

**ALL IN ONE CLICK**

## Portal Wisconsin—the state's arts, culture, humanities and history

By Amy Pikalek

The unmistakable architecture of Frank Lloyd Wright, the stunning paintings of Georgia O'Keeffe and the breathtaking Wisconsin Dells photographs from H.H. Bennett are all an important part of Wisconsin's artistic and cultural history. But the state's cultural and artistic treasures go much deeper than that. Thanks to a new Web site, Portal Wisconsin, the public will soon be able to explore it all, with one click of a mouse.

"Wisconsin's rich treasures go beyond stunning glacial landscapes and outstanding social services," says Portal Wisconsin project director Ann Engelman. "Wisconsin's quality of life is deeply enriched by its artistic, cultural, historic and humanities assets. Portal Wisconsin brings all of that together through one easy-to-use site."

Portal Wisconsin features a comprehensive calendar of events. The site allows users to search the database by keyword, artistic media and geographic region. It will also offer streaming media, chats, monthly features, a children's area

and links to other important arts, history and humanities Internet sites and agencies.

"Let me provide an example of how Portal Wisconsin will work," Engelman says. "Suppose a person is interested in H.H. Bennett's photography. A search of 'H.H. Bennett' would lead the user to the Wisconsin Historical Society and its newest historic site, the H.H. Bennett studio in Sauk County. The

search would also yield photography classes through the UW continuing education offices, a Wisconsin Public Television broadcast and a photography exhibit at the Wisconsin Academy of Science, Arts and Letters. It's really amazing."

For more information, [www.portalwisconsin.org](http://www.portalwisconsin.org); Ann Engelman, Portal Wisconsin project director, (920) 563-0416; Nella Citino, project manager, (608) 265-8259



Program assistant Jennifer Smith, project director Ann Engelman and project manager Nella Citino discover some of Wisconsin's architectural treasures, which will be included in the new Portal Wisconsin Web site when it launches January 14.

### Portal Wisconsin FACTS

**GOAL:** Portal Wisconsin is a nonprofit Web site created by the Cultural Coalition to promote arts, culture, humanities and history in Wisconsin.

**PARTNERS:** The Cultural Coalition members are Wisconsin Public Television; Wisconsin Public Radio; UW-Extension Division of Continuing Education Extension; Wisconsin Academy of Sciences, Arts and Letters; Wisconsin Arts Board; Wisconsin Humanities Council; and the Wisconsin Historical Society. The Coalition formed in 1996 in support of a common broad mission to provide and foster lifelong learning and greater appreciation for the arts, culture, humanities and history.

**FUNDING:** Portal Wisconsin is funded by the Future Fund of the Corporation for Public Broadcasting, the National Endowment for the Arts and UW-Extension, through its Cross Divisional Program Innovation Fund. Wisconsin Public Television is providing the overall implementation of the project.

## University of Wisconsin System acts to support the state's economy

By David Giroux

More than 900 people attended the Wisconsin Economic Summit II, held in Milwaukee on Nov. 26-27. Sponsored by the University of Wisconsin System, the event received extensive coverage in the state's major newspapers. The Dec. 2 *Wisconsin State Journal* featured UW System President Katharine Lyall's closing remarks, in which she committed the university to the several actions, grouped under four broad issue areas.



Katharine Lyall

**Regional economic development**

"UW-Extension and the campuses will continue to encourage and support their regional and community partnerships. Building on the regional initiatives now underway, we will seek to engage more students in these activities and in service learning in our communities," Lyall says.

"The UW System will help advance the 'cluster' approach—acknowledging that there are key groups of related industries," Lyall adds. "We will stimulate more partnerships with our faculty and staff who have pertinent expertise in these areas."

**Brain drain**

"We will respond to the Governor by creating a statewide jobs network, 'Wisconsin Jobs for Wisconsin Grads,' to market job opportunities in Wisconsin to our students and alumni. We will also develop programs to bring home alumni and their children who want to learn and settle in Wisconsin, Lyall says. "Our 'Return to Wisconsin' package will include more robust marketing of Wisconsin job opportunities to our alumni, and tuition incentives for the children of alumni to return and attend UW campuses."

**Federal dollars**

"We will strengthen our efforts to bring federal money to Wisconsin by working with the state and our

federal delegation to create a Federal Center for science and technology in Wisconsin," Lyall says.

**Faculty and alumni involvement**

"We will make UW faculty and staff expertise more available to assist the state's economic development strategy by creating a cadre of Wisconsin Idea Fellows—faculty and staff who will be given release time to work on important state priorities," says Lyall.

**Chancellor Reilly notes importance of university involvement**

According to UW-Extension Chancellor Kevin Reilly, many of these activities and others related to boosting Wisconsin's economic climate rely on engagement efforts by the university.

"I see many opportunities to connect the state's economic development planning efforts with President Lyall's objectives for the UW System," says UW-Extension Chancellor Kevin Reilly. "As I said at the

summit, there is widespread recognition of the need for regional economic plans, in order to create an organized mosaic of economically attractive regions."

For Chancellor Reilly's discussion about preparations for the summit: [www.wisconsin.edu/wisconsinideas](http://www.wisconsin.edu/wisconsinideas)

For information about the Economic Summit II: [www.wisconsin.edu/summit](http://www.wisconsin.edu/summit)

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## MESSAGE FROM THE CHANCELLOR

### Wisconsin needs a major precollege program

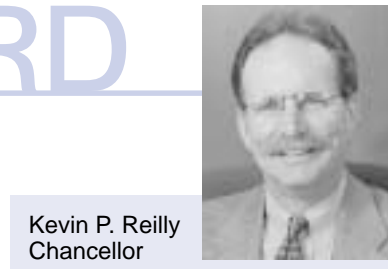
The following excerpt is from an opinion editorial by Chancellor Kevin P. Reilly and Katharine C. Lyall, president of the University of Wisconsin System, which was published by several Wisconsin newspapers. See the complete editorial at [www.uwex.edu/news/](http://www.uwex.edu/news/).

If our children are to develop into successful students, effective leaders, productive workers and involved citizens, they need education that extends beyond the classroom. They of course need to learn reading, writing and arithmetic, but they also can benefit from something more: structured programs that foster new skills, fuel self-confidence and encourage a sense of citizenship through public service and contributions to their local communities.

The state's public university can help. We propose that the University of Wisconsin assist families and communities to enhance existing educational systems by launching a major statewide precollege program that will help young people:

- develop and test practical living skills in a safe and supportive "real world" environment,
- become actively involved in their communities and more informed about local issues,
- prepare for the world of work through direct experience with projects and activities that correspond to future career opportunities,
- experience success in a nonformal learning environment,
- develop and enhance their communication and problem-solving skills, and
- deal effectively with violence, crime and other threats.

Our goals for this program are ambitious. We anticipate that we could enroll as many as 150,000 young people in this educational program and work through community-based groups that would be affiliated with the University of Wisconsin-Extension offices in all 72 counties. Faculty from the UW System campuses would support



Kevin P. Reilly  
Chancellor  
[reilly@admin.uwex.edu](mailto:reilly@admin.uwex.edu)  
[www.uwex.edu/chancellor/](http://www.uwex.edu/chancellor/)

professional youth development educators at these county sites with expertise in human development, natural sciences, nutrition, business and other academic fields.

To many people, this may sound like a radical new idea. However, this model for a statewide university-affiliated youth program is neither radical nor new. The University of Wisconsin, in fact, has been working on such a program for 100 years.

It is called 4-H!

## Extension employees give generously to SECC-Dane—and have fun

UW-Extension faculty and staff have once again proved that generosity doesn't preclude fun.

### Contributions still accepted

Dane County Extension employees wrote checks, authorized deductions from their paychecks, and donated to a couple of spirited competitions that added up to \$42,300.66 in contributions and pledges to the State, University and UW Hospitals and Clinics Employees Combined Campaign of Dane County (SECC-Dane) as of Dec. 7, 2001. Almost 25 percent of Extension employees contributed, and



Kevin Winter  
Pumpkin-decorating  
winner

the average gift increased 18 percent over the previous year.

Contributions will be accepted through early 2002. Visit [www.wisc.edu/secc](http://www.wisc.edu/secc) for details.

### Special events raise cash

At The Pyle Center on the UW-Madison campus employees decorated pumpkins. Winners in that competition, held Oct. 31 through Nov. 2, were Kevin Winter, Instructional Communication Systems, and Patti McDowell and Theresa Jenneman, Extension Conference Centers. More than \$100 was raised for the SECC.

Extension faculty and staff on the UW-Madison campus whipped up sweet treats for the Chancellor's second annual Taste of Wisconsin Bake-Off

held Nov. 13 at the Extension Building. The entry receiving the most votes (highest monetary total) was White Russian Tiramisu created by Sandy Baker, Human Resources. Other culinary triumphs included Taffy Apple Cake from Liz Diez, Cooperative Extension Pro-



Sandy Baker  
Bake-off champion

gram Development, and Pumpkin Cheesecake from Kate Wodyn, Cooperative Extension Personnel. More than \$200 was raised for the SECC, a 14 percent increase from last year.

### Weekly drawing winners get prizes

Winners of weekly drawings for the Dane County SECC were Greg Schnirring, Wisconsin Public Radio; Dana Burmaster, Information Systems; Marilyn Smith, Extension Conference Centers; Doanh Wang, Cooperative Extension Community Youth Development; and John Gerbig, Wisconsin Public Television.

### Thanks to contributors

Jennifer Grondin, Dane County UW-Extension SECC coordinator, says, "It was heartening to see Extension faculty and staff coming together and contributing their time and money to ensure that those in need locally, nationally and internationally receive assistance to improve the quality of their lives. Thanks to all who contributed to this year's SECC in Dane County and around the state."



Director Greg Johll

## Wisplan and Extension Interactive merge

Greg Johll began serving as director of both Wisplan and Extension Interactive within Cooperative Extension on Nov. 30. The two units were merged to streamline services and save funds. The merger coincides with the departure of Eric Bangerter, who left Cooperative Extension to take a new position.

To contact Johll: [greg.johll@ces.uwex.edu](mailto:greg.johll@ces.uwex.edu) or (608) 262-9486

Erica Kauten, state director of the Small Business Development Center, has been elected to the board of directors of the Association of Small Business Development Centers. The ASBDC is a partnership of private enterprise, government, higher education and nonprofit economic development organizations, representing 50 states and U.S. possessions.

A proposal submitted by Rosemary Lehman, Bruce Dewey and Richard Berg, the Instructional Design Team at Instructional Communications Systems, has been selected as the recipient of the 2001 Research Award by the Consortium of College and University Media Centers. The award supports the development of a book and Web site highlighting technology conferencing tools used by faculty, government officials and nonprofit organizations.

The Jefferson County 4-H raised more than \$35,000 for the Wisconsin 4-H Foundation endowment fund at its fall Kick Off Event, surpassing its goal of \$25,000.



Wisconsin Public Television's Chuck France brought home two statues from the 43rd annual Midwest Emmy

Awards ceremony. France received videography/non-news and editing/non-news awards for his work on WPT's "State Parks, State Treasures."

Judy Lewis recently celebrated her 40<sup>th</sup> anniversary as a program assistant for the 4-H youth development program at the Sauk County Extension office. Co-workers, who describe Judy as "the backbone of the program," showed up to celebrate wearing James Dean T-shirts and Sandra Dee poodle skirts.

Administrators, online program coordinators, faculty, alumni and students from UW-Platteville recently joined UW Learning Innovations staff in celebrating a successful collaboration that has resulted in leading-edge online learning opportunities. UWP offers more than 35 online courses and four entirely online degree programs. Additional courses are in development. The courses have attracted students from 29 states and three foreign countries. UWLI provides instructional design and development, faculty training and learner services expertise to the 26 UW campuses in support of their online degree and certificate programs.

# 4-H celebrates 100 years

National Conversations focus on creating a better future for young people

By Mary Ellen Bell

People in Wisconsin have been talking this fall about what communities can do to create a better future for young people.

## Public transportation, school safety and recreation top the list

In urban Dane County, they talked about improving public transportation, increasing safety in the schools and developing more recreation and activities for young people. In rural Grant County, they discussed focusing on what's good about youth, listening to the opinions of young people, and developing more recreation and activities for young people.

"We need better transportation. The buses don't run after 10, and

they don't go where we need to go. A taxi costs too much. Kids can't go anywhere without a car, so they hang on the street, and then they get in trouble," says Evon Haney, a Madison high school student.

Her opinion about providing more opportunities and more activities for youth was echoed by Ashley Timmerman, who attends the small high school in Cuba City. Timmerman argues that kids need lots of chances to get involved in positive activities so they don't get into trouble. "We have to promote positive experiences for youth," she says.

## County offices host conversations

Both Haney and Timmerman participated in the National Conversation on Youth Development in the 21<sup>st</sup> Century. The National Conversation is sponsored and hosted by 4-H, the highly respected youth movement affiliated with land-grant universities and Cooperative Extension, in honor of the organization's 100<sup>th</sup> anniversary in 2002. In Wisconsin, University of Wisconsin-Extension county offices hosted the activities.

The "Conversation" began at meetings in Extension offices, church basements and school libraries all across the country where youth and adults gathered to talk about creating the kind of community they want for youth in the next three to five years. In January, the conversation moves to the state level, with governors, state legislators and business and political leaders invited to attend. Then, for three days at the end of February, delegates from each state will bring the Conversation to Washington and national leaders.



MARY ELLEN BELL

The National Conversation on Youth Development brings adults and youth together to talk about what communities can do to create the future they want for young people. At the Grant County Conversation, adult participant Bob Keeney (third from left) listens intently to ideas generated by Grant County high school students Bryant Gill, Patty Meoska and Kristen Kilberg.



MARY ELLEN BELL

Pahoua Thao, 16 years old and a student at Madison East High School, listed her small group's ideas and suggestions for improving the future for young people.

## What do kids need?

What do people in Dane and Grant counties think communities need to do for youth? People in both counties had similar concerns, expressed in slightly different words.

**Grant County:** Acknowledgment for youths' good deeds.

**Dane County:** Recognize youths' achievements.

**Grant County:** More youth input into community, school and government decisions.

**Dane County:** More opportunities for youth participate in community life and have a voice.

## Wisconsin 4-H FACTS

Nationally, 4-H was established 100 years ago. 4-H was established in Wisconsin in 1914.

**4-H club members in Wisconsin: 44,757**

**Youth served by 4-H in Wisconsin: 193,819**

**4-H clubs in Wisconsin: 2,229**

**4-H adult volunteer leaders in Wisconsin: 20,125**

**4-H youth volunteer leaders in Wisconsin: 5,377**

## 2002 NATIONAL CONVERSATIONS

**October - December** — Local conversations in all 3,067 counties in the United States are expected to engage more than 100,000 youth and adults in developing "actions plans" for making communities better places for youth.

**January 15** — Delegates from Wisconsin's 72 counties will gather in Madison for the "State Conversation."

**Feb. 28 - March 3** — More than 1,600 people from every state and territory and the District of Columbia will convene in Washington, D.C., for the National Conversation. They will bring the recommendations from their local and state conversations into one national report to be presented to President George W. Bush and the U.S. Congress. They also will present the combined pledges for volunteer community service.

For more information:  
[www.uwex.edu/wis4h/](http://www.uwex.edu/wis4h/)

# PROGRAM NEWS

## Commerce Department, SBDC groom entrepreneurs

By Joel Bradtke

Producing a workable business plan—one that you can take to the bank for a loan—is a significant challenge for most entrepreneurs. Hiring someone to prepare your plan can cost thousands of dollars, an expense that many fledgling business people cannot afford.

### Grants and training encourage business planning

To stimulate the planning process, administrators at the Wisconsin Department of Commerce and the UW-Extension Small Business Development Center have created the Entrepreneurial Training Grant (ETG) program, which helps finance comprehensive business planning courses for Wisconsin residents. It was developed as an option to another Commerce Department program, the Early Planning Grant.

Architects of the ETG program are Todd Kearney, a Commerce Department administrator, and Erica Kauten, state director of the SBDC. Commerce selects participants who apply for the program through the SBDC offices, and reimburses up to 75 percent of tuition costs for the courses.

The SBDC delivers the entrepreneurial training and provides follow-up counseling through its statewide network. Course work usually takes eight to 12 weeks.

### ETGs meet an economic development need

"Wisconsin must strengthen its business formation capacity. That was made clear at last November's state Economic Summit II. Training entrepreneurs in the process is a direct and cost-effective way of addressing this need," says Kauten.

The ETG program is beginning its second full year this month. To be eligible, entrepreneurs must have an idea for a viable business, pay 25 percent of their course tuition, and agree to produce a finished business plan after completing the classroom work.

Business ideas span the gamut from traditional (restaurant, home improvement, car wash) to new economy ventures (Internet marketing, Web design and consulting, hydrogen fuel-cell manufacture). Nearly 500 people have been awarded grants and are in various stages of the program.

### One entrepreneur's experience

Renee Vergauwen of Waupaca wanted to expand her child-care business. She completed an ETG course offered through the SBDC at UW-Stevens Point on May 8, 2001, and finished a comprehensive business plan the same day.



Renee Vergauwen

"I felt as if I had been spinning my wheels on a business plan before that. I had bought books and talked to friends. But the class gave me direction and useful information. It kept me focused," Vergauwen says.

By November, Vergauwen parlayed her business plan into a \$144,000 financing package that allowed her to build a state-of-the-art child-care facility. Her business is located in a Waupaca tax incremental financing district that is helping to finance some site improvements. She created eight jobs. And her business plan prods her toward a business expansion within 24 months.

### Entrepreneurial Training Grants

Entrepreneurial Training Grants, created by the Wisconsin Department of Commerce and the UW-Extension Small Business Development Center, award up to 75 percent of tuition reimbursement for a business-planning course.

For September 1999 through December 2001:

**Number of participants: 492**

**Total awarded: \$336,115**

**Range of awards (per student): \$637 to \$1,125**

For more information:  
[www.uwex.edu/sbdc](http://www.uwex.edu/sbdc)



JIM GILL

## New season of "Wisconsin Stories" begins Jan. 31

By Chris DuPré

New people. New stories. The same folksy style that started a sensation.

"Wisconsin Stories" returns for a new season, Thursdays at 7 p.m. starting Jan. 31 on Wisconsin Public Television (WPT). Check your local listings for the Wisconsin Public Television channel in your area.

Hosts Debbie Kmetz and Tracy Will lead the journey through Wisconsin's rich history. This season, they'll look at the how the Mississippi River has shaped lives, the legacy of planned communities, the impact of cooperatives, the state's tradition of big ideas and more.

Tune in and see why viewers are raving, with comments like "The hosts are so natural and the programs are very well put together, very informative and fun."

"Wisconsin Stories" is a partnership of the Wisconsin Historical Society (WHS) and WPT.

For more information:  
[www.wisconsinstories.org](http://www.wisconsinstories.org)

### JANUARY AND FEBRUARY SCHEDULE

"Wisconsin Stories" Thursdays at 7 p.m. Wisconsin Public Television

**Jan. 31** "More Than a Game" How sports have helped shape communities.

**Feb. 7** "Our Towns" The tales of some "intentional" localities, planned for various reasons.

**Feb. 14** "River & Road" A look at life on and along the Mississippi River.

**Feb. 21** "Camp Co-op" Wisconsinites rolling up their sleeves and forming cooperative businesses.

*Extension News and Ideas* is a publication of the University of Wisconsin-Extension. It features articles and information about UW-Extension and extension activities carried out through the 26 UW System campuses and 72 counties. An EEO/Affirmative Action employer, UW-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements. If you would like this material in another format, please contact Margaret E. (Peg) Davis.

Comments should be sent to:  
*Extension News and Ideas*  
531 Extension Building  
432 North Lake Street  
Madison, WI 53706-1498  
or: [davis@admin.uwex.edu](mailto:davis@admin.uwex.edu)

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*Extension News and Ideas* online:  
[www.uwex.edu/ni](http://www.uwex.edu/ni)

**Editor:**  
Margaret E. (Peg) Davis

**Designer:**  
Vicki Pierce

**Contributors:**  
Mary Ellen Bell, Joel Bradtke, Chris DuPré, David Giroux, Amy Pikalek, Pamela Seelman



University of Wisconsin-Extension  
Office of the Chancellor  
432 North Lake St.  
Madison, WI 53706-1498

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A UW System News Publication



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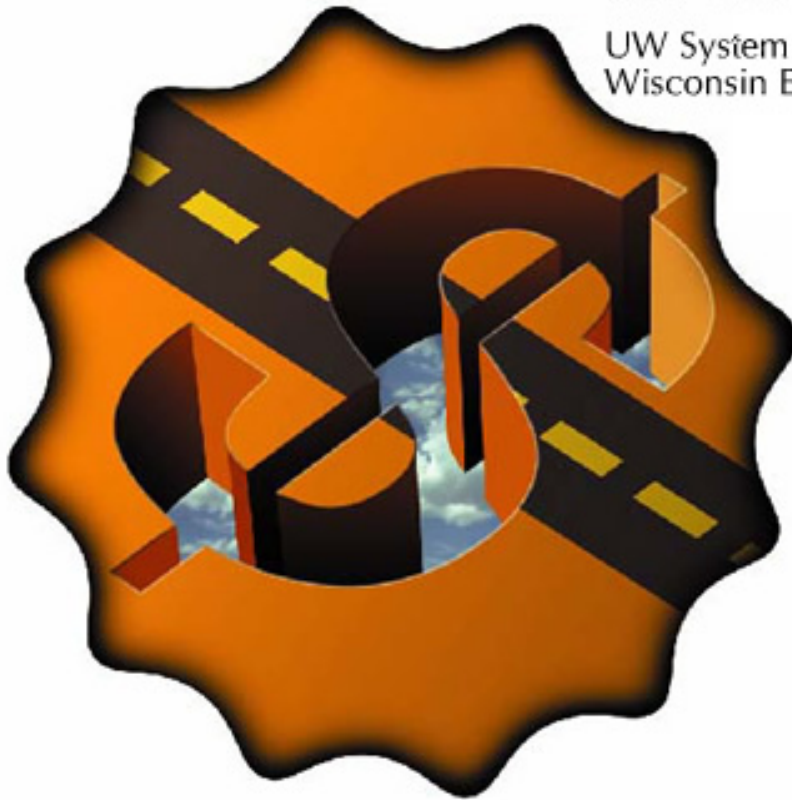
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Wisconsin Economic Summit II



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