FULFILLING OUR VISION

The Lubar School of Business is excited to be part of Made in Milwaukee, Shaping the World—the largest and most comprehensive fundraising campaign in the university’s history.

This campaign will strengthen the Lubar School of Business’ ability to actualize our mission and fulfill our vision of being recognized as a metropolitan business school renowned for leadership, innovation, and entrepreneurship. Donor investment, combined with our diverse student body and talented faculty, is the critical catalyst in this equation.

In support of the campaign’s three major priorities, the Lubar School has identified several strategic investment opportunities that will benefit our students, the research conducted by Lubar faculty, and our school’s productive relationships with hundreds of Wisconsin businesses.

This is the time to invest boldly in the Lubar School of Business. Your support will help us take our place as a model metropolitan business school. Our graduates are shaping the world. With your confidence, the possibilities are endless.

V. Kanti Prasad, Dean

CAMPAIGN GOAL: $21 MILLION
Paying it Forward with Scholarships

A pioneer faculty member of both UWM and its business school, Professor Emeritus Jerry Leer helped develop the accounting program’s reputation for quality graduates. Known for his tireless drive to attract the best students to the accounting major, he demanded that his students perform at the highest level.

When Leer retired in 1983, his former student Peter Tellier created a scholarship that would honor this revered professor and preserve the memory of Tellier’s father, Roy. For more than 30 years, a small number of sustaining donors have helped build the fund, and by 2015, the Leer/Tellier Scholarship had awarded 165 scholarships totaling $889,000.

Former student Ron Krizek and his wife, Marjorie, created their own scholarship to help students in the accounting and finance fields. “Jerry Leer once told me he wished more people would remember the help they got as students and in turn help others,” says Ron Krizek. “Marjorie and I hope our scholars will choose to help others when they are able.”

David Schmidt received the Krizek Scholarship and the Lubar Scholarship while earning his degree. Established by Sheldon and Marianne Lubar in 2006, this scholarship has helped more than 200 business students and is the largest scholarship fund at the Lubar School.
ENCOURAGING EDUCATORS IN THE CLASSROOM AND BEYOND

Support for our faculty sends the message that research is highly valued at the Lubar School of Business. Our instructors bring their “A” game to the classroom, engaging students in new approaches to solving business problems and incorporating the results into a dynamic curriculum. With your help, we can recognize outstanding faculty in each area of study and ensure that Lubar stands strong.

GOAL FOR RESEARCH SUPPORT: $7 MILLION

ENDOWED CHAIRS
Among the highest forms of recognition an institution can provide, endowed chairs help us retain senior faculty who are leaders and role models.

PROFESSORSHIPS
Faculty research and outstanding classroom teaching are fundamental to top business schools. Professorships promote scholarly research and support faculty collaboration across academic disciplines.

FACULTY RESEARCH OR TEACHING AWARDS
These awards provide productive research faculty with additional resources to support their scholarly work during summer months.

RESEARCH INNOVATION FUND
This fund may be used to support professional development, academic conference presentations, research assistant salary, or research software purchases.

AN INVESTMENT IN FACULTY

“Excellent faculty, many with deep industry experience, are the keystone of the Lubar School of Business,” says alumna Norine Carlson-Weber, chief operating officer of Alpha Source, Inc. She and her husband, Michael Weber, established the Norine C. Carlson-Weber Faculty Scholar Award in 2015 to recognize and retain top faculty at the Lubar School.

Roger Fitzsimonds, the former chairman and CEO of Firstar Corporation, wanted to highlight top-notch faculty members who have received national recognition for their scholarly research, so he established the Roger L. Fitzsimonds Distinguished Scholars Program in 2003. Since then, nine faculty members have been honored, including Xiaojing Yang, associate professor of marketing, and Fatemeh (Mariam) Zahedi, professor of information technology management. Two-time recipient Zahedi says, “The Fitzsimonds award signifies the importance of high-quality research at the Lubar School of Business, and receiving it has been a major highlight of my career.”

Margaret Shaffer, pictured above with her students, has held the Richard C. Notebaert Distinguished Chair of Global Studies and International Business since 2005. “This professorship has supported my research and allowed me to foster a global mindset in our students—an essential quality in tomorrow’s leaders.”
The Lubar School of Business plays an integral role in our region's economy. Lubar produces graduates who are ready to tackle real-world problems, and the school transforms the careers of those who are already business professionals. Your support will help reinforce our position as a preferred provider of thoughtful, talented leaders to our region's businesses.

**APPLIED RESEARCH CENTERS**

These centers provide excellent naming opportunities for our business partners. Name an existing center, such as the Supply Chain Management Institute, the Center for Technology Innovation, or the International Business Center, or help us create a new center for accounting education, marketing management, or applied finance.

**CAREER SERVICES CENTER**

Successfully transitioning students from classroom to career is essential to a world-class business school. Our Career Services Center demands significant personnel resources in order to connect students and graduates with employers, and to prepare them for internships, part-time jobs, and full-time positions. Your support in this area will strengthen our ability to deliver these vital services.

**EXECUTIVE EDUCATION**

A significant naming opportunity, Lubar Executive Education partners with corporate clients to develop leadership skills. Known for its signature Action Learning approach, Executive Education includes the Strategic Leadership Series, the Executive MBA Program, and Custom Executive Programs.

**INTERNSHIP OPPORTUNITIES**

With support from local businesses, our large internship program offers opportunities for students to gain valuable work experience in their chosen field as early as their sophomore year. In areas such as accounting, seniors work full time for one term, earning a wage and course credits; as a result, more than 80 percent of students are offered employment upon graduating.

**GOAL FOR ENGAGEMENT SUPPORT: $7 MILLION**

We help our business partners solve problems while simultaneously exposing students to the corporate culture of potential employers during their college experience.

**IT’S ALL ABOUT RELATIONSHIPS**

The relationships that the Lubar School has developed with area businesses benefit our students, our school, and our business partners.

With entrepreneurship an integral and permanent part of the Lubar School curriculum, students can learn about starting businesses in the La Macchia Enterprises Entrepreneurship Program. To date, more than 150 student interns have been placed at more than 80 entrepreneurial firms through this program.

Because the strategic use of technology is critical in gaining a competitive advantage, the Center for Technology Innovation facilitates collaboration among our faculty, partner companies, and IT professionals. “Our CIO roundtable of local leaders provides feedback on our curriculum and keeps us current with what is happening in the real world,” says Director Atish Sinha.

Lubar’s Supply Chain Management Institute, directed by Anthony Ross, the Rockwell Automation Endowed Chair in Supply Chain Management, provides companies with access to students for internships and project work and access to faculty and the knowledge they possess. This allows students to understand a company’s culture and business practices before being hired. It also lets companies reduce the time and expense of onboarding the interns they eventually hire.
RAISING THE BAR

At the Lubar School of Business, we educate more Wisconsin business students than any other school in the state, and we do it in a business-rich, metropolitan setting. Our strong core academics, outstanding faculty, and practical internship experiences transform today’s top students into tomorrow’s professionals. Your support will strengthen our school and fortify our role as a key player in our region’s economy.

As the first person in my family to graduate from college, I am living proof that UWM prepares students for future career success. The Lubar School of Business must remain strong so others can have the opportunity to realize their full potential.

— TIMOTHY G. SCHAEFER ’88
EXECUTIVE VICE PRESIDENT—CLIENT & DIGITAL EXPERIENCE
AT NORTHWESTERN MUTUAL

My UWM education was just the beginning of my long and gratifying career in international finance. I’m delighted to support the Lubar School of Business to ensure that today’s students have the same transformational experience I had during my studies.

— HANS G. STORR ’61, ’07
RETired EXECUTIVE VICE PRESIDENT & CFO OF PHILIP MORRIS CO.
AND CHAIRMAN & CEO OF PHILIP MORRIS CAPITAL CORP.
Established the Hans G. Storr Professorship in International Finance

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Lubar students deserve the best educational opportunities possible. I’m proud to support students in the finance program with a state-of-the-art investment lab and real money investment funds to bring their investment management education to life.

– DAVID O. NICHOLAS ’87
PRESIDENT AND CIO OF NICHOLAS COMPANY, INC.

I got a fantastic educational foundation at the Lubar School of Business, starting me off on a ‘dream’ career path in the entertainment and professional sports industries. We as alumni and supporters of UWM and the business school have the opportunity—and perhaps even the mandate—to ensure that the next generation of Lubar students gets to live out their dreams, as well.

– PAUL BANIEL ’83
VICE PRESIDENT OF FINANCE & ADMINISTRATION
FOR THE GREEN BAY PACKERS

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