This is the highest

of highs I have ever been a part of and I believe it may be just the beginning.”

Herro says the Bucks’ success from a sales standpoint was perfect.

“Opening a beautiful new venue and the team playing so well is huge for attracting new businesses and retaining current customers,” notes Herro.

Herro began working with the Bucks in 2008 as a sales associate, but gained experience



James Herro

while working with the Great Falls White Sox (2004) and Iowa Cubs (2005).

He says the importance of networking and gaining work experience prior to entering the job market was an important part of getting an opportunity to interview with the Bucks.

As senior consultant of premium sales for the Bucks, Herro’s focus is generating new business with a focus on corporate premium seating for the all Forum events.

“I enjoy the contact and people you meet and being the go-to-guy for tickets,” says Herro.

He says while working in sports, the opening of an arena is usually an once-in-a-lifetime opportunity.

Engineers of the deer

Alums lend a hand with the Milwaukee Bucks



Gov. Tony Evers added Kara Pennoyer, '06 to his capitol office staff in early January. Pennoyer, Immediate past chair of the UWL Alumni Association Board, had previously worked for Senate Minority Leader Jennifer Shilling, '92.

CAPITOL COLLEAGUES

Governor's deputy chief of staff found career focus after conducting undergrad research

Kara Pennoyer wasn't at the top of her class her first two years at UWL. But her college grades and career ambitions shot up after a professor asked her to to help with an exciting study.

So, instead of heading home to Wauwatosa, Wisconsin, Pennoyer spent the summer after her sophomore year calling Minnesota and Wisconsin households to determine the likelihood of someone supporting a woman as president. Pennoyer led a team of other research assistants working alongside a former faculty member Kara Lindaman.

Pennoyer then presented the results with Lindaman at a national conference and conducted her senior capstone project on a similar topic. Her extensive undergraduate research experience propelled her into graduate school in public administration.

"It was this faculty member making an investment in me — thinking I could handle this work — that was the change," says Pennoyer. "I felt more focused after that."

Today Pennoyer is deputy chief of staff for Wisconsin Gov. Tony Evers. She handles issues before they rise to the chief of staff and oversees several teams working for the governor's office. It has been fascinating to be a voice at the table as important decisions are made, including developing the governor's state budget proposal, she says.

When Pennoyer left for graduate school in Chicago, she missed Wisconsin. It was a connection with Sen. Jennifer Shilling, '92, that brought her back.

Pennoyer worked for Shilling for nine years, eventually becoming her chief of staff before accepting the governor's office position. She says Shilling's team became like a family and it was hard to leave.

But Pennoyer is glad to be joining another supportive team while continuing to work for the state she loves.



Fred Ludwig, '08, was a sociology major and public administration and philosophy minor who gained leadership experiences in college. Today he's chief of staff for Wisconsin Lt. Gov. Mandela Barnes.

Two key lessons from college classes direct Lt. Gov. Chief of Staff

Fred Ludwig, '08, remembers two powerful lessons in college.

No. 1 — deep inequalities exist across racial, gender, class and other lines.

No. 2 — People can affect change.

The chief of staff for Wisconsin Lt. Gov. Mandela Barnes has a decade-long career in politics under his belt where he is regularly putting these two ideas into action. Today Ludwig works long hours overseeing policy and political objectives of the lieutenant governor, as well as day-to-day staff management.

"Helping to develop his agenda has really been the pinnacle of my career in politics so far," says Ludwig.

That career — serving as staff for various senators and representatives, among other

roles — started at UWL where he ran for and became UWL student association president in fall 2007.

Back then he was already finding ways to transform his sociology and political science coursework into real change. His capstone research project in sociology with one of his most memorable college mentors, Enilda Delgado, focused on determining UWL student perceptions of a plan to increase tuition with the goal of increasing faculty and staff and expanding campus access. The plan, Growth, Quality and Access, ultimately was approved in December 2007.

"It was kind of the Wisconsin Idea in motion," explains Ludwig, regarding his capstone project. "I was developing skills from my coursework and applying it to the real world."

Ludwig was instrumental in not only investigating student's perceptions of the plan, but also seeing that the voice of students was heard among the higher education leaders and policy makers.

Delgado says watching students advance in their life and career after gaining insights and direction in college is the reason she teaches.

"Seeing students using the material they learn and their experiences to exercise change in society — and positive social change at that — is the ultimate gift," she says.

UWL Chancellor Joe Gow says he's had the privilege of collaborating with many Student Association presidents. "Fred was certainly one of the best," Gow says. "He was committed to working with the administration to do great things for the university. The Growth, Quality and Access plan has resulted in more than 200 new faculty and staff positions at the university and enabled us to lower the student to faculty ratio from 24:1 to 18:1."

VET ADVOCATE

Alumna is first female secretary of
state Department of Veterans Affairs



Mary (Masters) Kolar, '80, called her UWL experience a "significant milestone" in the path to becoming secretary of the Wisconsin Department of Veterans Affairs during a Chancellor's Community Council presentation in May. Kolar pointed to UWL faculty who didn't just teach classes, but also placed an emphasis on serving students. She also had support from family, friends and her academic advisor who helped her persist through challenges in college and find opportunities. It added up to an "incredible education," Kolar notes.

When Alumna Mary Kolar returns to La Crosse, she visits Grandad Bluff to take in the view. Amid the underlying coulees, Kolar gained some of her first experiences in business and leadership.

Along with other members of a professional business sorority on campus, Phi Gamma Nu, Kolar found career guidance through interview and resume workshops, guest speakers and business tours. Joining the group was "one of my better decisions" in college, she says.

The group sponsored a career day where Kolar and others connected with recruiters. Talking to a Navy recruiter her senior year set Kolar's 28-year U.S. Navy career in motion.

Kolar started her U.S. Navy career a few weeks after graduation and went on to

serve in various command and staff positions nationwide, focusing on recruiting, training, educating and leading sailors. She retired as a captain in 2008.

But Kolar's military service didn't end there. Appointed by Governor Tony Evers in December, Kolar is now the first appointed female secretary of the Wisconsin Department of Veterans Affairs. She is responsible for the leadership and management of the department, as well as the chief advocate for the more than 350,000 Wisconsin veterans and their families.

Kolar is proud to work with Wisconsin's three veterans homes to provide quality care to vets statewide. She looks forward to increasing the level of care and ensuring veterans and their families receive the benefits they have earned, she says.

Their computer science code words: lasting scholarship

Tuition was reasonable when Michael, '84, and Patti Langer, '86, attended college. Michael funded his education through the GI Bill; Patti worked to pay off college.

The couple knows paying for tuition is more challenging today — but they know a college education remains vital for career success. “We believe in the importance of a higher education and want to help highly motivated students make this goal a reality,” says Michael.

The Langers did just that by creating the Michael J. and Patricia F. Langer Computer Science Scholarship. It will benefit full-time sophomores majoring in computer science. If students stay full-time in the program and maintain a 3.25 GPA, the award renews their junior and senior years.

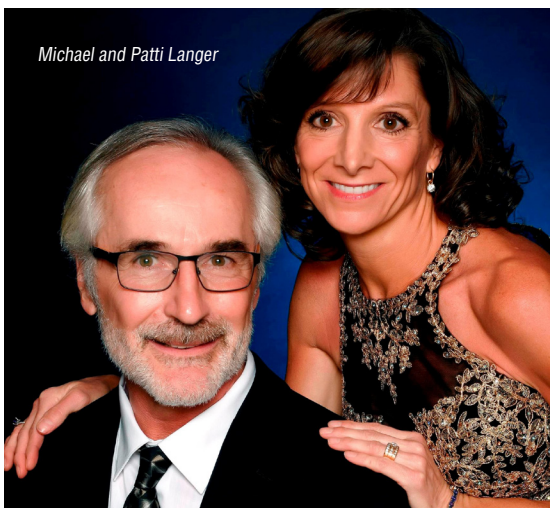
The Langers, who work at supercomputer manufacturer Cray, don't want a lack of money or excessive work to get in the way for students. They have named the UWL Foundation a beneficiary of their trusts. The gift will create an endowment of approximately \$1.5 million that will provide \$60,000 in scholarships annually.

“Obtaining a degree can be expensive and funding that education is not always within everyone's reach,” notes Patti. “Because of this we wanted to give students the confidence that if they apply themselves and remain in the computer science program, they have the opportunity to graduate without a large financial burden.”

It's something UWL students will be able to count on for generations.

YOUR 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



Michael and Patti Langer

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