1930 Institute grad still going strong

"I'm 99 and still standing," says 99-year-old Ted Welander, a 1930 Stout Institute graduate. Not only is he still walking, he walks two miles a day (on the treadmill) when the weather is bad, sings bass in the church choir, reads Reader's Digest "cover to cover" and keeps his upper body in shape by range at 5 a.m. For all this, I received my meals, and I was one of them. So I now had work that I wanted to do while construction was going on, and I was able to work for a contractor who was constructing Holiday Inn Brand.

Welander has had wonderful memories of Stout and has been returning to campus for summer reunions the past several years. "Stout gave me a great start in life," he said. "I started out at Stout, I finished high school in Minneapolis, and in the fall I enrolled at the University in North Dakota in the engineering program. After the first semester I changed my program to industrial arts. At the end of my freshman year, I decided to attend the University of Minnesota, thinking that I would get better training in their industrial arts programs. I heard about Stout while taking classes there, but didn't get to Stout until 1925," Welander said. "My wife Agnes got a job in a shirt factory and remained in the city while I enrolled at Stout," he said. "I had a job offer at the Peerless Grill Restaurant washing dishes, mopping the kitchen floor and starting a fire in the cooking range at 5 a.m. For all this, I received my meals. Then I inquired about and got an on-campus job. I was also able to work on campus while at Stout. There were three male students that had rooms in the basement of a girl's dormitory, and I was one of them. So I now had work that provided my meals and a room. I just had entrance fees and tuition to pay. This was the way I got through 1925-26. The summer of 1928, 1929 and 1930 I worked for Mr. Zemmer as a house painter for 80 cents an hour."

After graduating from Stout, Welander pursued a teaching career. "Dean Bowman arranged my coursework to encompass credits needed for my major as well as those from other departments, which was quite an honor for me," he said. "I didn't start out at Stout, I finished high school in Minneapolis, in 1921 and in the fall I enrolled at the University in North Dakota in the engineering program. After the first semester Zipperer president and CEO of Pride Hospitality

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

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

Zipperer sought out meaningful internships and work experience while at UW-Stout. "I owe him a large debt for his council," he said. "Stout gave me the hands-on approach combined with the liberal arts coursework has given me the necessary background, knowledge and understanding that has helped me to develop, expand and advance in my career. To this day, I still hold a great deal of respect for Chancellor Bob Swanson and the faculty members at Stout."

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

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

"After three years in sales I joined a small IT consulting company called Keane Inc. During my eight years at Keane, the company (based in Boston) grew from $50 million to over $1 billion in annual revenue. From my original role of marketing rep I was promoted to sales manager, director of sales and marketing and finally to managing director of Keane's Minneapolis branch. Just recently, I accepted a new position as national sales director at Born Information Services in Wayzata, Minn. In this role I will be able to pursue my professional dream of leading a national sales organization."

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

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

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

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

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

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**Norstan Incorporated**

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

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

Through Norstan’s involvement with People Process chair Charlie Krueger, Norstan CEO Paul Baszucki asked his human resources staff to become involved with UW-Stout’s Placement and Co-op Services office in developing an internship program. Chris Aschenbrenner ’89 and Michael Fuller ’99 were the first students to participate. As a result of their experiences as interns, both were hired as full-time employees.

“My experience at Norstan has been great. After doing my internship here, I landed a full-time position and have never looked back,” Fuller said. “Norstan is heading in the right direction and has the opportunity to grow and make an impact in the community.”

We took advantage of the training programs and gained on the job experience,” Aschenbrenner said. “My education equipped me with the very valuable, thanks to our new program director and associate professor of telecommunications systems, John Burns. Equally important, I would like to thank my mentor, Paul Baszucki, CEO of Norstan, for the opportunity to learn and experience Norstan’s culture.”

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

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

**Baird retires after 38 years at UW-Stevens Point**

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

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

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

Baird recalled the high point of her career being the accreditation of the interior architecture program by the Foundation for Interior Design Education Research (FIDERO), an achievement of only about 100 out of more than 300 programs nationwide.

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

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

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

Besides serving 10 years as the division head and associate dean in the College of Professional Studies, Baird was acting dean of the college for one year. She also served as assistant campus planner from 1969 to 1975, helping plan two residence halls, the Fine Arts Center, the original portion of the College of Natural Resources, the first Student Union. In 1970, Baird was elected to the College of Professional Studies Foundation Board, and in 1971, she was elected to the Board of Trustees of the University of Wisconsin System.

Baird recently retired from the division and now lives in Random Lake, Wis. Lynn is a customer account representative with Milwaukee Electronics Corporation, Milwaukee, Wis., while her husband, Doug, is vice president of Norstan, Inc., a technology services company.

**Employer Profile**

Graham family

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<th>Name</th>
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<th>Education</th>
<th>Experience</th>
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**A Proud Tradition**

Stout Families

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