FINDING THE BALANCE
Economic forces at work in higher education
An environment of excellence

College President Thomas Kunkel

At a national conference I attended not long ago, one of the featured speakers was Paul O’Neill, a respected business leader and President George W. Bush’s first secretary of the Treasury. That, of course, was back in the days when the Treasury job didn’t come with a Supermarion cap and a $700-billion checking account.

You may recall that O’Neill was rather too blunt and idiosyncratic for Washington, and he lasted just two years before moving on in frustration. But he has always had an interest in education, and so he undertook to talk about leadership lessons for several hundred private-college presidents, many of whom head up bureaucracies that in their complexity and obtuseness can give the feds a run for their money.

Our observation I found particularly provocative. O’Neill said that in any organization that is truly excellent, you should be able to stop anyone on the premises – be it a vice president or account executive or night watchman – ask three simple questions, and get an affirmative response to each.

Is everyone in your organization treated with respect and dignity, regardless of task, station or salary?

As an employer, do you get everything you need to do your job well – and in a way that you find personally rewarding?

If you do a good job, is it noticed and remarked upon?

I’m sure like every other college president in the room, I immediately conjured my imaginary visitor walking around my campus asking those three questions – and wondering what kind of answers he was hearing.

And you’ll also find inside an interesting article on the economics of private education. Here’s a hint: It’s more affordable than many people realize!

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Chris Ayers ’97 kindly bent his animal-a-day drawing habit to our purpose with his cover illustration. For this issue’s “Balancing Hippos” started life as Day 1,063 drawing habit to our purpose with his cover illustration. For this issue’s “Balancing Hippos” started life as Day 1,063, and in recovery from a life-threatening illness.

For more on Ayers’ story, turn to page 20.

I am sure.

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I’d like to think they were the “right” answers, and I think in the main they would be. But I also know that St. Norbert College, like most institutions, can always do better in encouraging, and celebrating, work of the highest caliber.

Helping create that positive environment is just one aspect of “the pursuit of excellence” that I discussed in my inaugural remarks last fall. The talk, of course, is easy. Putting it into practice is not. But we are working on it every day, of that I am sure.

Thus it’s a pleasure to call your attention to some of the excellent people of St. Norbert and the imaginative and important work they do. This includes word on our outstanding economics faculty, Kevin Quinn, for instance, has contributed an article on his collaborative work on the economics of the NFL draft, and another article profiles Sandy Ondrozynski and her work with educators in emerging economies all over the world.

Speaking of money, it’s a topic that has inspired this issue’s striking cover illustration. Our grateful thanks to outstanding artist Chris Ayers ’97, and to our other alumni contributors, for sharing their talents.

And you’ll also find inside a more affordable thanks to many people readers!
Women’s hockey is newest varsity sport

Women’s ice hockey is to be added to the roster of intercollegiate varsity sports at St. Norbert. Competition will begin with the 2010-11 season. Ice hockey will be the 11th women’s sport added to St. Norbert’s sports module, bringing the total of varsity sports at the college to 21.

Announcing the news in February, athletics director Tim Bald said, “With our geographic location, the growth and interest in the women’s game, and the success of our men’s program, women’s hockey is a natural fit for St. Norbert College and adds to our outstanding offering of sport opportunities for student-athletes.”

Bald said a national search for a head coach will begin immediately. The coach will be a member of the athletic department staff for the 2009-10 school year, giving the successful candidate a full year to recruit. NCHA Commissioner Bill Kreische said, “We are extremely pleased to see St. Norbert College participate in the growth of women’s hockey. With St. Norbert’s strong hockey tradition, we anticipate that its women’s team will be a formidable addition to the NCHA.”

St. Norbert added its highly successful men’s program to its stable of varsity sports in 1988. Since then, the men’s program has gone on to win the 2008 NCHA Division III national title, as well as making 10 NCHA Division III tournament appearances and securing 10 NCHA regular-season championships. The new women’s team will play its home games at the Cornerstone Community Center’s fresh Olympic Pavilion.

Alum invited to speak at Oxford Union

In news from a different campus, Jan. 22 saw Laura Schwartz ’95 take part in a debate at the Oxford Union. Schwartz flew to England for the event at the University of Oxford after covering the inauguration of President Obama for the CBS Early Show.

Schwartz, a political commentator, was invited to address the foreign policy legacy of President George W. Bush and ways in which the new administration might address global problems of terrorism, environmental destruction and communicable diseases. Invitations to speak at the storied Oxford Union have in the past been taken up by former Presidents Ronald Reagan, Jimmy Carter and Richard Nixon; Queen Elizabeth II; Mother Teresa; the Dalai Lama, and many British members of Parliament.

Middle-school experience comes with a taste of college

More than 200 sixth-graders from Washington Middle School unloaded school buses on Third Street Nov. 24 in order to present their work at four campus venues and take a college tour.

It was the first time a college campus was included in the enrichment project, an initiative through which teacher educators major sports spend two weeks teaching a comprehensive unit to children at a partner school.

During the course of the unit, the children became specialists, researching different topics related to a common theme and sharing their learning with each other at the presentation day that rounds out each unit.

This year, three groups focused on the African term meaning, ‘I am because we are.’ I sense that here. People are more themselves because they are part of this larger community.”

That feeling of ubuntu is something that Oswald wants to pass on to donors. To do that, he is leading his staff in a shift from project-based fundraising to relationship-centered fundraising on behalf of the college. The difference, according to Oswald, will be palpable.

“The first thing I heard when I got here is that alumni complain if the only time we talk to them is when we want money. Well, we just can’t do that. We’ll still talk to people about money but instead of asking people for a gift, we’re going to ask them to participate.”

And when money is discussed, according to Oswald, it will be less about St. Norbert College with its hand out and more about engaging in conversations about what is meaningful to the donor. The staff then has an opportunity to relate the donor’s passion, whatever that might be, to the needs of the college. The end result, Oswald hopes, is that donors will have transforming-experiences with the college, not just transactional ones.

As part of that experience, Oswald hopes donors will feel ownership in the college. “I see that (ownership) in alumni who are active in some way. That’s my school. That’s my old town. These are my classmates. I am because we are. In other words, when a donor makes a transformational gift, there is a sense that “I am a better person because we are the community of St. Norbert College.”

Oswald finds a lot of joy in other people’s self-actualization. Part of that joy comes from knowing how good it feels to give a transformational gift and part of it is because those gifts help the college progress toward its goals.

That momentum is what’s most meaningful to Oswald about his work. When philanthropy allows the college to offer programs that top students recognize, or the new library helps persuade a faculty candidate to choose St. Norbert College over a competitor, then the college becomes a better institution, he says.

Now that’s what Oswald calls fun. He knows that kind of progress comes in increments. He’s excited by the tremendous opportunity. He’s ready to serve and he’s proud to call St. Norbert College home.
Seven-figure gifts put athletics complex on the fast track

By Mike Dauplaise ’84

The ideal philanthropic gift helps fulfill the vision, purpose and passion of both donor and recipient, then Don ’57 and Pat Schneider have hit the bull’s-eye.

The couple’s recent gift of $4 million toward the construction of a new outdoor athletics complex for the Green Knights will serve as a lasting symbol of Don Schneider’s commitment both to his alma mater and to matters of health and well-being. At the same time, it maintains the momentum of giving that sustains St. Norbert College.

The new facility, planned for a Lost Dauphin Road site just a step away from campus, will be named the Donald J. Schneider Outdoor Athletics Complex.

“This is a story about a wonderful man and a great opportunity for St. Norbert,” comments Wayne Lubner ’71, a friend of the Schneider family and senior advisor at Schneider National Inc., one of the largest transportation and logistics companies in the country. “It’s a great statement about a family and a man who has some deep beliefs about what’s important in life.”

The lead gift provides a welcome boost to the project’s fundraising efforts, increasing the amount pledged to more than 61 percent of the $12 million needed for the project.

“What a great way to honor Don and his life,” says Phil Osvald, who, as vice president for college advancement, was one of the team of people who helped the Schneider family with arrangements for their gift.

“This complex will help us attract student-athletes that we may not have been able to draw before, and it will enable our students to get all of their needs met on campus.”

The Schneider’s gift is especially significant given the challenging current economic climate, yet it illustrates the willingness of benefactors to build on the momentum generated by other gifts, such as the donation from Mariam ’69 and James Mulva for the new library.

A career of excellence

After graduating from St. Norbert in 1957, Schneider spent time in the military before earning a master’s degree in finance from the Wharton School of Business. He returned to Green Bay and began working for his father’s small but successful transportation company, and taught finance and business administration courses at St. Norbert as an adjunct instructor through much of the 1960s.

“Don was an excellent teacher and a very bright individual,” says Bob Kramer (Emeritus, Business), who became chairman of the business department in 1964. “He knew his finance inside and out, and got along very well with the students.”

Lubner was a student during Schneider’s time as a teacher, but it wasn’t until later that the two became close friends through the business. Lubner describes Schneider as a tremendous competitor with an enjoyment of racquetball and running. His strong belief in the benefits of staying fit carried over to his business. Although Schneider is now retired, Schneider operating centers across the country are still equipped with exercise rooms for use by drivers and other company associates.

“He worked very hard at [his fitness],” says Lubner. “He was a guy with a full-time career, but he always managed to work toward keeping himself very fit and encouraged people around him to do the same thing. He’s a very motivational guy when it comes to fitness and health.”

Schneider’s close relationship with St. Norbert extended long beyond his teaching career. He was elected to the board of trustees in 1978 – a post he still holds – and the college bestowed upon him an honorary LL.D. degree in 1999. In between, he received the St. Norbert College Distinguished Achievement Award in Business in 1979 and the Alma Mater Award in 1991.

Stadium plaza name to honor Wakeman

Fred ’50 and Carol Wakeman have provided a $1 million commitment toward the athletic complex, and the stadium’s entry plaza will be named for them.

Fred Wakeman retired from Green Bay Packaging in 1994, where he was the company’s chief financial officer. He has served as president of the St. Norbert College Alumni Board, and also received the college’s Alma Mater Award.

“Major gifts like these provide an incentive for other donors to follow suit,” says Phil Osvald. “People need confirmation that things are going to become a reality.”

Once the necessary funds have been raised, construction on the Donald J. Schneider Outdoor Athletics Complex is expected to take about 15 months.

The Schneider Complex will be located less than a mile south of campus on Lost Dauphin Road and will seat approximately 4,000 spectators. It will include a 400-meter track and space for all field events, playing fields for football and soccer; and a locker room building that can accommodate more than 200 home and visiting athletes.

St. Norbert track teams have hosted an event at the outdated cinder track at Minahan Stadium for several decades, instead using tracks at several different high schools for practices and meets over that time. The stadium has no locker room facilities and has seating on only one side of the field. It sits on the former De Pere Polo Field site, on St. Norbert Abbey land.

Schneider Outdoor Athletics Complex to replace Minahan Stadium

Don Schneider ’57

“Don is a wonderful supporter of the college and is still such a positive force in our lives,” Lubner says. “He’s really been a beacon of light around how leaders should be accountable to their communities and the places they have served.”
Phenomenal Woman annual conference enters second decade

Mark your calendars for the Phenomenal Woman Conference, now in its 11th year and, as always, entirely student-run. This year’s event takes place Saturday, April 18. Organization of this large and popular event is this year in the hands of Amanda Russo ’10, an intern at the women’s center. In both her passion for the conference and her calm approach to the lengthy preparations, she draws from the experiences of those before her who have maintained the event’s success over a decade. “Last year I helped run the conference and so I learned the ins and outs through hands-on experience,” she says. “This year I am confident in my abilities to run a successful, professional conference.” Russo is making contacts within the college and Green Bay communities, developing workshops, directing issues toward college-aged women and forming connections with “phenomenal women” in the community.

Many alumni return to campus for the celebration. Having attended the event since its inception, Rebecca Welch ’90 is looking forward to hosting her own session this year. Welch, who now works as assistant director of faith, learning and vocation at St. Norbert, will speak on “Exploring Vocation.” “I hope that attendees will have the opportunity to explore where their gifts and passions meet needs in the world and how their experiences as women shape their vocational journeys,” says Welch. She remembers attending the first conference and says that she still has the copy of Maya Angelou’s poem “Phenomenal Woman” that she received there, and pulls it out often. The Joan F. Schaupp Women’s Center sponsors the annual conference. This year’s event begins with a luncheon followed by keynote speaker Jerene Mortenson. Mortenson established International School Moshi in Tanzania and is the mother of bestselling author Greg Mortenson, who founded the non-profit Central Asia Institute. She will share stories of the institute’s work on the education of women and tell success stories of women in Pakistan and Afghanistan. After the keynote address, guests will attend three workshops selected from a varied program. The conference will end with a performance from singer/songwriter Galynne Goodwell.

Student research goes Galapagos

“I think that everybody should go to the Galapagos at least once in their life,” says Jaime Beine ’10. “There is a whole other world out there,” adds Samantha Christian ’11, her yellow field book resting in her lap. The two students were part of the J-Term geology trip to the archipelagos off Ecuador’s coast, the islands where Charles Darwin first formulated the theory that would later appear in his “On the Origin of the Species.”

“We basically followed in his footsteps,” says Christian. Under the lead of Tim Flood (Biology) and his wife, Sally, a veterinarian, the students spent each day smoking and observing the flora and fauna. Two professors and two students from Macalester College joined their group.

Natural conditions in the Galapagos have hardly changed since Darwin explored the islands in the 1830s. In fact, the 10 St. Norbert students who traveled from island to island for eight days this January might even have seen a few of the same animals as Darwin himself – the giant tortoises of the Galapagos live up to 200 years.

“As an educator I can’t think of a better laboratory,” says Flood, who has taken 10 trips with students since he started at the college. “It was a case of learning through observation, since visitors to the protected environments are not allowed to collect such as a grain of sand. However, there was plenty to look at. Most animals are fearless due to the absence of natural predators, and so can be encountered at close range.

Beine, who lists the blue-footed boobies as one of her favorite among the birds she encountered, says the group saw a lot of extravagant displays. “A bio-informatics major, Beine hopes to go into professional research after graduation.

Flood, who was a first-time visitor to the Galapagos himself, appreciated the mix in expertise among the group. “It’s what the liberal arts education is all about,” he says. “We had science majors and non-science folks contribute to the experience.”

Emarking on this trip in 2009, the Year of Darwin, challenged the students to view their experience in the context of the history of science, and to recognize that despite the vast scope of research today, there are still places that remain nearly untouched. “The Galapagos don’t have much human impact,” reflects Beine. “They can stand still.”

Exceptional value sees private college education prevail through economic and demographic change

Almost $22 million dollars.

That’s how much money St. Norbert College awarded students in the form of scholarships and grants during the current academic year. For an institution that relies heavily on tuition to make ends meet, each “free money” represents a hefty commitment to making higher education affordable for students from all walks of life.

The perception that obtaining an education from a private, tuition-driven school is beyond the means of many prospective students is a challenging hurdle for St. Norbert and its peer institutions, but St. Norbert has seen a number of gains in recent years, thanks to a strategic positioning in the national education market. The perception that obtaining an education from a private, tuition-driven school is beyond the means of many prospective students is a challenging hurdle for St. Norbert and its peer institutions, but St. Norbert has seen a number of gains in recent years, thanks to a strategic positioning in the national education market.

A short course in educationomics

Exceptional value sees private college education prevail through economic and demographic change

By Mike Dauplaise ’04

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Changing economy and demographics

Changing national demographics and the state of the economy are combining to generate a perfect storm in terms of enrollment challenges for private colleges and universities, according to Jon McGee, of the College of St. Benedict and St. John’s University in Minnesota.

A vice president for planning, research and communication at the Minnesota schools, he also consults with other colleges and is in demand as a speaker on what he terms “educonomics.” He says a national decline in birth rates from 1990-97 foreshadowed a tightening of the potential student enrollment pool.

“We know the trend is coming,” McGee says. “The thing we didn’t predict is the economy that made [previously high participation rates] possible has stalled out. Whether or not this is a long-term stall we don’t know yet, and therein lies the uncertainty.”

Colleges like St. Norbert and St. Benedict; St. John’s work to keep higher education affordable for an increasingly diverse pool of prospective students. But, ironically, just at a time when those students need help the most, the donors whose gifts make such support possible find themselves disconcerted by the current economic uncertainty.

The last time the higher education marketplace resembled that of today was in the early 1980s, shortly after the number of high school graduates from the baby-boomer generation peaked and the nation was in a deep recession. Between 1978 and 1993, the number of high school graduates declined 22 percent. Colleges countered that trend by attracting non-traditional students, such as boomers returning to school for innovative programs. These efforts resulted in an increase in overall college participation rates.

The prosperity of the 1990s and the start of the new century saw boomers’ children begin to make their way through high school, and colleges seized the benefits with increasing enrollments. The Dow Jones Industrial Average spiraled from 3,309 in January of 1993 to 13,264 by the end of 2007, while the number of high school graduates increased 36 percent.

“T here was nearly continuous economic expansion over that period,” McGee explains. “There were more students to enroll [in colleges], and families either had more money or access to more money on average. We should have succeeded!”

However, the number of high school graduates has begun to decline again, and more importantly, the demographic composition of those graduates is changing. The increasing percentage of minority graduates is creating tremendous opportunities for diversity, but maintaining college participation rates will become a challenge, particularly for private colleges.

“Minority students are less likely to attend a private institution,” McGee says. “On average, they do not have the same family resources and can’t enroll without substantial investments in financial aid.”

The good news is, college enrollment efforts can leverage past experience to succeed in the new marketplace. McGee has identified four lessons colleges can apply during periods of sweeping economic and demographic change:

■ Look beyond next year and prepare for the long run. Most colleges will experience a prolonged economic downturn that will cross recruitment cycles. The successful ones will plan for what they want to look like at the end, creating strategies that span multiple years.

■ Don’t assume the past will be a prologue to the future. The tools colleges have developed for use in enrollment and budgeting may not work as well in an environment that’s quite different. A period of disruptive innovation such as exam today will reward creativity more than the status quo.

■ Recognize the no-escape lesson. If you think change will unwind, you’re wrong. All institutions will be subject to these trends. Successful institutions will have to learn to live with and manage uncertainty, risk, cost and benefits.

■ Don’t confuse participation with choice. In spite of the poor economy, the demand for a college education will remain high. The labor market continues to reward education, as there’s not a mass market alternative that offers a long-term income solution. However, high demand won’t necessarily mean people will keep making the same choices. There will be more price sensitivity and sorting in the marketplace.

■ Embrace the silver lining. Value matters more than ever, which is an advantage for a high-ranking institution like St. Norbert. Colleges have to know how they’re valued and understood by their market. They must be able to convey what they’re good at and describe the opportunities students have as a way to differentiate themselves from the competition.

“This is not going to be the last disruptive period in higher education, and the winners will be the ones who adapt,” McGee concludes. “As Will Rogers said, ‘Even if you’re on the right track, you’ll get run over if you sit there long enough.’”

Most students receive financial aid

Here’s no getting around the fact that a college education costs money. However, the sticker shock that comes with annual bills that currently run $32,500 for tuition, fees, room and board can be tempered significantly through a variety of strategies. The average annual aid package for St. Norbert students is $19,000, and 99 percent of the student body receives some type of financial aid.

“Families need to be smart about the way in which they’re selecting colleges,” notes Bridget Krage O’Connor ’93 (Enrollment Management and Communications). “Their decision should certainly include price, but should also take into account all of the other aspects: What’s the average indebtedness for graduates? How long will it take to graduate? How much personal support do I need or want? What kind of faculty interaction can I expect?”

“All of those questions are components of value, which needs to be a much part of the conversation as price.”

Between St. Norbert’s four-year graduation guarantee and the availability of aid, many students discover there net investment is similar to what it would have been at a state institution, where the average graduation timeframe is more than five years and the availability of scholarship and grant aid is lower.

A St. Norbert student’s ability to earn an income sooner while participating in service learning and leadership development opportunities all figure into the college’s value proposition.

“Higher education is still an exceptional investment,” O’Connor says. “Right now the general public isn’t aware of how affordable private education can be, and our challenge is to change that perception.”

In fact, the college is making history this year, offering the admitted class of 2013 more in academic scholarships and need-based aid than it has ever done before – some of the best news to be heard among the prevailing economic gloom. Basic as it seems, it all takes to access some of the available assistance is submitting the Free Application for Federal Student Aid (FAFSA). Once the application is processed, the financial aid team can determine if the student qualifies for additional, free money.

“A lot of people feel they won’t qualify, but about two-thirds of our students demonstrate some type of financial need,” says Jeff Zahn (Financial Aid). “The average St. Norbert student’s family has an adjusted gross income of just under $75,000. The biggest thing is just getting people to apply [for financial aid].”

Federal and private loans are common options for additional funding, while campus employment brings other valuable benefits along with its earning potential. “It allows students to save more of their summer earnings to pay for tuition, fees, and room and board, knowing they can get a campus job to pay for incidental expenses,” Zahn says. “It also connects students to the college in a way other than academics, and we retain those people at a higher rate.”

Education major Jennifer Buresh ’09 is a perfect example of a student who leveraged a variety of financial aid and work options to attain her goal of graduating from St. Norbert. The value

Did you know?

More than 96 percent of St. Norbert graduates are employed or attending graduate school when surveyed nine months after graduation.

Currently 99 percent of St. Norbert students receive some sort of merit- or need-based aid. Overall, the average aid per student amounts to more than $19,000. For students who file the Free Application for Federal Student Aid (FAFSA) and qualify for need-based aid, the average aid package is $24,280.

A typical St. Norbert financial aid package, combined with the college’s four-year graduation guarantee, helps limit the average debt for graduates to a level comparable to that of public university graduates.

Of the financial aid awards St. Norbert College offers, about two-thirds are in the form of grants and scholarships, and one-third are loans and work-study.

Scholarships are usually based on academic performance or other criteria related to accomplishment, and are considered “merit-based” aid. Grants, loans and work-study programs are generally considered “need-based” aid.

Need is defined as the difference between the full cost of attendance and the estimated family contribution as determined by the federal government from information families provide on the FAFSA.

With St. Norbert’s four-year graduation guarantee, many graduates hold a degree in hand and are on to their careers or graduate school one to two years ahead of their peers who chose to go elsewhere.

Bridget Krage O’Connor ’93

Jennifer Buresh ’09

Jon McGee

St. Norbert College

Magazine

Spring 2009
of earning an education from St. Norbert was evident to the Denmark, Wis., native even in high school, and she set about applying for any and every type of scholarship she could get her hands on.

“I applied locally for any scholarship I could find,” Buresh says. “I ended up receiving seven or eight scholarships through St. Norbert, organizations in Denmark and a couple of companies in Green Bay, like Wisconsin Public Service. Those definitely helped me pay for my freshman and sophomore years.”

Buresh also received financial aid through state grants, applied for subsidized student loans and continued to work part-time jobs to earn her own money. She began waitressing at a family restaurant in Denmark when she was 14 and still works there on weekends, and landed a position in the college’s financial aid office during the second semester of her freshman year.

“Students need to complete the FAFSA form and make sure they put in any information they can,” she says. “Apply for anything you would be eligible for.

“It’s attainable with financial aid. You can do it.”

Financial aid 101: an essay on affordability

Bridget Krage O’Connor ’93 (Enrollment Management and Communications) spends her days getting out the word about the affordability of higher education. The chance to contribute a guest editorial spot to a local newspaper prompted her to get down on paper her core meet others who might benefit from a St. Norbert education.

I attended a private college. Today I work at that same college and help families understand that higher education should not be ruled out due to perceived cost. Financial aid is available, even if you just lost the farm.

If you are considering how to make college a reality, visit any and all institutions that spark an interest – regardless of the posted tuition price – and ask questions. Along the way keep the following in mind.

The sticker price isn’t generally the actual cost to you. A good rule of thumb is to find out the average financial aid package at the institutions you are considering and subtract that amount from the posted tuition cost. Understand however that every student’s situation (financial need, academic performance, talent or other factors) will determine that kind of scholarships or grants are offered. Don’t assume you won’t qualify for need-based aid. The cut-off can be set at a surprisingly high level, depending on family circumstances. Remember, too, that while private colleges at first glance might look unattainable, they often can give away bigger scholarships and more need-based aid than many public institutions.

The time it takes to get a degree varies and incurs cost. Unfortunately, it has become quite common for a student to take five or more years to earn a bachelor’s degree. Some places, like St. Norbert College, guarantee students will finish in four years. Think of multiplying tuition by five years rather than five. Then consider earning a salary one year earlier. This is an important variable in the overall cost and should not be overlooked.

Student loans are available. Borrow a modest amount now for your education and it will pay back. While there is much debate over the “go to college and earn a million more” cliché, an education will pay you back in opportunity and perspective. Despite the recent loan scare, the federal government has made it clear that colleges that participate in federal direct loan programs will not see a disruption of student loans. Ask if the institution is a direct lender like St. Norbert because it can be to your advantage. If an institution isn’t, then a third-party lender is generally the option and those loans could be harder to get in this economy.

Also, the average student loan debt upon graduation varies with each school. You might be surprised to learn that private college graduates may have less student indebtedness than their public counterparts. Again, ask and compare for yourself.

It is important to consider all aspects of the educational investment, not just the posted tuition price, including scholarships, work-study, need-based aid; how soon you will complete the degree; how many loans you’ll have when done – and most importantly the lasting cost to you, and our country, if you choose not to invest in education because of the shaky economy.

Finally, if it feels like it is too much to figure out, give me a call and we’ll work out a plan.
The Multiplier Effect

Attended to advance economic literacy worldwide, the Council for Economic Education’s Economic International Training of Trainers program has educated many teachers and professors during its nearly 14 years of existence. However, the program more heavily targets trainers – those who teach others how to teach – to increase its impact.

“CIE prides itself on the multiplier effect,” says Sandy Odozyński (Economics). She has served as an instructor for the program almost since its inception. “They focus on training participants who will be trainers, so the maximum results can be achieved. If they trained only teachers, not as many other teachers would be reached.

The program has also aimed to involve influential government officials like Irina Parkhomenko, who served as a department of education vice minister in Ukraine when she participated in CEE’s Training of Trainers. “Following the completion of her training, she became a strong advocate for economic education, played a significant role in the formation of curriculum standards in economics for the country. In addition, she supported the successful passage of a new mandate in Ukraine for a compulsory course in economics at the high school level,” Odozyński says.

While Training of Trainers certainly issues participation by strategic players like Parkhomenko, it sometimes creates unanticipated advances. As it did with Nada Kandah of Belarus, a one-time Russian translator for the program. Kandah’s involvement with Training of Trainers piqued her interest in economic education, a subject in which she eventually pursued a doctorate in the U.S. She now conducts research here – research that may one day make its way into the Training of Trainers’ curriculum.

Mastering the job search

Graduate school looks doubly attractive in tough economic times

By Heather Krall '09

News broadcasts and newspaper headlines provide constant reminders that in today’s recession, finding a job is more difficult than at any time since the early 1990s. “New Jobless Claims Hit 26-Year High” (New York Times); “Unemployment rate hits 6.9%, a 14-year high” (Los Angeles Times); “Big Firms Deepen Job, Wage Cut” (The Wall Street Journal). The unemployment rate and number of jobs lost is on the rise, and the trend is expected to continue in the foreseeable future.

Perhaps the biggest challenge is faced by new college graduates looking to secure a meaningful, career-building job with little or no work experience on their resumes. Rather than confronting the possibility of a long job search, many graduates are instead turning their attention to the pursuit of an advanced degree.

In the short term, graduate school offers students an opportunity to develop the skills needed to secure a job, and, in turn, the economic course of nations. “You don’t have to look far to find the devastating effects of economic illiteracy,” says Odozyński, pointing to the current economic crisis as evidence. “The U.S. is a fairly well-developed country, but the difference between those who have and those who haven’t is huge. [Economic literacy] helps to close that gap.”

“When it comes to countries outside the U.S., those in transition, it’s even more critical…You have a lot more of the people who don’t have, and who can change their countries for the better if good, solid decisions are made.”

Odozyński says the countries in which she’s taught aren’t alone in realizing growth as a result of the program. She and her students in DePau have done so as well. “I know I’m a little better teacher at St. Norbert because of this work I’ve done internationally.”

by Heather Krall ’09

awarded a Ph.D. in economics from the University of North Carolina-Chapel Hill in 2007. She joined the RAND Corporation as an associate economist in September 2006 and has been working there ever since. Her current area of focus is military research.
Finding $50 bills in the NFL draft
How good economics could help build better teams

By Kevin G. Quinn
Associate Professor of Economics

My professor’s elemental unimpressiveness is responsible for its enduring moniker as “the dismal science,” a tag put upon us economists by Thomas Carlyle, a Victorian historian and father of Calvinst – someone who surely knew dismal when he saw it.

Jokes about us include side-splitters like this one: “Two economists are taking a walk when one exclaims, ‘Hey, look – there’s a $50 bill on the sidewalk!’ The other never breaks stride, when he saw it.

$50 bills on sidewalks, and success means picking up more of them than the next guy. Where economists see futility, sports people see opportunity. They must be on to something – sports usually get better TV ratings than economics does.

The NFL is by far the biggest American spectator sports business, and cuts big paychecks. According to USA Today, the league’s total 2008 payroll for its roughly 1,800 players came to more than $3.6 billion, an average of about $2 million per player.

However, they still could not afford to overlook any $50 bills that might be found in player labor markets. The league’s highly effective salary cap system means that every dollar spent on one player is one that can’t be spent on another. The payroll decision facing NFL general managers, therefore, truly is an Econ 101 textbook problem: How should limited resources be spent so as to satisfy an unlimited desire to win?

Two current seniors, Annie Berkovitz ’09 and Melissa Geier ’09, and I have investigated this question by applying economic theory to analyze how teams did their “capology” during 2000 to 2005. We found that the NFL’s cap system is actually extraordinarily well-designed. The few loopholes that allow movement of cap dollars across years are extremely limited; furthermore, teams generally take advantage of them in the same manner, so one can find any real competitive advantage.

A more surprising finding was that teams distribute scarce cap dollars across their rosters in nearly identical fashion. Over the course of the seasons studied, teams clearly sought to spend about 10 percent of their cap on the top-paid player on their roster, 8 percent on the second-highest, 7 percent on their third-highest, and so on. The distributions across rosters were amazingly identical, with no discernible difference between teams that enjoyed significant success during the period and those that did not.

The bottom line is that NFL teams cannot buy their way to championships, or even to winning seasons. Nobody is finding any $50 bills by working the cap system. Instead, the difference between winning and losing is to be found elsewhere – in the ability to evaluate talent.

With an average player career of only three-and-a-half years, teams are on a constant hunt to restock their roster. If there are $50 bills lying about, they most likely are in the draft, not the free

agent market. Free agent players’ abilities are generally fairly well-established; and the few major talents available each year enjoy a frenzied auction for their services – in baseball.

While a few young guns might be found in another team’s discard pile, those that show any signs of competence whatsoever are almost always retained by their incumbent team. And for good reason – younger players’ inability to negotiate with any but their incumbent team means that they command substantially lower salaries than would a free agent of equal ability.

This means that NFL success depends heavily on good draft decisions, although the top 10 players chosen each year do earn some serious cash. As a group, the 10 players selected first in the 2009 draft will cash checks for a total of $50 million their first year, with their teams committed to paying them tens of millions more over the next several seasons should they remain on their roster.

Paying a million $50 bills to 10 unproven players is quite punishing, prompting a few sports economists to take a systematic look at the NFL draft. We’ve found that a few top picks will be legitimate stars worthy of their pay, but more of them will not even come close to justifying the salary cap burdens to their teams.

On average, first-rounders are definitely better players than their lower-picked brethren, but the pay difference between these two groups simply is not justified by differences in their career performances.

One study, by Vic economist Cade Massey and his former University of Chicago mentor Richard Thaler, found that the best value is to be found near the middle of the second round. Annie, Melissa and I came to similar conclusions in our own

work. Whatever $50 bills might exist in the draft are not to be found in the first round, but later – if a team can figure out how to discern them from a raft of fives and singles.

Winning teams are those that have this ability. The 1996 Packers Super Bowl team offers a case in point. Fourteen of their 22 starters had been drafted in the third round or lower and two of them (George Kooence and Eugene Robinson) had not been drafted at all.

The general consensus among economists is that teams should be in a hurry to try to trade first-round picks for collections of third-, fourth- and fifth-rounders; i.e., to play a venture capital game. A bevy of later-round players will on average deliver more bang for the buck than a single first-rounder, even if the latter is far more likely to make a Pro Bowl than his less flashy teammates.

There is some evidence that suggests that the willingness to trade down or across years is associated with higher winning percentages. Trading picks across years may be an even more

effective draft strategy.

My St. Norbert colleague Paul Bursik (Business Administration) has conducted a painstaking analysis of such trades, and has found strong indications that those franchises that give up this year’s picks for more picks next year are among the NFL’s most successful.

Teams’ reluctance to recognize these $50 bills might come down to public relations. Fans of teams coming off of poor seasons might not be thrilled with forgoing this year’s JaMarcus Russell, even if drafting him this year means passing on next year’s Matt Ryan plus Matt Forte.
Ongoing partnership with Marquette drives accelerated B.A./M.S. degree program

By Sharon Verbeten

A short period of economic growth

C reating partnerships is often a long-term process that involves forethought and careful planning. But it’s even better when a successful collaboration happens organically, bringing inevitable benefits for all involved.

That’s exactly what happened with St. Norbert’s new partnership with Marquette University. Beginning this spring semester, the two schools are teaming up to offer a five-year B.A./M.S. program in applied economics.

“We didn’t have our eyes set on this; it just kind of grew,” says Marc von der Ruhr (Economics). “One thing that I think is beautiful about how this has grown is that now we have a good series of students who have gone through our program and Marquette’s and are now happily working in the profession. There’s really a seamless transition, says von der Ruhr. “We’re doing good feeder school. We have a very strong compatibility with how we teach and mentor our students with the way they do.”

Students are equally interested in saving time and money and getting into the workforce sooner.

“They do a pretty good screening,” says von der Ruhr. “We really want to keep the quality of students pretty high. Cleary it serves our school’s mission and it helps the students find their calling. We benefit in extending opportunities for our students.”

“It’s clearly a win-win.”

By Andrew Martellini ’02

Andrew Martellini ’02 (left) was on campus recently. He and Marc von der Ruhr (right) looked at database management skills that are unique to the way Martellini applies economics in market research.

“By the motivated and interested student, it’s a really good opportunity. It is very innovative. The beauty is, it’s based on our past successes.”

One such success is Andrew Martellini ’02, who now works as a manager of market research for MBIX, a marketing consulting firm in Lake Villa, Ill. He has hired St. Norbert students as interns to do market research. Andrew Winters ’07, Brett Yost ’08, Ling Lin ’08 and Patrick O’Brien ’08.

“It’s a win-win because it is helping to grow students for that company or make them potentially available to its own clients,” says von der Ruhr. “He’s grooming a potential career path for our more talented students. They’re getting excellent experience.”

Martellini agrees. “We try to give them real-world applications before they get to Marquette.” He believes the new B.A./M.S. program is “going to be a great thing for students.”

In addition, he says, “It’s going to bring more attention to St. Norbert. You’re going to get a more national look now that you’re tied to M.U.”

Registrars at both St. Norbert College and Marquette have been geared up to process the paperwork necessary to ensure proper transfer of credits. And von der Ruhr says he also has a similar approach to teaching economics as the Marquette professors, further ensuring a seamless transition.

“They’re a good fit,” he says. “We’re a good feeder school. We have a very strong compatibility with how we teach and mentor our students with the way they do.”

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“We do a pretty good screening,” says von der Ruhr. “We really want to keep the quality of students pretty high. Clearly it serves our school’s mission and it helps the students find their calling. We benefit in extending opportunities for our students.”

“It’s clearly a win-win.”

A grand knight out

It’s going to be a big night out in Chicago. June 27 will see alumni from across the city gather at different locations to simultaneously celebrate Chicago Knight Out.

The event kicks off the segmentation of the Chicago Community of St. Norbert, a move that will mean local alumni can connect with each other without having to cross the city.

Three new communities will serve members in different parts of the greater Chicago area, says Billy Fark ’08 (Alumni Relations). “Chicago is a vibrant place to work and live and therefore attracts our recent grads. The office of alumni and parent relations feels the time is ripe to segment Chicago in order to connect alumni near their homes and workplaces.”

“We’ve decided to create three new communities — North Suburbs, Southwest Suburbs and Downtown — so alumni in these areas can attend events closer to work or home.”

Sites for the happy hour event will be posted at www.snc.edu/alumni/chicago by April 15, together with the names of each alum host and more information about how to become a part of this significant new step for Chicago.

Save the date

Reunion/homecoming Weekend will take place Oct. 23-25. This year’s Reunion marks special events for the classes of 1959, 1969, 1964, 1999, 2004 and 2009 but, as usual, all alumni are warmly invited back to campus on this weekend in particular, no matter what their class year.

Stay in touch

For a more immediate connection with St. Norbert and alumni communities across the country, make sure you let the office of alumni and parent relations know when you change your e-mail address. More and more, the office is using e-mail to announce events and other college news and we want you to be sure you stay in the loop. It’s easy to update your contact information any time at www.snc.edu/alumni, or by contacting the office.

For more information about events on this page, go to www.snc.edu/alumni or contact the Office of Alumni and Parent Relations at (800) 236-3022.
An avadark a day keeps the doctor away

Concept artist Chris Ayers ’37 believes nurturing one ’s creativity should be an essential part of maintaining a healthy lifestyle, part of the daily routine, just like brushing one ’s teeth. His new book is itself the record to explore their own creativity, whatever form that may take, “whether drawing, painting, singing, acting, or scientific exploration – even for those who don ’t see themselves as artists in the traditional sense of the word.”

Ayers, whose work has contributed to movies like “Star Trek II,” “The Incredible Hulk” and “Aliens vs. Predator: Requiem,” specializes in character design. “Basically, what that means is that I give visual form or further develop a character that exists only as words in a script, thoughts in a director ’s head, or as preliminary rough sketches,” he says.

“I try to work with art directors, production designers, makeup and creature effects artists, and animators to make a character appealing, frightening, heroic, villainous, or whatever the story calls for.”

Original work by Ayers was shown in the Baer Gallery on campus as part of the “Animal Art” exhibition featured in the September 2008 issue of the St. Norbert. For more, check out www.snc.edu/go/ayers. First, though, this excerpt from his book, reproduced here by kind permission of Chris Ayers and Design Studio Press (www.designstudiopress.com).

And when I learned early on to combine animals with another budding passion of mine, drawing, well . . . that was it. I knew that somehow, somewhere, animals and art were destined to factor into my life. My current work as a character designer is a perfect fit.

A portion of the proceeds from “The Daily Zoo” currently support cancer research through The Leukemia & Lymphoma Society.
Journalist in disguise: a review

After John Pennington ‘80 (English) accepted our commission to review two of the books authored by his college president, he drew a deep breath as he realized the situation in which he now found himself.

Words of the American writer and writer Dorothy Parker came to his aid: “I don’t care what is written about me so long as it isn’t true.” Pennington writes, “When I agreed to write a review of two books by St. Norbert College’s new president, Thomas Kunkel, I thought about Parker’s quip, not ironically, but quite literally. ‘What if I don’t like these books? Well, then, John, write a review that isn’t true!’

Luckily, Pennington found he had no trouble in recommending Kunkel’s “Genius in Disguise: Harold Ross of The New Yorker” and “Equal Parts Shaman and Showman: What is written about Parker’s herself one of the original advisory editors of The New Yorker magazine, a publication that Kunkel seems amazed at the sheer brilliance that The New Yorker could muster. The New Yorker represented an almost magical confluence of an idea, a time, and a place, arriving just after New York emerged as a world city, yet before the pervasive presence of television: that brief window when an erudite little “comic paper” could be a major cultural force in a way that is unachievable now.”

...As a reporter editor himself, Kunkel admits his kinship with Ross, “In the narrow sense, editors lay twitchy hands on someone else’s work, fixing it, patching it, polishing it, and generally trying to keep it upright,” suggests Kunkel. “In the broadest sense, however, they set the agenda, standards, and tone for a publication.”

“Kunkel concludes that an editor ‘must assuage prima donnas, compel laggards, and sober up drunks,’” which succinctly captures skills needed to negotiate with college professors! As a journalist in disguise, Pennington finds he has no trouble in recommending Kunkel’s “Genius in Disguise: Harold Ross of The New Yorker” and “Equal Parts Shaman and Showman: What is written about Parker’s herself one of the original advisory editors of The New Yorker magazine, a publication that Kunkel seems amazed at the sheer brilliance that The New Yorker could muster. The New Yorker represented an almost magical confluence of an idea, a time, and a place, arriving just after New York emerged as a world city, yet before the pervasive presence of television: that brief window when an erudite little “comic paper” could be a major cultural force in a way that is unachievable now.”

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The St. Norbert squad earned the Cheerleaders with a vision to revitalize their student newspapers. Nevertheless, its staff values injecting college-town pep at most Packers home games, along with its counterparts at the University of Wisconsin-Green Bay, a bay that noted, “The Packers have not had official cheerleaders since 1988 but St. Norbert and UWGB cheerleaders inject college-town pep at most Packers home games.”

The Green Knight squad was nominated along with its counterparts at the University of Wisconsin-Green Bay by a reader who noted, “The Packers have not had official cheerleaders since 1988 but St. Norbert and UWGB cheerleaders inject college-town pep at most Packers home games.”

The St. Norbert College has received a $1,000 grant from Target to help support its after-school program at Jefferson Elementary School in Green Bay. St. Norbert students have tutored at Jefferson since 2005. In addition to providing essential reading skills, they serve as role models, demonstrating leadership and community involvement.

The tutors are part of the Midwest Campus Compact Citizens-Scholar (MCC) Fellows Program, which is itself supported by a grant from the Corporation for National Community Service and managed by Midwest Campus Compact. The Target grant will supply books to the Jefferson children, who can keep, help tutors travel to the school, and provide a dinner event that will bring tutors, parents and children together to celebrate accomplishments in reading.

Clarinetist Andrea Cress ‘10 and trumpet player Michael Maher ‘10 were recently selected to participate in the Wisconsin National Band Camp, held June 24-29 at Carroll University in Waukesha. Both students are section leaders and principal players in the college wind ensemble, and were nominated for participation by conductor Frederick Schmidt (Music). The All-Star Band performed for the annual convention of the National Band Association’s student chapter, held in January in Wisconsin Rapids.

An idea sparked by Women’s Center program intern Emily Czarnik-Neimeyer ‘09 brought six other students to Toulminia, Va., for a week of service at The Little Flower Catholic Worker Farm during winter break. The service trip came together under the title Farming and Feminism. “The title not only lends itself to our experiences, but also to important questions, to in-depth discussions, to our lives,” says Czarnik-Neimeyer. The senior chartered her three prior TRIPS experiences into a service opportunity that connected her learning in the women’s and gender studies minor and her sociology major with issues in society and agriculture.

The group’s one free day saw another kind of connectivity. Shelly Stern ’09 hosted a dinner for the group at her home in Charlotteville, Va. Czarnik-Neimeyer worked closely with Little Flower resident Sue Frankel-Street to make the service trip possible. The St. Norbert women extended their travels when they accompanied Frankel-Street and her children to Washington, D.C., for Martin Luther King Jr. Day and the presidential inauguration. Czarnik-Neimeyer says, “There was cheer, challenge and change in the air. We were a representative sub-group of the unity of the city, and we walked and sang. Peter, Paul, and Mary’s ‘I Had a Hammer’. ”

Amy龚zo ‘12, who is majoring in communication and Spanish, was featured in Seventeen magazine’s October issue after she won the Chanel Nail Polish Contest. Her color creation, Haute Chocolat, was inspired by her favorite winter drink — warm cocoa. The Shirley brown hue with flecks of gold glitter is now available at Many’s stores nationwide.

Byrant Scherer ‘11 has been selected to receive the Wisconsin Campus Compact Community-Based Learning Student Award. Scherer received the award at the Service Learning Institute Conference in Madison.

Last semester saw a night of poetry and prose offered at the Knight Owl Café on campus when Graham Marlowe ‘09 read selections from his book “Info Light.” Music for the occasion was presented by Scott Werley ‘09. This semester, the creative partnership between the two seniors was in evidence again at an exhibit of Werley’s photography in the Godshalx Gallery. “Jellyfish Sea” features music created by Marlowe for the show, the first solo exhibition of student work to be held on campus in 15 years.

Students taking a service-learning course together this semester are responding to a call from the Brown County Task Force on Homelessness. Task force leaders, Green Bay mayor Jim Schmitt ‘80 and county executive Tom Hinz, asked the students if they would be interested in conducting a policy analysis, looking at six individuals in Brown County whom they have identified as chronically homeless. The class will collect, analyze and present data on the local homeless population and their interactions with local social services. In addition, they will research the literature on homelessness and incorporate their findings into the local study.

Nancy Frankel-Streit ’09, the college’s online newsletter, learned more about the students’ contribution in the March edition. Check it out online at www.snc.edu/news/new.

Knights on Broadway is a cabaret-style musical troupe that tips its hat to the popular Swingin’ Knights group, which entertained the campus and wider community for more than three decades. The new ensemble includes seven students selected by audition. All Block ’09, Ben Cahall ’11, Kelly Raddad ’09, Andrew Ott ’12, Ben Rogaczewski ’10, Elizabeth Sauter ’10 and Jason Van Duyne ’10. All also sing from the classical repertoire as members of the college’s Chamber Singers.

Director Kent Psalms (Music) says the Knights’ first production looks at the history of the Broadway stage, with show tunes from 1904 to 2004. “It’s a lot of little solos, a lot of medleys, a lot of group numbers and duets. We’re trying to keep it fast-paced and moving.”

Shania Czarnik-Neymer ’09, a service opportunity that connected her learning in the women’s and gender studies minor and her sociology major with issues in society and agriculture.

At the veritable United Nations that is the ESL program graduation, it is something of a surprise to spot an evident family resemblance. Those would be the Al Yousef twins, who first came to St. Norbert to improve their English. And the Al Shaya twins, graduates of the English language program and now enrolled at the college proper.

The two sets of twins couldn’t bring more of a family feeling to the program — they are all cousins and, as a group, constitute four of the five students from Saudi Arabia currently on campus.

Ahmed ’11 and Mohammad Al Shaya ’11, the 23-year-old twins from Saudi Arabia, have already graduated from the ESL program and are now, like many of their former classmates, looking forward to pursuing undergraduate studies at St. Norbert. “We really like the United States,” says Ahmed. “The ESL program was great, and it is a great privilege to now study business at this good college.”

They recommended the program to extended family and were joined by their cousins Abdulaziz and Salamah Al Youssef, also twins, in January last year. Abdulaziz has entered the program for degree-seeking students since graduating from the ESL institute, while his brother has transitioned to another college to study engineering. One of the biggest adjustments was the weather, say the Saudis, “but we love it.” Where they come from, summers usually bring temperatures above 120 degrees, and winters are mild.

As Muslims, the cousins attend the mosque in Green Bay or Appleton, and were able to break their fast with their own faith community after the holy month of Ramadan. “At home we eat the normal foods for Muslim people,” says Ahmed. “As soon as we leave the plane here, we change back into jeans and more traditional clothing.”

The Saudis are not the only siblings to have passed through the program. Last semester saw a student body that included Fei and Yuan Xing, brothers from China, and Jamila and Zhanjia Saurabhanaya, sisters from Kazakhstan. And ESL office manager Linda Wanless says there’s been something of a succession of students, all from the same family in Colombia, referred to the program by a family member living in Wisconsin. “It’s me again,” their relative says when he calls. The Saurabhanaya sisters joined the program in August and enrolled in college classes this semester. Jamila, only 15 years old, completed her high school education in Kazakhstan earlier by attending one grade in the mornings and the nest in the afternoons. That way, she was able to come to the United States to study along with her 17-year-old sister. “We have always spent all our time together,” says Shania. “We even shared the same room back at home. It would have been terrible to live apart in separate countries now.”

“Their teachers in the ESL program were very kind,” says Jamila. “We will miss them. Our English has improved a lot thanks to them. Now we look forward to attending regular classes.”

All the sibling students plan to return to their home countries after finishing their education in the United States. “We like America and St. Norbert College, but we also miss our family back home,” says Yuan Xing.

Ahmed ’11 (left) and Mohammad Al Shaya ’11 (right with cousin Abdulaziz Al Youssef) (center)
Births/Adoptions

1980 Christine Koch, Chicago, a daughter, Elizabeth, Sept. 21, 2008.
1981 Christine (Lieber) and Susan DeGreg, Brookfield, Wis., a daughter, Megan May, May 10, 2008.
1983 Laurie (Seqo) and Tom Healy, Madison, a son, Owen Michael, Nov. 3, 2008.
1986 Emily Paige (Smith) and Joe Groot, Louisville, Ore., a son, Chelsea, Dec. 19, 2007.
1990 Jane (Kane) and Matt Lintner, Milwaukee, a son, Alexander Peter, Sept. 30, 2008.
1991 Gina (Hyland) and Matt Lingelbach, Menasha, Wis., a daughter, Claire Ellen, Aug. 19, 2008.
1992 William (Jordan) and Matt Kramer, Milwaukee, a daughter, Mary Elizabeth, May 11, 2008.
1993 John (Melchior) and Heather Fleming, Green Bay, Wis., a daughter, Cassidy Anne, Nov. 12, 2008.
1994 William (Jordan) and Matt Kramer, Milwaukee, a son, Cavin David, Aug. 4, 2008.
1995 Sarah (Goranick) and Rodine Monroe, Lakeville, Minn., a son, Quinn Thomas, Nov. 12, 2008.
1996 Maria (Wolke) and R.C. Walczak, Green Bay, Wis., a daughter, Claire Ellen, Aug. 19, 2008.
1997 John (Melchior) and Heather Fleming, Green Bay, Wis., a son, Matthew, Dec. 19, 2008.
1998 Jennifer and Matt Einhorn, Racine, Wis., a daughter, Eleanor Carol, June 20, 2008.
1999 McKeough (Connie), Racine, Wis., a daughter, Casey Kelly, Nov. 8, 2008.
2000 Britta (Koons) and Matthew Wiemstra, Milwauk ee, a daughter, Kiera, Dec. 19, 2008.
2001 Danielle (Latas) and Derek Petrowski, Milwaukee, a son, Andrew, July 31, 2008.
2002 Alison (Mach) and Morgan Petrowski, Milwaukee, a daughter, Audrey Ann, Mar. 14, 2009.
2003 Scott (Fiebig) and Breanna (Karas), Milwaukee, a son, Payton, July 23, 2008.
2004 Sarah (Muenster) and Dustin (Jansky), Manitowoc, Wis., a son, Payton, July 23, 2008.
2005 Jordan (Mead) and Brian (Holmes), Green Bay, Wis., a daughter, Mallory Anne, July 19, 2008.
2006 Lindsey Vogel and Travis Loutska, New Ulm, Minn., a daughter, Greta Sage, 2008.
2008 Sarah (Muenster) and Dustin (Jansky), Manitowoc, Wis., a son, Payton, July 23, 2008.
2010 Thomas (Hannan) and Erin Madsen, Menasha, Wis., a son, Ethan, Dec. 19, 2008.
2011 Brigid (Kane) and Bruce Ringenberg, Milwauk ee, a son, Thomas Edward, Dec. 1, 2008.

Dreams come true

By Ron (Sapo) Salman ’93

For Tracy Kamps ’88 the chance to earn a living as a singer for 15 years was a dream come true. Now, in the next phase of her career, she is able to give others the chance to live their dreams, too.

Her experience as a professional performer opened the door for her current job as vocal director/audition team specialist for Royal Caribbean Cruise Lines. Kamps’ interest in music began in childhood, when she studied the flute, string bass and organ. She developed a passion for singing in her high school choir, taught with Kids From Wisconsin and performed as a Swingin’ Knight at St. Norbert all four years. Her life as a professional performer began during college summers at Opryland Theme Park in Nashville, Tenn. That was just the beginning. Kamps went on to sing in shows for the Department of Defense and to perform at Busch Gardens theme park in Tampa Bay, Fla.; at Tokyo Disneyland; and for Norwegian, Crown and Royal Caribbean cruises.

During her years as a professional singer, Kamps gained experience producing, directing and casting shows that proved invaluable in her current position. Now she travels around the world, recruiting singers to perform in production shows on board 22 Royal Caribbean ships. “I’m kind of like the Paul Abdul of the cruise ship world,” she says with a laugh. Kamps’ work keeps her away from her Florida home three weeks out of every month and time off is rare. Usually she is home just a few days before she leaves again for another city and another audition. She will be in eight or nine cities a month, and a city she is just as familiar with Southern Illinois and Buenos Aires as she is with Los Angeles, Dallas and Chicago.

Kamps is usually accompanied by a choreographer and a corporate representative on her travels. When the recruiting team arrives in a city, they first hold auditions for performers who have agent representation. Those are offered to all other performers followed by a callback audition during which finalists are taught a variety of songs and a series of dance combinations. After each dance combination, the Royal Caribbean ships makes a cut, ending up with a final group of candidates for casting.

It is exhausting but exhilarating work for Kamps. “The most rewarding thing for me is to see people’s faces as they make it to the end of the auditions process. They are so grateful for all other performers followed by a callback audition during which finals are taught a variety of songs and a series of dance combinations. After each dance combination, the Royal Caribbean ships makes a cut, ending up with a final group of candidates for casting.

It is exhausting but exhilarating work for Kamps. “The most rewarding thing for me is to see people’s faces as they make it to the end of the auditions process. They are so grateful for...
Don’t be retiring with your news

In recent issues we’ve enjoyed hearing from retired alumni and from their friends—about their teaching and learning, publications and awards, golden wedding anniversaries and more. It’s been an honor, but we could only fit a few of those stories in. So, this is a double issue of Norbertine Notes to catch up on some of those stories.

We enjoy hearing from alumni of any age about landmark events—births, marriages, new jobs, career promotions and recognitions. But those markers may be where life is at a given moment, so don’t forget that we’re just as pleased to hear about new interests that brighten your days and new causes you’re taking up, at any stage of life. Let us know about your retirement party, but please continue to keep in touch through the rich years that follow, too.

We love knowing what’s going on in your life. Even more importantly, we want to keep track of your classmates and other St. Norbert friends posted on what you’re up to.

Educators Association. He teaches elementary middle, and high school second and general music in Michigan. He’s also a principal chambrist in the St. Norbert Community Band. He lives in Kohler with his wife, Beth Ellen, and their four sons, Ryan, John, Benjamie, and Gregory.

1988 Blanca (Bishop) Vanera accepted a promotion to the LDS Forest Service as center director for Blackbird Jack Corp. in Lausanne, Switzerland. She worked previously for the National Park Service.

1981 Tracy Hanes moved to WA. In English from Northern Arizona University in May 2008. She recently accepted a position at Arizona State University in Tempe as a Faculty associate in the multimedia writing and technical communication department.

1980 Heather (Gall) Richtfort, who previously worked at Kohl Foods, has accepted a position as a business consultant at Atlassian Financial. She works in the strategy and business development department in the company’s home office in Northbrook, Ill.

1971 Rebecca (Schuel) Schneider opened Lu Lana Communications/Licensing, LLC, through which she serves as communications manager for the National Association of Emergency Medical Technicians.


1968 Greg Corrente joined Artistic Interiors in Chilton, Wisc., as a global logistic manager in this position, he is responsible for logistics and supply chain activities for Artistic in Saint-Étienne, France, and Brazil. Corrente lives in Green Bay with his wife, Lisa (Thed), ’93, and their sons, Mason and Madison.

1964 Daryl Schmandt currently runs his own law practice in Chicago, specializing in securities litigation and regulation.

1963 Jim Catula now works as the town administrator for the Town of Cedarburg. Jim and his wife, Katie ’80, live in Cedarburg with their daughter, Mary.

1962 Katrina Catula is now an assistant professor of criminal justice at Lakehead University. Before joining the Law faculty, Catula taught at Indiana State University, the University of Massachusetts, and Marquette University.

1959 Emily Paige (Shelton) Leggett has owned and operated Paige with Love Photography, a portrait photography studio, since 1978. In 2006 she started Fairfield Runners, an online business specializing in custom hand-painted aisle runners for weddings.

1957 Kevin Langan has accepted a position at the University of Notre Dame as an assistant professor of physics. Langan was previously employed by Ohio State University as a post-doctoral researcher.

1950 Paul Filer has been named Wisconsin’s 2008 Young Optometrist of the Year by the Wisconsin State Optometric Association and the American Optometric Association. Filer owns Peninsula Vision Care in Chilton, Wisconsin.

1948 Christopher Jovell has been promoted to district manager at Nourtris Pharmaceuticals in the Green Bay area.

1947 Ryan Kane has been named the new assistant men’s basketball coach at Lasell College in Dubuque, Iowa.

1943 Lannon was previously employed by Ohio State University of Notre Dame as an assistant professor of physics. Langan was previously employed by Ohio State University as a post-doctoral researcher.

1936 Erika Pfeffer and Katherine Pers ’80 have both joined the language arts department at West De Pere High School.

1934 Ernie (Peter) Knie has been appointed to the position of principal-elect of the Wisconsin Music Education Association.

1930 Rev. Steve Rosen, O.Praem., ’96. “He spent countless hours in the ER, with sick conferees and even more shuffling conferees to and from the airport.”

2009 It today we have a trust suspension of the young St. Norbert than any since those who knew him, it is thanks to the hand of the Rev. Donald Claude Noel, O.Praem., ’57.

2008 Noel’s primary interest as an artist was in figurative sculpture, once said, “I believe it brings into focus God’s masterpiece of Creation … the human form. I hope someday I can produce one piece of sculpture that will touch people and help them recognize the hand of God at work.”

2006 Today, Noel’s work lives on in his civic and private collections. A large monument that stands near the south parking lot at the abbey is his, as a portrait of Saint Norbert on his Boyle. Perhaps most notably he conceptualized a fullName reconstruction of St. Norbert of Xanten after a visit to Strasbourg Abbey in France, where the saint was entrusted. To accomplish this forensic sculpture, Noel joined with Tom Stack, a forensic reconstruction artist, and renowned forensic sculptor Betty Pat Gatliff. The sculpture of Noel’s head was as close as anybody would ever get to capturing the saint’s true appearance, he said at the time.

2002 Noel also wished to reconstruct the facial features of Father Claude Alouffe, the priest who, in 1607, received the first Mass in what would one day become the Diocese of Green Bay. “This one is of the major historical sites in the Midwest,” Noel said, and he hopes to reconform the French Jesuit end enjoy in a major recon- form to De Pere’s Perry. The same could inspire his book “The Fifty Hundred Years of Contact,” (2002), in which he collaborated the earliest encounters of the region’s Native Americans with European traders and explorers.

2001 Through much of the 1980s and 90s, Noel worked at his Green Bay studio, Open Sea Sculpture. He was active in the local chapter of Wisconsin Painters and Sculptors and those who worked alongside him benefited, too, from his lifelong learning in the arts. To his master’s in library science he added a master’s in sculpture from Rosemary College Graduate School of Fine Arts in Florence, Italy, and further studies at the University of New Orleans and European studios and explorers.

2000 Such devotion to his art required solicited talent, yet one of Noel’s most phenomenal qualities was how well he was received, said his conferees. “He was one of the most hospitable Norbertines I’ve ever lived with,” said Brother Steve Hayes, O.Praem., ’94. “Father Noel was very settled with his time. He was a professional sculptor but practiced his priesthood at every opportunity.”

2001 Most recently, Noel worked in his studio at the abbey.

Recognizing the hand of God

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To produce this head of St. Norbert, he said, “I was always willing to go the extra mile,” said the Rev. Steve Hayes, O.Praem., ’96. “He spent countless hours in the ER, with sick conferees and even more shuffling conferees to and from the airport.”

He was remembered Noel traveling from coast to coast to speak about the mission work of his fellow Norbertines in Peru, the Caribbean, Mexico, India and Africa. His missionary work took him wherever he was needed to preach in support of foreign missions.

Noel, who was ordained in 1959, worked as a librarian and media director in Norbertine schools as Green Bay, De Pere and Philadelphia, at the University of Notre Dame, and at Northern Michigan College. He styled as associate pastor at St. William’s Parish in Chicago and was a staff member in the art department at St. William’s High School.

1987 Richard Trenzowski was ninety-ninth elected to the position of president-elect of the Wisconsin Music Education Association.
By Jordan Vater ’09

It was one of the most hyped college basketball games in the region in a long time. One of the top teams in the nation was about to battle a very talented but underachieving rival.

The Green Knight men’s team, picked to finish fourth in the Midwest Conference in a pre-season coaches poll, was 16-1 and hosting defending conference champion Lawrence University. David was inviting Golata into his house, and I had the best seat in the place, directly above the action inside the press box of the Schulds Sports Center.

For three years now, I, alongside Matt Panure ’07, have had the privilege of broadcasting men’s and women’s basketball games for St. Norbert and the Midwest Conference on a live, streaming internet video feed.

Athletics director Tim Bald approached Matt and me in December of 2006 about the opportunity to run the pilot program for MWCTV and Time Warner Cable’s “Wisconsin Internet video feed.”

In 2006, Matt and I spent the fall broadcasting Green Knight football games for MWCTV and Time Warner Cable’s “Wisconsin On-Demand” so when basketball finally rolled around, we were ready. As the men’s and women’s teams jumped out to early leads in the Midwest Conference standings, we realized we were beginning to be a part of something special.

Flash forward to the Feb. 3 battle with Lawrence. The St. Norbert men went on to finish the regular season 18-5, earned a spot in the conference tournament for the second straight year. On the way they defeated the nation’s top-ranked team, UW-Platteville, on Dec. 30. The beauty of broadcasting is that you get to be a part of the growing success of a program like St. Norbert, every step of the way.

For one of the first times all year, Schulds was packed. Many fans sported Lawrence blue, but the majority donned green and gold and appeared just as excited for this game as I was.

Unfortunately, for the majority in attendance, David, apparently, does not always defeat Goliath. Lawrence dispatched the 11th-ranked Green Knights, 75-52, in what I described as one of the most deflating losses in my sport-crazed life. While we normally do not get overly-emotional as broadcasters, this one was hard to take.

The beauty of sports is that despite a tough loss, the next game is usually right around the corner. The St. Norbert men were clearly the dominant team in the conference, so their game would not be much of a contest, but the men’s game was much more evenly matched. After the Green Knight women doubled-up Lawrence, 84-42, Matt and I excitedly discussed game strategies, player tendencies, and “keys” to the men’s showdown in our pregame show.

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Wisconsin’s all-time winningest coach in women’s basketball at any level saw her name honored Jan. 24, when Connie Tilley Court was named. The surprise ceremony in Schulds Sports Center followed Tilley’s 499th career basketball win against Knox College.

Since arriving on campus in 1977, Connie Tilley has been the face of women’s athletics at St. Norbert College. Her coaching tenures in basketball, softball and volleyball have impacted virtually every female athlete who has ever donned a St. Norbert uniform—not to mention golf, a sport in which she has coached both men’s and women’s teams.

“I can think of no better honor for someone who has meant as much to our athletics department as Connie has,” said Tim Bald (Athletics). “Not only does St. Norbert College appreciate Connie’s self-emptying service, but so do her many past and present student-athletes.”

Currently, Tilley’s collegiate coaching record stands at 836-669, with 18 conference titles in 34 sports seasons. Only four of her teams have finished below .500.

With this year’s record of 20-5, Tilley’s career record in basketball stands at 307-251 in her 32nd season at St. Norbert. Her teams have won eight Midwest Conference titles and four Wisconsin Independent Colleges-Women’s Athletic Conference Championships. Tilley would have fast two more Midwest Conference basketball titles to her credit if not for a league rule that awards the league championship to the conference’s post-season tournament winner.

“Having the opportunity to be successful early in my career always makes me shoot for doing better later in my career,” Tilley said in 2004. “I think we get excellent kids who want to compete and want to win. The people and students I get here, that’s what keeps me motivated and able to produce a winning basketball team.”

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### SPRING COMES TO CAMPUS

Spring is on its way and, over the next few months, any time is a great time to visit campus and enjoy some of the activities that come with this change of season. For more information about these and other events, visit the online calendar at [www.snc.edu/calendar](http://www.snc.edu/calendar).

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>April 5</td>
<td>The Dudley Birder Chorale presents “The Seven Last Words of Christ,” a concert for Palm Sunday</td>
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<tr>
<td>April 6</td>
<td>St. Norbert Community Band Concert</td>
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<tr>
<td>April 14</td>
<td>“The Athenian Acropolis in What Sense a Holy Rock?” A Killian Chair lecture with Mary Beard of the University of Cambridge</td>
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<tr>
<td>April 17-25</td>
<td>St. Norbert College Theatre presents “Tartuffe”</td>
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<tr>
<td>April 18</td>
<td>Phenomenal Woman Conference</td>
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<tr>
<td>April 21</td>
<td>“Energy Outlook – What Today May Be Telling Us About Tomorrow,” a CEO Breakfast and Strategy Series event with Mark Radtke of Integrys Energy</td>
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<tr>
<td>April 28</td>
<td>“Fresh Ink,” a concert of work by student composers</td>
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<tr>
<td>May 15-16</td>
<td>The Dudley Birder Chorale presents “America Sings IV”</td>
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<tr>
<td>May 17</td>
<td>Commencement</td>
</tr>
<tr>
<td>May 18–July 31</td>
<td>Summer Sessions I, II and III</td>
</tr>
<tr>
<td>May 22</td>
<td>“The Obama Administration: the First 100 Days,” a Women’s Enrichment Series lecture by Mauveine Marson (Emeritus, Political Science)</td>
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<tr>
<td>July 9–16</td>
<td>Music Theatre presents “The Music Man”</td>
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