



UNIVERSITY of WISCONSIN
GREEN BAY

Foundation

IMPACT REPORT 2021

PHILANTHROPY KNOCKS
DOWN BARRIERS



Each year, you — our generous supporters — prove that higher education can change lives. Your investment in the University and students makes higher education possible for so many talented achievers.

The UW-Green Bay Foundation Board of Directors works with Chancellor Mike Alexander and members of the Council of Trustees to address emerging priorities. This synergy has led to transformation and innovation to create experiences that are the hallmarks of a UW-Green Bay education.

One such outcome put first-year students on the path to success through the Summer Bridge Program. All students, no matter how academically gifted, enter college with some trepidation and apprehension about their ability to succeed. The first cohort of 30 students in the six-week program gained confidence and earned six credits for completing the program.

The University has experienced its seventh straight year of enrollment growth, making UW-Green Bay the fastest growing school in the UW System. Almost half of UW-Green Bay students are the first generation in their families to seek higher education. Unrestricted scholarship money is even more vital to helping students succeed.

The University cannot exist without community engagement and support. We were pleased to welcome two important entities to the UW-Green Bay Foundation: Friends of Toft Point and the UW-Marquette County Foundation. Both organizations joined forces with us to



Mike Alexander

Matt Mueller

create efficiencies and reduce duplication of fiduciary duties. Friends of Toft Point's new stewardship board is composed of dedicated volunteers who will continue to serve as docents and property caretakers to the Toft Point State Natural Area. Current board members of the UW-Marquette County Foundation were invited to serve on the Marquette Campus Advisory Board, continuing valuable local perspectives on the regional nature of the University.

Thank you for investing in students, the University and the community. You are helping the businesses that need talent and the Northeast Wisconsin region that needs young professionals to build the future of our communities.

Sincerely,

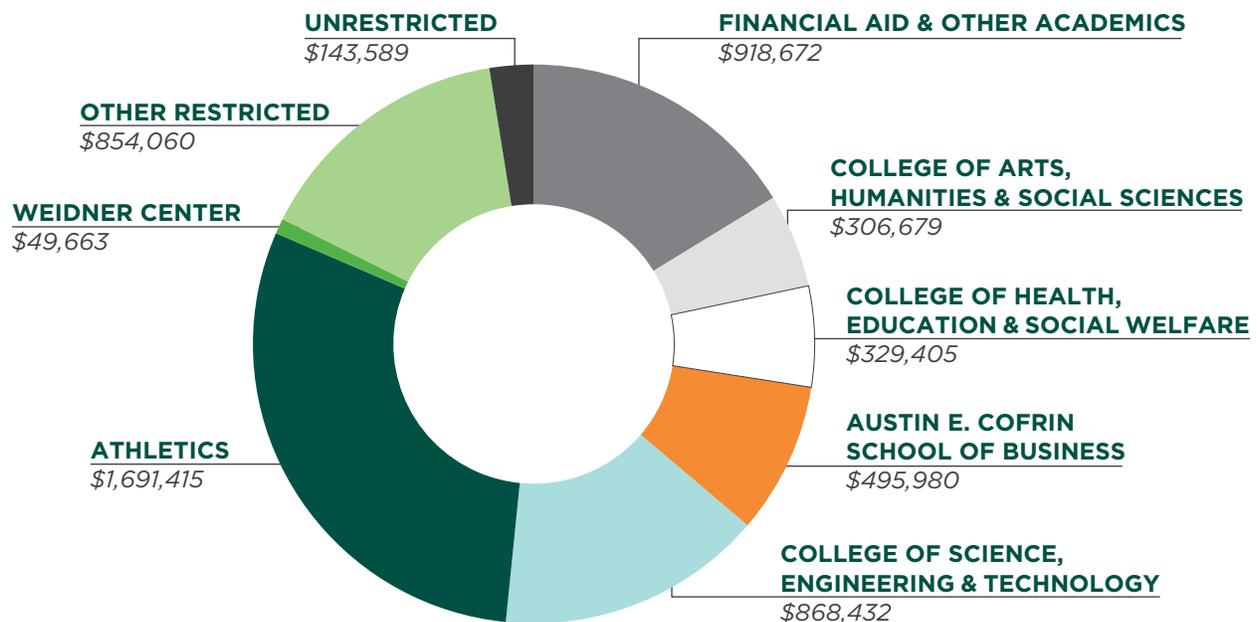
MATT MUELLER

Chair, UW-Green Bay Foundation Board

CONTRIBUTIONS BY AREA

YEAR ENDING 12/31/2021

\$5,657,895



UW-GREEN BAY FOUNDATION

Board of Directors

The UW-Green Bay Foundation Board of Directors assists in philanthropic development and fundraising in support of the University. The Board provides fiduciary oversight of the UW-Green Bay Foundation gift and endowment fund accounts, investments, expenditures, accounting and operations budget. Your gifts are in good hands.

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“Expanding opportunities for students is a hallmark of UW-Green Bay’s ability to knock down barriers to student access, learning and success. Generous support from the community, businesses, alumni and friends ignites the flame of endless possibilities for our students, the region and the world we serve.”

HEATHER KAR CZ (PICTURED ABOVE)

President of Zuehlke Kar cz Financial Group & member of the UW-Green Bay Foundation Board

ON THE COVER

2022 Solving NEW Challenges business pitch competition student presenters, faculty and judges at TitledownTech in Green Bay.



Charles Rhyner retired from UW-Green Bay in 2001 as Chair of Natural and Applied Sciences.

RETIREE ONE OF LONGEST-GIVING SUPPORTERS — **36 CONSECUTIVE YEARS, AND COUNTING**

As a founding faculty member at the then-fledgling UW-Green Bay, Charles Rhyner played a pioneering role in shaping the personality of the University into what it is today — a place for resilient problem solvers.

Rhyner was one of the first faculty members to arrive — a year before the campus was open. ***“Some of us needed to be there to create programs and order equipment,” he said. “It was a very interesting time. You’re starting from scratch and needed to bring it all together.”***

Now, he is one of the longest giving retirees. Rhyner and his wife, Lenora, have supported the University for 36 consecutive years as annual donors to the Retiree Association Endowed Scholarship Fund.

Rhyner’s career at the University stretched until he retired in 2001.

During that time, he taught courses in physics, natural and applied sciences and waste management, while also serving as director of Graduate Studies, Chair of the Physics Department, and Chair of Natural and Applied Sciences. Rhyner received the UW-Green Bay Founders Association Award for Institutional Development in 1983.

John Katers, Dean of the College of Science, Engineering and Technology, was Rhyner’s student during his undergraduate experience at UW-Green Bay and said Rhyner built a great legacy at the University.

“(Rhyner) helped build the institution from the ground up. He’s an excellent teacher,” he said.

When UW-Green Bay opened in 1968, Rhyner said there were no endowments, and limited outside

giving and scholarships made college a real challenge for some students. The couple began donating to the Retiree Association Scholarship Fund and the Science and Mathematics Scholarship Fund.

Rhyner said he and Lenora wanted to do more to help students. They created the Charles R. and Lenora M. Rhyner Endowed Scholarship for students who are juniors or seniors and majoring in natural sciences, math, science education or human biology.

“We got to a place where we thought we could endow a scholarship and we made a gift of stock to get it going,” he said. “I wanted to help more science students since I felt it would be more impactful and would be a good way to encourage them in their studies.”

FUTURE LEADERS THRIVE IN NATURAL CLASSROOMS OF COFRIN ARBORETUM

Since the Cofrin Memorial Arboretum opening in the mid-1970s, thousands of students have had the opportunity to trade four walls for a forest, and pencils for open prairies.

“At UW-Green Bay, we are so lucky to have this amazing resource so close to us,” said Norah Swenson, a 2021 biology graduate who is now pursuing a master’s degree in Environmental Science. “Being able to simply walk from an indoor classroom to the outdoor classroom in the arboretum is extremely convenient, not to mention that your resource for learning is always around you when you’re on campus.”

The Cofrin Memorial Arboretum forms a natural boundary of 290 acres encircling the Green Bay Campus and providing valuable habitat and ecosystem services as well as access for research, field trips, wildlife viewing and recreation. In 1975, an endowment

from the children and grandchildren of John Cofrin and Austin E. Cofrin, allowed the University to develop a system of trails and plantings and purchase additional property and improve the arboretum’s botanical offerings.

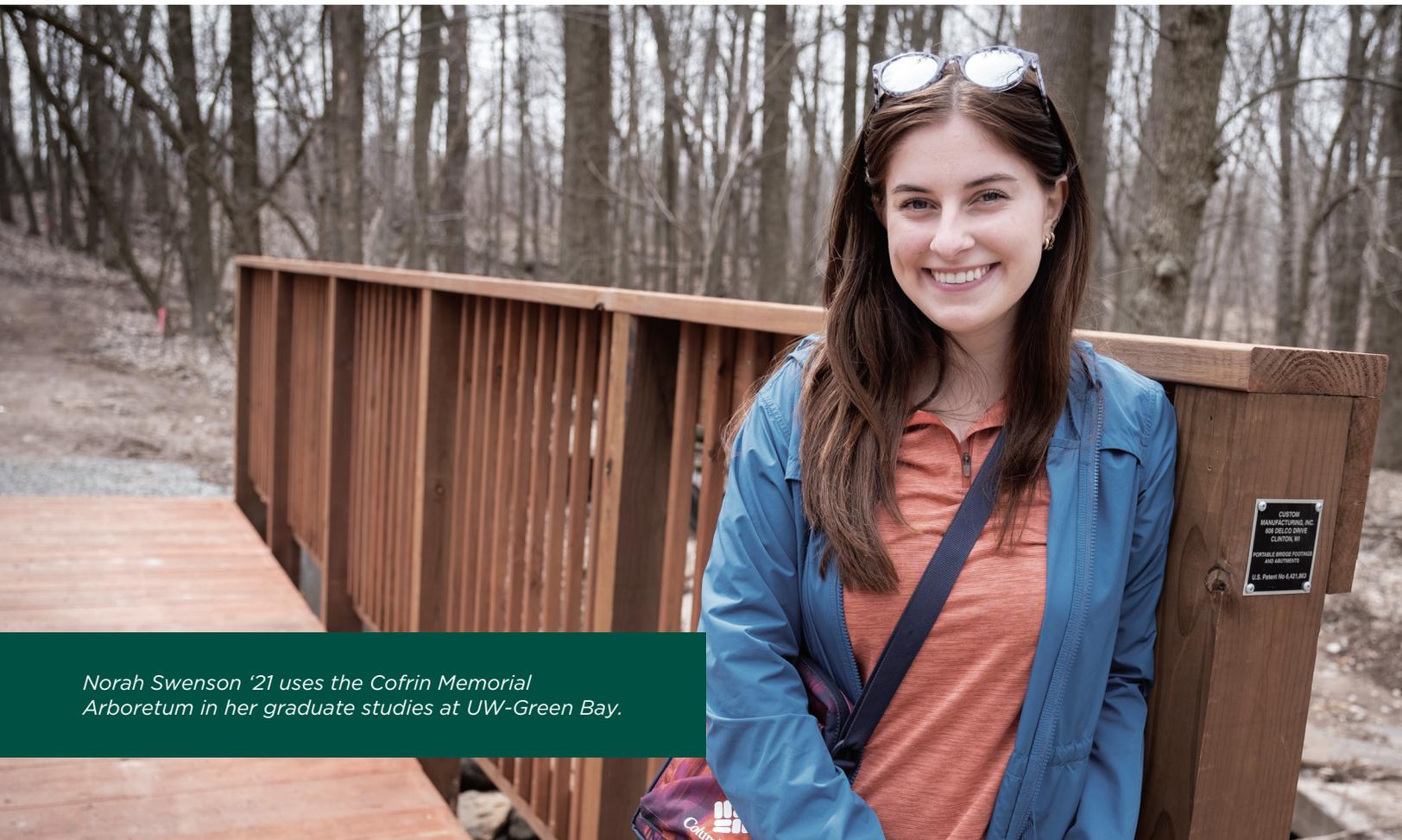
Bob Howe, UW-Green Bay’s chair of biology and director of the Cofrin Center for Biodiversity, who is retiring in June 2022, said when he first started, there were more grasslands. Over time, trees naturally filled in. Ponds and trails also have been added.

Improvements continue today, Howe said. For example, the Arboretum’s bridges were recently replaced thanks to funding from the David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region, creating a better experience for hikers, bikers and runners.

“We’ve had photography classes, poetry classes, art classes and more,” Howe said. “It’s great to just walk outside and have the area alive with life where you can demonstrate something to students or they can see what they’ve learned in the classroom come to life. It’s truly an outdoor classroom.”

All students can enjoy the Arboretum even if they never have a class there, Swenson said.

“My favorite part of the Arboretum is its benefit to not only students’ education, but their well-being,” she said. “I have spent many afternoons walking through the Arboretum with friends and I can’t think of a better way to de-stress from classes and the life of a student than that.”



Norah Swenson '21 uses the Cofrin Memorial Arboretum in her graduate studies at UW-Green Bay.

DENTAL CITY FUELS EXPERIENCES THAT SPARK CREATIVE SOLUTIONS TO REAL-WORLD CHALLENGES

When students attend a UW-Green Bay Office of Career Services activity, there's a good chance they will see a representative from Dental City.

Founded by UW-Green Bay alumni, Dental City is the distributor of dental supplies to 16,000 dentists. For the past 15 years, the company has been an active participant in a variety of Career Services activities, from mock interviews and participating in employer panels to classroom project opportunities and the Dine Like a Professional Etiquette Lunch.

"Our founders have an appreciation for what the University provided them, especially as non-traditional students," said Jordan Lorenz, director of special markets at Dental City and a 2012 UW-Green Bay graduate.

Dental City, which was founded by two 1987 UW-Green Bay graduates, John Mathys and Dave Withbroe, and Roy Stumpf, received the 2017 Recruitment Partner of the Year Award from UW-Green Bay's Office of Career Services.

Career Services Director Linda Peacock-Landrum said Dental City is always looking for ways to support students.

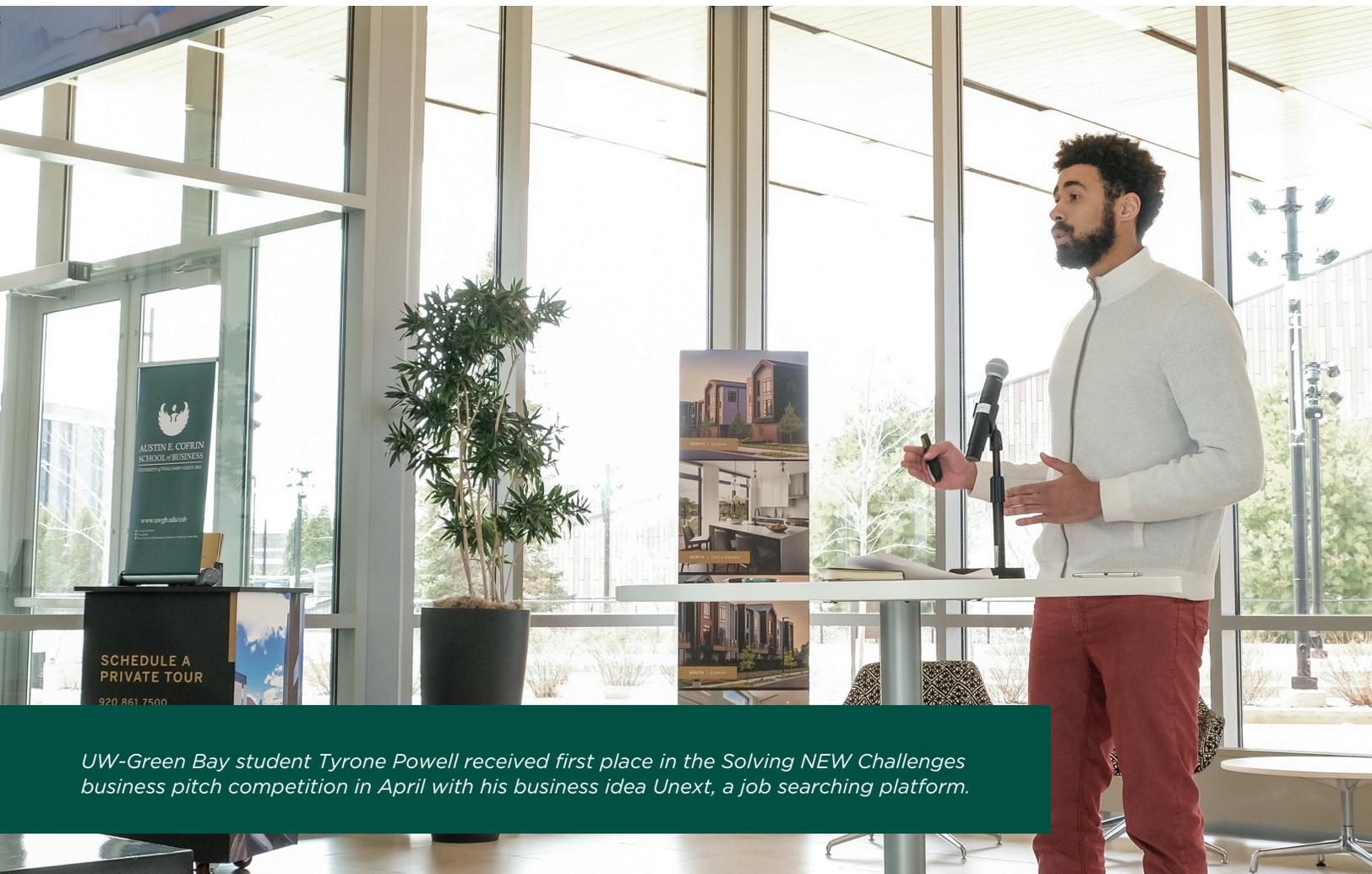
"We can always count on them. They participate in recruiting activities and are topical speakers on leadership, soft skills and more," she said. "They also will discuss the importance of internships with students and discuss the variety of jobs available in sales."

Beyond participating in career-related events, Dental City also sponsors

UW-Green Bay's Solving NEW Challenges business idea pitch competition. Students have up to 180 seconds to name a problem in Northeast Wisconsin, a description of their business solution and ideal customer, and a vision of the cost and revenue stream to support the business.

The company is also involved in the University's Communication Week, which celebrates the past, present and future of the Communication Department.

"We feel these events put students in real world situations where they apply the classroom concepts to more business situations," Lorenz said.



UW-Green Bay student Tyrone Powell received first place in the Solving NEW Challenges business pitch competition in April with his business idea Unext, a job searching platform.



Assistant Professor Sadie Buboltz-Dubs (center) guides Jacob Boese (left) in a mock examination of another student.



Oculogica
EyeBOX

STUDENTS' HANDS-ON RESEARCH PROPELS FEDERAL CONCUSSION GRANT PROJECT

Cutting-edge research is happening at UW-Green Bay in the Master of Athletic Training (MAT) program which is only in its fourth year.

UW-Green Bay, along with West Point Military Academy and Children's Hospital of Philadelphia, is part of a U.S. Department of Defense research project studying Oculogica's EyeBOX novel algorithm and how it could be used in a portable device to assess concussions in deployed field and far-forward settings.

Oculogica is partnering with AdHawk Microsystems, which uses very small, ultra-low powered scanners and sensors that can be embedded in eyeglasses or a helmet. EyeBOX is the first and only baseline-free, non-invasive device with FDA clearance to diagnose concussions. TitletownTech, a venture capital fund led by the Green Bay Packers and

Microsoft, invested in Oculogica, which now has an office in Green Bay. That local connection caught the eye of Sadie Buboltz-Dubs, coordinator of clinical education in the MAT program at UW-Green Bay. She reached out to Oculogica CEO Dr. Rosina Samadani with interest in serving as a research partner.

Concussion research and its impact on the brain has grown in the past decade as more is learned about the long-term damage concussions can cause. While there are tests to look for concussions using neurocognitive function and balance, Buboltz-Dubs said EyeBOX is the first eye tracking device that can diagnose a concussion without clinician scoring.

"Concussion research is a booming area with many different well-known researchers. To be able to get our foot in the door in this arena is a big deal

for our small institution, and our new program," she said.

UW-Green Bay will field test the prototype and pilot its use during the 2022-23 academic year with collegiate varsity athletic teams. Buboltz-Dubs is excited about students taking part in the research.

"Getting involved with research provides students with valuable experience that can help them learn about different career pathways after they receive their master's degree," Buboltz-Dubs said.

"Research encourages organizational skills, teamwork skills, time-management skills and gives students an opportunity to learn about a specific topic they may be interested in, but want to learn more about the topic that they may not be learning in class," she said.



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Mission

Founded in 2011, the University of Wisconsin-Green Bay Foundation furthers UW-Green Bay by developing and increasing opportunities for students in the areas other than those in which the State of Wisconsin makes appropriations. The Foundation attracts, manages and distributes private resources that fund student scholarships; renovate or construct academic or recreational facilities; fund endowed faculty positions; support research; and fund educational activities to enhance learning environments.

The Foundation is a 501(c)(3) tax exempt organization which serves as the custodian for charitable gifts made to UW-Green Bay and assures that donor intent is honored.

We gratefully acknowledge the generous donors who have entrusted us with their legacy by creating funds that are invested to provide support in perpetuity, and those who have provided current gifts which provide immediate support for our students. We regret we cannot name all of our contributors within these pages.

Interested in learning more about supporting students, faculty and programs?

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PUTTING THE WIND BENEATH **ATHLETES' WINGS**

Q&A with alum Barry Melotte

Barry Melotte is sales director at Melotte Distributing and a 1995 graduate in Communication from UW-Green Bay. He serves as a board member of the Phoenix Fund, which is charged with enhancing the athlete experience by assisting Athletics in external fundraising endeavors. We wanted to know more about what motivates him to help students rise to the challenge of college.

HOW DID YOU GET INVOLVED WITH PHOENIX ATHLETICS?

A longtime customer of mine encouraged me to get involved with the Phoenix Fund's Steak Fry event as a sponsor and steak provider. As a UW-Green Bay alumnus and the sales director for our family-owned custom meat processor and wholesale distributor, Melotte Distributing, we were excited to get involved. It was a great event experience that led me to joining the Steak Fry Planning Committee over six years ago.

WHAT DO YOU HOPE TO ACCOMPLISH AS A MEMBER OF THE PHOENIX FUND BOARD?

Our board is currently exploring how we can create a better overall experience for our student athletes that would make them even more competitive and better students. Nutrition and hydration are key to athletic performance. A nutrition program, while expensive, produces great results. Learning how to best eat before and after exercising is crucial. We've created a grab 'n go station for athletes that is going very well.

WHAT WAS YOUR EARLIEST EXPERIENCE WITH GIVING?

My family has been involved in giving for generations. My grandmother raised seven kids while my grandfather drove for Coca-Cola. They used the local food pantry during the lean times. My grandmother was a long-time volunteer at Paul's Pantry as a way of giving back. Later in life she worked at Kingdom Come Pantry in Oconto Falls well into her retired years. I share a birthday with her and since her passing every Aug. 15, and Christmas, we hold a fundraiser in her honor for the food pantry in Oconto Falls.