



2023 Service Award

Stacy Trisler joined the University of Wisconsin-La Crosse in 2015, less than a week before the start of the semester and was able to hit the road running to teach Professional Selling and Principles of Marketing. She began working immediately with her predecessor to coach students for the Great Northwoods Sales Warmup in October.

Since then, Stacy has taken over and expanded the sales program at UWL. She converted the internal sales competition to a sponsorship program, building that sponsorship dollars to over \$10,000 a year and expanding student participation. She expanded the number of sales competitions for students from one national event to three and has since enabled many more students to compete nationally and even internationally. She helped develop and advised the newly formed student organization, The Eagle Sales Club in 2019 and continues to be the faculty advisor for this group.

Stacy completed the Master Advisor program and, for two years, advised all marketing freshmen and sophomores before the addition of professional advisors to the CBA. She currently serves on the Textbook Rental Advisory Committee and the Navigate Academic Department Advisory Team.