

# Alumni in the News

## Overcoming time and distance

Four “generations” of Stout graduates recently overcame time and distance to create a new patient food service program for the Myrtle Werth Hospital in Menomonie. A short time ago, a 1971 graduate of the then hospitality and tourism management program, was working in his Nashville, Tenn. office when he received a phone call. Glenn Richard Schirg '71, a vice president with Romano Gatland, one of the largest food consultancies in the United States, found himself discussing the development of a room service meal program for patients in a small hospital.

The caller, Kari Alexander Flom, a 1993 graduate in psychology who is currently enrolled in the master's program in food and nutritional sciences at UW-Stout, was hesitant to mention where she was calling from and the name of the hospital, as she was sure that the consultant would have no concept of where she was and what type of hospital was involved. Besides, the budget to create this new program, even if it was feasible, was very tight, and the consultant's fees would surely prove too expensive. The consultant insisted however, and soon learned that the city was Menomonie, Wis., and the hospital was the successor to the

one where he spent many hours in his field experience program 30 years before—the Myrtle Werth Hospital-Mayo Health System. Schirg was the first student from Stout to obtain field experience from the hospital. The hospital's food and nutrition service department has continued to provide an opportunity for students to gain real time experience and earn some income since that time, a marvelous support for Stout.

The coincidence didn't stop there for this consultant. Maggie Flanagan White a 1967 grad in dietetics is the current department head and was his supervisor those many years ago. She is ably supported by Mary Lorenz Marotz a 1973 grad in dietetics. The four graduates soon embarked on a project to design and implement a comprehensive room service program for the Myrtle Werth patients. The concept development and programming required five months of work and meetings, including some site visits by the project team to existing hospital room service programs. New equipment for the department was ordered, along with a new layout for the kitchen workspaces. A new menu was written, recipes were developed, new foods were tested and



(l-r) Maggie Flanagan White, Mary Lorenz Marotz, Kari Flom and Glenn Schirg

**Stout graduates are special people who bring an extra measure of caring and sharing to their careers**

policies and procedures were written, all with the startup target of Jan. 30, 2002. The program is expected to bring the most advanced food service in healthcare to the patients of the Myrtle Werth Hospital.

The story of time and distance being overcome to create a remarkable project team

continues as new UW-Stout hotel, restaurant and tourism management program students are being introduced to the complexities of healthcare food service. White, Marotz and Flom have enlisted the help of Professor Phillip McGuirk's current Food Production Class in developing signature entrees and foods for the hospital room service menu. Perhaps a new tradition is being born from this effort, but one thing remains certain, Stout graduates are special people who bring an extra measure of caring and sharing to their careers.

As for the consultant, the trip back to Menomonie for the first project team meeting, his first visit since his 1971 graduation, has started a wonderful chain of events. He has connected with old classmates, attended the first Homecoming game in the new stadium (*he knew the Blue Devils were going to come back and win that game*) and is now active with the Stout University Foundation and the Alumni Association.

Glenn was so impressed with the dedication and commitment of the faculty and the program itself, that he enrolled in the online global hospitality management degree program.

## Continued contact with Stout grads

Bob Ekman '82 grew up in Park Ridge, Ill., a northwest suburb of Chicago. Ekman made the decision to attend UW-Stout rather than Michigan State based on the hotel and restaurant management program and the community of Menomonie, Wis.

Ekman was active in several extracurricular activities at UW-Stout including the Hotel Sales and Marketing Association and the American Advertising Association. He was one of the driving forces behind the now famous “Dirt Cheap Auction” at UW-Stout.

Upon graduation, he joined Marriott Corporation as a sales and marketing trainee in Bloomington, Minn. From there he moved up the ranks and was transferred to various places such as the Ozarks, Tan-Tar-A Resort and Maui, Hawaii. In 1989, he was again transferred and promoted to the position of director of marketing at the Minneapolis Marriott City Centre.

Ekman had a dream of starting his own hotel management and acquisitions company and in late 1989 that dream was fulfilled. Along with a friend, The Bricton Group of Chicago was formed. While Ekman was president, the company saw significant growth. Interested in new challenges, Ekman left Bricton and joined forces with Leeland Distributors as general manager and vice president of marketing. During his tenure with Leeland, revenue increased approximately \$7 million. But he still had a yearning to get back into the hotel business.

In 1996, he did just that. “It gets in your blood and there is nothing you can do about it.” states Ekman. When an opportunity to join with Holiday Inn Worldwide as regional director of Franchise Sales and Development came up, he took it. “This was an area of significant interest for many years,” says Ekman. “One has the opportunity to assist others with their dreams and earn a decent income.”

After six years, the company is now called Six Continents Hotels and Ekman is vice president of Franchise Sales and Development. “Numerous opportunities for development still exist today, and Six Continents has the power and financial backing to make things happen. This company is poised for continued growth and success.”

Ekman has always felt that his success dates back to his days at UW-Stout. “I continue to interact with Stout grads and have since 1982,” he says.

He has kept friendships, including Rick '80 and Sue '81 Roman, who are part owners of The Signature Room in the Hancock building in downtown Chicago and a successful The Signature Room banquet facility in Woodridge, Ill. He says “Rick and Sue are good friends and people to emulate. They are successful and always keep a positive outlook on life.”

On an ongoing basis in his current capacity, he works with several Stout graduates including Craig Stark '73, president of Great Lakes Hospitality out of Madison, Wis. This group owns and operates numerous hotels including Great Wolf Lodge in the Wisconsin Dells. “Craig is the consummate professional,” states Ekman. Brian Brandstetter '83 is president of Cornerstone Hospitality, also out of Madison. “Brian is a solid developer/operator of hotels. He and other partners own and manage Holiday Inn Express hotels in Fort Atkinson, Wis. and DeForest, Wis. Having roots back to Stout seems to enter into many conversations with Brian,” says Ekman. Another Ekman contact includes Rolf Tweeten '81 who develops hotels throughout the Midwest. He is a principal with Peterson-Tweeten Development out of the Chicago area.

One of his competitors in the hotel franchise business is Richard Sprecher '80, a regional director of Franchise Sales Choice Hotels, Chicago.



Ekman

**“It gets in your blood and there is nothing you can do about it.”**

A short time ago, he ran into Chuck Harper '81 (CB; former bartender at *The Spot*). Harper recently joined the St. Louis Convention and Visitors Commission as vice president of Convention and Trade Show Sales.

Ekman states, “I continue to run into UW-Stout grads in many walks of life. When I think about the four years I spent in Menomonie, the friendships and acquaintances have become a significant part of my life. I am still good friends with Bill Way '81 from the hospitality and tourism department. Bill was my Hospitality Finance instructor and yes, a good friend.” he continues, “I had the opportunity to work with Steve VandeBerg '75, owner of the Best Western in Menomonie, and his family to assist with the franchise development of what will be the new Holiday Inn Express in Menomonie. He was my very first instructor at Stout in Hospitality 101.”

There is no question that Ekman feels that UW-Stout is a terrific university. “Menomonie is a nice town, and Stout insists upon developing a solid work ethic for its students. That has made the difference for me,” says Ekman.

Ekman is married to Karen Collins Ekman, also of Park Ridge, Ill. They live in Glen Ellyn, Ill., and look forward to the college days of their three children, Kelly, 15; Brad, 12; and Kyle, 11.

## Mustards Grill wins award

Cindy Pawlcyn '77 was delighted to be featured in the May 6, 2002 issue of *People Magazine*, but even more exciting was the additional recognition she received when her *Mustards Grill Napa Valley Cookbook* won the James Beard Award for best Americana.



Pawlcyn

James Beard is recognized as the father of American gastronomy. Throughout his life, he advocated the highest standards and served as a mentor to emerging talents in the field of the culinary arts. Today the James Beard Foundation hosts what is often called “the Oscars of the food world.” It is billed as the industry's biggest party and is part of a fortnight of activities that celebrate fine cuisine. The awards honor (*among others*) the finest chefs, restaurants and cookbook authors in the country.

After her graduation from UW-Stout, Pawlcyn studied at Paris's famed Le Cordon Bleu cooking school for a few months before taking a job as a sous-chef at a bistro in Chicago. Relocating to Napa Valley in 1980, she began planning for a new style of restaurant for the area. Three years later, Mustards Grill opened. It was, and continues to be, a favorite for tourists as well as local residents.

Pawlcyn currently has two restaurants in Napa Valley—the Mustards Grill and the Miramonte. She plans to open Cindy's Diner (*also in Napa Valley*) this summer, specializing in down-home cooking.

## Wind chimes make beautiful music

If you have wind chimes in your home, you may want to check the maker. If the brand is Whispering Winds, they are made in Anacortes, Wash., by one of your fellow graduates.

When Lynn Christofersen '78 graduated with a degree in vocational rehabilitation, making wind chimes was not in her plans. After graduation, Christofersen joined Stout friends Sharon Duff Warner '77 and Sharon Kroes '75 in Anacortes and fell in love with the area. She knew this is where she would make her home.

Using her degree, Christofersen worked in both the public and private sectors of rehabilitation. Her first position was with "Get There Social Services" and involved job placement and coaching for developmentally disabled adults who had recently been released from state institutions to a group home.

Christofersen left the field to join her husband in managing his musical instrument repair and luther business. That business evolved into a specialty sawmill, cutting figured musical instrument wood for Stuart MacDonald mandolins, Paul Reed Smith guitars and Gibson guitars. A decline in raw material resources led to a decision to change their business focus, leading Christofersen and her husband to start a business making wooden kaleidoscopes. It wasn't long before they were using their design talents for a neighbor and friend who was making wind chimes. Their collaboration ultimately led to the formation of Whispering Winds.

With the musical talent of her husband, the experiences they had obtained in the production of kaleidoscopes and the expertise of their neighbor, they pooled their talents to develop beautiful and melodic chimes.



Christofersen

Eight years ago, they started with a 30-foot by 40-foot shop, one paid employee and three of their parents, who volunteered their labor for the first year. Within a very short time they had three trailers, two porta-potties and 35 employees. Today they have a 23,000 square-foot building, nearly 100 employees, their products displayed in 16,000 retail stores throughout the United States, and five sizes of chimes.

Now, Whispering Winds is a work site where any of us would appreciate the idea of going to work. It is located on Fidalgo Island, looking across Fidalgo Bay, with Mount Baker to the east. To the west you will find Rosario Strait and the beginning of the San Juan Islands.

The beautiful chimes are made of pewter, with each one individually molded—an extremely labor intensive process. Walking through the plant and visiting with employees, you can feel the family atmosphere. It is one where everyone takes great pride in their job.

To continue with new ideas and maintain their creativity, an interdisciplinary design team has been formed. One of their most recent designs was a memorial for Sept. 11, with all proceeds going to the New York State World Trade Center Relief Fund. Another product being considered was a personal pin for decorative bulletin boards, giving offices a sense of individuality.

Reflecting on the progress that Stout has made, Christofersen commented that, "we use all of what Stout represents, from molding, production to packaging." Keeping this in mind, the idea of a Bowman Hall bell tower chime might also be a possibility.

Christofersen stated she loves the Anacortes area as it offers everything she enjoys: camping, hiking, skiing and biking. Living on an island gives you a sense of community, she said.

For additional information on Christofersen and her business, visit the web site at <http://www.winds.com>.

## Cabot runs a unique race

On October 7, 2001, Scott R. Cabot, B.S. '78, M.S. '79 intentionally was the last runner to cross the starting line of the Chicago marathon. He watched as 32,000 runners, the equivalent of the population of Manitowoc, Wis., started the 26.2-mile trek through Chicago's neighborhoods in front of him. Why on earth did Scott want to start in last place?



Cabot

Throughout his life, Scott has lost a number of loved ones to cancer, including both his parents. He lined up behind the entire starting field to symbolically illustrate how many women feel when they learn they're facing the biggest fight of their life—breast cancer—tough odds—a long battle—fighting the temptation to give up.

Cabot started in last place to raise money for Bosom Buddies, a not-for-profit organization based in Chicago that was founded by two

breast cancer survivors. Bosom Buddies is dedicated to helping alleviate some of the fear and anxiety in women who are diagnosed with breast cancer. The organization produces and distributes educational and informative videos to help women after their diagnosis.

As the race progressed, Cabot passed 12,348 of the finishers and raised more than \$5,500 in the process. His finishing time of 4:20:24 was, as he put it, "not bad for a middle-aged guy with bad knees."

"I wanted to do something to support the meaningful work of this organization and raise awareness for an important woman's health issue," Cabot said. Doing good works runs in the family. The Arthur R. Cabot Executive Residency was established by his mother in 1983 to bring business leaders to the UW-Stout campus for lectures and faculty development. If you would like to learn more about the Bosom Buddies organization, you can visit them on the Web at <http://www.bosombuddies.org>.

### Alumni Testimonials

## What Stout Did For Me

I always knew I'd go to college, because having an education behind me was the only way I could see being able to support myself. But when the time came to decide "What am I going to do with my life?" I was a bit stumped, as most are. It wasn't long before I looked at my collective life's experiences to see what stood out as enjoyable. I remembered how much fun I'd had a few years prior, helping my parents redecorate the living room from carpet to walls. So that would be a cool job! And so somehow, by fluke or by fate, I chose to pursue an education in interior design at UW-Stout.



Steenberg

I remember choosing Stout because the degree was an art and design-based program, with lots of hands on studio classes. Even though I had never taken an art class in high school, I figured this would be an important distinction in my education. I enjoyed my time at Stout so much! The little town of Menomonie provided a great environment for my education. I was totally engrossed in the challenging classes while I was at school. Yet, I could get away and go home to the Twin Cities nearly every weekend, where my family and job remained. My instructors were, unbeknownst to me at the time, teaching me invaluable lessons each day, giving me the tools to draw from in my future career. Staying up half the night, finalizing the assignment that was due the next day, was an excellent indicator of what working in this field would be like. You couldn't fake doing a project to turn in and likewise, I now cannot fake a furniture plan specifically tailored to a client's building, budget and needs.

After graduation, I pleaded my way into my first interior design job in Minneapolis. That job gave me more experience than I realized at the time, exposing me to all the different aspects of the discipline. Now I have been employed in the industry, primarily commercial design, for around eight years. (*And can I say here that I love it?*) I moved to California almost five years ago, for fun, sun and to see what a winter was like without once thinking, "Is my car going to start this morning?" I often think of how fortunate I was to make the decision to go to Stout and learn all those great art and design fundamentals. These are the tools I use everyday in so many different ways. And so, as I sit here on the deck of my new condo on a gloriously sunny March afternoon, I think, "This is what my Stout education has done for me!"

Dawn Steenberg '93

When I enrolled at Stout State in the fall of 1966, I was a confused young man that wasn't sure what to do with my life. I had studied engineering for two years at another college and now at Stout, I was an Industrial Technology major. I enjoyed my classes in computer programming, mathematics, and industrial facilities planning, but there was something missing in my life. The second semester, and I don't remember why, I signed up for Photography 101 and a film history class, decisions that would change my life forever. I also started playing guitar and by the next semester I was an art student. Four years later I graduated Stout with a B.S. in Art. Even though I was finding my path as an artist and musician, I still loved technology. During my last semester at Stout I took a class in television production only to be disappointed that the art department didn't see it as an art class. My class project was a TV production called "Art is the Process" where I strung a long string around the studio while discussing art philosophy.



Clavin

The next five years I spent in Madison working in a cheese factory while studying jazz guitar and the mathematics of composing music. In 1976 I moved to San Francisco and attended a recording arts trade school. With my Stout education in art and technology, I did very well at that school and a year later I landed a job in Hollywood, Calif. working for a company that designed and installed recording studios. I realized then that Hollywood, a place where they measure the neighborhoods with the number of recording studios per square mile, was where art and technology really came together.

One thing that any college education teaches is that it is possible to learn new things and how to go about doing that. Over the years I have taken many extension classes at UCLA studying everything from computer programming to screenplay analysis and it finally paid off. In 1991 I was asked to join the postproduction engineering staff at Universal Studios in Hollywood. A large motion picture studio is really just a big factory and although I work around movie and television stars everyday, what I do there goes back to my Stout education of industrial technology combined with an artistic vision."

John Clavin '70

When my future husband and I entered Stout in 1956, there were approximately 600 students. There was an intimacy with faculty and classmates that would not have been possible in a larger population. A sense of family and community existed in the classroom, in our organizations, as well as on the dance floor.

In contemplating the many attributes that were enriched during my experiences at Stout, that of racial tolerance seems especially significant since 9-11. Like many Stout students at the time, I came from a small community with a farm background, relatively insulated from the outside world. The very nature of Stout's offerings attracted students from foreign countries. There were many Hawaiians, even before Hawaii became a State in 1959, as well as Africa and Ethiopia, that were financed by their countries to carry back the technology education for the betterment of their people. We all had similar goals—not only to become educated to enrich our personal lives, but to share our talents with our larger community. For these experiences, today I am grateful."



McDonald

Nancy Feuerstein McDonald B.S.'60, M.S. '81

# A survivor's story

Kitzhaber recounts the attack on the Pentagon

by Gerry Kitzhaber B.S. '87, M.S. '89

It was a beautiful Tuesday morning, starting out like any other workday in a routine manner. I caught the 5:25 a.m. bus, arriving at the office at 6:20 a.m. in time for a workout and run. I made it to the office just after 8 a.m., with a fresh cup of coffee, and was ready to start the day. I read through a few e-mail messages and went over my work schedule for the day. Nothing indicated that this would be anything but a normal day. What happened next significantly changed my life, our nation and the world.

The first reports were incredulous and incomprehensible. An airplane had crashed into the World Trade Center in New York! This shock was further exacerbated by another plane crashing into the other tower before our very eyes! My colleagues and I were in disbelief. How could this happen? Who could be responsible for such an atrocity? The names of likely perpetrators were briefly discussed. The name of the ultimate suspect was the first on our list.

In the midst of this discussion, I took a phone call from my wife. She had called to wish me a happy birthday, unaware of the recent events. I updated her on what had happened in New York. Instinctively she expressed concern for my safety. I confidently responded that I should be all right; after all, this is the Pentagon. Oblivious to the fact that Flight 77, hijacked by political extremists and loaded with 64 crew and passengers, was on a crash course for the Pentagon, I assured my wife I would be okay and said goodbye. Just as I turned to stand up from my chair, a horrendous explosion and devastating shock wave ripped through the building, nearly

knocking me off my feet. The plane had struck the Pentagon, penetrating through the E, D and C Rings, stopping directly beneath my office. The wall and windows next to my desk shuddered violently as an incredible rush of air escaped upward between the B and C Rings, pelting the windows and exterior walls with rocks and debris just inches away from me.

An eerie silence momentarily enveloped the office and was abruptly interrupted by my directive, "Let's get the hell out of here!" Our office evacuated quickly to the Pentagon Center Courtyard and immediately we began to account for our colleagues. Fearing the potential of a second suicide plane, I attempted to exit through the 8th Corridor toward the north parking lot. I was met at the door by a large number of people running toward the center courtyard. This seemed to defy logic. I could only imagine that someone with a machine gun was at the exit! We retreated back into the center courtyard and evacuated to the south parking lot to what we thought would be a safe location. Just as we exited the building and entered the south parking lot, our greatest fears were realized. The security personnel announced that another hijacked plane was heading in our direction. Fortunately for us all, a few passengers, demonstrating exceptional bravery in the face of what must have been mind-numbing terror, commandeered the plane and it never arrived in Washington, D.C.

We quickly moved away from the building, only to watch in horror as the building burned and rescue personnel evacuated the dead and injured. We then moved across Interstate 395 to the front of the Pentagon City Mall. Shortly



Kitzhaber

**"Shortly after we arrived, an Air Force fighter jet flew fast and low over the Pentagon"**

after we arrived, an Air Force fighter jet flew fast and low over the Pentagon. This brought cheers from everyone in the area. It was also the first time since the attack that I felt some sense of safety and security. During this flurry of activity, I vividly recall a sincere desire to contact my wife and family to let them know I was all right. My most fervent desire was to be reunited with my family. I had grave misgivings of leaving the area knowing that some families would never again see their loved ones. I received a ride from a friend and arrived home to the loving arms of my wife and family.

The events of Sept. 11 remain vividly etched in my mind—the fire, smoke, relentless wail of emergency sirens and the look of terror on the faces of people as they exited the building. It seems as if it happened yesterday. I still recall two co-workers who had evacuated the building and found sanctuary on a small grassy area near the Pentagon City Mall. As they sat there together catching their breath, I could see the adrenaline begin to diminish from their faces, only to be replaced by shock and horror as they reflected on their close encounter with death.

Their trembling embrace erupted into an uncontrollable flood of emotion that was commonplace among survivors.

Back when I enlisted into the Wisconsin Army National Guard it was implicit and understood that in the event of a national emergency I would be mobilized and deployed into combat anywhere in the world at anytime. I accepted this without hesitation, never envisioning that the combat zone would come to me.

My family has coped well with the terrorist attacks and their aftermath. Recently, however, my daughter expressed grave concern for my safety as I left on a business trip. The connection of flying in an airplane and disaster were inseparable in her mind. We were able to work through the trip, with the aid of a candy treat and gift, so that relieved her anxiety. The Pentagon staff provided grief counselors and clergy to anyone in need. The greatest relief for me came from phone calls and e-mail messages of friends and relatives. A great number of these messages came from UW-Stout alumni. Relating my experiences to friends and colleagues provided the greatest degree of relief, comfort and closure. Our country is now united with great pride in the resolve that this event will not shake our foundation, and our citizens are committed to the necessary course that will eliminate future acts of terrorism. It is truly an honor to work in support of the defense of our great nation that serves as a beacon of light to the world. This shining light, as seen in the eyes of our citizens, casts a beam that symbolizes the strength of freedom the world will follow.

## Ballpark boss

As president of business operations for the Astros, Pam Gardner, '78 is one of the highest-ranking women executives in sports.

**Editor's Note:** The following is excerpted by permission from The Houston Chronicle's Sept. 23, 2001 story by Claudia Feldman.

Just a few days into the search for a new president of business operations, Astros owner Drayton McLane waded up his list of job candidates.

"Let's call Pam," he said to Bob McClaren, who is leaving the position at the end of the season to go into business for himself. "She's better than all 12 of these guys."

He meant Pam Gardner, a longtime Astros employee. Like McClaren, she has a gentle way with people, lofty standards and a work ethic that won't quit. Problem was, she had recently left the ballclub. For business and family reasons, Gardner's husband wanted to move to the East Coast, and she endorsed the idea and packed her bags. McLane picked up the phone, hoping she was homesick. She was. ...

Today, Gardner is not only back in the Astros' fold and predicting the team will make it to the World Series—she's one of the highest-ranking women executives in professional sports.

McLane says he wasn't trying to make a political statement when he sealed the deal with Gardner. "I promoted her because she was the best person we could find..."

Gardner says she didn't think a whole lot about gender issues when she took the job, either. "I feel privileged that Drayton gave me the opportunity. But whether I'm a woman or a man, I still have to get the job done."

Simply, she's in charge of everything in the Astros organization off the field. What happens on the field falls under the jurisdiction of baseball guru Tal Smith.

Often Gardner and Smith, president of baseball operations, talk and swap ideas. She... knows she doesn't have a marketable product if there is not success and derring-do on the field, and he knows he can't pay even the bat boys if there aren't talented managers on the business side.

She helped McLane and McClaren plan Enron Field, watched it go up, and now patrols the stadium as if it were her own home. ...

Gardner, 44, is tall and svelte. She's a runner, and she says the thought that keeps her



Gardner

running is her favorite baseball dinner—peanuts and ice cream.

Living life at the ballpark comes naturally. Gardner's family—parents and four brothers and sisters in Wisconsin—adored sports. Growing up, there were plenty of family rules, but one was that all children were to be on deck to watch the Green Bay Packers play football on Sunday afternoons.

The rest of the week the children were involved in a variety of sports, and Gardner's specialties were tennis and track. She was also an excellent student. "I thought I wanted to go into social work," she says. "But I was 18 years old. What did I know?" She made a slight adjustment, attending the Stout branch of the University of Wisconsin... Gardner figured that would be her life's work, but when she graduated from college in 1978, she decided to earn a law degree first. That meant she'd have to work for a few years so she could earn the money for tuition.

Gardner moved to Chicago and took an entry-level job at a small public relations firm that specialized in entertainment. She started in office services, then jumped from department to department, filling in and moving up as employees left for other opportunities.

"It was one of those right-time, right-place kinds of things," Gardner says. "My boss was wonderful. She had a philosophy—never say the word no. There's always a way to figure out how to do it. The other thing she taught me—you don't have to know how to do something, but you do have to know how to get it done."

By the time Gardner left in 1989 to move to Houston, she was vice president of the company's entertainment division.

David Anderson, her husband-to-be, was the reason she found herself job-hunting in Houston. He left Chicago because of work opportunities here, and she landed a job with the Astros...

"It was another of those right-time, right-place kinds of things. The communications director had just left, and I got the job." ...

Gardner continued to rise in the ranks. By the time she left last January, she was vice president of sales and marketing. ...

"Do you know the commissioner of baseball (*Bud Selig*) wanted to hire Pam to work at head-quarters? Right after she took the job, I (*McLane*) called him. 'You're too slow,' I said. 'I got her back.'



## Pitterle passes the torch

On Jan. 5, Dan Pitterle '80 carried the torch in the 2002 Winter Olympic Torch Relay, which went through all but four states in the country. In Wisconsin, the torch was carried through the southeastern portion of the state. Pitterle carried it at noon on a rural highway in Kenosha, Wis. Here is what he had to say about the experience.



Pitterle

"Wow! Carrying the torch and passing on the Olympic flame was an exhilarating experience. What an honor to be able to represent our great country, the United States of America. What an absolutely thrilling feeling to play a part in this international Olympic tradition.

"Let me answer some of the frequently asked questions: I was nominated by my godmother, Ann, who with all her military experience wrote a succinct yet compelling plea for the Torch Relay Committee to select me as a torchbearer. My nomination form was sponsored by Chevrolet. Every torchbearer received and keeps their own uniform. The

uniform was provided by the U.S. Olympic Organizing Committee. The uniform consists of the Windbreaker top and pants, a long sleeve T-shirt, gloves and hat. The instructions were very clear about not wearing anything but the uniform, even to the point of recommending light colored underwear.

The torch was an optional purchase for each bearer. It contained a fuel cartridge that was removed by the Torch Relay staff. You cannot light it again.

The length of everyone's segment of the Torch Relay is .2 of a mile or about 350 yards. I intended to jog much slower than I actually did. I now realize how caught up I was in the moment, and I ran with my torch. I know that there is photographic evidence that my feet touched the ground during my .2-mile Torch Relay segment, and yet I can tell you that it felt like I was floating down that Kenosha Highway!

It was very exciting to see the 1980 Olympic hockey team be the final torchbearers. Viewing the opening ceremony and being a part of this Torch Relay has helped me to appreciate "The Olympic Spirit" and the importance of the "fire within" each and everyone of us. I know that I have been truly blessed to have had this opportunity and lifetime experience.

Torch Man Dan's web page: <http://www.webspawner.com/users/torchmandan>

## Weber plagued with design curse

by Jeff Weber '87

For some creative individuals, being plagued with the design (*aesthetic*) curse implicates all aspects of life, not only dictates a certain lifestyle, but also defines the individual's identity. This curse manifests itself in various ways; its primary



Weber

form is passion for a particular art form, vocation, skill set or hobby. This curse or affliction produces the critical assessment of all that we see, hear, touch and smell.

It is possible that this curse can develop into something that is good, constructive and even profound—possibly producing significant developments such as fine art work, beautiful music, humane architecture and great food.

For me the curse was realized at an early age, perhaps an innate quality genetically transferred from my grandfather, an artist and art director in the advertisement industry. As far back as I can remember, I was always involved in producing/experimenting artistically, also disassembling various products and constructing objects with an intended purpose.

This curse led me to the University of Wisconsin-Stout and the art-industrial design program, where in 1987 I graduated. The UW-Stout system and the art-industrial design program supported and fostered this curse positively, providing the knowledge, tools and skills that have enabled me to work and live in a way that is very satisfying.

Since graduation, I have worked for KI, the furniture maker in Green Bay, Wis., then joined William Stumpf + Associates, an industrial design consultancy in Minneapolis. I married Judy Kilian, a 1987 UW-Stout graduate, who spends her days nurturing our two children, Natalie, two, and Nicholas, three, and managing the household and exploring her personal interests.

In 1999, William Stumpf and I formed the partnership Stumpf, Weber + Associates (SWA) in Minneapolis, which builds upon the design philosophy, principles and values that Stumpf has established over the last 30 years.

SWA is retained by the Michigan furniture maker Herman Miller Inc. We develop furniture products primarily for the contract (*office*) furniture market. Products accredited to SWA, are the Aeron Chair, renowned for its technical innovation, high performance/comfort, unique architecture and commercial success, the Caper Chair family, which responds to the frequent and impromptu nature of collaborative work, and the Ethospace Furniture System, which supports the needs of the individual worker by providing a humane work environment. SWA is also responsible for various ancillary furniture solutions.

For more information about these products, connect to <http://www.hermanmiller.com>.

SWA has continued to support the UW-Stout art-industrial design program by sponsorship of an internship program, and currently employs two Stout graduates, Jason Holt '97 and Jennifer Baier '98, who both have contributed to the success of SWA and Herman Miller Inc.

### Stout Memories

## Reminiscing

It has been 51 years since I graduated from the Stout Institute. My first home away from Hawaii after serving in the army was 212 Crescent Street in Menomonie, a rooming house for single men, called Stories. A bunch of us from Hawaii—Sadao Kishimoto '50, Ken Oda', Herbert Watanabe B.S. '50 M.S. '58, Hiroto Taono '51, Robert Hirano '51, Paul Kokubun '52, Dave Pedro '55 and Al Goto '51—lived there.



Takahama

I joined the Sigma fraternity and met a whole bunch of great guys. Among them were the Randalls, Roger and Dave, who visited me in Hawaii a couple of years ago. We spent a weekend at the home of Marvin Lundin, another Sigma member, in South Dakota.

The three and a half years I spent being educated with the great guys from Wisconsin and its neighboring states were filled with wonderful experiences such as fishing, canoeing and swimming in Lake Menomin; staying at Fair Oaks veteran housing one summer, previously occupied by Robert and Betty Manson; a two-week camping trip to Quetico Provincial Park in Canada with William Wieser; a ride in Donald Winter's coupe to Kenosha one winter with Robert Hirano; staying at Lynwood Hall and my housefather—Robert Swanson.

Charles Takahama '51

Driving through Menomonie, observing all the changes over the past couple of years, brought back many memories of my college experience from 1994 to 1998. From the first year living in Callahan Hall and adjusting to cold walks to and from North Campus along the lake, to math teachers setting up night exams so we would have enough time to actually finish them. Although usually, we could get them to cancel the next day's class.



Doverspike

My second year, living in Tainter Hall, was spent preparing for a co-op. I remember Eino Maki calling me at home over Thanksgiving break and requesting a resume on his desk Monday morning for a Tuesday interview. When Eino said something, we listened.

The next two years were spent working out with my roommate and fellow applied math major Sarah *Branstad* Fluegel '98. We spent many late nights studying for exams. I remember one night included Ted's Pizza at 2 a.m. Of course, I can't forget to mention the applied math Christmas parties. Anyone who knows Eino Maki will have to ask him about the year we had the "Kiss the Pig" fund-raiser!

If one thing is for sure, my experiences and memories at Stout will never be forgotten.

Kris Doverspike '98

As I reminisce about my college years at Stout, a number of things come to mind. I visualize the clock tower, Dan's Café, the Rendezvous, The Flame, Pine Point and my \$5 per week room on Seventh Street, early a.m. classes, Greyhound bus rides to and from Minneapolis, and a campus and student body of 1,800—much smaller than what it is today.

In 1959, coaches Bostwick, Melrose and Sparger recruited me to play football. With my parents, in my dad's '57 Chevy, we drove the old Highway 12 to Menomonie to start my college life. Stout helped build the foundation for a very successful career as an industrial arts teacher, guidance counselor, and finally school administrator in the Minneapolis public schools for a span of 30 years.

I shall always be thankful and forever indebted for the opportunity I was given to play football, run track and receive my education at Stout. I had the honor to be an inductee in the Athletic Hall of Fame, and now I have the opportunity to return to Stout to serve as a member of the Alumni Board of Directors.

In addition to my education, I have maintained a number of close friends I made while a student and football player at Stout. In the last several years, I have had the pleasure of visiting Coach Bostwick in Iowa and playing golf with Coach Melrose while in Menomonie.

Retirement is when the sun rises and you don't and after a successful public education career, I feel fortunate to be able to spend my time with my wife Sandy, our family (*including our new grandson*) and doing those things that are important to me. Traveling, fishing, reading and "clowning around" as "Rumpy" the professional clown, more than fulfill my retirement.

Thanks to Stout for being the vehicle to get where I am today.

Duane Ramberg B.S. '65, M.S. '69



Ramberg

## We'd love to hear from you

We would love to hear some of your favorite stories during your years on campus. If you would like to participate in our "Reminiscing" column, please send us your memories, along with a current photo of yourself. Stories will be held for three years and every opportunity will be given for publication. The alumni association reserves the right to edit all stories.



# Photographing tall millionaires

Ask him what he does for a living and he will tell you he photographs tall millionaires who are slightly more agile than him. Get close enough to read the credit card-sized credentials hanging around his neck and you will see the words Official, Bucks/NBA Photos, Gary G. Dineen.

Dineen '82, an industrial education graduate, has spent a good part of the last 15 years seated on a wood-planked floor with camera in hand, mirroring the same levels of intensity, skill, precision and lightning-fast reflexes of those he photographs. A contract photographer for the National Basketball Association, he currently acts as the official team photographer for the Milwaukee Bucks. "Photography is my passion," said Dineen. "I eat, sleep, and breathe it."

Dineen's passion for photography began in his youth. At Homestead High School in Mequon, Wisconsin, he worked on the student newspaper and yearbook. As luck would have it, the school offered a strong graphic arts program, sparking enough interest for him to take all five printing classes and a single photo course. He also served as the equipment manager for the football and basketball teams. During games, he moved around the field or court and captured the action on film. His first press pass (*still in his possession*) was for the Wisconsin High School Football All-Star game in 1976; he was 15.

When it was time to decide on a college and major, Dineen chose practicality over desire. "I loved photography but I never thought I was good enough," he said. "I had read a book about careers in photography and I believed what it said. If you wanted to make money shooting professional sports, you would be wise to redirect your goals because there wasn't enough room at the top."

Dineen chose UW-Stout because of its strong graphic arts and education programs. Sharing his passion with others through teaching would be the next best thing to becoming a professional sports photographer. He packed his camera and zoom lenses and headed to Menomonie in the fall of 1978.

As a freshman at UW-Stout, he continued his involvement with athletics, becoming head equipment manager for the football team. When game preparations were complete, he deferred to his assistants and grabbed his camera to cover the action.

Every few weeks during the season, Dineen would assemble a slide show and project the images in the locker room as players were arriving for practice. They got to see themselves as football heroes and, Dineen made some extra cash (*for Ted's Pizza*) by selling 8" x 10" prints.

During his junior year, he joined the staff of the *Stoutonia* as photo editor. He coordinated photo assignments and shot the majority of photos that were published. Shooting news, entertainment, sports and feature assignments provided valuable experience which couldn't be found in a classroom setting. Prior to that year, the paper had never captured the elusive five-star rating from the annual university newspaper competition—but with improved graphics and photography, that goal was finally achieved.

With little time to add electives to an already busy schedule, Dineen chose to test out of the two-credit, basic photography class. "I remember Bob Ward looking over my portfolio,"

said Dineen. "He said to me, 'there are many things you can teach in photography, but you can't teach the eye—and you definitely have the eye.' I've never forgotten those words. To this day, they are still an inspiration."

Following graduation, Dineen's search for a position teaching graphic arts and photography came up short. Dineen remained at UW-Stout for the next year, pursuing a graduate degree while his new wife, Tammy *Ouradnick* Dineen '83, completed her bachelor's degree in home economics education. Dineen spent the year taking graduate courses and providing his photography services to the university. He was paid to shoot a variety of subjects in and out of the classroom, including his wife, a member of the gymnastics team.

Those experiences prepared him for a full-time position as a staff photographer for Marquette University, beginning in 1984. There he provided photography for publications and instructional use, but most importantly, he now had the chance to shoot NCAA Division I men's basketball.

During his second Marquette basketball season, Dineen approached the sports information director for her opinion on what he needed to do to realize his dream of becoming an NBA photographer. He expected some pat advice but instead watched as she flipped through her Rolodex, got on the phone and five minutes later told him there would be a pass waiting for him at Thursday's game. "To be successful in photography, it needs to be your passion, you have to have the talent, but you also need a break," said Dineen. "This was my break."

For the first three years, he was one of several photographers who paid their dues by trading photographs for the opportunity to work the baseline. In 1988, the Bucks moved into the Bradley Center and sought to improve the level of photography along with other areas of the organization. "Management wanted a more cohesive effort and higher quality images," said Dineen. Those needs, along with advanced technical requirements of the new building, narrowed the field of photographers to two, with Dineen being one of them.

Eventually, Dineen became the sole team photographer. The added workload began to take its toll personally and professionally. Something had to change. For years, the Bucks had been considering the NBA's offer of providing photography services for all of their games. The Bucks finally agreed, being one of the last teams to do so, but with the stipulation that Dineen remain as their photographer. All parties agreed and Dineen became one of a select group of NBA contract photographers, beginning with the 1995–1996 season.

In 1996, Dineen left his Marquette job to become a full-time freelancer. Since then, in addition to his NBA job, he has covered professional baseball and football for Associated Press and the now defunct United Press International. He is the team photographer for the Milwaukee Wave, a professional indoor soccer team; and the house



Dineen

photographer at the Bradley Center, covering concerts and other special events.

Highlights of his career include covering Michael Jordan's last three NBA Championship games in Chicago and the Mark McGuire/Sammy Sosa homerun derby of 1998.

Dineen's sports photos have appeared in many publications, including *Sports Illustrated*, *Sports Illustrated for Kids*, *ESPN The Magazine*, *The Sporting News*, *Basketball Digest*, *Slam*, *Los Angeles Times*, *New York Times*, *USA Today* and *Newsweek*. In this electronic age, you can also find his photos on the Web at <http://www.nba.com>, <http://cbs.sportslines.com>, <http://www.msnbc.com> and <http://sportsillustrated.cnn.com>, to name a few.

Although sports photography has been the bulk of his professional work, Dineen says he is not a sports junkie—often, not even knowing the final score of the game he's covering. Over the years, he has tackled a wide variety of subject matter. And although he does shoot several weddings each year, he doesn't like being called a wedding photographer.

"I would describe my wedding style as documentary, photojournalistic in nature," he said. "It can also be very artistic." He shoots exclusively in black and white and rarely asks his subjects to pose. "I shoot first and edit later, relying on all the same skills and equipment that I use in my action photography. I try to capture the couple's most intimate, touching and telling moments,"

he said. "It's both a privilege and an honor to witness the joy that they share on that special day."

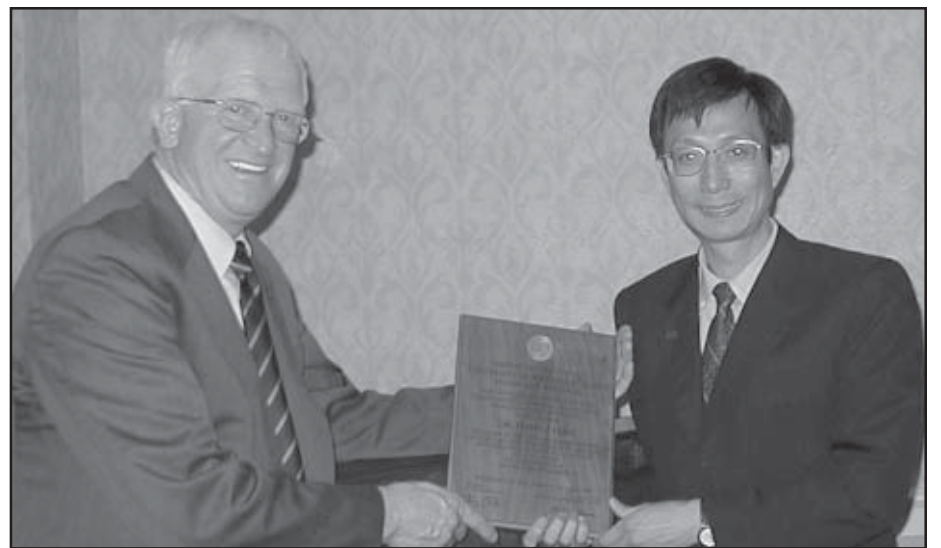
Although sports and weddings take up much of his professional work time, Dineen hasn't abandoned the teaching skills he learned while at UW-Stout. Over the years, he has taught a variety of credit and noncredit courses at Marquette. Some of his former students still assist him from time to time, as well as compete with him for work.

He also lends his time to Career Opportunity Day at a local elementary school in Cedarburg, Wis., where he lives. Dineen strives to make the children aware of opportunities available in professional sports off the court—as very few will realize their dreams of being a professional athlete. He emphasizes that there are various ways to fulfill their dreams in a related profession while still being close to the action.

Dineen doesn't see himself doing sports photography for the rest of his life. He hopes to do something more socially significant. "I want to create something (*photography*) that moves people," he said. "Something that makes them think. I want to exhibit images out of the mainstream which can challenge people's ideas and beliefs—perhaps something documentary, artistic or both."

Making people think. Challenging their ideas. Perhaps things do come full circle. Because if that's not education, then what is? **Editors note:** Gary Dineen's Web site is located at <http://www.winningimage.com>

## Chan receives James Huff Stout Award



Chancellor Charles W. Sorensen and Dr. Fong Chan

Dr. Fong Chan '76, was this year's winner of the James Huff Stout Award. Chancellor Charles W. Sorensen presented this distinguished award to Dr. Chan on April 25, 2002 in Madison, Wis.

In his letter of support of the nomination of Chan, Michael J. Leahy, Ph.D., CRC, stated "Dr. Chan has authored or co-authored well over one hundred referred journal articles and book chapters during his exemplary career as a rehabilitation counselor educator and researcher. The honors and awards he has received for his scholarly and substantive research and service contributions to rehabilitation are an impressive array of

acknowledgments attesting to the significance and quality of his research and the impact he has made on the disability and rehabilitation fields over the years.

Leahy continued, "Most recently, Dr. Chan was awarded the American Rehabilitation Counseling Association's Distinguished Research Career Award, which is the most prestigious and meaningful recognition that this national profession association awards. He is clearly regarded as one of the brightest methodological minds in the rehabilitation profession and is widely known, both nationally and internationally for his extraordinary research contributions."