MADE IN MILWAUKEE. SHAPING THE WORLD.

THE CAMPAIGN FOR UWM
LETTER FROM THE CHANCELLOR

There’s a tone to this city that echoes throughout the campus of UWM. A roll-up-your-sleeves-and-get-it-done kind of attitude inspires us all to collaborate, discover, achieve, and thrive. In a city built on the shoulders of inventors and manufacturers, our students and faculty are vital components in the wheel of progress.

This mutual propulsion binds the University of Wisconsin-Milwaukee to its home. As Wisconsin’s only public urban research university, we are an incubator for innovation and entrepreneurship in tandem with business, technology, the arts, health care, schools, and social services. It is what sets us apart from every other university in the state.

With three out of four of our graduates remaining in the greater Milwaukee area, our alumni are the backbone of the region’s workforce, and their critical thinking and skilled expertise empower them to compete in a global marketplace. Yet UWM does so much more than produce a workforce.

Each day, our outstanding faculty not only guide learning in the classroom, they also conduct cutting-edge research that results in healthier communities, more productive lives, cleaner energy, purer water, more efficient technology, and better business strategies.

Beyond the classroom and the lab, UWM provides medical care for those in need, learning opportunities for adults of all ages, educators for our region’s children, and student volunteers who are committed to helping others. Our commitment to engagement goes beyond our city and into the world as we partner globally to enhance our learning, research, and student experiences.

Now is the time to take our accomplishments to the next level. By 2020, UWM will be stronger academically, a more vibrant partner for community enrichment, and an even more dynamic catalyst for innovation, entrepreneurship, and regional economic growth. To achieve this, we will need support from our alumni and friends. Please join our efforts as we harness that Milwaukee industriousness and innovation and use it to shape the world.

Mark A. Polewski

[Signature]
Throughout the years, Milwaukee has been known as the Beer Capital of the World and home of the steam shovels that dug the Panama Canal, engines that powered the New York City subway system, and motorcycles that made Harley-Davidson an American legend. It has produced innovators of all types—artistic, intellectual, social, and technological—and UWM has played an essential role in bringing these innovative ideas to the world.

— JOHN GURDA
'78 '13 COLLEGE OF LETTERS & SCIENCE

Made in Milwaukee. Shaping the World.
This campaign’s key pillars—students, research, and engagement—are grounded in the university’s strategic plan, created to ensure a strong and vibrant future for UWM. This plan was shaped through years of work and thousands of voices echoing the desire that UWM be a top-tier research university, an outstanding place to learn and work for students, faculty and staff, and a leading driver for sustainable prosperity.

Student Success
Our students have and always will come first. To attract the best students from Wisconsin and beyond, and offer access to those who need educational opportunities, UWM must provide competitive scholarships and a rich academic experience to equip these students to engage the world. Helping students meet their educational goals not only transforms their individual lives, but influences the environment of those around them.

Research Excellence
Our focus on research that matters has established UWM as a major contributor and participant within every aspect of both the local and global research community. UWM’s entrepreneurial approach to education and research has a direct effect, for example, on the future of renewable energy, 3D rapid prototyping technology, and a critical understanding of freshwater ecosystems. When you financially support the University, you support a mission to influence Milwaukee and change the world. This has proven to be an investment with an enormous return.

University Engagement
Our partnerships with hundreds of organizations—from business, education, and health care to nonprofit and performing arts organizations—allow us to influence lives both near and far. Because engagement is critically important, our students volunteer 43,000 hours in community and service-learning types of projects each year. UWM’s faculty are among the best in the world, and many are leading authorities in fields such as energy storage, neurosciences, business, physics, history, and philosophy. The impact of these studies is not limited to Milwaukee but evolves our global understanding and improves the quality of life for all people.
CAMPAIGN GIFT OPPORTUNITIES TO SUPPORT

STUDENT SUCCESS

SCHOLARSHIPS
The bedrock of student support, scholarships help UWM recruit outstanding students and provide access for those who otherwise could not afford college.

STUDY ABROAD
STUDENT RESEARCH
ENTREPRENEURIAL PROJECTS
By expanding the experience beyond the classroom, these programs broaden students’ minds.

CAPITAL IMPROVEMENTS
EXPANDED LIBRARY COLLECTIONS
ADVANCED TECHNOLOGY
State-of-the-art resources enhance learning and improve students’ college experience.

INTERNSHIPS
CAREER DEVELOPMENT
PROFESSIONAL MENTORING
Practical training and valuable connections prepare students for launching successful careers.

In the College of Health Sciences, physical therapy students like Allison Ameteis are helping Susie Stecker and other cancer survivors regain strength, balance, and energy needed to continue with their lives.
FRESH WATER FROM MILWAUKEE TO AFRICA

What do two Ph.D. candidates from opposite sides of the world have in common? Both are former Fulbright Scholars with a passion for studying water quality. Through UWM’s School of Freshwater Sciences, Maxon Ngochera ’06 and Emily Tyner ’13 have sustained a research partnership that spans two continents and links two of the world’s largest bodies of fresh water, Lake Michigan and Lake Malawi in east Africa.

Ngochera, a native of Malawi, came to UWM to work with Dr. Harvey Bootsma, a leading aquatic ecosystems expert. Ngochera is currently conducting research in Malawi on the role that freshwater lakes may play in climate change. Tyner joined him there in 2013. Since returning from Africa, she has also worked in Michigan studying the relationship between aquatic invasive species and a troubling epidemic that is killing native birds.

Tyner’s efforts have been supported by philanthropic gifts like the Watertech of America Scholarship in Memory of Eugene VandenHeuvel, funded by Joseph and Linda Russell. As Tyner states, “Scholarships and fellowships have been crucial to my ongoing work. I am so grateful for this generous support of student research.”

From Milwaukee to Malawi, this cutting-edge research, and the talented UWM students who make it possible, continue to shape the world.

My 40 years at UWM have shown me the power of giving motivated people the tools they need to be successful. Scholarship support is a great way we can help students achieve all they can.

– DAVID BUCK
PROFESSOR EMERITUS, COLLEGE OF LETTERS & SCIENCE
PAYING IT FORWARD WITH SCHOLARSHIPS

Lorin Radtke ’90, who grew up on North 40th Street and Capitol Drive, is now a partner at Goldman Sachs and head of the company’s FICC (Fixed Income, Currency, and Commodities) Americas Structured Product Sales team. Grateful for the help he received while a student at UWM, he established the Lorin B. Radtke Scholarship Fund in the Sheldon B. Lubar School of Business with a matching contribution from Goldman Sachs.

Today, Radtke’s scholarship supports Don Glover ’16, a finance major and aspiring investment banker who grew up just three blocks away from Radtke, on the north side of Milwaukee. Like Radtke before him, Glover hopes to become a leader in the finance industry. “The education I received at UWM had a profound impact on my career and my life,” states Radtke, “and I am grateful for the opportunity to pay it forward.”

FROM THE BATTLEFIELD INTO THE CLASSROOM

It may seem like a big step from teaching soldiers how to safely handle weapons to teaching middle school students how to solve an equation, but the learning principles are similar. School of Education alumnus Jacob Probst ’13 says both experiences, as an army instructor and UWM student, have helped him launch a successful career as a teacher.

Probst served nine years in the U.S. Army before coming to UWM. Part of a family of teachers, he chose education based on the same values that led him to enlist in the Army. “I’ve been blessed with a lot of opportunity, and felt a need to contribute and make a difference.”

He is not the only veteran to find a home for his talents in Milwaukee; UWM hosts more veterans than any other four-year school in the six-state region.

UWM’s powerful curriculum and strong infrastructure of support for student veterans have given Probst the tools to thrive in his new career teaching special education at Pilgrim Park Middle School in Elm Grove. “Taking rigorous courses at UWM required self-discipline, time management, and prioritization. Those skills have carried over to life after college and allow me to live life to the fullest.”

UWM transformed me in part because of its location in an urban setting. I have been exposed to so many different ways of thinking, life experience, theories, and cultures, and I see this as the most influential aspect of my education.

– ANA-MARIA RAICU ’15 HELEN BADER SCHOOL OF SOCIAL WELFARE
RESEARCH EXCELLENCE

ENDOWED PROFESSORSHIPS AND CHAIRS
These positions make UWM more competitive in attracting and retaining faculty members who are the best in their fields.

RESEARCH CENTERS
LABORATORY EQUIPMENT
Students, faculty, and staff need to be equipped with the proper tools to make discoveries.

COLLABORATIVE RESEARCH FUNDS
Team efforts between faculty and students and between public and private institutions benefit all.

CATALYST GRANTS
Bringing products with commercial potential from the laboratory to the marketplace requires more than just great ideas.

Memory has sparked the interest of two UWM faculty: Jung Kwak (above, left) of the Helen Bader School of Social Welfare looks at how music can help people with dementia while Deborah Hannula (above, right) of the College of Letters & Science is discovering how memory can affect attention.
SAVING LIVES FROM EBOLA

At the new UWM Innovation Campus, just across the street from the Milwaukee Regional Medical Center, engineers are developing a sensor that can be used to immediately detect the Ebola virus with a simple spit test. Junhong Chen, a UWM professor of mechanical and materials engineering, is using a sensor platform he originally created to detect water contamination and is repurposing it as a low-cost virus sensor.

Awarded a grant from the National Science Foundation, Chen’s team will give public health responders tools to rapidly detect and contain an Ebola outbreak. Equipped to detect seven Ebola-related proteins present in human saliva, the sensor can help health care workers make on-the-spot decisions, manage resources more efficiently, and choose strategies for better disease containment.

As the world looks for new ways to use nanotechnology for medical applications, the technology developed at the UWM Innovation Campus promises to save lives both in developing nations and at home.

As captain of the swim team, I wanted to help my teammates become more competitive. Through the Student Startup Challenge at UWM, I was able to create prototypes to specifically address swimming technique and pacing challenges faced by swimmers like me.

— ERIKA PLINER

‘14 COLLEGE OF ENGINEERING & APPLIED SCIENCE
AND FOUR-YEAR STUDENT ATHLETE
AMY KALKBRENNER
ADEL NASIRI
AUTISM AND THE AIR WE BREATHE
With autism diagnoses becoming more common, scientists are racing to discover what’s triggering this important developmental disorder. “There’s something about traffic-related air pollution that can be linked to autism rates,” explains Amy Kalkbrenner, assistant professor at UWM’s Joseph J. Zilber School of Public Health. “We’re not sure what exactly, but the latest research shows we’re on to something.”

Kalkbrenner’s landmark study showed that air pollution’s impact on autism rates in North Carolina is similar to results of pollution-autism studies in California. She and her colleagues found that exposure to higher amounts of particulate matter, which comes in part from traffic, might do the most damage to unborn children during the third trimester of pregnancy.

Evidence for a link between a chemical exposure and a health impact like autism is more likely when it can be shown in more than one region. “This supports the hypothesis that environmental chemicals are part of the autism puzzle,” she says. And putting that puzzle together will benefit parents and children everywhere.

REVOLUTIONIZING ENERGY
Electrical engineer Adel Nasiri is preparing experimental technology for a market projected to generate $3 billion in revenues by 2017. The market is energy, and the technology is a microgrid. Once perfected, microgrids promise to integrate diverse energy sources—like natural gas, solar, wind, and batteries—into the national electrical grid where they can feed energy-hungry homes and businesses.

Nasiri, associate dean for research at UWM’s College of Engineering & Applied Science, has patented technology that allows energy produced when demand is low to be stored and then released when the demand is high. Nasiri’s microgrid testbed also will be able to serve as a freestanding power source that can provide uninterrupted power to a limited surrounding area. This adaptability means microgrids could serve as “energy islands” for local areas during power outages, or they could power small villages in developing countries where energy service is unreliable or even nonexistent. The ground floor of this emerging market is an ideal place for UWM to be.

UWM taught me to dare to be different, not to be afraid of making mistakes, and to embrace a passion to succeed. The same entrepreneurial spirit that motivates researchers has helped me excel in business.

– BETH PRITCHARD
’69 COLLEGE OF LETTERS & SCIENCE
FORMER CEO OF BATH & BODY WORKS, VICTORIA’S SECRET BEAUTY, AND WHITE BARN CANDLE COMPANY

AUTISM AND THE AIR WE BREATHE
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COMMUNITY PROGRAMS
UWM offers community members exposure to the arts, access to better health care, and lifelong learning opportunities for older adults.

TRAVEL FUNDS
Our students and faculty share ideas at research conferences throughout the U.S. and around the world.

K-12 RESEARCH FUNDS

COLLEGE PREP PROGRAMS
Sufficient educational opportunities early on can set more young people on track for college.

START-UP COMPETITIONS
Students and local businesses alike can benefit from the innovative ideas brought forth in these events.

Matthew Jarosz, faculty member of the School of Architecture and Urban Planning, is an expert in historic preservation, a topic of interest in the Milwaukee community and throughout the world. To foster international collaboration and expose students to European and Asian approaches, he regularly leads preservation study trips to Japan and Italy. He is pictured here atop Milwaukee’s iconic Gas Light Building, known for its Art Deco design.
TRANSFORMING LIVES THROUGH INNOVATION

It all began when Shea Stollenwerk, a third-grader from Mukwonago, Wisconsin, wanted something very unusual for Christmas 2013—a functional right hand. Born with a partial palm and no fingers on her right hand, Shea had seen robotic-looking prostheses on the Internet and asked her mom if she could get one.

Her mom’s search brought her to Frankie Flood’s door. A metalsmith in UW-Milwaukee’s Peck School of the Arts, Flood has been active in the Milwaukee “maker” community, using production techniques as varied as old-fashioned machining to high-tech desktop 3D printing. Although they had never attempted a project like this before, Flood and colleague Adream Blair, both associate professors, set to work.

At about the time the Stollenwerks contacted him, Flood had discovered a group called E-nable, a community of people with a wide spectrum of backgrounds—from computer scientists to car detailers—who create custom prosthetic hands assembled from 3D-printed pieces. Using this 3D printing process, the duo gave Shea exactly what she wanted for Christmas, a new hand. This design has been downloaded hundreds of times and can now help many more children like Shea make their wishes come true.

What began as a project with a couple of professors has grown into a program that engages UWM students in a global volunteer effort. These students work with E-nable to design and make sophisticated 3D-printed prostheses, instruction manuals, and other valuable materials for children with congenital hand deformities all over the world.

As a professor, I partner with colleagues and students in getting ideas and concepts out of the labs and transforming them into products. UWM students gain early exposure to the real world of engineering, which prepares them for careers in advanced technology industries.

— DEYANG QU
JOHNSON CONTROLS ENDOWED PROFESSOR IN ENERGY STORAGE RESEARCH
HELPING THE COMMUNITY STAY HEALTHY

If Clinical Assistant Professor and Center Director Jean Bell-Calvin’s 27-year career has taught her one thing, it's this: nursing brings science and humanity together. Joining the UWM Silver Spring Community Nursing Center two years after it opened in 1986, Bell-Calvin has worked alongside College of Nursing Dean Sally Lundeen to grow the Community Nursing Center into what it is today.

Located in the heart of Westlawn, Wisconsin's largest subsidized housing development and one of Milwaukee's poorest neighborhoods, the Center is a vital partner and tenant in the Silver Spring Neighborhood Center. "UWM's two Community Nursing Centers serve nearly 800 clients each year—those with health disparities, chronic diseases and diseases that haven't been identified," says Bell-Calvin. "We offer a continuum of care, including prevention, assessment, and treatment, which helps our clients stay healthy."

The Centers also provide valuable training to more than 100 UWM students each year. Built on the Lundeen Model for Nurse-Managed Primary Care, it is making UWM an international leader in providing health care to the urban poor.

A PIPELINE OF TALENT

Located under the iconic Allen-Bradley clock tower, Rockwell Automation has a history that is embedded in Milwaukee. Much like UWM, the company has helped the city thrive and continues to be an economic driver for our region today.

Today more than 800 UWM alumni are employed at Rockwell Automation, making the university the largest educator of the company’s workforce. From engineers to business leaders, student intern Anita Mogaka ’17 to President and CEO Keith Nosbusch ’78, these professionals share a connection to UWM. Through Panthers@Work, coordinated by Rockwell Automation employees Julie Forsythe ’12 and Shawna Filipenko ’13, even more connections are being built between the company and the university.

"UWM has helped shape our careers," says Vice President Lyman Tschanz ’82. "Giving back by building connections with UWM students and faculty, including the Rockwell Automation Endowed Chair in Supply Chain Management Anthony Ross, is a privilege." Together, Rockwell and UWM are building a strong pipeline of talent that will help sustain Milwaukee's legacy as a manufacturing leader.

“When we help with projects like Hunger Clean Up, we’re doing something positive for the community—and ourselves—because we know we did something good.”

— MARQUES, DAVID, JOSE AND AIMEE STUDENT VOLUNTEERS
MADE IN MILWAUKEE.

- The Helen Badger Institute for Nonprofit Management was the first of its kind in Wisconsin.
- Peck School of the Arts is the most prolific arts presenter in Wisconsin.
- More than 33% of our incoming freshmen are students of color.
- More veterans, service members, and their families attend UWM than any other four-year school in the six-state region.
- 39% of our student body are first-generation college students.
- 74% of UWM's 160,000 living alumni reside in Wisconsin.
- In just 3 years over 200 product ideas have sprouted from UWM's Student Startup Challenge.
- UWM's 1,562 international students represent 80 countries.
- Our American Geographical Society Library contains more than 1.3 million items, including maps, atlases, books, and photographs, from the 15th century to the present, and is one of the premier collections of its kind in North America.
- Our School of Architecture and Urban Planning is 1 of 7 architecture schools in the nation to offer such an array of degree programs.
- Each year, 2,400 participants come to campus for international-affairs programming.
- Our School of Freshwater Sciences is the first graduate school in the nation dedicated to the study of fresh water (and 1 of only 3 schools in the world).
- UWM's 1,562 international students represent 80 countries.
- 90% of UWM students come from Wisconsin.
- Outside Wisconsin, the top 5 states of UWM Alumni are Illinois, California, Florida, Minnesota, and Texas.

SHAPING THE WORLD.

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MESSAGE FROM THE CO-CHAIRS

UWM is a special place to each of us but for many different reasons.

For some of us, UWM is our alma mater, a place we once called home. It helped shape who we are today and set us on a path toward success.

For some of us, UWM is our community resource. We know that so many people in our region depend on the programs and student volunteers that help make lives healthier and happier.

For some of us, UWM is our business partner. We look to the school as a source of talent that will help us move forward in the marketplace.

For all of us, UWM is a place that holds our confidence. We rely on the students it produces, research it generates, and engagement it fosters to make Milwaukee and the world a better place.

Please join us in supporting this remarkable institution. Your generosity is a tangible expression of the value you place on the University of Wisconsin-Milwaukee. Like us, you’ll find that giving is a wonderful way to say, “UWM touched my life.”

CAMPAIGN CO-CHAIRS

DOUG HAGERMAN
Senior Vice President of Rockwell Automation

MARY KELLNER ’78
President of the Kelban Foundation

TED KELLNER
Executive Chairman of Fiduciary Management, Inc.

GALE KLAPPA ’72 ’11
Chairman and CEO of We Energies

MARIANNE LUBAR ’13
President of the Lubar Family Foundation

SHELDON LUBAR ’88
Founder and Chairman of Lubar & Co.

BETH PRITCHARD ’69
Former CEO of Bath & Body Works, Victoria’s Secret Beauty, and White Barn Candle Company

W. JOHN PRITCHARD ’69
Partner at Porter Wright Morris & Arthur LLP

LORIN RADTKE ’90
Partner at Goldman Sachs

JAMES ZIEMER ’75 ’86 ’08
Retired President and CEO of Harley-Davidson, Inc.