

LANTERN

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UNIVERSITY OF WISCONSIN-LA CROSSE ALUMNI MAGAZINE



STRETCHING THROUGH TIME

Exercise and Sport Science Program celebrates 100 years

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CLASS NOTES ONLINE

For complete class notes each quarter, go to www.uwlaumni.org. Click on 'News,' then 'Lantern.'

ON THE COVER

STRETCHING THROUGH TIME: Physical education class in Wittich Hall circa 1920.

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UW-L Murphy Library archives all past issues of the *Alumnus*/*Lantern Magazine*. View them at: <http://murphylibrary.uwlax.edu/digital/uwl/Alumnus/index.html>

CLASS NOTES POLICY: The UW-L 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.uwlaumni.org for details.



A HISTORICAL P.E. LESSON

As I look back at my teaching at UW-L, I realize how fortunate I was to choose a thesis and study under faculty such as Dr. Ernest Gershon and be a part of the program whose reputation became nationally known in the '20s, '30s, '40s, '50s and beyond.

I did not grow up near La Crosse nor select physical education as a field of study. My areas were history, geography, music and Spanish, graduating from Platteville State Teachers College in 1949. During the next eight years, my high school teaching found me being guided into physical education and I received a graduate fellowship that took me on a new pathway.

One path led through Wittich Hall in summer 1966. Because I did not have a bachelor's degree from the La Crosse physical education program, I had a deficiency in gymnastics and had to pass tests administered on various pieces of equipment. Dr. Ernest Gershon was my adviser and professor. For this routine, Richard Detert, a student gymnast, was my coach.

I trained and passed on the required apparatus in Wittich and completed a floor exercise routine to music. My final test was a flank vault on the pommel horse. Dr. Gershon was present. I began my approach with vigor and took off flawlessly. The routine went ahead as planned; however, my right foot first metatarsal joint slammed into the left foot first metatarsal joint. To this day, 47 years later, I am reminded of that moment whenever I put my right shoe on! But, I passed.

During that same summer, when I was doing research for my thesis on Walter Wittich, director of the Division of Physical Education 1918-53, I had the good fortune to meet his wife and visit his son, George, a physical education teacher in Beloit.

George told me a story about being on the campus golf team when Mr. Wittich was the golf coach from the 1920s to 1950s. Walter, I might add, was an excellent golfer. Evidently the whole family was very good at the sport. Mr. Wittich was a 6'4" tall, imposing figure with a reserved demeanor. Professional

in all respects and had a reputation of expecting no less than your very best in all things.

It seems that Mr. Wittich was golfing at the La Crosse Country Club with the campus team and his caddy placed his bag of clubs against the railroad tracks while waiting for Wittich to tee off. A Burlington passenger train came and cut off all the club heads. The caddy was so upset he ran home without ever turning around.

Although I never knew Wittich personally, by the time I completed my research and thesis I felt I knew him well and the building was appropriately named in his honor. He put La Crosse exercise and sport science on the nation's map.

Anna Beth Culver, '67, UW-L professor emerita, was a faculty member from 1966 until 1990.

CAMPUSNEWS

How we rank

U.S. News & World Report ranks UW-L as No. 3 among comprehensives; recognizes UW-L for undergraduate research

UW-L regained its spot as the No. 3 public university in the Midwest according to U.S. News & World Report's 2014 America's Best Colleges. It's the 13th year in a row UW-L has remained the top-ranked comprehensive university in the UW System. And, for the first time, UW-L was included in the elite group of national universities that provide excellence in undergraduate research by being listed in "A Focus on Student

Success" for undergraduate research and creative projects, which recognizes "outstanding examples" of programs educators say are key for student success. UW-L was one of only 39 institutions nationally in the group that includes Harvard, Yale, Princeton, Stanford, the University of Michigan, the University of North Carolina and UW-Madison, the only other Wisconsin school listed.



RESEARCH FRIENDLY

Undergraduate students showcased 3,050 presentations at the 2013 National Conference on Undergraduate Research (NCUR) at UW-L in April. U.S. News & World Report has listed UW-L as one of only 39 universities nationwide for "A Focus on Student Success," citing top undergraduate research and creative projects.



UW-L earns national award for diversity, inclusion

UW-L received the 2013 Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education. The national honor recognizes U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion. UW-L was featured along with other recipients in INSIGHT Into Diversity magazine's November 2013 issue. The magazine selected UW-L based on its diversity and inclusion initiatives, along with embracing a broad definition of diversity, including gender, age, race, ethnicity, Veterans, first generation, people with disabilities, and members of LGBTQA.



Biology Professor Scott Cooper, left, reviews data on a ground squirrel study with UW-L student researchers. The UW-L Biology Department received the 2013 UW System Regents Teaching Excellence Award.

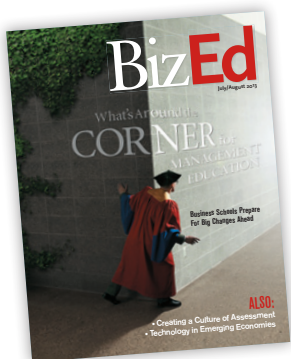
BIOLOGY DEPARTMENT HONORED

UW-L's Biology Department receives UW System Regents Teaching Excellence Award

UW-L's Biology Department received the 2013 UW System Regents Teaching Excellence Award for academic departments and programs. The prestigious award goes to one program in the system for a strong commitment to teaching and learning, use of effective teaching strategies to enhance student learning and significant impact on students' intellectual development. The committee also cited the department's success with

underrepresented students. "To this day, I continue to look up to their example, both as individual professors and as an exceptional department as a whole," says Lindsay (Aylesworth) Boateng, an '05 and '09 graduate of the biology undergraduate and graduate programs, who is earning a doctorate at UW-Madison.

CBA in 'BizEd'



Business leaders throughout the world are learning UW-L means business. The College of Business Administration was featured in the July/August issue of "BizEd," a bi-monthly magazine published by The Association to Advance Collegiate Schools of Business International, a leading accrediting body for business schools worldwide. With a 15,000 circulation, "BizEd" goes to deans, faculty and more than 1,300 institutions globally. "Being in 'Biz Ed' basically guarantees that you'll have name recognition among business colleges worldwide," says UW-L CBA Dean Bruce May. See the article in BizEd visit <http://www.e-digitaleditions.com/i/139946/42>.

In March 2013, the CBA was re-accredited by AACSB International, keeping it among the five percent of business programs worldwide that meet rigorous standards.



LEARN MORE AT
SPOTLIGHT.UWLAX.EDU/BIOLOGY-DEPARTMENT

RECORD ENROLLMENT

UW-L welcomed its largest first-year student class since 1986 on its way to record enrollment in fall 2013. UW-L saw 1,990 first-year students contribute to a total of 10,427 — 200 more than a year earlier, the previous record. Despite the growth, UW-L remains focused on personal attention to students with a 19:1 student-to-faculty ratio, down from 24:1 five years ago.

A Fulbright leader

UW-L's a national leader in producing Fulbright scholars, the U.S. government's flagship international exchange program. With two awards, UW-L was listed among the 80 "top producing" institutions that had the highest number of Fulbrights. "It's a measure of our commitment to developing our faculty and their research interests, and to developing a global society," says UW-L Provost Heidi Macpherson.



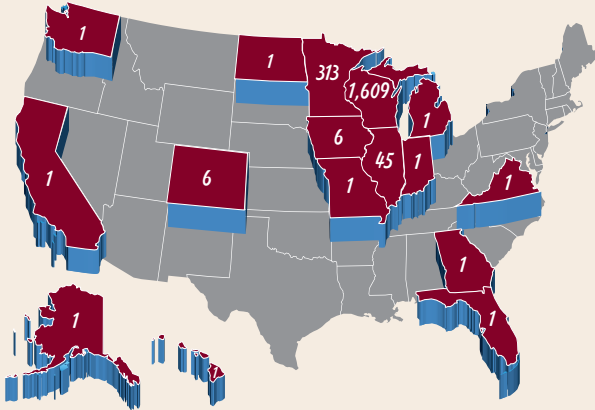
International efforts recognized

UW-L continues to be recognized for stellar international efforts. The university ranks No. 30 nationally for students studying abroad, with 435 heading overseas. That's the highest among UW System master's level institutions. And UW-L has the fourth largest international student population of all colleges and universities in Wisconsin, after UW-Madison, UW-Milwaukee and Marquette University.

Interesting Facts

Fall 2013 First-Year Class

NEW UW-L STUDENTS FROM ACROSS THE U.S.



TOP STUDENTS



77

Valedictorians

26

Salutatorians



Alexander
Nicholas
Tyler

MOST Popular NAMES

Emily
Megan
Sarah
Hannah



Most Common BIRTHDAY
4.13.95

10 sets of
T W I N S

Financially savvy

Hoping to make good financial decisions? The UW-L Alumni Association is partnering with UW Credit Union to improve your “financial health.”

COME HOME!

RESIDENCE LIFE “STAFFERS” TO REUNITE IN JUNE

All who worked in residence halls reunite! The Office of Residence Life will host a staff reunion on campus June 20-22, 2014. The tentative agenda:

Friday, June 20

- Arrival day
- Housing available in Eagle Hall & Reuter Hall
- Golf at Forest Hills
- Welcome reception at Howie’s
- La Crosse Logger’s Game

Saturday, June 21

- Activities on your own
- La Crosse Queen boat cruise
- Trip to Grandad Bluff
- Campus tours
- Sessions: Campus master plan, new student center
- Evening semi-formal banquet

Sunday, June 22

- Continental breakfast
- Checkout of halls

Watch your email for more details, or contact Director of Residence Life Nick Nicklaus at nnicklaus@uwlax.edu.

Score High

USING CREDIT WISELY

Managing credit can be complicated. Having credit can help build a good credit score, but relying on credit too much can cause trouble.

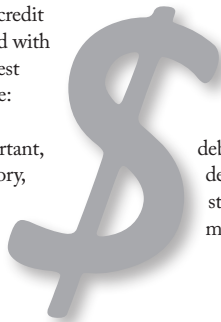
Those with a good credit history are rewarded with loans at lower interest rates. Topics include: understanding why good credit is important, building credit history, using credit wisely, requesting and reading your credit report, and closing credit accounts.

Pay it down

HOW TO CREATE AND STICK TO A DEBT REPAYMENT PLAN

Looking to pay down debt, but not sure where to start?

Finding it challenging to stick to your current debt repayment plan? Discover how to: take control of debt, create a realistic debt repayment plan, stick to your plan and more.



Dates and times will be posted at uwlalumni.org and emailed four weeks prior to the programs. For more information contact the Alumni Association at alumni@uwlax.edu.

ALUMNI CRUISES

Plan to cruise with fellow alumni in 2014. The UW-L Alumni Association has teamed up with GO Next to provide two trips for 2014.

May 21-29, 2014: The Mediterranean Antiquities luxury cruise includes stops in Venice, Dubrovnik, Kotor, Corfu, Zakynthos, Santorini and Athens. Pricing starts at \$2,499 per person.

July 24-31, 2014: Alaskan cruise with stops in Seattle, Ketchikan, Tracy Arm, Wrangell and Prince Rupert. Pricing starts at \$1,999 per person.

For more information, contact GO Next at 800.842.9023.





UW-L PICTORIAL IS POPULAR

The latest book on UW-L is popular. “We’ve Hung the Lantern: A Visual History of the First 50 Years of UW-La Crosse,” a 200-page book reviewing the first half of the campus that opened its doors in 1909, debuted in October. Professor Emeritus and author Leslie Crocker gave a brief presentation and signed copies of his book in the Cleary Alumni & Friends Center.

Two ways to get your copy:

1. Contact Author Les Crocker, directly: Mail Les a check \$25 + \$4 shipping, and he will mail you a copy. Send check to: Les Crocker, 15144 Addleman Dr., Houston, MN 55943.
2. Contact the UW-L Bookstore to place a phone order at 608.785.8855. This is the breakdown: book, \$25; tax, \$1.38; shipping, \$7.50; for a total of \$33.88.

“What can I do to help?”

Alumni Association staff often hear that question. Here are ways you can support UW-L:

Help us recruit students:

Bring children or grandchildren for a visit. Encourage neighbors and co-workers to have their children apply.

Provide a job-shadowing opportunity for a current student:

Getting solid experience is critical to success.

Hire our graduates: Each year, more than 2,200 students become alumni.

Join the Alumni Association:

Membership supports networking events, the Lantern, alumni awards, Legacy scholarships and more.

Make a gift to the UW-L

Foundation: The “Share the La Crosse Experience” scholarship campaign is underway— make a difference to a UW-L student.

Stay connected: For more info, contact the Association at alumni@uwlax.edu.

ALUMNI EVENTS

FOR A COMPLETE ALUMNI ASSOCIATION CALENDAR OF EVENTS, VISIT WWW.UWLALUMNI.ORG

Help with alumni directory project

We need your help! Publishing Concepts Inc. (PCI), a trusted partner of the UW-L Alumni Association, will be contacting you to update your information. We recently launched a comprehensive alumni data verification project. Up-to-date information is critical in assembling our upcoming alumni directory, as well as including you in invitations for alumni events, establishing benchmarks for the university, applying for grants and determining our national ranking. Thank you in advance for participating!

THE UW-LA CROSSE ALUMNI ASSOCIATION: FOR YOU. FOR LA CROSSE. FOR A LIFETIME.



FORMER VANGUARDS HOPE TO CREATE OFFICIAL ALUMNI GROUP



Jason Welke, '01, with his wife, Ashley (Rohlman) Welke, '02, and their son, Josh. The two met in Vanguards and are now working to form a Vanguards alumni network.



In this Vanguards photo from 2000-01 Ashley (Rohlman) Welke is in the middle row, second from the left. Jason Welke is in the middle row, second from the right.

Jason Welke, '01, followed his high school sweetheart to UW-L. Although it didn't work out, he still thanks her. UW-L is where he met the love of his life and shared a love for his university too.

Welke met his wife, Ashley (Rohlman) Welke, '02, in Vanguards, volunteers who give campus tours and promote UW-L at programs. Welke says Vanguards share a common connection.

"I think that's why we became such close friends. We connected over our love for UW-L," he says. "We loved our community and wanted to promote that."

Because Vanguards had such a close-knit nature and con-

nection to the university, Welke was surprised no official alumni Vanguards group exists. So he contacted the Alumni Association to start one. He hopes to organize events for Vanguard alums worldwide.

Welke looks forward to sharing memories. He always loved when prospective students gathered in Valhalla to hear Vanguards tell why they chose UW-L. He would say:

"You always hear of people following their first love to the university, and how it never works out," says Welke. "I had that experience, but, really, it ended up working out."

TO FORM AN ALUMNI NETWORK: submit an application for an alumni network charter, which must be approved by the UW-L Alumni Association Board. Networks agree to:

- Follow the constitution and bylaws of the UW-L Alumni Association.
- Elect or appoint one member to the Alumni Association Board of Directors.
- Hold at least one meeting a year.
- Sponsor at least one project or event annually to promote the best interests of UW-L.

THE ALUMNI ASSOCIATION HAS NINE ACTIVE ALUMNI NETWORKS

based on geographic regions and affinity.

**Beta Sigma Chi
Delta Sigma Phi
Madison
Marching Band
Milwaukee
Residence Life
Rochester
Silver Eagles
Twin Cities**

Learn more at

[www.uwlalumni.org/
content/membership2/
networks](http://www.uwlalumni.org/content/membership2/networks)

Founder HONORED

UW-L Alumni Association founder Eleanor Kennedy remembered

If someone exemplified UW-La Crosse, it was Eleanor Kennedy. The founder and long-time executive director of the UW-L Alumni Association died June 1, 2013.

Kennedy came to campus in the '60s as a recent widow who knew that to support her four children, she needed a college education. She planned to become a teacher, but that never happened. Shortly after she earned her bachelor's degree in 1964, President Rexford Mitchell asked her to start the alumni association. He gave her a box of 3 x 5 index cards with 5,000 names and was told "Go for it!"

She did. When she retired in 1988, the list was 40,000 and computerized. She witnessed student lifestyles turn from the '60s

turmoil to '80s conservatism.

Along the way, Kennedy earned a master's on campus in 1976. She mentored many.

"She always called herself the 'friend-raiser' for UW-L," recalls Darryle (Damon) Clott, '66 & '71, who got to know Kennedy while serving on the Alumni Association Board of Directors in the '80s. They formed a friendship that lasted until Kenney died.

Clott says when she thinks of Kennedy, she thinks of three words — a lady, class and grace.

Current Alumni Association Director Janie Spencer didn't work with Kennedy, but kept in touch with her. "The thing I will remember most about Eleanor is she was always such a lady. She loved UW-L and the opportunity to meet so many wonderful



alumni," says Spencer. "Eleanor built a strong foundation for our program, and thanks to her efforts, we're still going strong 44 years later."

From those early notecards with 5,000 names, the current alumni list has grown to 72,800.



The Eleanor Kennedy Scholarship Fund in College Student Development & Administration honors students studying student affairs administration. To make a donation in Kennedy's honor, send it to the UW-L Foundation, Attn: Eleanor Kennedy Scholarship; P.O. Box 1148; La Crosse, WI 54602.



BASEBALL MOVING

EAGLES BASEBALL HEADING TO RENOVATED COPELAND PARK

The Eagles will play baseball at La Crosse's Copeland Park starting in April. In May 2012, UW-L signed a partnership with the La Crosse Loggers that has the Loggers donating annually to UW-L baseball, whose funding was cut in 2009. In exchange, UW-L agreed to assist the Loggers in raising funds for improvements at the city-owned facility where the Northwoods League team has played for 11 years. Barb and Dave Skogen, founders of Festival Foods, donated \$300,000 for improvements, which include an artificial turf infield (pictured above), a video scoreboard, dugout renovation and new batting cages.

UW-L TO HOST NATIONAL GYMANSTICS CHAMPIONSHIPS

UW-L will host the 2015 National Collegiate Gymnastics Association Division III Championships in Mitchell Hall March 20-21, 2015. It's the fourth time UW-L will host the NCGA III championships. The Eagles, who have won a record 15 NCGA titles, including 11 of the last 15, receive an automatic bid as a host.

JASON CHURCH EARNS 2014 NCAA INSPIRATION AWARD



U.S. Army 1st Lt. and former football player Jason Church is the 2014 National Collegiate Athletic Association Inspiration Award recipient. The award is presented to a college coach, administrator or former letter-winner who used perseverance, dedication and determination to overcome a life-altering situation and serve as a role model. The 2011 graduate joined his Striker Battalion in Afghanistan in May 2012 and months later lost both legs below the knee in an IED explosion.

NCAA REPORT

The NCAA's Committee on Infractions issued a report finding UW-La Crosse committed three major violations related to the school's financial aid practices. The NCAA found no one involved in UW-L Athletics, including university or departmental leadership, members of the coaching staff, or student-athletes, acted intentionally to violate applicable rules.

The April 11, 2012 report also found no evidence that student-athletes actually received aid inappropriately – only that the process itself lacked sufficient safeguards to protect against improper awards. The NCAA placed the university on two years' probation and imposed a variety of other punitive and corrective measures. Find more at: www.uwlathletics.com/ncaacase

Wall of Fame Honorees

Four former student-athletes and two major supporters of athletics were inducted into the university's Wall of Fame in October.



Laura (Waterhouse) Ball
SWIMMING AND DIVING,
1996-2000

Athletic highlight: The 1998 team members trained so hard together they became an extended family and won the conference championship.



Greg Barczak
CROSS COUNTRY AND
TRACK, 1981-85

Athletic highlight: Finished first in the 1983 conference harrier run, leading the team that recorded the lowest possible meet points possible — 15.



Phil Ertl
FOOTBALL, 1983-86

Athletic highlight: National championship in 1985; conference championship in 1986. During four years on the team, the squad lost only eight games.



Patti (Franckowiak) Krautscheid
TRACK AND FIELD,
1995-99

Athletic highlight: Set a national record with her 56 – 6 ½ throw of the 20-pound weight at the 1999 nationals.



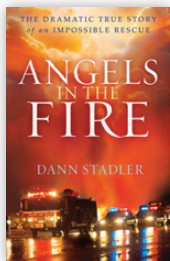
Dave and Barb Skogen
DONALD GORDON MERIT AWARD

Recognized for: Major contributors to the Veterans Memorial Field Sports Complex and Centennial Hall projects. Pledged \$300,000 for baseball field improvements at Copeland Park where the Eagles will play beginning in 2014.

THE WALL: The Wall of Fame pays tribute to former athletes and coaches for their exceptional ability and enhancement of school tradition. The Donald Gordon Merit Award recognizes long-time supporters of UW-L athletics.

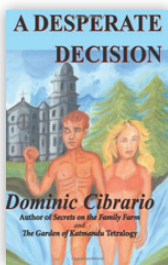


NEW ON THE SHELF



BOOK: "ANGELS IN THE FIRE" BY DANN STADLER, '84

"Angels in the Fire," the true story of angelic intervention involving Stadler and his wife, Tracy (Wills) '84, following a midnight crash caused by a drunk driver. Odds they would both survive were minimal — a testimony to the miracles that began that night and continued through months of recovery. Available on amazon.com.



NOVEL: "A DESPERATE DECISION" BY DOMINIC "NICK" J. CIBRARIO, '69

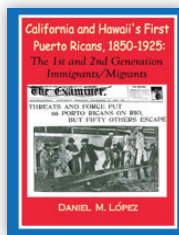
The novel "A Desperate Decision" — a sequel to "Secrets on the Family Farm" — is a love story and murder mystery set during summer 1956 in Wisconsin. Available on amazon.com and www.pomelotree.com.

CD: "AS TIME GOES BY" BY DAVID H. REEDY, '87

"As Time Goes By," a compilation of favorites inspired as a tribute to his parents who supported his musical journey. Available for at reedmusicstudios.com or at Hoenig's in downtown La Crosse.



BOOK: "CALIFORNIA AND HAWAII'S FIRST PUERTO RICANS" BY DANIEL M. LOPEZ, '73



"California and Hawaii's First Puerto Ricans, 1850-1925: The 1st and 2nd Generation Immigrants/Migrants" is a "genealogically-based" history of emigration from Puerto Rico to California (1850-1925), and to Hawaii (Dec. 23, 1900-1925). Available on amazon.com.

ALUMNI AUTHORS

CHECK OUT WORKS BY UW-L GRADS

Alumni who have written books will have a chance to bring them back to campus. Murphy Library will hold its first celebration of books written by alumni in fall 2014. "We hope to receive a wide variety of books, along with having alumni authors return for the event," says Janie Spencer, '85 & '86. Along with a display of the books, authors are encourage to sell and sign copies of their books. Alumni authors with books interested in participating should email jspencer@uwlax.edu.



History Professor Víctor M. Macías-González is the 2013 U.S. Professor of the Year in Wisconsin.

TOP PROF

MACÍAS-GONZÁLEZ IS WISCONSIN PROFESSOR OF THE YEAR

Víctor M. Macías-González came to the U.S. from Mexico in fourth grade speaking little to no English. He was soon on the 4th grade honor roll, in the 6th grade gifted and talented program, and was runner-up of the 8th grade spelling bee.

The boy who came to this country academically behind his peers has received a national award for propelling students forward. History Professor Macías-González received the 2013 Wisconsin Professor of the Year Award in November in Washington, D.C. The Carnegie Foundation for the Advancement of Teaching award is part of the U.S. Professor of the Year

“If you want them to succeed, educate them.”

Víctor M. Macías-González

Program, which salutes the country’s outstanding undergraduate instructors.

It is not the first time UW-L has been recognized nationally for a stellar professor. History Professor Greg Wegner won the award in 2011.

Macías-González attributes his academic success to support he had from parents, teachers and mentors. It showed him the

difference a teacher can make.

“My students’ success — and the curiosity they discover about history — motivates me very much,” he says.

Macías-González has taken a specific interest in working with under-represented students. He helped design UW-L’s Eagle Mentoring Program in 2008, a retention initiative for under-represented, underprivileged second-year students.

Macías-González ultimately sees teachers as agents for positive change in society.

“When you want to keep people down, keep them ignorant,” he explains. “If you want them to succeed, educate them.”

Pay back

'81 alums find themselves in a position to give



THE BRIAN AND LORI HESPRICH SCHOLARSHIP ENDOWMENT FUND ...

provides at least two \$1,000 scholarships annually for full-time sophomores, juniors or seniors with at least a 3.0 GPA and financial need.

Brian and Lori Hesprich know what it's like to struggle financially in college. Brian's parents couldn't help with tuition, so he took out loans and worked. Lori's parents helped, but she still needed loans as well.

Thirty-plus years later, they're changing that. They've endowed a scholarship to help students stay in college and graduate with less debt.

"College was a bit of a burden financially for us," says Brian, '81, the chief financial officer for Fox River Fiber, where he has worked for 16 years. "I struggled financially."

Even though he received a small scholarship after high school, Brian worked through college delivering pianos. Lori

"We want to help anybody who's pursuing a dream."

Lori Hesprich, '81

(Peterson) sent him money after landing her first teaching job following graduation in May 1981 until he received his diploma in December.

"For my parents, going to college was important so they sacrificed to help me pay tuition," explains Lori. She retired in spring 2013 after teaching for 32 years, the last 24 in Green Bay public elementary schools.

Both know the importance of an education. "It got me

in the door," says Brian, who landed his first position as an entry-level accountant. "It gave me a really great base."

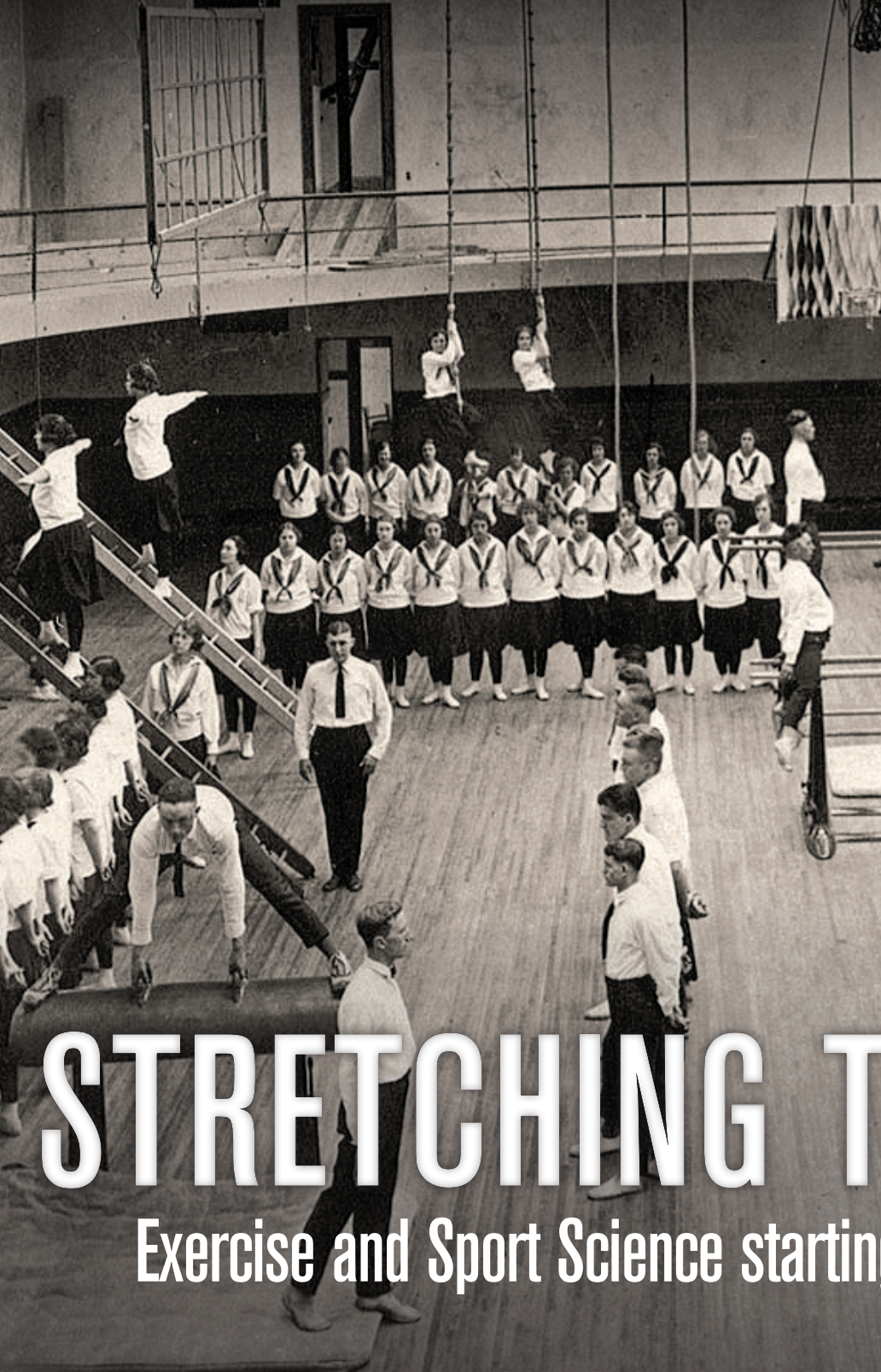
That's why he and Lori want to make a difference.

"We talked about that if we ever got into the position that we could help someone financially, we would," says Brian.

Lori doesn't want students graduating deeply in debt or quitting.

"We wouldn't want to see someone quit school or take time off because of financial reasons," says Lori. "We want to help anybody who's pursuing a dream."

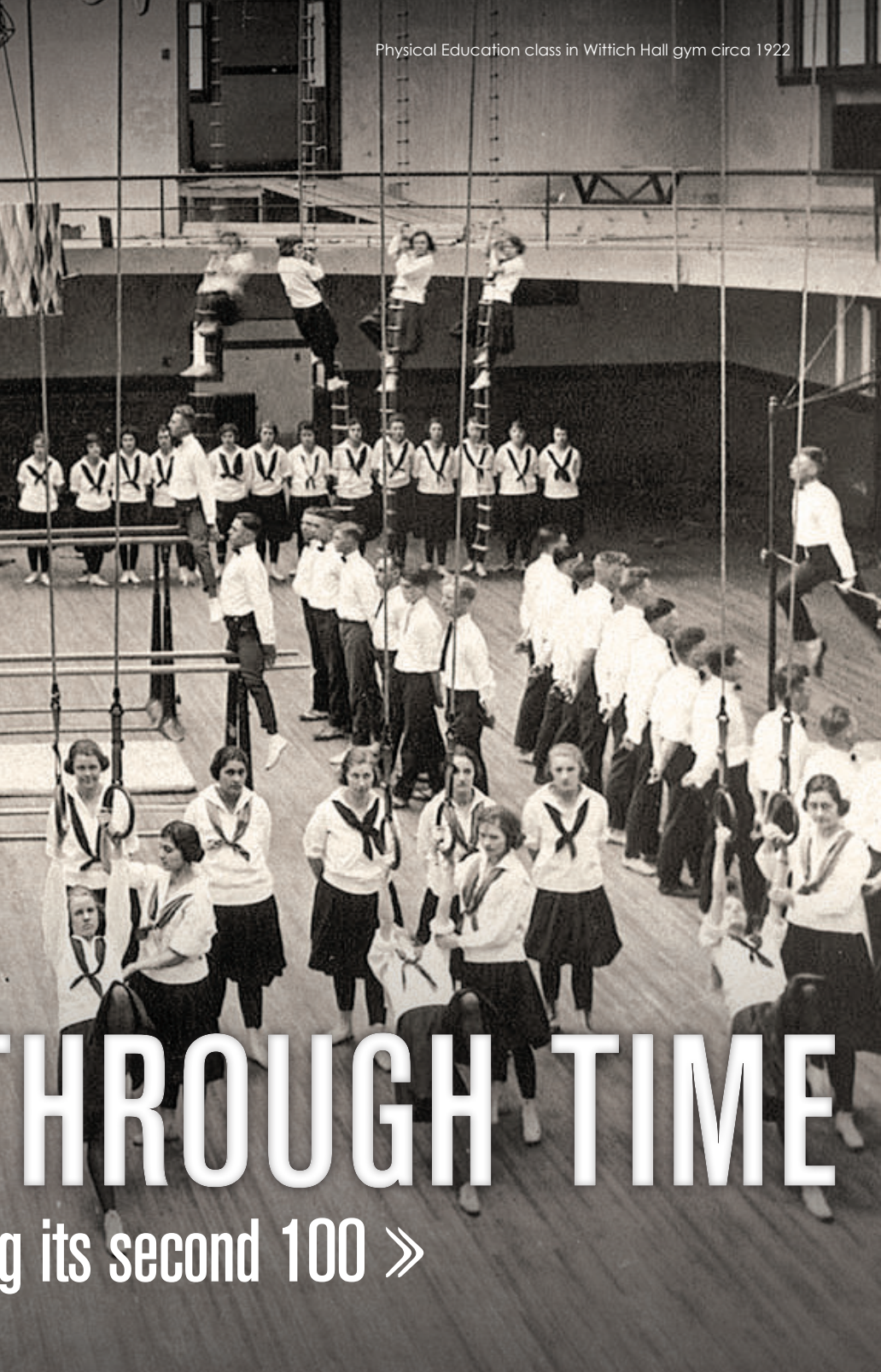
Too few get college degrees, says Brian. "We're investing in someone's future," he explains. "It's a great way to give back."



STRETCHING T

Exercise and Sport Science starting

Physical Education class in Wittich Hall gym circa 1922



THROUGH TIME

g its second 100 »

We've heard it before – exercise! No one knows that better than UW-La Crosse graduates. For 100 years, they've taught physical education, promoted wellness in school, and heard about it in class. Recently, they've taken the message to clinics, athletic facilities and beyond. "The importance of exercise and fitness has generally fallen on deaf ears," says Mark Gibson, chair of the Exercise and Sport Science Department. "It should be part of everybody's fiber. More scientific literature than ever before points to the fact that physical activity is important and yet as a country we're still taking it out of primary and secondary school curriculums." As it begins its second century, the Exercise and Sport Science Department is driving that message home in schools, fitness centers and everyday life.

WITTICH SET THE PROGRAM'S TONE, HELPED IT GAIN NATIONAL ATTENTION

During World War I and II, fitness focused on the poor physical condition of American draftees. Today, it's childhood and adult obesity.

UW-La Crosse has led nationwide efforts in exercise science for more than 100 years. Those roots stretch to the institution's first president, Fassett Cotton, who believed in the German Turnverein "Sound mind, sound body" philosophy. He viewed physical education not as athletic competition, but individual development.

To transform that philosophy into a special field of teacher training, Cotton hired Walter Wittich. He, too, fostered the Turnverein philosophy, says Professor Emeritus AB Culver, '67, who completed a master's thesis on Wittich and

the early department.

"Wittich wasn't opposed to athletics, but he was concerned athletics was only for a limited number of students," explains Culver. "He wanted activities for all students."

Wittich included extensive requirements of activity for students entering physical education teaching and others. He knew the importance of marketing campus as a top college for physical education.

Wittich became a household name with his First Aid Wheel. The paper dial-up offering first aid help was copyrighted in 1942 and gained worldwide attention. "You would find this in many homes, offices, schools, boats, automobiles and medical institutions across the nation," notes Culver.

Wittich also welcomed international scholars to experience in-depth curricular offerings and facilities.

"When the physical educa-



Walter Wittich



Basketball class circa 1920

tion building opened in 1920, it was called the 'Best-equipped gymnastics facility in the world,' says Culver.

It was fitting the campus physical education building be named for Wittich after his 1953 death. "He put La Crosse on the map and made the La Crosse physical education program the best in the nation," notes Culver.

LOOKING AHEAD: MORE THAN TEACHING

That stellar reputation helped attract Mark Gibson to campus. He earned his undergraduate degree at Slippery Rock (Pa.) University, which Gibson calls one of the nation's other top physical education programs.

"By just going there, I knew about UW-La Crosse and its reputation," says Gibson.

He also heard kudos from his wife, Barbara (Derouin), '78, who landed the gymnastics coach job

when he was hired for athletic training.

Gibson says the strong physical education emphasis continues. "UW-L still values physical education for all students," he says. "La Crosse is one of the few remaining state campuses that requires a health and wellness component in its general education program. The idea of a healthy mind and a healthy body remains on the university seal today."

The program continues to grow and stay innovative.

"We're trying to take a more global look at exercise in society rather than just the schools," Gibson explains. "We have to go beyond schools. It's more than a school-based problem and must reach out into society."

The program extended beyond teaching in the late '70s by adding athletic training and cardiac rehabilitation concentrations. It added fitness and sports management emphases in the mid-'80s.

"When the physical education building opened in 1920, it was called the 'Best-equipped gymnastics facility in the world.'"

Professor Emeritus A.B. Culver, '67

Along with a program in teacher education, graduate options include clinical exercise physiology, human performance and sport administration.

One of the most popular majors on campus today is exercise science with a pre-professional emphasis, which could lead to becoming a health-related professional. After its initial three years, the major has more than 600 declared students.



Mark Gibson, chair of the Department of Exercise and Sport Science, poses next to the ESS timeline posted in Mitchell Hall. View the timeline online at www.uwlax.edu/sah/ess.

“They recognize exercise science is important for what they want to do professionally,” explains Gibson. “This is a great place for people interested in health care to get a solid foundation.”

Gibson expects each of the four undergraduate areas to develop into areas throughout society, similar to the way athletic training has expanded into hospitals and clinics. Also, he sees ESS becoming more of a foundation for medical researchers.

Gibson remains confident the teaching program will continue, but not as prominent as it was when the department started 100 years ago.

“He [Walter Wittich] certainly believed exercise was medicine, which is the mantra of our department.”

Mark Gibson, Chair of Exercise and Sport Science Department

WHAT WOULD WITTICH THINK TODAY?

If Wittich were to come back today, would he have envisioned this?

“I think he did,” says Gibson. “He certainly believed exercise was medicine, which is the mantra of our department.”

Wittich saw the importance of a well-rounded education and experience, explains Gibson. Wittich did much more than exercise by being involved in theater and arts.

“He was a true Renaissance man,” notes Gibson. “He understood that an overall well-balanced life included all those things.”

A GERMAN INFLUENCE

Historians attribute breweries in Wisconsin to German immigrants. But, did you know German influence serves as the basis for UW-L’s “Mind and Body” motto and strong physical education roots?

The German Turnverein impacted UW-L’s inaugural president, Fasset Cotton, and Walter Wittich, father of the university’s physical education curriculum.

The Forty-Eighters, German political refugees who brought the Turnverein movement to the U.S., were ardent practitioners of a gymnastic system Friedrich Ludwig Jahn began in 1811. They eventually introduced physical training into schools.

Wittich’s father, George, set Turnverein standards in Milwaukee. The program Walter Wittich would direct at UW-L reflected the fundamental reliance on gymnastics and sports activities maintaining a “sound body” in which the “sound mind” could thrive.

That fit the mold of Cotton. His philosophy of total development of an individual was illustrated in the university’s seal and motto, “Mens Corpusque” — Latin for mind and body.



The German Turnverein influence of a sound mind and body are depicted in the university’s seal, originally designed in 1926.



Today's students blend traditional approaches and technology. **ABOVE:** Graduate Student Jordan Becker, in the clinical exercise physiology program, tests exercise equipment in 2010; **TOP RIGHT:** Exercise and Science Senior Lecturer Lori Petersen, '82, in ESS Class in November 2013; **RIGHT:** Exercise and Sport Science Assistant Professor Jooyeon Jin, director of Physical Activity Pedagogy Lab, left, works with graduate student Breanna Yerks.



RESEARCHING WITTICH

Anna Beth Culver's extensive historical perspective on Walter Wittich almost didn't happen.

Culver, '67, was sitting in the then campus library — today's Wing Technology Center — wondering what to do for a master's thesis. She looked out the window toward the name Wittich on a building and pondered, "I wonder who he was?"

Culver took that question to Professor Ernie Gershon and asked him who Wittich was. If he was thesis material, she wanted Gershon to be her adviser for a historical thesis on Wittich, who she soon discovered was the most instrumental person in the physical education program. Since

Gershon knew Wittich well and was previously his peer, he told Culver, "I can't do that."

Culver's comment was, "Then I can't write the thesis."

Weeks later, Gershon called Culver at 7:30 Saturday evening — New Year's Eve — and asked, "Do you still want me to be your adviser?" Culver said, "Yes, if I'm going to write on Mr. Wittich."

Gershon gave her seven sources and told her to report back Thursday. Culver did. It was the beginning of "Walter J. Wittich: Physical Educator 1885-1953," a 217-page thesis. Find it at <http://murphylibrary.uwla.edu/digital/thesis/1967/culver.pdf>.

WORDS OF WITTICH

"... If one likes to work with young people, help them grow and develop right attitudes toward life, guide them in the use of their leisure time; then the man or woman who enters the profession of Physical Education will find the greatest satisfaction in the service to be rendered to youth and adults through the medium of the physical mechanism. Ours is only one of the educational tools but in its use lie great opportunities for enriching and molding the lives of our fellow men."

— Walter Wittich

Dance class, 1920

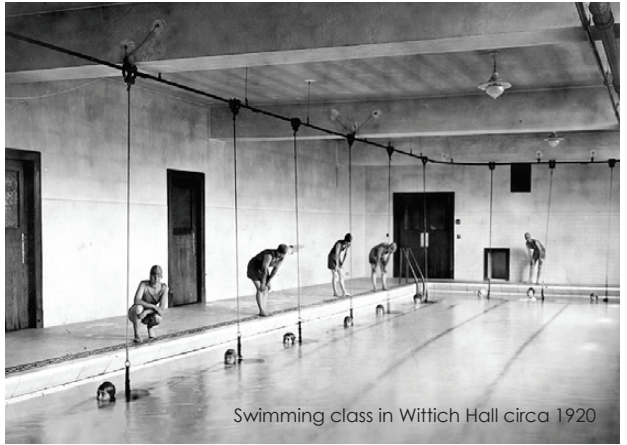


A GOOD LOOK BACK

EARLY DAYS OF WITTICH HALL AND PHYSICAL EDUCATION AT UW-L

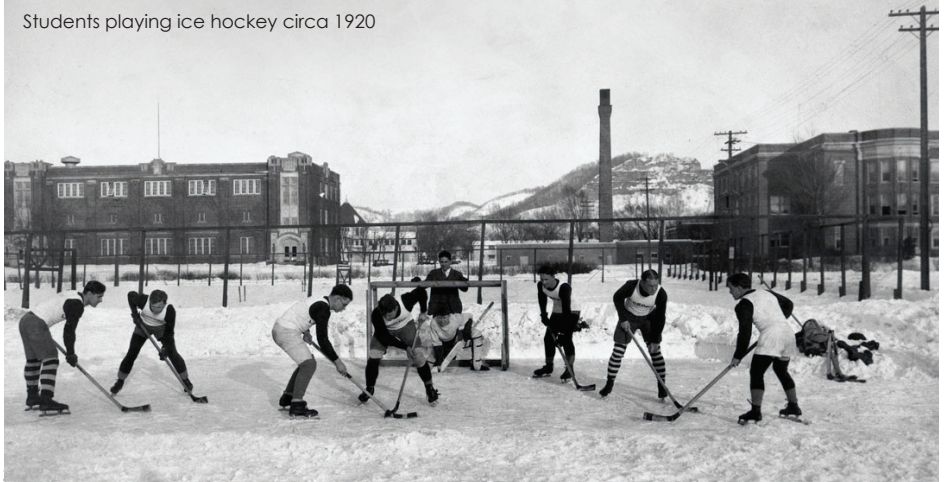
You probably haven't seen these historic photos. Professor Emeritus A.B. Culver found them at Murphy Library Area Research Center. They were restored by Director of Academic Technologies Jim Jorstad.

Physical Education class, 1920



Swimming class in Wittich Hall circa 1920

Students playing ice hockey circa 1920



Remembering Wittich

Family donates self-portrait of physical education pioneer Walter Wittich



FRONT ROW FROM LEFT: Heather Pruitt, Rockford, Ill.; Christine Raymer, Rockford, Ill.; UW-L Chancellor Joe Gow; Carol Bowman, Lodi, Wis.; Adriana Oliver, Rockford, Ill.; and Jayce Blake, Rockford, Ill.
BACK ROW FROM LEFT: Floyd Raymer, Rockford, Ill.; and Dominic Oliver, Rockford, Ill.

Four generations of the Wittich family returned to campus last spring bearing a memento of Walter Wittich, the prominent pioneer of UW-L's physical education program.

The family donated a painted, self-portrait of Wittich that had sat in granddaughter Carol Bowman's closet in Lodi, Wis. for years. The painting will definitely find a more prominent place on campus, said Bowman after presenting the painting to Chancellor Joe Gow.

The painting will temporarily be hung in the Cleary Alumni

& Friends Center until the planned Wittich Hall renovation is complete and an appropriate place to hang it is selected. Because of his profound influence on the university, the Board of Regents passed a resolution naming UW-L's original physical education building Wittich Hall after Wittich died in 1953.

"I want to thank the family for their generosity and for honoring someone who truly had a great impact on this university, as evidenced by the fact that his name is engraved on this building," Gow told family members

at the portrait presentation.

Wittich joined La Crosse Normal School in 1917 as an assistant professor of physical education. A little over a year later he became head of the department of health, physical education and recreation. His leadership led to improvements and additions to curriculum and facilities.

"We've heard a lot about him — the history of what he did here," says Heather Pruitt, Wittich's great granddaughter from Rockford, Ill.

'Positive Pat' retires



UW-L Foundation Director of Collegiate Gifts Pat Stephens retired in October after 35 years.

Co-workers call him enthusiastic, a team player, a problem solver and just plain positive. Stephens' positive nature is a plus in the relationship-building profession he's held with the UW-L Foundation since 1979. He met with prospective donors to help them direct gifts to support campus and the UW-L student scholarship fund. Stephens retired Oct. 31.

"What keeps you going on those bad days is you believe in the cause," says Stephens. "Our office sees hundreds of thank you notes about what these gifts mean

to students and families."

Stephens, '71, has watched the student population and buildings nearly double since he was a '60s student. He contributed to that growth.

He led fundraising for construction of the Cleary Alumni & Friends Center, helped secure donations for Centennial Hall and the Veterans Memorial Field Sports Complex, and helped increase student scholarship fund payouts from about \$25,000 per year when he started to more than \$650,000 annually today.



NEW PRESIDENT

The UW-L Foundation started the new school year with a new president.

Mary Ann Gerrard assumed duties as the Foundation's president Sept. 9. She had been Special Assistant to the Chancellor for Legislative Affairs and Development for the UW Colleges and UW Extension. She previously served as Legal Counsel and Director of Government Relations for the 900-member Wisconsin Automobile and Truck Association and as a Deputy Commissioner in the Office of the State Commissioner of Transportation.

"Mary Ann's background, experience and professional networks will be tremendous assets for the Foundation and university," says UW-L Foundation Board Chairman Tom Miskowski who chaired the Foundation's Selection Committee for the position. Gerrard replaced Al Trapp who retired Sept. 9.



GUS JOHNSON, '16

Hometown:
Lawrenceville, Ga.

Major: Geography
with environmental
science concentration

Scholarships:
Margaret Chew
Geography
Scholarship (2)

SCHOLARSHIPS PAVE THE WAY FOR HOMECOMING

One thousand miles. That's roughly the distance Gus Johnson traveled to attend UW-L.

His family moved from Tomah, Wis., to Georgia in 2006, but Johnson never forgot his Wisconsin roots. His parents, Mark, '83, and Debra (Wantock), '84, Johnson, moved south to continue their teaching careers. Yet Gus never pictured going to college anywhere but Wisconsin.

"When I came to La Crosse for my college visit, I knew it was the perfect fit and that I would continue my family's UW-L legacy," he recalls.

However, it also meant Johnson would have to pay non-resident tuition. With his older brother already in college

"The generosity of these donors has allowed me to come back home and get a great education."

Gus Johnson, '16

and his younger sister only two years behind him (she has been accepted by UW-L for fall 2014), affordability was definitely a concern for the family.

Because Johnson's parents graduated from UW-L, he does receive the Return to Wisconsin Grant that provides a partial discount to non-resident tuition. He also works

on campus 20 hours a week with the University Event Support Staff in Cartwright Center and is a member of the UW-L Lacrosse Club. Like most UW-L students, he takes out student loans to pay for tuition, room and board.

"Receiving these scholarships has made a huge difference for me and my family," he notes. "The generosity of these donors has allowed me to come back home and get a great education."

During summer, Johnson stays on the family farm near Mauston and works various jobs to help pay for his education. After graduation, he hopes to work in resource conservation and stay true to his Wisconsin roots.

REMARKABLE REALTOR

**ALUM STRENGTHENS WORLD ECONOMIES THROUGH
REAL ESTATE FOUNDATION**



Norm Flynn, '64 & '66, of Madison, speaks at a country seminar in Bucharest. Flynn has been president and CEO of the International Real Property Foundation for eight years. He earned undergraduate degrees in speech, English and secondary education. He earned a master's degree in English. Flynn taught for six years before completing course work for a doctoral degree and then entered the real estate business for 43 years and counting. In 1990 Flynn received the Maurice O. Graff Distinguished Alumni Award that recognizes life achievements and community service.



Norm Flynn, '64 & '66, right, participates in a discussion regarding cross-country cooperation between Hungary and Romania in February 2013 in Budapest. He sits next to Dan Negulescu, past president of the Central European Real Estate Association Network, an organization that brings best practices to the real estate market in Central Europe.

Norm Flynn, '64 & '66, has dedicated more than 20 years to helping countries around the world improve the real estate market. He travels with his wife Sue, '63, to teach real estate practitioners to form non-profit associations.

Flynn's work began in the early 1990s while president of the National Association of Realtors. He gave a speech at an international conference that intrigued a Russian official who wanted to know more about real estate privatization. At that time real estate in Russia was managed by the

government, which didn't run it effectively.

Three months later, Flynn spoke at a conference in Moscow and subsequently applied for and received a \$5 million grant from the U.S. government in 1992 to launch the International Real Property Foundation. The non-profit organization would be dedicated to extending standards of practice in real estate to not only Russia, but also other developing countries.

The foundation now works in 29 countries and represents 200,000 members and com-

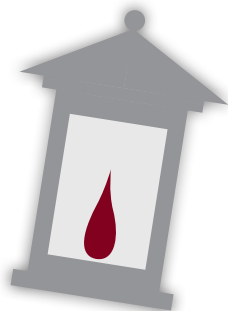
panies throughout the former Soviet Union, Central Europe, Africa, India and other emerging markets in the world.

When the real estate market collapsed in the Great Recession, many saw firsthand the influence of real estate on the global economy. It's the ability of real estate management to strengthen world economies that keeps Flynn motivated.

"A basic human need is housing," says Flynn. "Unless you have a healthy real estate market, the entire economy doesn't function."

STAYING INVOLVED

When Susan (Romanski) Flynn, '63, Norm's wife, served on the UW-L Foundation Board, Norm had a chance to attend campus events. He was pleased to meet former professors and others who influenced him and his wife in college. "We remain very active with Foundation-sponsored political and social events in Madison, and attend whenever we are in town," says Norm. "It is a good way to stay connected as loyal alumni."



52



Jerry Grunski, Evergreen, Colo., was inducted into the Waukegan/Lake County High Schools

Sports Hall of Fame in October 2013. He officiated at all levels, including high school, college and professional. He was chosen to officiate in the top class of the first Illinois state high school football championship game in 1974 and during his career officiated at more than 80 high school football championship games in Illinois and Colorado. Grunski retired as Highland Park High School English Department chair in 1988.

54



Thomas P. Rosandich, Daphne, Ala., president and CEO of the U.S. Sports Academy, earned the 2013 Sports-

man of the Year award from The Gabarrón International Awards.

56

John A. Thomas, Fishers, Ind., is a professor emeritus at the University of Texas Health Science Center and adjunct professor at Indiana University School of Medicine. He received the 2013 Distinguished Service Award from the American College of Toxicology.

71

Ron Gaber, '71 & '72, Kirksville, Mo., is retired from A.T. Still University of Health Sciences. He is Dean Emeritus of Students and Vice President Emeritus of Student Affairs.

79



Bart Gray has been named director of athletics at Waldorf College in Forest City, Iowa. He had held

similar positions at three other colleges, most recently at UW-Marathon County.

81

Carol Miller married Randy Schaefer Nov. 2, 2013. They live in Fargo, N.D. Carol is the bookstore director at North Dakota State University.

84

Mary Kay Anundson-Herman, Fridley, Minn., earned an interior design degree from Century College in May 2013. She is an associate designer at Gabberts Interior Design Studio in Edina, Minn.

85

Greg L. Fenzl, Mound, Minn., is looking for his next challenge in finance systems and analytics at American Medical Systems. He encourages classmates to connect on LinkedIn: <http://www.linkedin.com/in/gregfenzl>.

88

Mark Meyer, Madison, a former state legislator and appointee to the Wisconsin Public Service Commission, has joined the Wisconsin Eye Public Affairs Network board of directors. Meyer is the owner of Meyer Consulting based in Middleton, specializing in energy and telecommunications policy.

94

Jean M. Broadwater, Rockford, Mich., started with the Michigan Virtual Charter Academy July 1, 2013. She is the Head of School at the largest on-line virtual charter K-12 school in Michigan

96

Tina M. Cassler, St. Paul, Minn., was invited to attend NASA's Jet Propulsion Laboratory in Pasadena, Calif. The event highlighted NASA and JPL's role in studying earth and its climate and will preview three earth-observing missions the company is preparing for launch in 2014.

98

Shana Jackson Matney, Sun Prairie, is a licensed massage therapist looking to get back into the health education field.

05

Kristine (Van Handel) Robarge, Oconomowoc, completed Florida Institute of Technology's Applied Behavior Analysis program in January 2013. In July she became certified as a Board Certified Assistant Behavior Analyst.

08

Andrew Hickethier, Hudson, accepted a job in Washington state in January 2009 with the U.S. Bureau of Customs and Border Protection. He transferred to Minneapolis in 2011. He recently received a temporary foreign post assignment in Vancouver, Canada, with the federal government and will be moving in early 2014.

10

Erin Fischer, Wausau, is “thrilled to be taking the knowledge, courage, and leadership I acquired while at La Crosse with me as a Peace Corps volunteer in Ecuador.” She says her passion for travel and Latin American cultures was ignited in Spanish 303 by Professor Melissa Wallace. “I am going to be implementing everything I learned through Professor Wallace, the Office of Residence Life, and the last few years as an AmeriCorps City Year Corps Member during my time in Ecuador,” she says. “As Thomas Paine said, ‘My country is the world and my religion is to do good.’ I will proudly represent UW-La Crosse as I continue my life journey.”

Timothy J. Powers, La Crosse, has worked as a credit counselor and educator for Consumer Credit Counseling Services of La Crosse since March 2011. He is also a lead content writer for Sober Nation, a leading national recovery and addiction treatment website and database, as well as several other addiction treatment websites. And, he’s a bassist who plays with several different artists, including the Smokin’ Bandits and three-time Grammy winner Bill Miller. “Some may say I am a Renaissance man, but in reality I like keeping busy and keeping busy with things that I love doing.”

12

Megan Woodward is an AmeriCorps member at Luther College’s Center for Sustainable Communities. She will serve the Decorah and North Winnishiek school districts. Woodward spent two seasons working on an organic farm learning how to grow food and sharing her knowledge and passion with others. Her most recent experience with formal food and nutrition education comes from volunteering at NuGenesis Farm.

13

Dave Sikorski, La Crosse, is pursuing another degree while working part time at the Family and Children’s Center, where he works with children who need a helping hand.

Class of 20??

Tina (Wicka), ’98, and John **Truax**, Rochester, a son, Parker Wayne, in July. He joins sister Alexa.

Aaron, ’01, and Krystle **Baer**, Kimberly, a son, Braxton Keith, Feb. 19, 2013.

Sarah (Wittrock), ’05 & ’07, and **Jason**, ’05, **Seitz**, New Berlin, twin sons, Carson Alan and Cameron David, June 15, 2013 which was also Jason’s 30th birthday. Sarah is a senior academic adviser at UW-Whitewater. Jason is an assistant vice president for equipment finance at BMO Harris Bank in Milwaukee.



Best House reunion

A group of alumni from the ’60s who lived in “Best House” continues to meet annually for a reunion. The group includes, from left, Sonja (Pfaff) Haske, ’66 & ’90; Sue Hickey, ’67; Gayl (Gutknecht) Christensen, ’66; Darryle (Damon) Clott, ’66 & ’71; and, front, Shirley (Walsvik) Merrill, ’67. Missing was Andi (Elstad) Sosalla, ’67. The reunion was held at Clott’s home in La Crosse Oct. 16-17, 2013.

IN MEMORIAM

TO GIVE A MEMORIAL, SEND A CHECK TO:
UW-L FOUNDATION, 615 EAST AVE. N.,
LA CROSSE, WI 54601

Alumni remembered

- 1935** — Wilma Leide Pfiffner, Port Charlotte, Fla.
1938 — Everett Schroeder, Spring Park, Minn.
1940 — Armin Gossfeld, La Crosse
1947 — Patricia G. Bodette, Menifee, Calif.
1947 — Elizabeth L. (Herold) Taylor, Logan, Utah
1947 — Eunice S. Thompson, Placentia, Calif.
1948 — Mary J Coleman, Manitowoc
1950 — William Graham, Lake City, Minn.
1952 — Alberta (Johnson) Bond, Earlville, Ill.
1952 — John Madden, Appleton
1954 — John Young, Viola
1955 — Patricia (Biemeret) Flint, Green Bay
1957 — Fredrick Hagerman, Athens, Ohio
1958 — Nelvin Peterson, Jr., Port Edwards
1958 — Kermit A. Schroeder, Spencerport, N.Y.
1960 — Patricia Schlicht, Onalaska
1960 — Rodney H. VerVelde, Elkhart, Ind.
1960 — Daniel Wagner, Fort Mohave, Ariz.
1961 — Janice Moede Genz, Mountain View, Hawaii
1962 — James “Jess” Jeskewitz, Menomonee Falls
1962 — Max Morrison, Sarasota, Fla.
1962 — Anna L. Schunke, Black River Falls
1962 — Marjorie M. Sugden, Rockland
1963 — Ann Binsfeld, Madison
1963 & '69 — Charles M. Hudson, Sussex
1964 — Robert Benedict, Alba, Texas
1964 & '76 — Eleanor Kennedy, La Crosse
1964 — Jerry Weiser, Las Vegas, Nev.
1980 — Nicholas Roger Haring, Jr., La Crosse
1974 — Jody Belich Landerman, Palm Desert, Calif.
1978 — Glen Fleck, Mishicot
1982 — Steven R. LeBarron, Edina, Minn.
1992 — Jeffrey Scheidt, Steamboat Springs, Colo.
2001 — Christina M. (Cogdill) Skiba, Apple Valley, Minn.

Staff & faculty remembered



ELEANOR KENNEDY, '64 & '76, La Crosse, died June 1, 2013, just days before her 97th birthday. She was the founding and longtime director of the UW-L Alumni Association. She loved working with alumni and built a strong foundation for the program. She worked on campus from 1964 until retiring in 1988. A scholarship for students pursuing a master's degree in Student Affairs Administration was established in her honor when she retired. To make a donation, go to: foundation.uwlax.edu, or send to UW-L Foundation, Attn: Eleanor Kennedy Scholarship, 615 East Ave N., La Crosse, WI 54601. See a tribute at: <http://lantern.uwlax.edu/alumni-association-founder-remembered/>

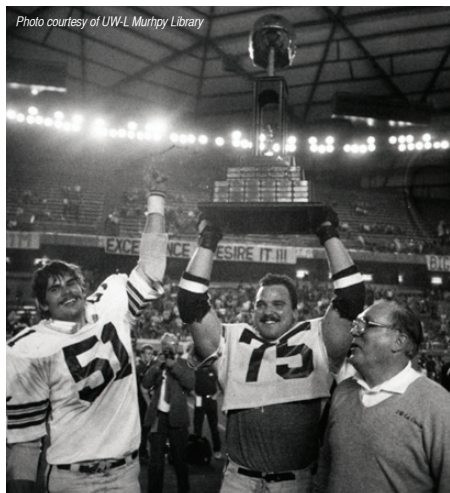


WILLIAM P. (BILL) CRESS died July 16, 2013. He joined UW-L as a full professor in accountancy in 1985 and immediately assumed duties as department chair. Cress was always experimenting with new ways to prepare accountancy majors for future careers. He was a leader in revising curriculum to the 150-hour requirement for the Certified Public Accountant exam. He was an enthusiastic supporter of the accountancy internship program (the largest at UW-L) and of new events that have become annual, such as the Accounting Banquet, Accounting Career Expo and Accounting Interview Days. He retired in May 2005 and was granted emeritus status in 2006. Memorials may be sent to the Cress Fund, a multipurpose fund that assists department students and faculty. Send contributions to: UW-L Foundation, P.O. Box 1148, La Crosse, WI, 54602-1148. See a tribute at: http://issuu.com/uw-lacrosse/docs/building_bridges_fall_2013?e=3194111/5274323 page 15.

For complete obituaries on most listed staff and faculty, go to www.lacrossetribune.com.

Football philosophy

Alum builds business with championship-football philosophy



ABOVE: From left, football players Dale Gottschalk, No. 51, and Tom Newberry, No. 75, with Coach Roger Harring after the championship game. **ABOVE, RIGHT:** 1985 championship-winning football team. **RIGHT, BOTTOM:** Eric Guth, '87, of Onalaska, is one of 38 general managers for Mutual of Omaha.

Eric Guth, '87, employs philosophies he learned on the UW-L football field in his business.

The small-town kid from Caledonia, Minn., went from “ground-floor zero” to an all-conference defensive back thanks to hard work and good team chemistry. Though not the best team on paper, they won the national championship in 1985 because each player contributed his strength and specialization, he recalls.

Today Guth brings that championship team chemistry to his professional practice in financial services. He manages a La Crosse division of Mutual of Omaha with 175 advisers and 11 managers across five states.

He interviews about 1,500 people per year, hiring only about 25. When Guth sits across the table from a candidate, he’s looking for an entrepreneur and a leader — a specific player to bring the right skills to his team.

He’s been successful at recruiting and retaining, considering odds aren’t good for someone to stay in financial services. The four-year retention rate nationwide is about 13 percent. However, Guth’s division boasts a 36 percent retention rate.

He retains people not only by hiring slow, but also by training them to learn and create successful, repeatable processes. Employees also wear many hats to weather the constantly changing world of business.

Guth’s connections to campus have led to good recruits, including three alums among his 11 managers. He’s on the College of Business Administration Board of Advisers, speaks to classes and clubs about financial planning and careers, and attends campus events — including football games.

“People who know me, know what I do and what I’m looking for, so I can say Joel (Coach Joel Dettwiler) — ‘Out of 100 football players, I’m looking for someone with a leadership background who’s competitive; who should I be talking to?’”

Key conversation

Timely direction from music professor changed Jennifer Iverson's life forever



Jennifer Iverson, '01, sat down at the piano bench in the Center for the Arts her sophomore year looking sad and confused. The occupational therapy major and music minor was finishing her last piano lesson in college. From that point forward, she'd be devoting more time to her future career.

"Music was my heart's deepest desire, but others wanted me to think more practically," she recalls.

She told Piano Associate Professor Mary Tollefson her feelings and the conversation that ensued changed her life.

"She encouraged me to see that my ability was enough and that I could find a niche as a music professional," recalls Iverson.

The job of a teacher is to encourage students to find their passion, says Tollefson. "I told her, 'If this is where you are really happy — that's a life decision you need to think about,'" she recalls.

"Music was my heart's deepest desire, but others wanted me to think more practically."

Jennifer Iverson, '01

Soon after Iverson changed her major to music. After graduation, she earned a master's in piano performance and pedagogy and doctoral degree in music theory. Today Iverson is living her dream as assistant professor of music theory at the University of Iowa.

Tollefson recalls having encouraging piano instructors in her past as well. They knew her well and saw potential in her. The conversation with Iverson was paying it forward, says Tollefson.

JENNIFER IVERSON

presented her research at the La Crosse New Music Festival at UW-L in November 2012 and visited with piano performance students. New music, or 20th and 21st century music, is often described as dissonant and abstract compared to music from the classical or romantic periods. Iverson learned a love for new music early thanks to UW-L Professor Chris Frye who shared new styles in theory class to "stretch their minds a bit," he says. Each November the New Music Festival extends the opportunity to hear new music in the La Crosse community.

Mo knows

Mo McAlpine advocates a lifetime appreciation of recreation



MO McALPINE FILE

- UW-L Recreational Sports Department, Associate Director 1997-present; Assistant Director, 1992-97.
- UW-L Exercise and Sport Science Department, instructor, 1991-96.
- Bachelor of science in physical education and recreation education, University of Iowa, 1987; master of science in physical education-human performance, UW-L, 1991.

Mo McAlpine remembers the first day she stepped into Mitchell Hall. The Division I basketball player and assistant coach was pursuing a master's to coach.

But during her campus visit in July 1990 she was offered a graduate assistantship in campus recreation. She's been at UW-L since, working with the Recreational Sports Department.

McAlpine, '91, says her day-to-day work with students and colleagues is what has kept her on campus. "They motivate me, they energize me and they make me smile," she says.

They energize her so much that she received the 2013 Academic Staff Excellence Award from campus peers.

During the past two decades, McAlpine says recreational programming expanded with a move to its own building, the Recreational Eagle Center, in 1997. Recreational Sports now has nine programming areas to help students nurture a lifetime appreciation of recreation. "We're 100 percent focused on students," she explains.

UW-L students are active. More than 90 percent of the student body swipes their ID to use REC facilities at least once during an academic year. "We've always maintained a high level of participation in our programming," says McAlpine.

McAlpine also molds future recreation leaders. She's a key player in hiring and training approximately 80 of the 250

"We're fortunate to have the student staff we have year after year. It's very rewarding and I cherish the many relationships that have continued with former staff members upon graduation."

Mo McAlpine, '91, Associate Director, Rec Sports Department, and 2013 Academic Staff Excellence Award Recipient

students who work at the REC each year. "We're fortunate to have the student staff we have year after year," she says. "It's very rewarding and I cherish the many relationships that have continued with former staff members upon graduation."

McAlpine says it's an honor to be recognized. She attributes her success to those who surround her.

"I'm so humbled and honored to receive this award and to represent the excellence that happens on campus," says McAlpine.

Leaving a legacy

BOB, '74, & LAUREL ALLEN

Helping future generations

Going to college changed Bob Allen's life and gave him opportunities he wouldn't have had otherwise. "It just wasn't the classroom experience either. It was getting involved in student groups and other activities, building lifelong relationships, and maturing as a person," Allen '74 acknowledged. "Many of those same things have helped me achieve success in my career as well."

Bob and his wife, Laurel, continue to find ways to stay involved with UW-L and in the La Crosse community. Bob has served for many years as an adviser to the Delta Sigma Pi business fraternity on campus, and is active with the Boys and Girls Club, to name just a few. In addition, Bob has served as president of the UW-L Foundation board of directors.

"Through my involvement with the Foundation and Laurel's work in education, we've seen firsthand the impact scholarships can have for students. It was an easy decision for us to set up a life insurance policy that will one day endow scholarships for some outstanding students," says Bob. "We hope future generations will have the same transformational experience that I did at UW-L."



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