The purpose of Milwaukee Athletics is to help our student-athletes succeed and to support our university in achieving its goals. Our success as an NCAA Division I program brings UWM recognition at the local, state, and national levels and benefits the entire university.

Participating in athletics teaches young men and women about time management, teamwork, sacrifice, and commitment while preparing them to be better individuals, more successful professionals, and future leaders in their communities. Our student-athletes are tireless workers and leaders on the UWM campus.

To compete at the highest level requires major investments. Providing scholarships and support services to student-athletes and improving facilities are key initiatives of this campaign.

Your support is critical in helping us provide life-changing opportunities for our student-athletes, a world-class collegiate experience for our entire student body, and a source of passion and pride for our alumni and fans.

Amanda Braun, Director of Athletics

CAMPAIGN GOAL: $10 MILLION
At its core, our mission is to provide a first-class experience for our inspiring student-athletes. Each year, more than 300 of UWM’s student-athletes compete in 15 varsity sports at the highest level of intercollegiate athletics. For more than 15 years, our student-athletes have achieved a combined GPA of 3.0 or higher, and a graduation rate of more than 74 percent.

Your support of UWM’s student-athletes will help them maximize their potential and prepare for successful lives in their chosen careers and communities.

**Scholarships**

Scholarships alleviate worries about tuition costs and help keep student-athletes focused on their studies, athletic endeavors, leadership development, and community involvement. UWM student-athletes are campus ambassadors and role models who help drive school spirit and a positive campus community environment. Providing the maximum number and size of scholarships allowed by the NCAA enables UWM to compete for elite student-athletes. When the university competes at the highest athletic level, the UWM experience is strengthened for all students.

**Basketball Performance Center**

A new, state-of-the-art basketball practice facility will enhance the performance of current Panther basketball student-athletes, attract the most sought-after recruits, and alleviate crowding in the Klotsche Center for all students participating in intramural and recreational sports. The two-story building will be located east of the Pavilion and will be connected via an elevated walkway. The facility will house practice courts, locker rooms, offices, a strength-and-conditioning area, and an academic support center for men’s and women’s basketball.

**Academic Support Enhancement**

Our student-athletes are dedicated to their studies as well as to their sports, and UWM ranks among the Horizon League’s top three schools in terms of academic performance. Our academic support staff helps keep our players connected with their professors, current with their class work, and on top of their game.

**A Legacy Lives On**

Marquis Johnson would have made John Tierney proud. Tierney, UWM’s track and field coach from 1942 to 1974, was known for bringing out the best in his athletes and pushing them to greatness. Under his leadership, the team won numerous indoor and outdoor track titles in the Amateur Athletic Union (AAU) and the Wisconsin University Conference.

A 1936 graduate of the Milwaukee State Teachers College, Tierney received the UWM Alumni Association award for teaching excellence, the Distinguished Alumni Award, and was inducted into the Wisconsin Coaches and UWM Athletics halls of fame. Beyond these public accolades, Tierney is remembered as a beloved coach by many UWM alumni, including a group of 20 donors who established an endowment called the Coach John Tierney Memorial Scholarship. Wayne Youngquist, a 1961 graduate who led the effort, says, “Running track was one of the best experiences of my life. I give to the Tierney Fund so others can have a similar experience.”

Marquis Johnson, the first recipient of the scholarship, won his fourth Horizon League title in the 400-meter race in 2015 and has set several school records at UWM. Nearly 75 years after Tierney began coaching at UWM, his legacy lives on through Johnson and the many student-athletes who will benefit from the Tierney scholarship in the future.

* GOAL FOR STUDENT SUPPORT: $6 MILLION

**Athletics has given me some of the best memories of my life, and I want to help others experience the joy and camaraderie of competitive team sports.**

David Bogenscheld ’59

*Pictured with the “Tierney Boys,” who helped create the Coach John Tierney Memorial Scholarship*

I am eternally grateful for my scholarship. It means furthering my education so that I can one day leave a positive impact on this earth.

Marquis Johnson ’16
More and more, research is showing that performance psychology and performance nutrition are key elements in developing successful student-athletes. Our athletics department works in partnership with the College of Health Sciences on research projects that delve into the nutritional, psychological, and physical status of our individual athletes and our teams as a whole.

This type of interdisciplinary approach is critical to maximizing the potential for elite success, preventing injuries, and promoting rehabilitation and the return-to-sport process. Your support will allow us to continue participating in this research and preserve our access to key psychological and nutritional resources that will keep our student-athletes at the top of their game.

THE POWER OF PSYCHOLOGY

Many of UWM’s student-athletes feel enormous pressure to succeed—in their sport and in the classroom. Their internal drive for excellence can push them to a higher level of stress than most students. Through the Panther Performance Enhancement Program (PEP), a collaborative research effort between the Department of Athletics and the College of Health Sciences, student-athletes can receive psychological support, as well as nutritional advice, by participating in baseline testing and receiving a detailed analysis of the findings.

Scott Doffek, UWM’s head baseball coach, says having access to this program has been a critical part of his players’ success. “From the time my athletes step on campus to the time they graduate, it is my job to develop them. We all know sports are physical and technical. Athletes have to be able to control their bodies in a way that allows them to be successful in a sport. But being able to put mind and thought in the right place is equally—if not more—important. “Having the Panther PEP psychological support as a resource to help out in that regard is a wonderful asset,” says Doffek. “It is evident hearing my athletes talk after our psychological sessions that the sports psychology consultant has made an impact. The mental process is critical in our athletes’ development, and to have a psychological resource for them is essential.”

GOAL FOR RESEARCH SUPPORT: $1 MILLION

Research has shown that healthy eating is essential to optimal performance. With new NCAA guidelines, we can now provide recovery snacks for our student-athletes. In addition, our teams have access to performance nutrition guidance through the College of Health Sciences.

By sponsoring a team (men’s or women’s basketball, cross country, soccer, swimming, or track; or baseball, women’s tennis, or women’s volleyball), you can help our players fuel their bodies for peak performance.

Student-athletes at UWM have the opportunity to utilize on-campus sport psychology services offered through the Laboratory for Sport Psychology & Performance Excellence and the Panther Performance Enhancement Program, an interdisciplinary research effort with the College of Health Sciences. These services, delivered by faculty and/or advanced graduate students, are designed to help student-athletes achieve maximum potential in sport, the classroom, and life.

You can support these services by sponsoring an individual or an entire team (men’s or women’s basketball, cross country, soccer, swimming, or track; or baseball, women’s tennis, or women’s volleyball). Individual-level support includes additional consultations.

"Six months ago, my anxiety and nerves affected my performance in the pool. PEP taught me how to cope with my anxiety so that now, instead of dreading meets, I look forward to them!"

NATALIE JOHNSON ’17

COACH SCOTT DOFFEK

"The mental process is critical in our athletes’ development, and to have a psychological resource for them is essential."

COACH SCOTT DOFFEK
RAISING THE PROFILE

UWM Panther Athletics brings together the campus community, alumni, and Milwaukee fans, instilling a sense of pride and school spirit in our great university. In addition to excelling in the classroom and in their sports, our student-athletes perform more than 4,000 hours of community service each year.

Since 2001, UWM Panther Athletics has been the premier program in the Horizon League and has claimed the McCafferty Trophy, which is awarded to the conference’s all-sports champion, a remarkable seven times. In addition, Panther teams have won 133 regular-season or Horizon League Tournament championships, including track and field and women’s soccer and volleyball. This continued success enhances UWM’s reputation and creates an exciting, vibrant campus for all of our students.

RENOVATION AND CONSTRUCTION OF VENUES

Our athletics facilities provide a place for our student-athletes to practice and compete. The proactive upkeep of these spaces can, at a minimum, help prevent injuries and can ultimately provide an advantage for home games and meets. Because thousands of visitors walk through the doors of our venues each year, it is critically important that these spaces project a positive image of UWM. Your support will help us provide our student-athletes, fans, and visitors with top-notch facilities and allow them to fully excel in—or enjoy—their sport of choice.

PANTHER FUND

Your gift to the Athletics Excellence Fund is the best way to help provide an unparalleled student-athlete experience. It will further strengthen the experiences of Panther student-athletes, coaches, and teams in their continued pursuit of academic and athletic excellence. Contributions to this fund are put to immediate use in the operating budgets of your favorite team(s) and support essential needs, such as recruiting, equipment purchase and maintenance, pre-season training, and facility improvements.

GOAL FOR ENGAGEMENT SUPPORT: $3 MILLION

PASSION AND PRIDE

Dennis Klein, an executive at C.D. Smith Construction, has been a generous supporter of UWM’s basketball and soccer teams for more than 15 years. As a youth basketball coach in the early 1990s, he mentored Joah Tucker, who went on to play for the Panthers before becoming a professional basketball player.

Klein knows the positive influence athletics has on individuals and the community. “I’ve always thought that the most successful athletes are successful at other things in life,” explains Klein. “It’s the self-discipline you learn from playing that carries over to other facets of your life. Competitive teams draw fans—particularly students—and build excitement that touches many areas of the university.”

LaVall Jordan, head coach of UWM’s men’s basketball team, understands how visible his program is to the public and what an impact his team can have on recruitment and advancement at UWM. “The spirit and enthusiasm that the athletic program creates spills over far beyond game days,” says Jordan. “Athletics generates a passion that energizes our students and our local community while building a loyalty and pride that keep our alumni and friends involved.”
Participating in and watching sports taught me an appreciation for physical fitness, teamwork, healthy living, sacrifice, and perseverance. Sports have given me lifelong friends, remarkable experiences, and have become an integral part of family fun. I hope my gift will give others these same benefits.

KARL FIASCA ’78

CABINET MEMBERS

GARRETT J. BUTRYM ’84
Principal of Marketing 101 LLC

WILLIAM F. CAROLLO ’74
Officiating Coordinator for the Big Ten Conference

LORI A. CRAIG
Market Executive and Senior Vice President of PNC Wealth Management

KARL FIASCA ’78
CFO of Chortek LLP

PATRICK T. HORNE
Financial Representative for Northwestern Mutual

H. CARL MUELLER ’67
President and Owner of Mueller Communications Inc.

HARRIS J. TURER ’88
Owner and CEO of Milwaukee Admirals

DOUGLAS J. WEAS ’87
Founder and President of Weas Development Company

LOUIS M. WEIHER
Owner of Carmel Builders Inc.
I give because all UWM students benefit from a strong UWM Athletics program. I know I am helping to build a world-class institution of higher learning.

– LYNN GOLABOWSKI
PARENT OF FORMER STUDENT-ATHLETE TAYLOR GOLABOWSKI
Pictured with Susie Johnson, Women’s Volleyball Head Coach

I give because I am proud to be a Panther. UWM Athletics gave me the opportunity to attend college. I contribute so that others have the same exceptional opportunity.

– KEVIN ARMSTRONG ’85, ’88
FORMER MEN’S SOCCER PLAYER
Pictured with Kris Kelderman, Men’s Soccer Coach