

Alumni in the News

Zipperer president and CEO of Pride Hospitality

Mark Zipperer '83, is now the president and CEO of Pride Hospitality LLC. Pride Hospitality was formed by Zipperer to develop and manage his family's hotel portfolio, and also manage hotels for other owners. Pride Hospitality currently manages the Holiday Inn Express and the Harbor Winds Hotel which he and his wife, Leigh, jointly own with his parents in Sheboygan, Wis.

Mark, Leigh and his parents have also built a new 80-room Holiday Inn Express in Brown Deer, Wis. (*north of Milwaukee*), that opened May 15. Pride Hospitality also operates a full service Holiday Inn in Newark/Heath, Ohio, and will manage Holiday Inn Express and Suites hotels currently under construction in Columbus, Ohio, and Memphis, Tenn. More information about Pride Hospitality can be found at www.pridehospitality.com.

Zipperer worked with Holiday Inn for two summer internships and for Granada Royale (*now Embassy Suites*) in Bloomington, Minn., after graduation. While working for Embassy Suites, he opened locations in St. Paul, Minn., and Austin, Texas, and eventually became training and development manager for Embassy Suites Corporate in Dallas. After departing from Embassy Suites, Zipperer took a position as director of recruiting for all brands of Holiday Corporation.

He served as a regional human resources manager for Marriott for two years in Dallas, and returned to Holiday Inn to manage the new hotel opening team. His last position for Bass Hotels and Resorts, a parent company for Holiday Inn, was as director for the central United States - Holiday Inn Brand.

Zipperer credits a lot of his success to the education and leadership experience he received at UW-Stout. He served as a South Hall senator, vice president of legislative affairs and president of the Stout Student Association. He also was executive chef of Haute Cuisine, a 15-course meal that was an icon for the hotel and restaurant program.

UW-Stout prepared him for the world of business as much as his major, said Zipperer. "Through the SSA, I learned how to deal with the faculty and administration, Legislature and Board of Regents in a professional manner," he said.

With encouragement from Bob Dahlke, Zipperer sought out meaningful internships and work experience while at UW-Stout. "I owe him a large debt for his council," he said. Other advisers like Sam Wood, Bob Evans and Phil McGuirk were also great resources to draw on and learn from, Zipperer said.

Some highlights of his time at Stout were completing the deal for the new Student Center (*began by previous SSA President Steve Larson*), coming back five years after graduation to recruit for Embassy Suites and just recently being able to offer internships and management training positions in his company Pride Hospitality.

Mark currently resides in Germantown, Tenn., a community near Memphis with his wife Leigh and 18-month-old daughter Regina Claire.



Zipperer

1930 Institute grad still going strong

"I'm 99 and still standing," says 99-year-old Ted Welander, a 1930 Stout Institute graduate. Not only is he still standing, he walks two miles a day (*on the treadmill when the weather is bad*), sings bass in the church choir, reads *Reader's Digest* "cover to cover" and keeps his upper body in shape by stretching a rubber rope 400 times daily. At the age of 95. He gave up painting houses and gave up snow shoveling at the age of 96 only after a slip on the ice, 13 days in the hospital, and being sent home with a broken neck.

Recently Welander said the folks from the Social Security Office showed up on his doorstep. "They were just checking to make sure I'm still alive, and it's not someone else cashing my checks," he said. "Plus my drivers license is still valid until 2001. I don't really drive much but it's nice for cashing checks."

He has wonderful memories of Stout and has been returning to campus for summer reunions the past several years. "Stout gave me a great education. Because of Stout, I became what I was and was selected as Teacher of the Year for the state of Minnesota. I was asked to go to Philadelphia to receive an AIAA national plaque. "That was quite an honor for me," he said.

"I didn't start out at Stout. I finished high school in Bagley, Minn., in 1921 and in the fall I enrolled at the University in North Dakota in the engineering program. After the first semester



Welander

I changed my program to industrial arts. At the end of my freshman year, I decided to attend the University of Minnesota, thinking that I would get better training in their industrial arts program. I heard about Stout while taking classes there, but didn't get to Stout until 1925," Welander said.

"My wife Agnes got a job in a shirt factory and remained in the city while I enrolled at Stout," he said. "I had a job offer at the Peerless Grill Restaurant washing dishes, mopping the kitchen floor and starting a fire in the cooking range at 5 a.m. For all this, I received my meals. Then I inquired about and got an on-campus job. I was also able to live on campus while at Stout. There were three male students that had rooms in the basement of a girl's dormitory, and I was one of them. So I now had work that provided my meals and a room. I just had entrance fees and tuition to pay. This was the way I got through 1925-26. The summers of 1928, 1929 and 1930 I worked for Mr. Zemmer as a house painter for 80 cents an hour."

After graduating from Stout, Welander pursued a teaching career. "Dean Bowman helped me get a position teaching mentally impaired children in grades 4, 5 and 6 in Norristown, Penn. This first job paid \$1,600 a year. Upon arrival in Norristown, we were greeted by Stout grads Vic Glenn, Mr. Swenby and Mr. Wyette who helped us settle in."

Welander has been a true friend to Stout, and we look forward to celebrating his 100th birthday next April.

Alumni Testimonials

What Stout Did For Me

"UW-Stout's hands-on approach has greatly aided me in the construction industry. This approach of combining construction practice with theory allows greater efficiency in planning and scheduling tasks. I already have an idea of what the worker in the field requires to accomplish objectives rather than just putting out a schedule and expecting people to work around it.

"The liberal arts coursework required has also been of great help. Discussion English and human resource courses always guide how I react to situations where a well-placed phrase or observation makes more difference than any textbook recital.

"The hands-on philosophy combined with the liberal arts coursework has given me the necessary background, knowledge and understanding that has helped me to develop, expand and advance in my career. To this day, I still hold a great deal of respect for Chancellor Bob Swanson and the faculty members at Stout."



Konkol

Bob Konkol '86

"Since graduating from Stout in 1987 with a B.S. in industrial technology. I have been blessed with so many things. Stout opened my eyes to opportunities that I had no idea existed and provided an environment to explore my interests and use my imagination. Most importantly, Stout taught me how to learn.

"I was fortunate to have been able to participate in two packaging co-ops while attending Stout, at Georgia Pacific and IBM respectively. My seven months at IBM sparked my interest in the high tech industry, and when I graduated from Stout I moved to Boston and began a job as packaging engineer for Wang Laboratories. After two years in engineering, I transferred into a field sales role and relocated back to Minneapolis.

"After three years in sales I joined a small IT consulting company called Keane Inc. During my eight years at Keane, the company (*based in Boston*) grew from \$90 million to over \$1 billion in annual revenue. From my original role of marketing rep I was promoted to sales manager, director of sales and marketing and finally to managing director of Keane's Minneapolis branch. Just recently, I accepted a new position as national sales director at Born Information Services in Wayzata, Minn. In this job I will be able to pursue my professional dream of leading a national sales organization.

"I owe much of my career success to Stout. With practical courses, hands on instructors, work study jobs, residence hall positions and volunteer opportunities, Stout gave me the opportunity to start my career on firm footing.

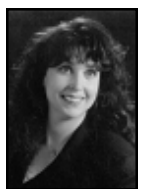
"Stout reinforced for me the values of hard work, the importance of on-going learning and the joy of volunteering. In a nutshell, it provided a kid with virtually no money from a small town in Wisconsin a chance to find himself and launch his professional career. For a modest cost, it took a 17-year old kid and provided him the educational foundation to lead a national sales force for an industry-leading IT consulting firm at the age of 34. That's a good return on an investment.

"Aside from the professional benefits of my Stout education, I also met my wife of ten years, Tracy (*Hannula*) at Stout the first day of her freshman year. Since graduating, two of Tracy's brothers (*Jay and Brad Hannula*) have also graduated from Stout's packaging program and are doing great. I can only hope that our sons Nathan, 6, Chad, 4 and Noah, 2 will have the same opportunity to attend Stout. Look out classes of 2018, 2020, and 2022!"

Karl Popolorum '87

"I attended UW-Stout from 1982 to 1986 and graduated with a bachelor's degree in apparel, textiles and design. Over the past 14 years, I have been employed within the garment industry as a patternmaker, designer, specifications technician and manager, and have worked in many locations across the country. I am currently employed by Victoria's Secret Catalogue in New York as a Technical Specialist Manager for Intimates. In the technical department, I help to assess the fit and construction of garments on professional fit models after a style has been adopted into the line. Our team prepares a report for each garment using a program to create files that are e-mailed to manufacturers all over the world. We provide them with numeric garment specs, written comments on fit and construction, digital photos, and pattern sketches with alterations produced on a computer design program. After the sample size has been fit and approved, grade rules are issued for the remaining sizes within the style.

"I am pleased to say that my education at UW-Stout was a great investment and solid foundation for my career. I am convinced that the more diversity you can bring to the job marketplace the better, and Stout provided me with that. At Stout, I had the opportunity to arrange my coursework to encompass credits needed for my major as well as those from other areas of interest. I mixed apparel and textiles classes with those from industrial technology, business, vocational rehabilitation, philosophy and art. It is important to have a well-rounded educational background and to stay intellectually and geographically flexible. I was also pleased with the smaller class sizes, allowing for more individualized attention, and with the location and setting of the campus."



Reinhold

Susan Reinhold '86



Employer Profile

Norstan Incorporated

Norstan Inc., a global leader in technology services, is one of the very few companies who truly apply the "people process" theory in the workplace. This theory is based on providing excellent customer service to customers from every employee in the company. Employees are not only encouraged but also empowered to work closely with clients to enhance their businesses.

Headquartered in Minneapolis, Norstan maintains sales and consulting offices in more than 60 locations throughout North America and Europe. Through their five operating units - Communications Solutions, Convergence and Channel Services, Communication Services, Norstan Consulting and Financial Services - Norstan offers leading-edge technology products, world-class technology services and competitive financial offerings as a single-source provider.

Through Norstan's involvement with People Process chair Charlie Krueger, Norstan CEO Paul Baszucki asked his human resources staff to become involved with UW-Stout's Placement and Co-op Services office in developing an internship program. Chris Aschenbrenner '99 and Michael Fuller '99 were the first students to participate. As a result of their experiences as interns, both were hired as full-time employees.

"My experience at Norstan has been great. After doing my internship here, I landed a full-time position and have never looked back," Fuller said. "Norstan is heading in some exciting directions, including the new ProtecNet division where I am located. I have received countless hours of instructor-led training as well as hands-on experience."

Aschenbrenner is grateful to have had his internship experience at Norstan. "Searching for a co-op/internship is not easy. I must have sent 30 resumes searching for employment. All of the companies wanted to hire people with experience. Norstan gave other Stout students and me a great opportunity to shine.



(l-r) Jerry Dalnes, Mike Fuller '99, Chris Aschenbrenner '99, Paul Baszucki, Tania Hale, Scott Norling, Bob Theis.

We took advantage of the training programs and gained 'on the job' experience," Aschenbrenner said. "My education at Stout was very valuable, thanks to our new program director and associate professor of telecommunication systems, John Birmingham. Equally important, I would like to acknowledge and thank Paul Baszucki, CEO of Norstan, for the opportunity to learn and experience Norstan's culture."

The respect that has developed between vice president of human resources Alan Perry and UW-Stout placement director LaMont Meinen reflect the success of this program. "In my experiences with summer internships and colleges, I have found that there is a tremendous advantage for the students, companies and universities participating. At Norstan, we have found that to be the case with students from UW-Stout. Stout is a well-recognized college and is a place where we actively seek candidates in the telecommunications area," Perry said. "I look forward to continuing our relationship in this area and it is growing, so we have a continuous flow of new college talent in our business."

Scott Norling and Tania Hale have followed in the footsteps of Aschenbrenner and Fuller by completing their internships at Norstan this summer. Norling and Hale agree that their time with Norstan has been a superb learning experience and that Norstan is an ideal company for employment.

A Proud Tradition

Stout Families

Graham family



(l-r) Traci Graham McAlister '85, John Graham '64, Shirley Strachota Graham '62.

Traci currently stays at home with her three children in Coral Gables, Fla. John is an international sales manager for Omnetic Connector Corporation in Minneapolis, Minn. Shirley recently retired from Kennedy High School in Bloomington, Minn.

Dederling family



(l-r) Lynn Dederling Sell '86, Leone Nagel Dederling '53, Genelle Konewko Dederling '85, Douglas Dederling '85, Jane Dederling '81.

Leone is a retired teacher from the Kiel Area School District. Jane is a senior associate at Engberg Anderson Design Partnership Inc., Milwaukee, Wis. Douglas and Genelle are married with two children. Genelle stays homewith the children and Doug is a sales and marketing director with Schu Industries, Random Lake, Wis. Lynn is a customer account representative with Milwaukee Electronics Corporation, Milwaukee, Wis.

If you have three or more Stout graduates in your family, and would like to be included in this section in the future, please contact the Alumni Association.

McNaughton family



(l-r) Lynn Dederling Sell '86, Leone Nagel Dederling '53, Genelle Konewko Dederling '85, Douglas Dederling '85, Jane Dederling '81.

The McNaughton tradition of attending stout began with Raymond McNaughton, a 1933 graduate of the Stout Institute. Other graduates from the family are Bill '60, David '60, Julie Blank McNaughton '60, Don '64, and Susan Brommer McNaughton '64. Cousins Fred and Barbara Tonn McNaughton also attended with Barbara, graduating in 1964.

Nordgren family



(l-r) Peter Nordgren '75, Dan Nordgren '78, Charles Warner '74 and Douglas Nordgren '75.

Peter is Director of Media Resources at UW-Superior, Dan is a plant/manufacturing engineering manager at SNE Enterprises in Mosinee, Wis. Charles Warner is manager of Gerber Brothers Ford in Exeland, Wis. Douglas is a senior development engineer at Tenneco Building Products in Winchester, Vir.

Baird retires after 38 years at UW-Stevens Point

Mary Ann Parkel Baird '72, one of the founders of the division of interior architecture at UW-Stevens Point, retired in June after 38 years of teaching and administration at the university.

Baird has seen the division grow from being part of home economic studies to an option in housing and interiors to a full major. As head of the program during its early years, she wrote the curriculum, taught most of the courses, recruited new students and garnered money and resources.

"I feel so good about what I'm leaving behind," Baird said. "We have one of the strongest interior design programs in the Midwest, with a strong faculty, strong curriculum, good equipment and facilities and strong students. I couldn't ask for more than that."

Baird recalled the high point of her career being the accreditation of the interior architecture



Baird

program by the Foundation for Interior Design Education Research (FIDER), an achievement of only about 100 out of more than 500 programs nationwide.

Her specialty and main interest is in architectural lighting design, so she is especially proud of the division's architectural lighting laboratory and lighting studio equipment she helped put into place. She also created a curriculum for interior architecture students studying abroad so that the credits they earn in other countries are in sequence with their UWSP courses and they can still graduate on schedule.

"More than 25 percent of the interior architecture majors study abroad," she said of the division. "I believe everything has a relationship to design and that we design for people. So when our students learn about cultures and philosophies in other countries, they become better designers."

Baird has led six international study trips, traveling to England, Scotland, Greece, Turkey, most European countries, China and Israel. She will also lead a summer trip to Germany, France and the Czech Republic next year.

Besides serving 10 years as the division head and associate dean in the College of Professional Studies, Baird was acting dean of the college for one year. She also served as assistant campus planner from 1969 to 1975, helping plan two residence halls, the Fine Arts Center, the original portion of the College of Natural Resources, the first Science Building addition and the College of Professional Studies Building.

But what she enjoyed most was teaching and interacting with students, she said. "I'm constantly amazed at the variety of talents and gifts that each student brings," she said, adding that she felt great satisfaction in helping students through their 'rough spots' so they could succeed.

"Teaching has been like tending this marvelous garden," she said, "with all of these flowers of different colors and shapes. Some bloom early, some bloom late, some struggle but eventually bloom. I have very specific memories about most of my students, so I will miss that close contact."

Baird is not worried about being bored in retirement. She hopes to audit a few humanities

courses, take some computer classes, travel in the United States and abroad, and spend more time with her three grandsons. She may also serve as a juror in interior design competitions and hopes to read "just for the fun of it without feeling guilty."

She will also stay active in several church committees, volunteer in the Hospice program and in her grandsons' classrooms, and take part in UWSP athletic, music, dance and theater events.

A past winner of the University Service Award, Excellence in Teaching Award and Outstanding Teacher of the Year in the School of Home Economics, Baird has a bachelor's degree from Stout State College and a master's degree from UW-Stevens Point.

A scholarship has been set up at UW-Stevens Point in her name for interior architecture students wanting to study abroad.

