

# Alumni in the News

## Kuboyama is busy making ukuleles

In 1957 Kazukiyo "Jiggs" (as he prefers to be called) Kuboyama earned a bachelor of science degree in industrial education from Stout State College. After graduation from Stout, Kazukiyo returned to Oahu and began his teaching career. His first assignment was at Waianae High School as a wood shop teacher. It was there he first began to "fool around with making ukuleles," and after his students asked him to teach them, Kuboyama began to look at the entire process. "I tried to make them like the professionals, but it didn't work," he said. "I started experimenting more, and it came to me. Why couldn't I combine the neck and side pieces using a mold—some of the old principals I had learned while at Stout."

Kuboyama was then transferred to Kalani High where he set up the shop program. Five years later, he left Kalani to teach at Honolulu Community College. During these years and after his retirement in 1986, Kuboyama perfected his skills at ukulele-making.

Five years ago, with more time on his hands, Kuboyama began teaching adults how to make ukuleles. The classroom is housed in his garage and is a "labor of love" for him. He never charges for lessons. The student pays only for the cost of materials which runs about \$65. "My mother always said that when you do something good for people, don't expect any reward because seeing that a person is happy is the best reward of all," Kuboyama said. "I believe that."

Kuboyama estimates he has taught more than 500 people to make ukuleles. He receives more than 50 calls a month from people interested in attending his classes. "Fifty ask and I might take five," he said.



Kuboyama

## Stoehrs sell business to National Geographic

William '70 and Mary Kay *Merkowitz* Stoehr '71 began producing Trails Illustrated topographic maps in their basement 11 years ago. Today they have a three-story office building and have recently sold their business to National Geographic. Based in Evergreen, Colo., Trails Illustrated is an award-winning publisher of up-to-date maps of national parks, national forests and other public lands as well as adventure travel locations around the world. According to John Fahey Jr., president of National Geographic Ventures, "As we start to expand our presence in the cartographic marketplace, we could not have made a better match than with the nationally recognized leader of these premier recreations maps." The Stoehrs continue to manage Trails Illustrated as manager directors of National Geographic's Colorado operations.

In addition to his responsibilities with National Geographic, William was the president of the International Map Trade Association representing publishers, educators, software publishers, equipment manufacturers, distributors, retail dealers and government agencies from more than 54 countries. In this capacity, he has traveled around the world to address conferences in Australia, Ireland, the Netherlands and England. He is founding co-chair of the American Discovery Trail Society and is currently a trustee of Volunteers for Outdoor Colorado. He has also served on the board of directors of the American Hiking Society as chair of the advisory council.

Mary Kay is president of the board of Big City Mountaineers, a national wilderness experience program for inner-city, at-risk teens. She is past president of the Rocky Mountain Nature Association, a nonprofit group that publishes books, posters and educational items; operates more than 60 retail outlets; and conducts educational seminars for the benefit of Rocky Mountain National Park and its visitors. Mary Kay is currently on the board of directors of the Rocky Mountain National Park Associates.

Together, Mary Kay and Bill have researched and written two best-selling guidebooks and several articles for regional and national publications. The Stoehrs were recently honored as national recipients of Leave No Trace Inc.'s first annual Partnership Award presented in cooperation with the National Park Service, U.S.D.A. Forest Service, Bureau of Land



William and Mary Kay Stoehr

Management and U.S. Fish and Wildlife Service. Trails Illustrated maps have received several national awards, including the National Association for Interpretations' Interpretive Media Award.

The Stoehrs travel extensively and enjoy hiking, skiing, backpacking, mountain biking, sea kayaking and fly fishing. They have traveled at length in Alaska where they have spent two to four weeks each year for the last nine years on major backpacking and sea kayaking trips. They have traveled to all 50 states and to China, Australia, Great Britain, Ireland, France, Belgium, Germany, the Netherlands, Canada, Mexico, the Caribbean and Hong Kong. Upcoming National Geographic assignments will take the Stoehrs to Africa, Asia and South America.

Bill received a B.S. degree in industrial technology from Stout in 1970 and was captain of the track team. Mary Kay earned a B.S. degree in home economics in 1971. Both received the Medallion Award, the university's highest graduation honor.

Prior to the topographic map business, Bill worked for two major electrical equipment manufacturers in a variety of positions and ultimately became responsible for all factory operations. Mary Kay taught junior high and then became a technical editor and author for Interweave Press and Handwoven Magazine. In this capacity, she designed and produced award-winning, high-fashion, hand-woven garments, contributed articles to the magazine, edited submitted articles and helped coordinate editorial direction.

## Alumni Testimonials

### What Stout Did For Me



Brown

"Going to Stout caused me to grow up. I was from the Chicago area and far from home and family. I learned to budget both time and money. I was also given the opportunity to experience situations similar to those I would experience while working. I was often the only female in a class and would sometimes get picked on as a result. Once I graduated and started work at IBM, I was often the only female present at meetings. Rather than feel like a minority, I'd already learned to be considered as an equal. Since I was a packaging engineering major, I was fairly well prepared to jump right in as an IBM packaging engineer. The class work we did with corrugated and other packaging materials was most helpful in writing specifications for suppliers' packaging. I would also add that you can never have too much drafting experience! Sixteen years ago we still lettered by hand, so good lettering and drafting techniques were appreciated. One of the most important aspects of my Stout career was having a speech minor, although I don't think I appreciated it at the time. Giving speeches of all kinds not only gave me experience in speaking but built my self-confidence. This is a highly transferable and valuable skill. Thank you Mike Nicolai! Out here in California, people are not familiar with the UW System, so I usually have to give them a little geography lesson (*i.e. Madison vs. Menomonie*), but that's the least I can do. I'm proud to be a Stout alumna!"

Donna Fain Brown '81



Naylor

"As an industrial education teacher, principal and superintendent, I spent 30 years in public education. In my new career, I now supervise student teachers. All of this experience has given me the opportunity to see firsthand the results of teacher preparation programs, and Stout is second to none. As a graduate and in my first year of teaching, I felt very well prepared. I was confident and dedicated to my profession. I left Stout believing that teaching was not a job or a career but a calling. As a part of this calling, I knew I was expected to teach well and do whatever it takes for students, but I was also expected to be proud of the fact that I was prepared to reach students others could not. As I taught, I tried to attract students to teaching and to Stout. This seemed natural because I knew how well prepared I was, and surely Stout could do the same for others. Finally, I have spent many years observing, evaluating, coaching and collaborating with teachers who were products of many universities. I can honestly say again that Stout is second to none."

James Naylor '65



Ringelstetter

"Utilizing the knowledge, skills and attitudes that I developed within the Stout course work and, beyond those classes, with extracurricular activities, I truly believe I live more graciously within my monetary income. Classes focusing on home management, equipment, textiles and home furnishings helped me to be a more discerning consumer while applying good design principles. Thanks to Frieda Kube, Ruth Amon, Dorothy Clure and the professors in textiles. Tasty, attractive and better planned meals can be attributed to Dorothy Knutson Traisman as she taught meal management (and I'm still learning from her through membership in the Madison Phi Upsilon Omicron alumni group). Love of history and art appreciation were encouraged in classes with Dr. Agnew and Mary Williams. Our travels are enriched as we continue to research and visit the historic sites and art museums. Plus, who could forget Bob Melrose in his role as economics professor and patient landlord. Dr. Callahan and Dr. Fleming instilled a constant evaluation of my writing. Is it concise? Am I conveying the true meaning? Notice, I didn't say I always succeeded! Participation as a member and officer in the Home Economics Club, Alpha Sigma Alpha and Phi Upsilon Omicron plus working in the library and as a dormitory resident assistant helped to develop my "people" skills. Mary Killian, as a sorority adviser, guided me to look at the consequences of actions for an individual and an entire organization. All of these facets have made me more employable as a teacher, food demonstrator, project coordinator, consultant, workshop planner and presenter."

Katchen Kubitz Ringelstetter '60



## Employer Profile

## Kohler Co.

In addition to its corporate headquarters in Kohler, Wis., Kohler Co. has 43 other properties from China to France. Kohler is diverse in both products and services offered.

The American Club, Wisconsin's only Five Diamond Resort/Hotel, is one of Kohler's most recognized entities. Voted by readers of *Conde Nast Traveler* as one of the top four golf resorts in the world, the American Club is host of the 1998 U.S. Women's Open Championship. Also located in Wisconsin is the Kohler Design Center, a 36,000 square-foot showcase exploring dramatic design ideas in the kitchen and the bath.

New markets, technologies and design resources were brought to Kohler with the purchase in the mid-1980s of two of the finest companies in the home furnishings industry, Baker, Knapp & Tubbs Inc., and McGuire Furniture. These are just a sampling of Kohler Co. holdings.

Over the years, Stout's placement services office has developed a professional relationship with Kohler Co. Herb Heppner, senior recruiter for Kohler Co., said, "Most of the Stout graduates working at Kohler Co. hold majors in technical disciplines and are working in technical positions. It is important for a manufacturer like Kohler Co. to have a resource like Stout that develops young talent for challenges in the ever-changing disciplines of engineering and design."

"Although we no longer recruit on campus," Heppner continued, "the strong relationships we have with the Stout placement office, along with the advantages of electronic postings, allow us to maintain a presence on campus and to advertise specific job openings and general hiring needs."

Last September Chancellor Charles W. Sorensen had an opportunity to meet with 24 of the 47 Stout alumni employed by Kohler Co. at its Wisconsin plant. Sorensen provided an update on the state of the university along with a question and answer session.

Tom Schoemer '63, staff engineer at Kohler, commented on the education he received at Stout. "In addition to the technical aspects of my education at Stout, I acquired an appreciation of the manufacturing industry, and I learned diligence in the pursuit of my degree which later carried on into my career in the industrial and manufacturing engineering areas here at Kohler Co. When I started at Stout in industrial education, I learned the value of learning by doing and the practical side of technical education which I carried with me when I changed to the industrial technology program and on into my job at Kohler Co."



Schoemer



Kohler employees who are also Stout graduates met with Chancellor Charles W. Sorensen.

## Alums publish books

## House publishes fourth cookbook

Deanna Howell House '61 recently published the fourth cookbook in her "House Specialties" series. *House Specialties Encores* follows the same formula used in her first three cookbooks of tasty, easy to prepare recipes which use ingredients most cooks have on hand. The cookbooks feature eye-catching graphic design, chapter titles, menus, food gift ideas and a complete cross-reference index.

House is a freelance food writer regularly read in the Kalamazoo Gazette, The Grand Rapids Press and the Country Folk Art magazine. She has taught junior high, senior high and adult home economics education classes.

"Enthusiastic teaching makes learning fun" continues to be one of House's favorite mottos. Whether she is teaching an adult education class, presenting a workshop for 4-H members or

speaking to community groups, she shares her positive living philosophy as she communicates through food.

A native of rural southern Wisconsin, House has spent most of her adult life in southwest Michigan. After living in Portage, Mich., for 19 years, she and her husband, George, now live in Ada near Grand Rapids, Mich.

House's professional affiliations include membership in the American Association of Family and Consumer Sciences, the Michigan Association of Family and Consumer Sciences, The National Press Women and Michigan Press Women. She currently serves on the board of the Stout University Foundation.



House

## Jackson writes family and consumer sciences career text

Expanding career options for students was Leona "Lee" Novy Jackson's goal in writing a textbook. She wanted to introduce her students to the many career opportunities available in family and consumer sciences. However, her textbook includes much more than a summary of careers in the field. It offers guidelines for developing job skills to achieve success in any field as well as helping students make career choices.

Her textbook, titled *Careers in Focus - Family and Consumer Sciences*, was released in mid-1997 by Goodheart-Wilcox, a leading publisher of family and consumer sciences and industrial technology materials. The book discusses the skills that employers feel are basic to success in the workplace. It is a full-color text with objectives, summaries, review questions and suggested activities. Selected careers in family and consumer sciences are identified in business, education and communication, human services, science and technology, the arts, and entrepreneurship.

"To me, the most interesting sections to write about," reports Jackson, "were the profiles of various persons describing their work in the family and consumer sciences field. I think students will really be able to relate to their stories and the photos of actual persons working in their careers."

This is not Lee's first venture into publishing as she has self-published two cookbooks and a guide to nutrition and physical fitness. In 1982

she started her publishing company, Images Unlimited, and published the fitness guide and her first cookbook, *From The Apple Orchard - Recipes for Apple Lovers*. Her love of the orchard and all things "apple" prompted her to write her second cookbook about apples. *Apples, Apples Everywhere - Favorite Recipes From America's Orchards* was published in 1996.

After graduating from Stout in 1957 with a bachelor's degree in home economics education, Lee taught in Wisconsin for two years. Her husband, Peter, is also a Stout graduate who earned both a bachelor's and master's degree in industrial education in 1959. They moved to Missouri where Pete began his 33-year career in the department of technology at Northwest Missouri State University, Maryville. He taught and served as chairman of the department and as university administrator before retiring in 1992. Lee taught at Maryville R-II High School for more than 23 years. She received her master's degree from Northwest Missouri State University.

Lee and Pete live in Maryville, Mo., and spend summers at their cabin in northern Minnesota. They are the parents of two sons. Steve is a physician in family practice in Marblehead, Ohio, and Tom is a branch manager of a bank in the Kansas City area.



Jackson

## "Service" is Vande Berg's middle name

In 1970 Steve Vande Berg MS '75 became part owner of the family business, the Holiday Manor Best Western, which his father opened in Menomonie in 1963. Little did he know this small family business would take him to places like Poland, New Zealand, Australia, Holland, Switzerland and Germany (*just a few of the countries he has visited*). And not only did he run the motel, he also became part of UW-Stout's faculty, teaching institutional food purchasing from 1972-1987.

Not one to sit still, Vande Berg also became actively involved with the Wisconsin Innkeeper Association in the early '70s, serving as president in 1985.

In 1991 he became more involved with Best Western International. Since that time, he has held several positions on the board of directors and recently retired as chairman of the board. During his tenure with Best Western International,

Vande Berg has been a leader in the development of major changes which include the implementation of a strategic plan in 1997, a new logo, a new reservation system, a new design program, and a global quality control assurance program. "I'm quite proud of that," he said, "as Best Western was the first hotel chain to go global."

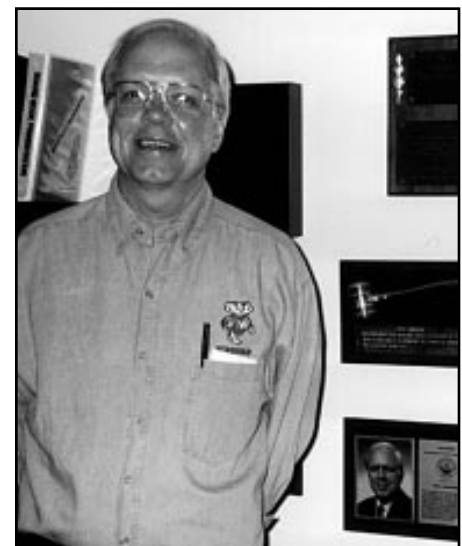
When asked for one comment to sum up his experiences on the International Board, he stated, "It's such a small world today and this has been a fantastic experience, one I will always treasure. I cherish those relationships I was able to develop."

As to the changes he has witnessed in his 30 years in the business, Vande Berg commented, "People are looking for different experiences, more amenities, and properties that are more customer friendly. There is a higher importance on security now than in the past, and there are

more women business travelers. Thirty years ago they were pretty much nonexistent."

Vande Berg also commented on one of the marked differences between European and stateside hotels. "Europe puts more emphasis on food," he said. "Other than that, it's pretty much the same worldwide. Service is the number one issue regardless of where you are."

Although no longer teaching at UW-Stout, Vande Berg has continued his involvement with the university. Currently, he is serving on the Stout University Foundation Board of Directors (*having also served from 1986-1995*) and is a member of the Blue Devil Boosters. He served on the pre-college program in 1994 and was chair of the "Toward Century II" capital campaign from 1985-1986. He was the recipient of UW-Stout's Distinguished Athletic Service Award in 1992.



Vande Berg

