Dear Alumni and Friends,

As we embark upon defining the future of learning, we hold great pride in the growing Business Badger community that is partnering with us to transform business education and strengthen our impact on the world. With your investments, we have made great headway in redefining business education. I am particularly proud of the way our community came together in 2015 for the public launch of our university’s most ambitious fundraising campaign—All Ways Forward. The campaign is organized around four pillars: providing student support, improving the educational experience, maintaining faculty excellence, and supporting research and innovation. All four are critical to our success.

The All Ways Forward campaign started quietly on July 1, 2013. Since then 9,164 alumni and friends have made gifts to our School, totaling more than $110 million in contributions by the end of 2015. An effort this momentous requires partnership and commitment from our Business Badger community. We would not have accomplished such a fast start without the dedication of our Campaign Steering Committee, led by John Oros and Cindy Ihlenfeld, and the many volunteers helping us connect with Business Badgers around the world.

In the quiet phase of the campaign, many of you were inspired to participate in the matching gift offered by alumni John and Tashia Morgridge, contributing a grand total of $35 million in support of faculty excellence for the School. Those gifts are already providing critical resources for us to attract and retain the very best faculty who are enthusiastic about defining the future of learning at the Wisconsin School of Business.

We are also grateful that so many of you contributed to our WSB Fund and Innovation Fund in 2015. Such discretionary gifts in support of our strategy allow us to invest in high-priority areas and keep our aspiration to transform business education in sight—and the world is taking notice. Prestigious educational and business organizations have taken notice of our progress and are now partnering with us at the cutting edge of educational innovation.

We are most grateful for the tremendous generosity of our alumni and friends. Gifts of every amount make a difference in everything we do. Together, we will attract, challenge, and inspire Business Badgers who will lead our companies, industries, and communities today and in the future.

Together Forward.

—François Ortalo-Magné
Albert O. Nicholas Dean of the Wisconsin School of Business
TOGETHER FORWARD

2015 REPORT TO INVESTORS

A collection of stories and data celebrating our donors and the impact of philanthropic investments.

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TOGETHER FORWARD 2015 | 01
Cindy and Jay Ihlenfeld devote themselves to ensuring the UW remains a place of academic excellence and innovative thinking.
CINDY AND JAY IHLENFELD SUPPORT THE CAMPUS THAT CHANGED THEIR LIVES.

BY LOUISA KAMPS | PHOTOS BY TRACY HARRIS

CINDY (BBA ’75) AND JAY (PH.D. ’78) Ihlenfeld describe the experience as almost uncanny: they’re in a crowd—somewhere far from their home in St. Paul, Minnesota—and suddenly they hear “Wisconsin” coming through the otherwise impenetrable local chatter, or spot a flash of red clothing decorated with Bucky. Moments later, the Ihlenfelds find themselves engaged in a warm conversation with fellow UW alumni. “We travel all over the world, and whenever you run into a fellow Badger, you have this immediate connection,” says Cindy. “You can meet people in California or China who went to the University of Wisconsin. You might start talking about your favorite Madison bars or other campus spots.” Even if you majored in different subjects, she adds, “you quickly get into meaningful conversations with fellow Badgers. It’s great to have that instant rapport.”

In a number of strikingly generous ways, the now-retired Ihlenfelds devote themselves to helping ensure that the UW—where people cut across disciplines to share ideas and enthusiastically support the University’s progress—remains a place where academic excellence, zestful problem-solving, and social engagement fuse together beautifully. Each very actively supports the school they graduated from, but together they share Badger pride and an unshakable commitment to championing the University.

Cindy and Jay are from Manitowoc, Wisconsin, where they dated briefly during high school. Their mothers wisely encouraged them to go on another date during college. Both went on to forge highly successful international careers, in business and engineering respectively. Following in the footsteps of her father, Donald Ames, an accountant who graduated from the UW with a business degree in 1950, Cindy was one of only a handful of women studying accounting and finance when she began taking business classes in the early 1970s. By the time she graduated with an honors degree in finance, however, more women had joined the program. Alongside the top-notch instruction and mentorship she received from professors—such as founding director and former CFO of Community Business Bank of Sauk City Robert Cramer, who helped steer her to her first jobs in finance and whom she recently reconnected with—their presence and camaraderie helped give her the confidence she needed to excel in business.

After holding a variety of financial management and business development positions at 3M, Ecolab, and Jefferson Wells (now a division of Manpower) before leaving the corporate world in 2003, Cindy says the experiences and perspectives she gained being an active, open-minded member of the campus community outside of class helped shape her career and continue to influence how she spends her time and energy today. While living in Elizabeth Waters Hall, she managed the dorm’s small convenience store, a student job that allowed her to apply principles

“We travel all over the world, and whenever you run across a fellow Badger, you have this immediate connection.”

—CINDY IHLENFELD
of pricing and inventorying from business classes and start figuring out how to manage effectively. She learned at Liz Waters that it is wise to address problems with employees promptly, to help them course-correct or find work they’re better suited for—a lesson she says really carried over into her career. Over the 18 years she was with 3M, she held several leadership positions in Germany, Belgium, and the Asia Pacific region. Thanks to having had the deceptively instructive opportunity to run a small shop in her college dorm, she always knew that being up front about her expectations would serve her and her employees well in the end: “If you don’t address problems quickly, it gets way more complicated.”

Throughout college, Cindy attended countless art exhibitions and musical events with friends. Jay joined her when he came to UW to pursue a graduate degree in chemical engineering after he graduated from Purdue. Now a practicing mixed media artist as well as an active supporter of several Twin Cities arts organizations—including board positions at the White Bear Center for the Arts and the Weisman Art Museum at the University of Minnesota (where she also earned her MBA)—Cindy credits the tremendous variety of ideas she was exposed to at the UW with helping her develop broad knowledge and imagination. “I think this is Wisconsin’s secret sauce: Whether we’re forced to interact with people in other disciplines by virtue of living together in a dorm, interacting socially, being squashed together between two lakes,” or somehow just catching wind of different pursuits happening around the University—she laughs, recalling how breezes wafting over to her at Liz Waters from the campus farm made her more aware of agricultural activity—“we’re exposed to so many new things. I really believe that unless you have good background in a number of different disciplines, you can’t be a good problem-solver. You need both sides of your brain—the creative side and the business side—working together to solve problems.”

These days, Cindy enjoys sparking new creative connections between “people, organizations, money, and ideas.” As a member of the Dean’s Advisory Board and campaign co-chair for the Wisconsin School of Business, she is closely involved in helping the School continue expanding support for cutting-edge research and innovative learning, as well as increasing its ability to ensure that promising students can flourish at the WSB, regardless of financial need. She and Jay have also jointly created new professorships in both of their respective colleges. The Cynthia and Jay Ihlenfeld

“*We’re always looking for new ways to teach theory in a more meaningful manner. How can we make ideas sink in better? Create a richer and more enjoyable experience for students?*”

—CINDY IHLENFELD
Professorship for Inspired Learning in Business will allow a deserving professor at WSB to research and develop novel teaching methods. “We’re always looking for new ways to teach theory in a more meaningful manner. How can we make ideas sink in better? Create a richer and more enjoyable experience for students?” says Cindy, describing the driving idea behind this newly endowed chair.

The Jay and Cynthia Ihlenfeld Professorship Fund in the College of Engineering will enable an engineering professor to explore various ways of adapting teaching to suit students with different learning styles. Jay, a former senior vice president at 3M who oversaw Asian operations prior to retiring in 2012, explains the logic here: “When you work for a company for a long time—and I worked for 3M for 34 years—you find out that people learn in different ways and you have to change how you get information to them,” he says. “We have to do the same thing at the University. We want to look at how we can tailor teaching methods to students’ learning capacities, with the idea of—rather than washing them out—how to do you get them through?”

The Ihlenfelds are confident that current and future partnerships between the University and a variety of businesses will go a long way toward helping the UW and its graduates serve society well for generations to come. Jay himself received a fellowship grant from 3M while he was studying chemical engineering at the UW. So, he knows firsthand how mutually beneficial academic-corporate partnerships can be. “To be competitive as a premier global company, you need the best talent, and for major corporations like 3M, there’s no better way to do that than to help make sure that the UW is producing students who can make a difference.” Jay says that one of the best rewards of giving back to the University of Wisconsin is that his personal contributions of time and money actually have begun to feel commensurate with the knowledge and invaluable career preparation he gained in Madison. “Engineering alums look back on their Wisconsin experience as a badge of honor. It’s a tough curriculum, and you’re slogging away in a sea of people having a lot of fun,” he says. “But when you’re done, you feel like you’ve been through boot camp—and you feel incredibly proud about it.”

Cindy is no stranger to hard work herself, and knows exactly what her husband is talking about. She also thinks it’s only fair for people who are “probably earning a lot more than they ever imagined they would” to repay the School for the “total life experience”—the vivid learning done in and out of classrooms—the UW provides all of its students. “What other organization has had a bigger impact on your life than your alma mater? Your friends, your spouse, your profession: all of these things likely developed through some course or connection you made on campus, an experience you had there. Throughout my career, I really felt the education I received in the Wisconsin School of Business informing the decisions I made, shaping values I tried, and try, to uphold. Being open, up front, trying to understand where people are coming from, working with integrity and gratitude—all of those are huge to me. But these are all really Wisconsin values, and if you’re a Wisconsin graduate, probably no other institution has had as much of a hand in shaping who you are than the University.” And given that tuition still doesn’t come close to covering the financial costs associated with providing students the kind of rich learning opportunities the UW is famous for, she adds, “Isn’t it time to start paying the School back for everything it’s given you? I think of it as payback much more than philanthropy.”

Students Thanking Badgers

“Thank you very much for your donations to WSB. It really makes a difference and means something considerable to students. Your giving does not go unappreciated. I have gotten so much out of this program.”

—CHRIS | BBA ’16

“Thank you so much for giving back to the Wisconsin School of Business. The WSB has provided me with countless resources and opportunities during my time here, and it would not be possible without your support. As a senior, I am inspired by alumni like you to also give back. Thank you for keeping the Wisconsin Idea alive!”

—T.J. | BBA ’16

“Thank you for your decision to generously contribute to the Wisconsin School of Business. Without you, I would not be able to call this school my home, inspiration, and passion. On, Wisconsin!”

—KATELYNN, | BBA ’16
Mike Sanders values the strong UW community that has guided him throughout his career.
FOSTERING BADGER CONNECTIONS

MIKE SANDERS GIVES BACK TO THE NETWORK THAT SUPPORTED HIM.

BY LOUISA KAMPS | PHOTOS BY NARAYAN MAHON

EAGER TO EXPLORE other cultures and devise a life plan, Mike Sanders (BBA ’89) took a one-year break in the middle of college. After living in France for several months helping a UW alumna restore an old chateau, Mike went on to explore Asia, Australia, and the South Pacific. While visiting a developer living in Malaysia, he was amazed to see financial documents rolling in from Europe via the developer’s early fax machine. “I thought, ‘Wow.’ You can transfer a piece of paper from France halfway across the world through a wire? That is when I knew: I want to be in business. I want to be part of making human connections and moving ideas forward,” says Mike, who immediately enrolled in the Wisconsin School of Business upon his return to the UW.

Previously a marketing and sales executive with Cisco and CDW/Berbee, Mike is now vice president of Rosh Review. The educational technology startup delivers comprehensive medical content to doctors and physicians’ assistants studying for board or recertification exams. And he’s doing precisely what he set out to do—spreading ideas and making human connections.

However, Mike is the first to admit that whenever he’s struggled to figure out his next move, people associated with the UW have helped him find a path forward. “When I look at all the critical points of my life, who was there? It was a Badger,” he says. “There’s a Wisconsin tradition in which people are always there to help you make connections. It’s not standing aloof but being right in there with you, caring and wanting you to make something better.” One of his mentors in the WSB, marketing professor Clarke Caywood, a UW grad now working at Northwestern University, showed him that “whenever you’re at a loss, you invite more people to the table to collaborate,” Mike says. “In the business school there has always been an openness to interdisciplinary thinking, cutting across any boundary—economic, geographic, or political—to very practically develop an idea further. I think of it as progressive in the greatest sense.”

Along with serving as a member of the Wisconsin Business Alumni (WBA) Board and generously supporting the School, Mike volunteers as a Madison Business Mentor. He drops in to Grainger Hall, where his eldest son, Nick, is now a junior majoring in finance, to answer students’ questions and help them hone their communication skills through mock interviews. “We go through fundamentals—posture, composure, handshake. I also try to help students clearly project their individual strengths and gifts, rather than speaking as though they’re seasoned veterans, or trying to tell interviewers what they want to hear. I’ve met some truly outstanding students. I look at them and think, I’m glad I’m not interviewing against them. I couldn’t compete!”

“When you’re able to help someone by being right there with them, able to empathize, that is a privilege, really a gift to you.”

—MIKE SANDERS
Mike is ardently committed to staying involved with the Wisconsin School of Business—where he also met his wife, Stacey (BBA ’89)—because he knows firsthand how powerfully alumni support benefits everyone concerned. “I’ve heard folks say, ‘The WSB doesn’t need my help. They don’t need my money and they don’t need my time.’ But that’s not true,” he says, emphatically. “All you need to do is sit down with students, see how hard they’re working to develop and grow and make some contribution. You cannot walk away from a conversation with a student and not be impacted, drawn in to say, ‘Well, how can I help?’”

Gratitude is the other big reward of being a Business Badger committed to seeing other students succeed. The thanks Mike and other donors receive from students in return for their guidance and support are real and deep—often delightfully so. In his senior year, before the dawn of electronic calendars, Mike developed a datebook for students. To show his appreciation to the School of Business, he pumped the profits into a $1,000 scholarship to be awarded annually to an ambitious junior or senior marketing student showing a commitment to community service. The Michael Sanders Scholarship Fund, managed by a business student group after he graduated, had a good six-year run—until print datebooks became a casualty of the tech boom. A few years out of college, however, Mike called to congratulate a student who had been awarded his scholarship, and he heard back—a long pause—“You’re Mike Sanders? I thought you were dead!” Mike found the misunderstanding amusing, but it also underlined a lesson he is very glad he learned young: “It can be rewarding to give while you’re still alive.”

STUDENTS THANKING BADGERS

Thank you so much for your pledge! You personally have helped students like me get the education we have strived to achieve. Thank you for your continued support and for helping support the Wisconsin Idea!
—BRIAN | BBA ’16

Thank you very much for your donation to the Wisconsin School of Business. The School has definitely given me an incredible education, and that wouldn’t be possible without generous alumni like yourself. Thank you for making our School one of the most esteemed schools in the world!
—JESSI | BBA ’16

Thank you so much for your contribution and support to our business school! It is people like you who keep our School as great as it is! I will be an alumnus next year and I will be sure to keep the Badger spirit going!
—LOGAN | BBA ’16
WHEN RACHEL LEY (BBA ’19) walked through the doors of Grainger Hall on a university tour, it was love at first sight. Active in giving back to her own community, Rachel found herself inspired by business students’ engaged attitudes and knew she wanted her college experience to have that same focus on helping others thrive.

“Everyone in Grainger is so excited and passionate about what they’re doing,” Rachel says. “That passion is a ripple effect—it gets you passionate about what you’re doing, and that’s why I think everyone is so involved here.”

For Rachel, attending UW–Madison depended on financial support. After receiving the Rath Foundation Academic Undergraduate Scholarship, which provides support for undergraduate business students based on academic merit, she was able to attend the university she fell in love with on a full ride. The scholarship meant Rachel could pursue her desired career in finance and become a part of a passionate community of business students in the process.

“When I got the email from UW–Madison that I had received a full ride, I initially thought that there was an extra zero added onto the scholarship number,” says Rachel. “I was just shocked. It motivates me even more, knowing someone has invested so much in me.”

After being directly admitted into the business school as a freshman—one of only 44 out of the 910 students admitted in the fall 2015 semester—Rachel immediately got involved with several student organizations. In her first year as a business student, she took on leadership roles in the professional business fraternity Alpha Kappa Psi and the Wisconsin Consulting Club, an organization that provides students pursuing careers in consulting with hands-on industry experience including case workshops, mock interviews, and networking trips. Getting involved in School activities early on, she says, has helped her gain experience as a leader and make connections with older students and people working in companies she wouldn’t otherwise have had the chance to meet.

Rachel’s own interest lies in driving results from numbers. In finance, she says, you can analyze data and numbers and utilize them to reassess a business strategy. This process piqued her curiosity from an early age when, as a high school student in Stevens Point, she started her own business—a non-profit called Literacy for Little Ones. The organization encourages literacy by providing book packages and library access to families with young children. Currently, Literacy for Little Ones is connected to 11 hospitals in Wisconsin, Minnesota, and Nicaragua. Rachel hopes to utilize the business and finance skills she learns at WSB to expand the program and continue exploring her passion for helping others.

Rachel feels extremely fortunate to be earning her business degree at the UW. “Education is important to me because it opens so many doors,” she says. “I don’t think that you can really make your way into the business world if you don’t have that undergrad degree to start you off with.” With her experiences and connections from being involved in the School, Rachel is already starting to establish her future career.

Her future plans include a summer internship with CUNA Mutual Group’s finance department, along with staying involved in School organizations and focusing on academics.

“Looking ahead, I really want to pursue a career in finance—specifically corporate finance for a larger company,” says Rachel. “For now I definitely want to stay really active and involved in the classroom and in the WSB community.”

Rachel says knowing someone believes in her gives her the motivation to do her best. “I definitely wouldn’t have been able to come to Wisconsin without the scholarship,” she says. “Every day I wake up and I’m so thankful that I have the opportunity to be here.”

“Every day I wake up and I’m so thankful that I have the opportunity to be here.”

—RACHEL LEY
(BBA ’19)
GAINING A GLOBAL MINDSET

WITH THE HELP OF A GIFT FROM EY, STUDENTS LEARN TO FOSTER INCLUSION AND CROSS-CULTURAL COLLABORATION.

BY SIRI PAIRIN | PHOTO BY PAUL L. NEWBY II

THE WORLD NEEDS inspiring leaders with the skills to work in a global and multicultural business environment. At the Wisconsin School of Business, we expect students to challenge their own perspectives by engaging with and learning from others who bring different experiences and views. As part of a larger strategy designed to train students to be influential leaders, we build cultural competencies and thrive as faculty, students, and staff not only learn a global mindset, but also model it.

Together with our longtime supporter Ernst & Young LLP, now known in the market as EY, we are continuing to enhance and embrace diversity as our collective perspectives move us together forward. A major gift from EY has established the Global Mindset Leaders Program (GML), a set of curricular and co-curricular elements designed to expose students to cultural and social diversity in business.

Among the broader goals of the program are increasing diversity and fostering inclusive mindsets among students and faculty. The gift aims to bring Schoolwide awareness beyond standard diversity training and teach students that thriving in a global economy requires them to become inclusive and flexible leaders.

EY, the first corporate member of the WSB Innovation Fund and an inaugural member of the WSB Diversity Advisory Board, has had a dynamic relationship with the WSB through the accounting department for decades, connecting with the WSB as mentor, recruiter, and donor. Funding for the GML—a combination of corporate funding and alumni donations—embodies EY’s dedication to addressing diversity and inclusion issues, and demonstrates the firm’s commitment to sharing best business practices with WSB.
With guidance from EY, WSB is incorporating facilitated opportunities for students to learn about diversity and inclusion in the classroom to gain awareness about their own unconscious biases, broaden their worldview, and prepare to apply an inclusive mindset directly in the business world. Classes such as Introduction to Financial Accounting, Introduction to Managerial Accounting, and the Masters of Accounting Capstone course will incorporate GML in a way that encourages students to embrace Global Mindset as an essential business skill.

"Not only are we introduced to GAAP and IFRS standards, but we are presented with the idea that a diversity of opinions is invaluable as well," says Sam Lebewitz (BBA '15, MAcc '16). "Specifically for accounting, standard-setting and application of rules requires welcoming many ideas and interpretations."

Co-curricular programming like GML training for all incoming students and a professional development conference called "The Future is Now" further expands GML’s reach across the School by creating more opportunities for students to discuss diversity's relevance in business and develop leadership, communication, and teamwork skills.

"The Global Mindset initiative challenges me and my peers to take a step back and look at the bigger picture," says Lebewitz. "Openness to change, diverse perspectives, and new experiences is vital not only professionally, but personally as well."

For EY, the investment is cultivating the right soil in which to plant the seed.

"Our grant is not just educating and it’s not just increasing diversity, it’s also creating an inclusive environment," says EY Partner David Gay (BBA ’96). "That was the goal as we put it together."

The gift also supports a Global Mindset scholarship fund that aims to attract more underrepresented minority students to the School, creating a more diverse student body. In fall 2015, the fund’s first year, seven students received scholarships, including three who were directly admitted to the Wisconsin School of Business as freshman.

The gift and the programming it funds have helped solidify a strong institutional foundation for diversity and inclusion efforts within the School.

"EY has been instrumental in helping to define our diversity strategy," says Wisconsin School of Business Director of Diversity and Inclusion Binnu Palta Hill. "Not only are students being prepared to be more self-aware, to be more culturally competent, and to effectively work across differences, they’re also being taught in an environment that embodies the values that this Global Mindset is based on."

The comprehensive initiatives, many of which parallel practices at EY, facilitate ongoing dialogue about diversity and inclusion throughout the School. These conversations have enabled students, faculty, and staff to explore new perspectives and inquire about peers’ experiences, creating an overall more welcoming environment.

"The whole conversation has shifted in the School," says Hill. "We now have a shared vocabulary in talking about differences and how they influence our experiences. People are more apt to have courageous conversations as we as a community promote a safe and forgiving environment where people can make mistakes, learn from them, and grow. We are partners in each other’s learning."

As GML initiatives expand, programming is expected to integrate into other majors, further nurturing a Schoolwide community that is trustworthy, progressive, inclusive, and collaborative.
STUDENT GIVING LEAVES A LEGACY

WSB students generously support the All Ways Forward Students Campaign.

Since 2006, WSB students have shown their gratitude through student-led giving campaigns. Last year, 40 students served on campaign teams, raising $160,000 in pledges from 560 of their peers. Connor Braun (BBA '16) and Catherine Kurtz (BBA '17) share why they encourage seniors to pledge to stay involved and give back.

What experiences do you remember most about working on the campaign so far? What has been your best experience?

CK: Thank a Badger Day stands out for me. As the person who counts the thank-you notes every year, it’s amazing to see the remarkable participation. So many students come out for it across campus. It’s inspiring to see.

CB: It means leaving my legacy on the School. I view that pledge as my token of appreciation for everything the School has done for me. WSB has opened so many doors—I have a job after graduation and I’ve had many networking opportunities to meet successful alumni through the School.

Why is student giving important to you?

CK: We have an unbelievable alumni network, and giving is one of the best ways to show your involvement in that network. Many student resources in the Wisconsin School of Business—like some of our career services—are funded by donations. Those are things you can’t really put a price on. It’s been so beneficial in my experience.

“I want future generations of Badgers to have the same opportunities I did. I want to grow the School, keep the opportunities going.”

—CONNOR BRAUN

57% of all students pledged

$160,000+ pledged by students in the 2014-2015 academic year

700+ thank-you notes were written and sent to WSB alumni who gave to WSB
EXPANDING POSSIBILITIES

With financial support, Melanie McEwen gains the skills she needs to advance her career.

BY SIRI PAIRIN
PHOTO BY TRACY HARRIS

MELANIE McEwen (MBA ’16) humbly balances a full-time MBA program, a daily commute from Milwaukee, and responsibilities caring for three children. She came to the University of Wisconsin–Madison driven by a desire to grow and develop as a professional, and as a leader. Now in her second year as a student specializing in corporate finance and investment banking, Melanie is gaining the finance skills and best business practices she needs to transition to a new career.

After 10 years working in manufacturing engineering and product management at Rockwell Automation, Melanie decided to advance her career by expanding her business acumen. A fellow of the Consortium for Graduate Study in Management (CGSM), she received full financial support and a project assistantship. The Wisconsin School of Business is a founding member of The Consortium, which removes barriers for underrepresented minorities and helps to increase their representation in business corporate leadership. The Consortium awards merit-based, full-tuition fellowships to top MBA candidates.

For Melanie, financial support helps tremendously. “I can be at Wisconsin and gain the skills that I came here to get, and then go home and be able to take care of my family without having to worry about how I am going to pay my way through school,” she says. “The financial support has a deeper meaning than just dollars and cents; for me, it’s more personal than it is financial.”

Melanie stands out as a leader and mentor to other business students. Through her project assistantship, Melanie worked with the WSB MBA Admissions Office during her first year and now works in Career Services. She previously helped coordinate diversity and admissions events and talked to prospective students about coming to UW–Madison. Now, Melanie focuses her time helping classmates prepare for mock interviews.

“One thing that really motivates and inspires me is knowing that the choices that I make—whether in business or my personal life—have the opportunity to impact someone greatly,” she says. “With the decisions I make each day, I get to choose how I’m going to impact someone’s life.”

Melanie credits the Wisconsin School of Business with helping her continue on a journey of learning. “Education is the key to everything,” she says. “I believe in a continuous journey of learning—a continued evolution of personal development, professional development, and intellectual development. Education is the foundation of all of that.”

With a passion for paying it forward, Melanie hopes to bring the best practices she learns at the Wisconsin School of Business to her volunteer efforts within small businesses or non-profit organizations such as the United Way of Greater Milwaukee or the Signature Dance Company, a non-profit for young girls focused on developing leadership skills through the art of dance.

“I would love to be in a position one day where my giving exceeds my living,” she says. “It’s not necessarily a career goal, but it’s certainly a personal goal. To give, and to give at great levels.”

“With the decisions I make each day, I get to choose how I’m going to impact someone’s life.”

—MELANIE McEWEN (MBA ’16)
The Wisconsin School of Business competes with other leading business schools across the globe for the best and brightest students from Wisconsin and beyond. Scholarships are critical to attract the most highly qualified students from all backgrounds and to ensure that those students, regardless of financial ability, can attend the WSB.

At the Wisconsin School of Business, we prepare leaders for Wall Street, Main Street, and everything in between. We aim to lead higher education away from its traditional focus on delivering teaching toward a student-centered focus on inspiring learning.

Our accomplished faculty members help advance the University’s groundbreaking research and provide exceptional student learning experiences. Renowned professors are the backbone to a strong university. They attract great students, research grants, and business partnerships to advance our expertise.

We believe public research universities are best positioned to address the world’s most complex challenges and anticipate the demands of an ever-evolving planet. UW–Madison has a history of reinventing the notion of possible to serve the needs of people everywhere and to open new avenues for progress.

The students, faculty, alumni, and friends of the Wisconsin School of Business are generating game-changing ideas and demonstrating leadership where it counts. Private support is crucial to sustaining our positive impact on the world. With your gifts, we can educate and inspire the business leaders of tomorrow.
$113,327,822
contributed to the WSB campaign as of December 31, 2015

2,266
Campaign Champions
donors who have contributed
$1,000 or more since the start
of the campaign

9,164
donors have made a gift
to the campaign

1 (L to R) John Morgridge (BBA ’55), UW–Madison Chancellor Rebecca Blank, Tashia Morgridge (BSE ’55), Mary Sue Shannon (B.S. ’81), and Mike Shannon (BBA ’80) join the UW Marching Band to lead the crowd in a rendition of “Varsity” at the Madison campaign launch event at the Kohl Center on October 15, 2015.

2 UW–Madison Post-Doctoral Fellow in Biochemistry Katie Brenner shares how the Wisconsin Entrepreneurial Bootcamp (WEB) supported her as an entrepreneur at the Wisconsin Ideas: New York event on September 24, 2015.

3 Zach Roberts (BBA ’15) shares how support from the WSB community enriched his experience as a first-generation college student at the Share the Inspiration event in Madison on October 16, 2015.

4 (L to R) Wisconsin School of Business Dean François Ortalo-Magné, Nikki Madsen, and Valerie Hildebrandt Wulf (BBA ’91, JD ’94) enjoy a networking reception at the Wisconsin Ideas: Naples event on March 5, 2015.

5 John Oros (BBA ’71) shares his passion for UW with a crowd of more than 400 Badgers at the Wisconsin Ideas: New York event on September 24, 2015.

6 (L to R) Linda Philpps (BBA ’66), John Neis (M.S. ’86), and Cindy Ihlenfeld (BBA ’75) connect after WSB’s Share the Inspiration program at the Wisconsin Institutes for Discovery on October 16, 2015.

7 John (BBA ’55) and Tashia (BSE ’55) Morgridge provide an inspiring Badger welcome to more than 600 Milwaukee area Badgers and friends at the Wisconsin Ideas: Milwaukee event on June 11, 2015.

8 Wisconsin Ideas: Milwaukee guests enjoy a networking reception before the program on June 11, 2015.

1,000 or more since the start of the campaign

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9,164
donors have made a gift to the campaign

1 (L to R) John Morgridge (BBA ’55), UW–Madison Chancellor Rebecca Blank, Tashia Morgridge (BSE ’55), Mary Sue Shannon (B.S. ’81), and Mike Shannon (BBA ’80) join the UW Marching Band to lead the crowd in a rendition of “Varsity” at the Madison campaign launch event at the Kohl Center on October 15, 2015.

2 UW–Madison Post-Doctoral Fellow in Biochemistry Katie Brenner shares how the Wisconsin Entrepreneurial Bootcamp (WEB) supported her as an entrepreneur at the Wisconsin Ideas: New York event on September 24, 2015.

3 Zach Roberts (BBA ’15) shares how support from the WSB community enriched his experience as a first-generation college student at the Share the Inspiration event in Madison on October 16, 2015.

4 (L to R) Wisconsin School of Business Dean François Ortalo-Magné, Nikki Madsen, and Valerie Hildebrandt Wulf (BBA ’91, JD ’94) enjoy a networking reception at the Wisconsin Ideas: Naples event on March 5, 2015.

5 John Oros (BBA ’71) shares his passion for UW with a crowd of more than 400 Badgers at the Wisconsin Ideas: New York event on September 24, 2015.

6 (L to R) Linda Philpps (BBA ’66), John Neis (M.S. ’86), and Cindy Ihlenfeld (BBA ’75) connect after WSB’s Share the Inspiration program at the Wisconsin Institutes for Discovery on October 16, 2015.

7 John (BBA ’55) and Tashia (BSE ’55) Morgridge provide an inspiring Badger welcome to more than 600 Milwaukee area Badgers and friends at the Wisconsin Ideas: Milwaukee event on June 11, 2015.

8 Wisconsin Ideas: Milwaukee guests enjoy a networking reception before the program on June 11, 2015.
In 2015, more than 4,000 alumni and friends gave generously so that the Wisconsin School of Business can quickly respond to market changes and emerging opportunities, investing in high-priority areas to keep our beloved School competitive.

IMPROVING THE EDUCATIONAL EXPERIENCE
At the Wisconsin School of Business, we ensure that students encounter the kind of life-changing experiences that foster creativity, excellence, and leadership. Gifts to the WSB Fund help us provide opportunities for students to practice their ideas in collaborative environments, and be challenged by inspiring thought leaders and innovators. The fund also supports The Compass Program,™ which provides all undergraduate business students with foundational leadership training.

- Entrepreneurship Programs
- Case Competitions
- Applied Learning Projects

BUILDING PARTNERSHIPS WITH THE BUSINESS COMMUNITY
We foster a collaborative environment where members of the business community connect with students and one another to explore opportunities, share perspectives, and exchange ideas. The WSB Fund supports our engagement with business leaders and alumni to provide expertise, guidance, and resources that enrich the student experience.

- Alumni Networks
- Applied Learning
- Corporate Engagements

4,092 Donors to The WSB Fund
$2,241,498 Contributed in 2015
OUR GIVING COMMUNITY

Thank you for investing in the Wisconsin School of Business. Together, our generous donors help us build more opportunities to challenge, support, and inspire our students to reach their greatest potential. The generosity of our dedicated donor community makes a difference in everything we do, from supporting faculty, staff, and students to informing and delivering inspiring learning experiences.

**WISCONSIN NAMING PARTNERS**

In 2007, 13 alumni came together to create an $85 million naming gift to preserve the School’s name for at least 20 years. The Wisconsin Naming Partners pioneered a new era for the Wisconsin School of Business. The partnership is growing, with 16 members and more than $105 million in investments.

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<thead>
<tr>
<th>Paul J. Collins ’58</th>
<th>Sheldon B. Lubar ’51 ‘53</th>
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<td>Wade Fetzer III ’59</td>
<td>John Morgridge ’55</td>
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<td>Pete Frechette ’61</td>
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<td>Jon D. Hammes ’74</td>
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<td>Ted D. Kellner ’69</td>
<td>H. Signe Ostby ’75, ’77</td>
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<td>Mike Knetter</td>
<td>Michael S. Shannon ’80</td>
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<td>Paul Leff ’83, ’84</td>
<td>*Three anonymous donors</td>
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*Together, we can achieve things none of us would dare dream on our own.*
OUR GIVING COMMUNITY

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The Dean’s Circle consists of WSB’s most generous supporters who are united by a commitment to ensuring the dynamic future of the Wisconsin School of Business. Membership in this special group is based on lifetime giving at or above $100,000.
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(continued on page 20)
Donors like you are the reason that students like me have an incredible experience and top education. Your donation supports students’ aspirations and inspires us to give back once we are alumni. Thank you so much!

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As a current student, I would like you to know that we don’t take this amazing facility for granted, and it is because of contributions from people like you that it can remain as one of the best business schools in the country.

—PATRICK | BBA ’16

You keep our community strong, and for that we are most grateful.
YOU MAKE IT POSSIBLE

ALUMNI AND GIVING

41,905 living alumni

5,658 individual donors to the WSB in 2015

3,363 alumni and friends connected back to the School via applied learning, mentoring, guiding research, recruiting, networking, and events in the academic year

$39,721,373 in new gifts and pledges in 2015

All gifts matter:

82% of all gifts to WSB were less than $1,000
2015 EXPENSES

TOTAL: $65.2M

- 12% Student Support
- 32% Student Experience
- 40% Faculty & Research
- 16% Operations

OUR FACULTY ARE ADVANCING THEIR EXPERTISE—AND THE WORLD IS TAKING NOTICE.

73% increase in WSB media mentions from 2014

85% increase in national media mentions from 2014
WITH YOUR SUPPORT, WE ARE IMPROVING THE QUALITY OF STUDENTS’ EDUCATION AND STRENGTHENING OUR BRAND—WHICH IN TURN ENHANCES THE VALUE OF OUR DEGREES.

### FALL 2015 BBA ENROLLMENT

- **2,594** enrolled
  - 56.6% male
  - 43.4% female
  - 7.3% underrepresented minorities (URM)
  - 339 first-generation college students

### FALL 2015 GRADUATE ENROLLMENT

- **650** enrolled
  - 131 MAcc
  - 442 MBA
  - 25 M.S.
  - 52 Ph.D.

### ACADEMIC YEAR 2015

- **142** non-business majors pursuing Certificate in Business
- **1,200** non-business majors taking core business courses at WSB
- **1,142** students enrolled in coursework specifically designed for non-business students

24 | Wisconsin School of Business
FULL-TIME MBA RANKINGS

27th (tied) in the U.S. [8th (tied) among public universities] by U.S. News and World Report 2017

29th in the U.S. for Best Business School (13th among public universities) by Forbes 9/9/2015

EVENING MBA RANKINGS

22nd in the U.S. (13th among public universities) by U.S. News and World Report 2017

EXECUTIVE MBA RANKINGS

47th globally (15th among U.S. public programs) by The Economist 2015

UNDERGRADUATE RANKINGS

2nd Real Estate in the U.S. by U.S. News and World Report 2016


15th in the U.S. (7th among public universities) by U.S. News and World Report 9/9/2015

TOGETHER FORWARD 2015 | 25

TOGETHER, WE ARE CHANGING LIVES
OUR STUDENTS EXPERIENCE more than intellectual growth; they test and practice their ideas in collaborative environments while being supported and challenged by thought leaders and innovators.

Your support will help integrate and scale the best of our learning experiences to provide deep, challenging student experiences that prepare our graduates well beyond their first jobs.

Support the next generation of Business Badgers. Make a gift today at: allwaysforward.org/wsb