

# Alumni in the News

## Grads develop box office management software

Judy Kuehl Martens '68, and her husband James '70, are the owners of MarTech Systems, a company that has designed software for box office management, fairs, livestock shows and 4-H.

Judy graduated from Stout State University with a degree in home economics education, and taught high school and adult vocational home economics for 13 years. Changes in high school curriculums began to limit job opportunities at that time, so she returned to school and earned a degree in computer science.

After a year of work as a programmer with a telephone company, Judy left and began MarTech Systems Inc. on the front porch of her home. She was given the opportunity to develop a computerized database management system for 4-H and fairs within the state of Wisconsin.

The company has now grown from one to 11 full-time employees, and every county and state office within 28 states across the nation is using the 4-H program that started in Wisconsin. The fair management program, which has its roots in Marathon County in Wisconsin, is now being used by more than 575 fairs and livestock shows nationwide. Some of these shows include the National Western Stock Show in Denver and the Calgary Stampede.

Jim taught high school industrial education for eight years before accepting a position as printing instructor at Northcentral Technical College. He taught there for 20 years before leaving in 1997 and working for MarTech Systems full time.

While teaching, Jim worked with MarTech in the design and printing of all promotional and training materials, and also developed a system for printing theater seat tickets on laser

printers. This system allows tickets to use graphic designs at an economical price.

The Folio Box Office Management software that was developed from experience in marketing the laser tickets allows theaters and other venues to print tickets at the point of sale, and to track demographics and buying habits of customers. Jim currently is the head of this division within the company.

Judy's education in home economics and Jim's background in printing technology have both proven valuable to MarTech Systems. Judy's education included information on the Federal Cooperative Education System. This, combined with her personal experience in 4-H, gave her the contacts needed to get the initial input necessary for the development of the data management systems for fairs and 4-H.

She also conducts training seminars across the country and has done many presentations on computer software for professional organizations.

With Jim's background, MarTech is able to have professionally designed and produced promotional materials without the expense of having to go outside of the company for the work. His knowledge of typesetting was the basis for the development of the ticket printing system and, ultimately, the ability to control and vary ticket design within the new Folio program.

Jim also heads the design and production of computer supplies sold by MarTech.



Jim and Judy Martens

## Lewis accepts one-year position with National Science Foundation

Ted Lewis BS '74, MS '75 professor at the University of Minnesota (UMN), has taken a one-year position as a program officer for the National Science Foundation. He is on leave from the College of Education and Human Development at UMN for the one-year position. Through the next year, Ted will be giving advice on technological education and workforce education grant programs, and providing an insider's view in both areas.

Lewis came to UW-Stout with a group of fellow nationals from Trinidad and Tobago on a government-sponsored scholarship in January 1972. The government needed industrial arts teachers for new comprehensive and junior high schools.

At the time, he was one year into an economics degree at the University of the West Indies. He had previously graduated from a two-year teacher's college in Trinidad, where his mentor was Stout graduate Roland Maunday BS '66, MS '67.

Lewis's journey to Menomonie came soon after his marriage, and his daughter Rhea was born in Menomonie later that year. While at Stout, they lived at Fair Oaks married student housing.

During his time here, Lewis ran track, played chess and soccer, and kept close ties with the family of Douglas Stallsmith, then professor of industrial technology and cross-country track coach. He also remembers being intimidated by Chancellor Robert Swanson, and trying to get out of an international student dinner at his

house. Swanson would not take no for an answer, and picked up Lewis and his family for the event himself.

"The professors at Stout seemed to take a special interest in the Trinidad contingent and interacted a lot with them," Lewis said.

Their interest has continued over the years also -- at least three Stout professors have visited Trinidad since Lewis' graduation at the invitation of alumni, Lewis said.

After graduating from UW-Stout with two degrees, Lewis returned to Trinidad to teach high school industrial arts and metalworking. He also worked in the Ministry of Education as a supervisor in a national apprenticeship program for recent high school graduates.

Lewis eventually went on to Ohio State University for graduate work in the fall of 1980 and received his doctorate in education in the spring of 1983. He then returned to Trinidad and had stints as a researcher in vocational education with the Ministry of Education and as an industrial trainer in a large sugar company.

In 1990, Lewis took an assistant professorship at the Minneapolis/St. Paul branch of the University of Minnesota, and in 1998 was promoted to professor.

Much of his success can be attributed to the education he received at UW-Stout, Lewis said. "My degree from Stout was really instrumental in launching my career," he said. "All of the Trinidad students benefited greatly."



Lewis

### Historic Playing Cards

Remember your days at UW-Stout with a fifty-two card deck featuring faculty, staff and administrators from Stout's history. Your purchase will help support honor scholarships for freshman at UW-Stout. Cost is \$10 per deck, which includes shipping and handling.

Get your deck by contacting:

Stout University Foundation  
320 South Broadway  
Menomonie, WI 54751  
715/232-1151  
alumni2@uwstout.edu



### A Proud Tradition

## Stout Families

### The Balsimo sisters



(l-r) Dawn Balsimo Cole '91, Stacy Balsimo '95 and Gena Balsimo '93

The Balsimo sisters were on campus at the same time and all graduated in the same major - marketing education. Dawn is currently director for Human Resources with Papa John's Pizza; Stacy is a teacher at White Bear Lake High School in White Bear, Minn.; and Gena is an assistant principal at North St. Paul High School in St. Paul, Minn.

### The Cordy sisters



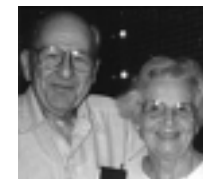
(l-r) Kathe Jean Balcom '74, Mary Ellen Wedam '61, Ruth Cordy (mother) and Nancy Joan Cordy '74

Kathe currently lives in Pittsville, Wis., and is employed at St. Joseph's Hospital in Marshfield, Wis. Mary Ellen retired in 1994 and now lives in Redstone Colo. Nancy Joan works with Dayton Hudson Corporation in Minneapolis and lives in Brooklyn Park, Minn.

### Braker/Moltzau/Walleen



(l-r) Rick Walleen '88, Sharon Walleen Zerpoli '84, Sandra Walleen Winter '82 and Susan Walleen Winter '81.



Hugh '36 and Orvetta Braker Moltzau '36



Dick and Billie Braker Walleen '58

Braker family Stout graduates include Myrtle Billings McDonald '10, Dean McDonald '02, Henrietta Braker Harris '29, Douglas Harris '30, Wayne Braker '35, Evelyn Adams Suomi '36, Harvey Adams '37 and Rebecca Adams Nelson '38. Other family grads are Billie Braker Walleen '58 and her children Susan Walleen Stevens '81, Sandra Walleen Winter '82, Sharon Walleen Zerpoli '84 and Richard Walleen '88; Marjorie Braker '79, Mark Neubauer '81 and Debra Meyer '79.



## Employer Profile

## Environmental Dynamics Corporation

In 1991, John Mylin '70 and Bill Benzel '69 purchased Environmental Dynamics, a small company in Sharon that manufactures water treatment equipment. Each with about 20 years of experience in the industry, John and Bill were ready and willing to put in the effort to make the company a leader in the field.

With a handful of carefully chosen employees, they proceeded to expand the business into an industry leader in the field of liquid purification, with customers throughout the world.

In 1999 alone, EDC shipped large systems throughout the United States and to Brazil, Argentina and Turkey. These computer-automated systems are used to produce ultra-pure water for the electronics industry, treatment systems for corn syrup, and other liquid purification systems for industry. Today, EDC employs more than 75 people, including four other Stout alumni.

Mylin, president of the company, notes that EDC is a privately held company with a portion of the shares held by employees. He firmly believes that total commitment to customer needs begins with employee ownership in the company.

"We want our customers to know we appreciate their business and must



(l-r): Kirsling, Koslowski and Mylin (Kampert not shown)

continuously earn their confidence and trust," he said.

EDC has been growing at approximately 25 percent per year and anticipates the growth to continue in the future. With the company growing as fast as it is, EDC is always looking for talented young people to fill new positions.

Because of the technical and academic excellence that has been a UW-Stout tradition for more than a century, EDC has hired three 1999 graduates—Jason Kirsling, Matt Mylin and John Kampert. Former Stout student Greg Koslowski is also employed by the company.

EDC has recruited from the industrial technology and manufacturing engineering programs at UW-Stout, and Mylin said their recruiting efforts will continue at the university.

Mark Mowbray BS '68, MS '71 is one of the shareholders and has been employed at EDC since 1995. "Our experience at Stout has prepared us to meet both technical and people oriented challenges," he said. "I am proud to be associated with two generations of Stout alumni, and am confident that our company's future is in good hands."



(l-r): Mylin, Benzel and Mowbray

## Schefchik named Menomonie small business person of the year

Brian Schefchik '81 was recently honored by the Menomonie Area Chamber of Commerce as the Small Business Person of the Year. Schefchik is owner and president of Schefchik Builders Inc.

Schefchik Builders was started in 1994 with five employees. In the years since then, the business has steadily grown, and now employs 45 people including two project superintendents and six key foremen. Several are Stout grads or former students.

From his time at Stout, Brian recalls classes he took from Courtney Nystuen. One project he is working on involves critiquing Nystuen's work, he said. "It used to be that he would critique our work, and now the shoe is on the other foot," Schefchik said.

Schefchik Builders have worked on many building projects in Menomonie including Junction Mall (Sears), Alternative Healing Arts,

Center for Independent Living, Cardinal FG and the Old 400 Depot Café among many others. They have also worked on structures in Eau Claire, La Crosse, Rice Lake, Baldwin and Glenwood City.

After graduating from Stout, Schefchik worked with Menomonie Builders Inc., for 12 years. While with Menomonie Builders, he was promoted to foreman, estimator/site superintendent and estimator project coordinator.

Trying new things in life is something that Schefchik firmly believes in. A framed quote in his office serves as a reminder of this. It says, "You never know how far you can soar unless you spread your wings and fly."



Schefchik

## Reminiscing

The setting for this little story is at a football game on a beautiful fall day many years ago at Stout.... I had just returned from six weeks of off-campus teaching, so I found myself somewhat out of touch with the new students on campus. A group of fellow Philomatheans were seated together, cheering the team on, but were being teased by some strange students who were seated in the row behind us.



Halvorson

One of them was wearing an unusual windbreaker that I remembered later when we encountered the same fellow in the school cafeteria. He surprised me when he asked if he could join us at our table, which he did. He wanted to sell his cafeteria ticket that he had to purchase as a transfer student to one of us, and he was willing to give her a "good deal." While they were dealing, I listened to him.

I casually said I liked his jacket, which was a striped pastel of pink, pale blue and lavender, and was so different from anything I had seen that I couldn't help but remark about it.

Don...I had learned his first name by now...told me that it was one of a kind, and so was he!

Before our meal was over, he had hinted at a date, and something told me that here was someone interesting and entertaining.

We were married in 1944 and celebrated our 50<sup>th</sup> anniversary in 1994. That is the way that particular encounter shaped my life.

So this is the little story about the pastel jacket, which only this last year was sent off to Goodwill Industries. When I saw a pastel jacket advertised in the Sunday paper, though, I had to order one for a surprise Father's Day gift for Donal Richard Halvorson!

**Elizabeth Rasmussen Halvorson '43**

An encounter with Eleanor Roosevelt, one of the most important women in American political history, was outstanding among cherished memories of Stout Symphonic Singers on concert tour in 1939. Invited to sing in the White House, we felt great admiration for this gracious lady of regal dignity. Her friendly warmth and genuine interest in students was a moving experience. After our concert in the East Room, we were greatly pleased when Mrs. Roosevelt suggested having her picture taken with us on the lawn of the White House. We treasured the visual record of this event so significant to the Singers.



Norton

We appreciated the vocal training gained in this choral group under the direction of Professor Harold R. Cooke, and the association and unity experienced through participation in this choral group.

Coming together for celebration of graduation anniversaries of the 1930s at UW-Stout brought into focus undergraduate experiences which contributed to foundations for personal and professional lives. While primary recognition must be given to the Stout academic program, which has been distinguished through the years by curriculum well-timed to social change, the wide variety of extracurricular activities available adds a significant dimension to the educational experience offered by Stout.

**Sidenote:** I know today's students wouldn't understand our enthusiasm in sharing our "rolling hotel." We had three old railroad coaches—two for women and one for men plus a baggage car. Two facing seats provided daytime sitting, and with one back made horizontal, this became a bed for two at night. We carried our own bedrolls.

We were the first post-depression group of students, so we hadn't grown up with elegance. When we were in a city, our rolling hotel was parked in the railroad yards. We did have a room at the Cairo Hotel in Washington (*long gone*), so we were bright and shiny in Washington. Of course, our "rolling hotel" had a miniature bathroom at each end of the coach. Before TV and air flights, this seemed a dandy way to see the country.

**Agatha Norton '39**

In 1941, The Stout Institute was just a name of a far-away college. I was a 16-year-old kid with no parents and was living with my sister until I finished high school. After graduation in June 1942, I worked for two months in a shoe factory (*a real attitude adjustment*), where I earned \$800 and decided to invest in college.



Benn

The technical education, along with academic subjects, was a program that fit my situation. This probably was the difference between success and failure in a tough Naval Aviation program that I was a part of during World War II. I returned to Stout after the war and completed my BS and MS degrees. At that time, I was the youngest person to receive a master's degree from Stout.

The understanding of technical skills, along with the principles of teaching and educational administration, has served me well in my life endeavors. These have included raising a family of three daughters, high school teacher, construction, Naval pilot, coaching, university pilot, associate professor, department head, aviation expert witness, Federal Aviation Administration pilot examiner, and election to the Illinois Aviation Hall of Fame.

The Stout Institute has had a very positive effect on my life, and this has given me far more than I dreamed possible as a poor kid in the '40s.

**Omer Benn BS '48, MS '49**

