Investiture held for people process chair

Charles T. Knueger, professor in UW-Stout’s communication, education and training department, was invested Feb. 12 at the Louis Smith Tainter House as the first Frank and Ann Cervenka People Process Chair. The formal investiture, shared by friends and peers, included remarks by UW-Stout Chancellor Charles W. Sorensen; Bob Cervenka, CEO of Phillips Plastics; and Bruce Siebold, dean of the College of Technology, Engineering and Management.

The chair was donated by Bob and Debbie Cervenka in memory of Bob’s parents, Frank and Ann Cervenka. Emigrating from Prague, Czech Republic, when he was 12, Frank owned and operated a number of businesses in Phillips, Wis. Ann was born in Chicago, moving to Phillips after her marriage to Frank. She always found time to befriend people in need.

The Frank and Ann Cervenka chair was created to promote the understanding of the value of individuals to an organization and to create recognition when people combine talents to contribute to an organization’s success. These are the basic principles Frank and Ann lived, practiced and instilled in those who knew them.

Bob Cervenka founded Phillips Plastics Corporation in 1964 and credits much of the corporation’s successes to his parents. His wife, Debbie, is vice president of marketing and sales.

Knueger was graduated from UW-Stout with a bachelor’s degree in industrial education, followed by a master’s degree in industrial and vocational education. He received his Ph.D. in organization development from the University of Minnesota. In the past 27 years, he has taught a variety of courses ranging from architectural design and production management to organization leadership and exploring technology. In 1982, 1984, 1986 and 1988, he was selected as an outstanding teacher at UW-Stout. In 1992 he was recognized by the Board of Regents for exemplary teaching in the UW System. His research dealing with manufacturing executives was recognized as the best business education research in the nation. He has trained and coached thousands of individuals to become more effective leaders, managers and facilitators.

Landry Professorship established

Lenore Landry ‘45 passed away in November. She was an active Stout University Foundation board member for nine years and provided scholarships for several students interested in careers in 4-H and Extension while active on the board.

UW-Stout, through Landry’s will, is the beneficiary of an estate gift of $250,000 to establish the Lenore Landry Endowed Professorship in the apparel design/manufacturing program. The fund will provide monies to attract and retain competent applied design faculty, and to acknowledge and honor an individual’s ability to provide leadership within the department. The endowed professorship will provide significant leverage to seek additional matching funds from business and industry.

Chancellor Charles W. Sorensen stated, “The endowment is extremely important to the department as state dollars diminish. Lenore’s gift will be most helpful as the department invites talented individuals to join their department. The department will have the ability to compete with industry for faculty.”

After graduating from Stout, Landry earned a master’s degree in textiles from UW-Madison. She joined the UW-Extension faculty for what she recalled as her “last and most important position.” She was known throughout the state as the “textile specialist.” She often commented, “Fashion begins with fabric, and fabric speaks. It has a voice.”

Bremer Foundation funds Stout program

$25,000 to “Empowering Women of Color” project

Empowering Women Students of Color, an ongoing program on the UW-Stout campus, has received a $25,000 grant from the Otto Bremer Foundation. Barbara Burdick, project director, reports, “This funding greatly enhances the programming and support opportunities. Each woman in the program has her own struggles; however, it is most gratifying to see the graduation and retention rates increase for this population.”

Funding from Bremer improves support to assist in building on the existing infrastructure. In 1994 the Stout University Foundation awarded “seed money” to plan and execute a pilot project for American women of color attending UW-Stout. Four primary groups are represented on campus: African American, Asian American, Native American and Chicano/Hispanic. The foundation’s funding provided the impetus to initiate an ongoing systematic program of monthly meetings, drop-in lunches, midterm grade evaluations and cross-cultural experiences.

Four major goals of the project have built on the initial experiences: develop leadership abilities, bridge cultural roots within individual cultures and cross cultures, strengthen retention rates and improve graduation rates. Students are also involved in working with the Community Women’s Leadership Connection, an organization of women from the community and campus involved in helping women network and improve their respective leadership skills.

The Bremer grant has allowed the organization to address all of the goals in-depth. Beyond the major goals, the Bremer fund provided dollars to establish a short-term emergency loan fund for the students. Loans are interest free for 90 days. The fund has provided monies to the students to continue their education in untraditional fashion, and repayment has been 100 percent.

Participants have endorsed the retention and graduation program. “Sharing struggles helped me realize I’m not alone,” said one member. Another indicated, “I can’t believe I really am going to graduate. I never could have done it without the support of the members of Empowering Women. Thank you, Barbara Burdick, and thank you Bremer Foundation.”

Above Standing (l-r): Xia Thao, senior, early childhood; Jennifer Xiong ’98, human development and family studies; Mai Yang, senior, human development and family studies; Maiyee Xiong ’98, hospitality and tourism management. Seated (l-r): Phoua Yang, senior, art education.

Right Front (l-r): Alison Lapoint ’96, general business administration; April Foxholes, sophomore, human development and family studies. Back (l-r): Gricelda Gonzalez, senior, development and family studies; Mai Vang, senior, early childhood; Jennifer Xiong ’99, human development and family studies; Lidzana Kristensen ’97, manufacturing engineering and industrial technology; Yee Yang ’97, apparel design/manufacturing.

Left Members of Empowering Women Students of Color graduate (l-r) Christina Hernandez ’98, human development and family studies; Hildana Kristensen ’97, manufacturing engineering and industrial technology; Yee Yang ’97, apparel design/manufacturing.
Ober E. Haug Endowed Scholarship
Ober E. Haug ’26 was the first manual training instructor in the Marshalltown (Iowa) School System where he taught for 35 years. Haug was born May 19, 1879, in Milvotona, Kan.

The Haug family moved from Milvotona by covered wagon to near Luther in the Oklahoma Territory. Ober attended Central State Normal School (now Central State University) in Edmond, Okla., graduating with a bachelor of arts degree in 1905. To earn money for his education, Haug taught in country schools. He served in Company H as a second lieutenant in the Oklahoma National Guard but did not participate in the Spanish American War because Oklahoma was not yet a state at that time.

Haug met Bessie Louise Mann in college, and they were married Dec. 29, 1908. The couple had one child, Alice Louise Haug, now in her late 80s and living in Ames, Iowa. To further his manual training education, Haug enrolled in summer schools at several institutions including the Stout Institute and Iowa State College (now a university). Haug became an accomplished furniture maker as he taught woodworking skills to the Marshalltown pupils. During World War I, he often spent time assisting the workers at Marshalltown factories. Haug’s career ended in 1942 when he was forced to retire due to poor health. He died April 13, 1942.

In honor and memory of her father, Louise has established a scholarship at UW-Stout for juniors or seniors majoring in industrial technology who maintain a 3.0 grade point average.

James W. Lutz Hospitality and Tourism Scholarship
James Lutz, a 1980 Stout graduate, started in the brewery business with the formation of his company, Wild Goose Brewery. Lutz shares his success through the establishment of this scholarship to assist students in the field of hospitality and tourism. The first scholarship will be awarded this fall.

“Alumni support is extremely valuable in many ways,” noted Christine Clements, hospitality and tourism department chair. “It helps us enhance curriculum, place students in jobs and work experiences, and supports students aspiring to be our future hospitality and tourism leaders.”

Marketing Education and DECA Endowed Scholarship
Chancellor Charles W. Sorensen recently accepted a check from the DECA organization, which established the first DECA scholarship on this campus.

DECA is an association of marketing students. At the collegiate level, activities are designed to assist students in their professional preparation. Two key projects are the sponsorship of district career development conferences. One is held at UW-Stout which includes more than 800 students from 13 high schools in northwestern Wisconsin, and the other is held in Maplewood, Minn., for seven metro area high schools.

Currently, there are 75 members of the campus organization. Team officers include Phil Huff, president; Keri Schermerhorn, Jenny Kunz, Jamie Schenfeldt and Scott Derschuk, vice presidents; John Burmeister, sales project coordinator; Chad Van Daalwyk, financial manager; and Jackie Rothstein, program director/publicity. Gregg Christensen is the DECA adviser.

The chancellor thanked the students for their involvement in DECA activities which resulted in the scholarship dollars. “The benefits of this scholarship will be ongoing. You will be helping someone involved in the marketing program to complete their education with less financial hardship. Your hard work is appreciated. Students helping students through this scholarship is a very generous act,” he said.

Endowed Student Construction Association Scholarship
The Student Construction Association (SCA) has established an endowed scholarship for students majoring in construction. Jeremy Budish, SCA director of public relations, noted the scholarship “will benefit the construction industry in general and our members specifically.”

Jason Blenker, president of SCA, stated that SCA understands many students need financial assistance, and this scholarship will provide such for students dedicated to SCA.

SCA was organized in the early 1980s. Its mission is “to provide professional and social development, and community service activities broadening the educational scope of its membership.”

SCA membership totals 45. Co-advisers are E. M. Spencer and John Vranak.

James Lutz Hospitality and Tourism Scholarship
Chancellor Charles W. Sorensen accepted a check from Phil Huff, DECA president, and Marissa Willi, co-chair of the District DECA Conference, to initiate the Marketing Education and DECA Endowed Scholarship.

Giving to UW-Stout 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 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 $2,000. Therefore, the net cost of their $12,000 gift of appreciated securities is only $6,280. 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.

Donors support phonathon

Thank you to all donors who showed their support of UW-Stout through the annual fund phonathon campaign this year. More than $5,300 donors, primarily alumni and parents, have shown their support by committing $320,734.

Special campaigns were also conducted to raise restricted dollars for the College of Arts and Sciences and the packaging program.

Your financial support can be seen all across campus. Annual fund contributions support giving funds for faculty and students. This year, for example, the foundation awarded $9,000 to Ana Vande Linde of the chemistry department for the purchase of computers and software to aid in computer based experiments. Other programs or equipment funded by foundation grants include a digital source document retrieval machine in the Library Learning Center and a new student orientation program, headed by Shelia O’Dwyer, Mary McManus and Bill Siedlecki, which coordinates all departments on campus and provides a thorough orientation program for new students.

For the coming year, more than $50,000 has been granted to faculty to enhance their curriculum initiatives and research projects. Remaining annual fund contributions support student scholarships, new resources in the Library Learning Center and other student-focused needs that state dollars don’t allow for. Your support is truly appreciated by the entire UW-Stout community.

Thank you for your time on the telephone and commitment to UW-Stout.