

Stout Foundation Report

Packaging Campaign Launched

A \$6.5 million packaging campaign was officially announced by University of Wisconsin-Stout in Chicago during the November Packaging Exposition, to aid its premier packaging program.

Conducted by the Stout University Foundation Inc., the campaign will seek partnerships with industry leaders, foundations, alumni and friends who recognize the importance of the rapidly growing packaging industry. By the year 2000, the industry is expected to have sales totaling \$100 billion domestically and \$250 billion worldwide.

The campaign is designed to provide new equipment and maintenance, as well as added teaching capability. UW-Stout Chancellor Charles W. Sorensen said that private donations are needed to augment state support of the program. "Although we are a state-assisted university, private support is absolutely critical to the program," he said. "While state funding provides a stable foundation for the program, private donations, both in dollars and equipment, will provide the margin of excellence essential for a truly quality program." Sorensen added that the university is seeking outside support not as a gift but as an investment in the future of the program, the university and the industry.

Sorensen said that gifts to date total more than \$3.3 million in cash and gifts-in-kind. Hubert O. Ranger has established the Hub O. and Patricia B. Ranger Endowed Packaging Scholarship with a planned gift of \$200,000. The first tuition scholarship will be awarded September

1997. General Mills Inc., has donated a \$2.7 million SIG RC Horizontal Form Fill Seal Bag-in-the-Box filling machine and an Eagle Scale 16 head rotary scale weighing system and technical data.

Kell Container Corporation, Chippewa Falls, has pledged \$50,000 to the campaign. Earnings from the endowment will support professional faculty development programs and provide dollars for equipment maintenance. The packaging laboratory houses many sensitive pieces of equipment which must be maintained in order to be effective and accurate.

An anonymous donor has contributed \$250,000 to create a packaging outreach training center at UW-Stout. The center will focus on workshops and seminars related to packaging processes and materials. The center plans to be self-sustaining within three years.

The response has been overwhelming and is a testimony to the program's integrity and viability.

UW-Stout's packaging program has responded to industry needs through an integrated curriculum developed with the aid of industry leaders. The program provides emphasis in business/sales, graphic design, research and development, graphic arts processes, food science, and quality/manufacturing management.

Campaign co-chairs are Robert Esse, packaging consultant, Esse Technologies Inc., Monticello, Minn., and retired vice president from General Mills; and Michael Kell, president, Kell Container, Chippewa Falls. Division chairs are Pete Berends, '82 packaging engineer,

IBM, San Jose, Calif.; Bill Heilhecker, president, Doboy Packaging Division, New Richmond; Mike Troedel, Baxter Healthcare, Round Lake, Ill.; Claudia Knowlton-Chike, '83 packaging engineer, IBM, Poughkeepsie, N.Y.; Ralph Searles, president, Great Northern Corporation, Appleton; and Robert Collins, '71 director of package development, The Dial Corporation, Scottsdale, Ariz.

Kell said that there is a growing challenge to keep students abreast of the changing packaging field. "Packaging is no longer just a tool to get your product from point A to point B," he said. "Today, with the aid of graphics and point of purchase displays, packaging is very instrumental in helping to sell the products that are being shipped through a worldwide arena which requires special packaging." He pointed out that industry cannot do all the complex training needed by professionals in the field and must receive help from the educational system.

Esse said the rate of change in technology and business is more rapid today than any other time in history. "This acceleration appears to be continuing," he said. "We need academic institutions such as UW-Stout, who are staying abreast of these events and are leading the way for the emerging work force, to be well equipped to be leaders, orchestrators and implementers of the many advancements in the packaging and allied industries."

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Sorensen

Development/marketing specialist named

A new development and marketing specialist has been appointed to market the Stout Technology Park and adjacent parcels of land currently held by the Stout University Foundation Inc.

She is Maureen Carlson, who most recently worked for the Eau Claire Area Industrial Development Corporation. In her new position, she will be responsible for attracting new business to the park and seeking buyers for 214 acres of foundation land.

She will also be responsible for cultivating corporations who will donate to University of Wisconsin-Stout, through the foundation, and for planned giving projects.

Chancellor Charles W. Sorensen, who is president of the park board, said he is pleased with the large number of business contacts Carlson has in the Chippewa Valley and beyond. "She has an excellent ability to call on



Carlson

people and make new contacts quickly," Sorensen said.

Mayor Charles Stokke, who also serves on the board, said that she is an excellent choice for the next phases of park development. "Our success is becoming widely known, and Maureen has the energy and drive to further spread the word," Stokke said.

Patricia Reisinger, foundation director, said that Carlson will substantially increase the interest and number of developers looking to build in the Menomonie area. "Her contacts will be most beneficial to the university, the technology park and the Chippewa Valley," Reisinger said.

Prior to joining IDC, Carlson worked for the West Central Wisconsin Private Industry Council as an employer relations specialist, serving businesses in the Chippewa Valley.

Carlson received a bachelor of arts degree in journalism, with an emphasis in public relations and advertising, from UW-Eau Claire in 1988.



Packaging Campaign

Those attending the kick off luncheon at the Signature Room: Front row: (l-r) Hub Ranger, former faculty member and ad hoc packaging industrial advisory board member; Bruce Siebold, Dean of the College of Technology, Engineering and Management; Ken Neuburg, packaging program director; Ralph Searles, division chair; Joe Grigny, packaging advisory board member; Kay Cooksey, faculty member; Mike Troedel, advisory board member; and Suzette Hittner, Alumni Director. Second Row: (l-r) Marion Schafer, faculty member; Dale Granchalek '69, Foundation Board member; Bob Esse and Mike Kell, co-chairs; Chancellor Sorensen; Claudia Knowlton-Chike '83, division chair; Mark Wygonik, advisory board member; Bob Collins '71, division chair; and Pat Reisinger, Foundation Director.

Gift establishes manufacturing chair

An endowed chair to teach the "people process" culture in the manufacturing business has been established at University of Wisconsin-Stout through a personal donation from Robert and Debbie Cervenka. Robert Cervenka is chief executive officer at Phillips Plastics, and Debbie Cervenka is vice president of marketing and sales.

The chair is being housed in UW-Stout's College of Technology, Engineering and Management. Under terms of the gift, the chair is nominated by the dean of the college and appointed by the chancellor, with a tentative three-year rotation.

Chuck Krueger, a professor in the college's communications, education and training department, has been appointed the first chair. Krueger has been recognized as one of the top 10 teachers for 11 consecutive years, and has received the Outstanding Teacher Award four times

at UW-Stout. He received the highest evaluations ever recorded in the industrial management department.

He has served as chair of the communications, education and training department, and has chaired UW-Stout's annual training and development conference. He holds a doctorate degree in organizational development from the University of Minnesota, and has undergraduate and graduate degrees from UW-Stout.

Chancellor Charles W. Sorensen praised Krueger; Bruce Siebold, dean of the college; and Jerry Coomer, chair of the department; for helping develop the idea for the proposed chair. "The quality of this idea is the direct result of the quality of the people who proposed it," Sorensen said.

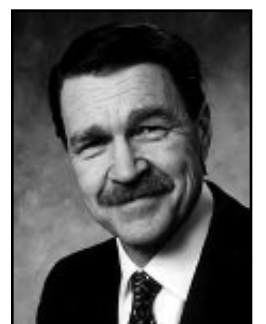
According to the agreement with the university, the chair "will be responsible for fulfilling the goal of assuring that UW-Stout graduates will be able to

effectively apply skills and competencies which will enhance the "people process culture" in manufacturing.

Faculty and students will help develop curriculum by researching different manufacturing cultures to determine principles and characteristics of excellence. Through this, graduates of UW-Stout's manufacturing engineering program will learn to effectively apply skills and knowledge that enhance the culture and people process in manufacturing organizations.

These graduates will have the ability to fortify existing cultures of manufacturing excellence; provide leadership to build cultures of excellence for businesses needing improvement; and launch new businesses that use the principles, values and behaviors founded in the people process.

Additional information about the program can be obtained from Krueger at 715/232-1137.



Krueger

Foundation board adds four

New to the Foundation Board

Dorothy Traisman earned a BS in 1952 from Stout and an MS from Ohio State University. At one time, she was an assistant professor in the food and nutrition department at UW-Stout. Dorothy is a retired registered dietitian, trained in hospital dietetics and institutional management and specializing in foods and nutrition. She taught dietetics at St. Elizabeth's Hospital in Chicago and St. Luke's Hospital in Cedar Rapids, Iowa. She lives in Madison, Wis., with her husband and grown family.

Ralph Myhrman earned a BS in 1950 and an MS in 1954 from Stout. Ralph taught for seven years prior to joining business and industry. He retired from 3M as a purchasing/packaging engineer. He was a resource person, one of seven, who helped create the packaging program at UW-Stout. He is currently busy consulting, is a resource speaker for small organizations and not-for-profits, and loves to play golf. He lives in Mendota, Minn.

Claudia Smith earned a BS in history from Northwestern University in 1968, an MA in art history from the University of Minnesota in 1972 and a Ph.D. in art history from the University of Minnesota in 1985. Smith has taught art history and related art courses at UW-Stout since 1976. She has continued with research projects in her area of expertise in Roman art, archaeology and historic preservation. She served on the Menomonie Landmark Commission and is past chair of the Wisconsin State Historical Society's Review Board. At UW-Stout, she was past chair of the Faculty Senate and is a member of various university and department committees. She has contributed to art history CD Roms; "The Art Historian," Vol. 1 and 2.

Donna Albrecht earned a BS in home economics education in 1968, and an MS in 1969 from UW-Stout. In 1980 she earned her Ph.D. in textile clothing from the University of Minnesota. She has taught at UW-Stout

since 1969 and is currently working part-time as the program director of apparel design/manufacturing. Donna also works part-time for the Northwest Wisconsin Manufacturing Outreach Center. She lives on a farm near Menomonie with her family and is an avid summer gardener.

Retiring Foundation Board members

Carol Dobrunz was active with the Budget and Finance and Scholarship committees; Bill Geisert was an active member of the Budget and Finance Committee; Lenore Landry was an active member of the Fundraising/Development Committee; Harlyn Misfeldt was an active member of the Budget and Finance Committee; and Jim Vier was an active member of the Real Estate Committee. The Stout University Foundation sincerely appreciates the time and dedication these people expended throughout their tenure on the Board of Directors.

Continuing Board members

Richard Anderson BS'60, MS'62; Roy Bauer '67; James A. Bolm BS'58, MS'63; Scot Catto; Hugh Crane '74; Kim Entorf '84; Linda Funk '76; Dale Granchalek '69; Deanna House '61; Robert Jeatran; Mark Kinney '75; Karen Martinson '82; William "Bud" Micheels '32; Gwen Nickleski; Grace Ostenso '54; Daniel Ostermann BS'91, MS'92; Azizur Rahman '74; Anne T. Reuther BS'61, MS'84; Carol Siedhoff '79; Robert Sorensen BS'60, MS'65; Robert Swanson BS'49, MS'50; Donald Tietz '51; Lou Tiffany '76; and Donald Williams.

Ex-officio

John Ostrowski BS'79, MS'80, *Stout Alumni Association President*; Zeke Smolarek BS'64, MS'65, *Faculty Chair*; Steve Schlough BS'75, MS'87; and Carine Ellis, *President, Stout Student Association*

Giving through Gifts of Appreciated Securities

Commitments from alumni, friends, businesses, foundations and others help to support UW-Stout. Such generosity enables the institution to continue to provide resources and initiatives not funded by state support.

These gifts add an extra dimension and are critical to all academic programs at the university. Donors make a difference in the lives of everyone on campus. The following information on Gifts of Appreciated Securities may help you accomplish your goal of donating funds to UW-Stout.

Gifts of Appreciated Securities

It is often more tax-wise to contribute securities than cash. If you have appreciated securities, giving them instead of cash to your favorite charity offers a two-fold tax savings. In addition to a charitable deduction for the full fair market value of the securities on the date of the gift, you may avoid any capital gain tax on the appreciated securities.

For example: Mr. and Mrs. Doe, who are in the 31 percent income tax bracket, own securities currently valued at \$12,000 which were purchased for \$2,000. They contribute the securities to the Stout University Foundation, and realize a \$12,000 charitable deduction which saves them \$3,720 in income taxes (31 percent of \$12,000). In addition, the Does avoid capital gain tax on their paper profit for a further tax savings of \$2,800. Therefore, the net cost of their \$12,000 gift of appreciated securities is only \$5,480. The net cost of the gift may be further reduced because of state tax advantages also.

Gifts of appreciated stock are fully deductible up to a maximum of 30 percent of your adjusted gross income. Any amount in excess of the 30 percent ceiling can be carried forward for five years. The securities must have been held for a "long-term" period (*this generally means for more than one year*) to qualify for these significant tax savings.

The Stout University Foundation will be happy to answer any of your planned giving questions. Please contact David Wiensch, Planned Giving Officer, at 715/232-1151.

Planned Giving



David Wiensch

Donors make a difference in the lives of everyone on campus.

Pueblo potter holds workshop at Stout

Kathy Sanchez, an Indigenous American potter from the historic San Ildefonso Pueblo, spent a week on the University of Wisconsin-Stout campus Sept. 16-20 during which she demonstrated her 1500-year-old craft.

Sponsored by a grant from the Stout University Foundation Inc., Sanchez was the guest of the department of art and design.

Sanchez carries on the tradition of her late great-grandmother, Maria Martinez, a world-famous potter. Known as blackware, her pottery is carried on through the extended family of San Ildefonso Pueblo potters. This traditional ware is now sought after and prized throughout the world.

Though often termed "primitive," the process she uses is really quite complex. The reddish earthenware pots are shaped by hand and, when dry, are coated with an earthenware slip. Before this "veneer" can completely dry, the surface is then polished with a smooth river stone. The stones themselves are prized tools, often passed down through generations of potters. After polishing, the pot is decorated with images and symbols of the Pueblo's beliefs and heritage. Traditionally, a yucca plant "brush" with a chewed tip is used to decorate the earthenware.

After drying, the pottery is placed on an open grate over cedar kindling and the pieces covered with thin metal such as flattened tin cans, old sheet metal and even surplus army food trays. Around this mound, either slab wood or dried dung cakes are stacked and, after all is ready, the kindling is ignited and the entire mound begins to burn.

When the potter determines that the firing has

progressed far enough, the flaming mound is quickly smothered with pulverized cow or horse manure. Then the "kiln" is covered with ashes from previous firings and allowed to smoke or carbonize for 45 minutes to an hour.

When the pots are removed, the reddish polished areas have turned into a rich shiny black and the decorated areas a mat black, clearly in contrast to the surface of the pot. The effect is totally unlike any other unglazed pottery one might see. As Pueblo potters have gained more economic independence, their work continues to mature and develop.

Sanchez has received numerous awards, such as the Smithsonian Native American Scholar Fellowship to research archival museum artifacts and a National Endowment for the Arts grant to produce a video, titled "Pi'ee Quiyo Spirit Woman of Clay," chronicling six generations of Martinez blackware traditional pottery.

She has been instrumental in helping to establish the Tewa Women United, a group comprised of women from eight pueblos in the Santa Fe area and dedicated to focusing "...self-esteem building, values clarification, communication skills, assertiveness training, adjustment to life transitions, alcohol education, issues of co-dependency and goal setting." Her most recent involvement in this issue was her attendance at the International Womens' Conference held last year in Beijing.

John Perri, a UW-Stout professor of ceramic design, wrote the foundation grant that made her appearance possible.



Photo: Kathy Sanchez

Stout University Foundation

Scholarships

David Wendt Endowed Scholarship

Family and friends of David Wendt '55,'59 have created a scholarship for juniors and seniors majoring in industrial design at UW-Stout. Dave's business, Design Concepts Inc., located in Madison, Wis., created prototypes for many of the major businesses and industries in the Midwest. The program which most closely resembled his vocation is the industrial design major in the College of Arts and Sciences.

Dave graduated from UW-Stout, taught mechanical engineering at UW-Madison, and entered the private sector in 1962 holding various engineering positions before he founded and established Design Concepts Inc. in 1970.

Dave's ties to the university included working with the Stout Alumni Association and serving as president of the 40-member Stout University Foundation Board. Dave was the "driving force" and the visionary who helped the Foundation design a strategic plan. Geri Grogan-Wendt indicated the scholarship will be a legacy to Dave's memory and seemed most fitting,

given his long-standing ties and involvement with UW-Stout since the early '50s. The goal is to endow the fund at a minimum of \$10,000. The first scholarship will be awarded the fall of 1997.

Gerane Dougherty, dean of the College of Arts and Sciences, noted, "News of the David Wendt Scholarship has been met with gratitude. Administrators and faculty in the art program, the department of art and design, and the College of Arts and Sciences appreciate the gift. The scholarship will help juniors and seniors in industrial design to reach their goals of graduation and a career in their respective field. We are indebted to Dave's family and friends for their generosity."



Wendt

Applied Math: Challenge for Excellence Campaign



Applied Math alumni pose for a picture at the Eino Maki retirement roast.

The UW-Stout Applied Math Challenge for Excellence campaign has just completed a successful first year of a three-year campaign. The campaign focuses on three goals:

- Provide faculty the resources to enhance curriculum
- Create an Applied Math scholarship endowment to attract quality students
- Ensure students have access to technology common in business and industry

Since the campaign is largely focused on Applied Math alumni and friends, an alumni steering committee has been working with the Stout Foundation to help personalize campaign activities. In May '95, the committee participated in a phonathon and called on fellow alumni to pledge support. In October the committee organized an Alumni Roast in honor of Eino Maki's retirement as Applied Math program director. It was a great chance for alumni to get back on campus, reminisce on old times, and find out from faculty and staff what's been going on in the program.

Two scholarships funded by the Challenge for Excellence campaign were announced at this event: the Eino Maki Endowed Scholarship and the John Neuenfeldt Memorial Scholarship. With funds pledged of \$48,500, the Challenge for Excellence campaign is on the way toward its goal of obtaining \$180,000 in three years.

Esther and Herman Kolbenschlager Endowed Memorial Scholarship

Wawa June Kolbenschlager Thorson MS '62 pondered two questions these past few years: how does one ever thank their parents for their love and guidance, and to whom does one show appreciation for an education "which enabled me to be self sufficient and productive?" After much thought, Wawa established a scholarship in her parents' memory and honor with a gift of \$10,000 to the Stout University Foundation. The scholarship will be awarded annually beginning September 1997. Students majoring in the following programs will be

eligible for the scholarship: early childhood education, family and consumer educational services, hospitality and tourism management, and psychology.

"I know the significance of an education, and through this effort, many other students will have the chance to obtain a degree and become productive members of society," Thorson said. "My parents would enjoy knowing others are benefiting from their guidance."

Hubert O. and Patricia B. Ranger Endowed Packaging Scholarship

Hub Ranger taught on the UW-Stout campus in the packaging department as a PMMI Professor from 1987 through 1989. While working in that capacity he acknowledged, "There were several bright promising individuals who lacked the finances to continue with their education. We lost many students over those years, and I always felt badly." Ranger's intention to fund a \$200,000 scholarship endowment for students majoring in packaging was announced at the packaging campaign kick-off held Nov. 19, 1996.

Packaging has been Ranger's life. His first position was with Scott Graphics as a research chemist, compounding coatings and inks for packaging and graphic arts applications. He joined General Foods, White Plains, N.Y., as their director of corporate packaging before moving to St. Regis Paper Company as manager of packaging and research development in 1962. He joined Milprint, Milwaukee, Wis., as vice president of technology in 1968; established Lachat Instruments Co. in 1973; and joined the

faculty at UW-Stout in 1987. He continues as an ad hoc member of the packaging advisory committee and currently is a packaging consultant. Ranger holds four patents in packaging construction and testing devices, and has published more than 200 articles on packaging. Ranger explained, "Packaging affects all of our lives, and providing financial assistance to talented UW-Stout packaging majors is a goal of ours. Pat and I both have been affiliated with educational systems, and we know the benefits derived from a degree in higher education. We're pleased to be able to help others receive the benefits we have." The first scholarship will be awarded in September 1997 and will fund full tuition for one year.



Ranger

Phonathon underway

The Stout University Foundation Annual Phonathon is well under way. This year more than 20 students make up the calling team. A call from the Foundation is an opportunity for you to get reconnected with campus and to show your support of UW-Stout. Most of the gifts received are unrestricted, which allows UW-Stout to use the gifts where they are most needed. Unrestricted gifts support scholarships, grants and other student focused programs. Thank you to all who made a gift to the Stout University Foundation. Your gift does make a difference.



1996 Phonathon Calling Team.



Phonathon Room, lower level of the Louis Smith Tainter House.

The Edward L. and Dorothy D. Decker \$100,000 Endowed Scholarship

Edward Decker loved his work. Prior to starting his own business, he had been the 3M international sales manager of the industrial division of Scotch Tape. He moved to Nisswa in northern Minnesota to establish his own label business. His company was successful designing and producing all forms of labels for business and industry. In honor of his talents, his niece, Carol A. Dobrunz, UW-Stout faculty emerita and former Stout University Foundation board member, has established a scholarship in both Ed and Dorothy's honor and memory.

The initial scholarship will be restricted to individuals who are juniors or seniors majoring in art-graphic design in the

College of Arts and Sciences. The \$100,000 endowment may in the future also fund graphic arts scholars, as graphic arts was an integral part of Decker's business. The first \$2,000 scholarship will be awarded at the Foundation's scholarship award reception in September.

Gerane Dougherty, dean of the College of Arts and Sciences, noted, "We are deeply indebted to Carol for her gift which will provide a student with funds to fulfill a degree without the financial burden usually related to obtaining a degree. This is truly exciting news."