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April 17, 2008

President Kevin P. Reilly
University of Wisconsin System
1220 Linden Drive
1720 Van Hise Hall
Madison, WI 53706-1559

UW SYSTEM
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OFFICE OF THE PRESIDENT

Dear President Reilly,

I am writing to support the 2009-11 budget request submitted by UW-River Falls, "Growing a Sustainable Wisconsin: Individuals, Businesses, and Communities."

This request is intended to directly address the UW System's ³Advantage Wisconsin² strategic planning objectives by boosting the state's economic development activities. An investment in UW-River Falls to holistically bring sustainability principles to community economic development growth in the St. Croix Valley provides a tremendous return on investment for Wisconsin.

The funding components include:

EURSustainability. Strengthening the infusing of sustainability principles in the curriculum, in activities on campus, and in UWRF's outreach in assisting local communities and government in environmental issues, economic development and social issues. UWRF will graduate more professionals, as well as teachers, who will carry those practices and principles across the state and region. The St. Croix Institute for Sustainable Community Development will play a key role in this issue area, and UWRF will establish an Environmental Education Resources Center to strengthen our faculty expertise.

EURResearch. The campus is seeking significant investment directed to its Tissue and Cellular Innovation Center and its Center for Economic Research. The former is dedicated toward innovative, cutting edge research in biology and biotechnology in support of human health. A component will be distinct efforts to expand the biotechnology industry in the Valley. The latter is a resource to business and industry by assisting in urban and regional economic research, and in direct research assistance to businesses.

EURService-Learning experiences and internships. Both areas have historically been strengths at UWRF, and this initiative calls for greater expansion. Service-learning puts teams of students into communities to provide assistance and solve problems to gain professional experience under

faculty guidance. A special emphasis will be placed on responding to community requests on sustainable food and fuel sources.

EUR Entrepreneurial Leadership Center. UWRF seeks to expand its current efforts and offer more courses in entrepreneurship, leadership, and small business management. The campus will share its expertise and best practices with small businesses throughout the region and the state.

EUR Northern Wisconsin Alliance for Agriculture. Through a six-college collaboration, UWRF will broaden access to its classrooms for agriculture majors. The campus projects its enrollment could expand by some 500 additional students in the College of Agriculture, Food & Environmental Science, in support of one of Wisconsin's largest industry sectors.

This request is innovative in applying sustainability principles to a comprehensive plan for increasing economic growth across multiple industries in the dynamic St. Croix Valley.

I urge you to support the request. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Trudy Popenhagen". The signature is written in a cursive style with a long horizontal flourish at the end.

Trudy Popenhagen
Community Service Mgr.
Xcel Energy