



PREMIUM BRANDS, INC.

August 14, 2008

Mark Bradley, President
UW Board of Regents
1860 Van Hise Hall
1220 Linden Dr.
Madison, WI 53706

Dear President Bradley and Members of the Board of Regents:

As a proud business leader in Central Wisconsin, I ask that you give your full support to UW-Stevens Point's 2009-11 biennial budget request. The residents and businesses of Central and Northern Wisconsin benefit greatly from having such a strong educational and economic resource in our area. As we grow and change to meet the new challenges of our global society, the need for educated workers and civic-minded leaders will increase. UW-Stevens Point will be the leader in developing and educating our future workforce.

UW-Stevens Point motto for the 2009-11 budget is "Leading Wisconsin from the Center." I cannot think of a more fitting description of the university's role in our region. The faculty, staff, and administration have chosen to grow and enhance areas that are vital to the continued success of our region. Highlights of their request include:

- Enhancements to the Division of Business and Economics to meet the growing need for business-educated employees
 - Funding for additional resources for health science education
 - The creation of the Wisconsin Institute for Sustainable Technology to help make Wisconsin the leader in alternative energy research and production, and
 - Partnering with Marshfield Clinic to develop a Masters degree in Medical Informatics.
- Your support of UW-Stevens Point's 2009-11 biennial budget request will ensure that the people of Central and Northern Wisconsin will continue to have access to the educational resources necessary to be social and economic leaders of our region.

Thank you,

A handwritten signature in black ink that reads "Robert C. Spoerl".

Bob Spoerl
President