

UWL Silver Eagles, Quarterly Newsletter (December 2024)

Hello Fellow Silver Eagles,

I hope this finds you well as we wind down into the last bit of 2024. It has been a few months since a newsletter has been shared, but it's been an exciting year thus far! Take an Eagle to Breakfast in February was, again, a very successful event. This year we welcomed Paige Geary ('23), Kwik Trip Social Media Supervisor, as our featured speaker. She shared how her experience and education at UWL helped her find her way to an internship with Kwik Trip that turned into a career. (If you do not follow Kwik Trip on social media, you're missing out!) We had roughly 100 students attend the event, where we also heard from Betsy Morgan, Provost and Vice Chancellor, as well as recognized our Silver Eagle scholarship winners (Journey Malacina, Alissa St. Louis, Zeina Battah, and Amanda Marshall) and the Marlin & Julie Helgeson Silver Eagle Scholarship winner (Daniel Thiem). The event raised over \$10,000 for our scholarship fund, thanks in large part to our Eagle sponsors: Joe ('87) and Pat ('95) Chilsen, Marlin ('78) and Julie ('76 & '93) Helgeson, Gillette Pepsi Companies, Kwik Trip, Performance Foodservice, and Trust Point.

We also held a Silver Eagle social at Richter Studios in Chicagoland. Many thanks to Jeremy Richter ('94) and his team for hosting us at their awesome studio in Highland Park, IL. While we did not have a large group, we did have a great time connecting and reconnecting with fellow UWL alums. We will continue our efforts to host social events in various areas. They continue to prove to be worthwhile, bringing alums together for business and pleasure. If you would like to see a social in your area, let us know!

Our Annual Silver Eagles Meeting was held in early October in conjunction with Alumni Reunion Weekend. It was a beautiful fall weekend in La Crosse! Dean Brooks gave an update on what's happening in the CBA and around campus. After the meeting we held a tailgate social before the La Crosse/Platteville football game. While the game didn't have our desired outcome, the tailgate was a great time. We plan to have an annual tailgate party each year in conjunction with our Annual Meeting and Alumni/Family weekend.

There is much value in being a Silver Eagle for students, alumni, and the business community. Our continued focus will be to increase membership and membership engagement to build out our mission *to serve, support and advance the goals of students, faculty, and alumni of the University of Wisconsin-La Crosse College of Business Administration*. While membership is free, we rely on donations from alumni and the business community, as well as the Take an Eagle to Breakfast (TAETB) event. Any [donation](#), big or small, can help a student. We appreciate your consideration!

Mark your calendar for our 25th Take an Eagle to Breakfast, to be held on Thursday, March 6, 2025 (7:30am). The event will be held at the Bluffs - Student Union Center, and include a networking opportunity for students and employers. More details about the event will be released soon. The goal for our 25th Take an Eagle to Breakfast event is to raise \$25,000. It is a big goal, but we are eager to grow the scholarship fund and support even more CBA students. To date, the Silver Eagles have awarded more than \$63,500 in scholarships!

Please continue to spread the word about the Silver Eagles. The more engagement and the larger our membership, the more impactful we can be to the College of Business Administration, students, alumni, and employers. Stay connected with your Silver Eagles. Follow us on [LinkedIn](#) and [Facebook](#). Our website is continually updating, you can visit us [HERE](#). If you wish to get involved with the Silver Eagles, drop us an email at uwlsilvereagles@gmail.com. As a Silver Eagle there are several ways to support the CBA and UWL students, from near and far.

Wishing you and yours a wonderful Holiday Season!
Respectfully,

Mandi (McConnell) Hinrichs ('03)