



*the power of learning*



*the **power** of learning*

# *Living the Promise: A Collaborative Journey*

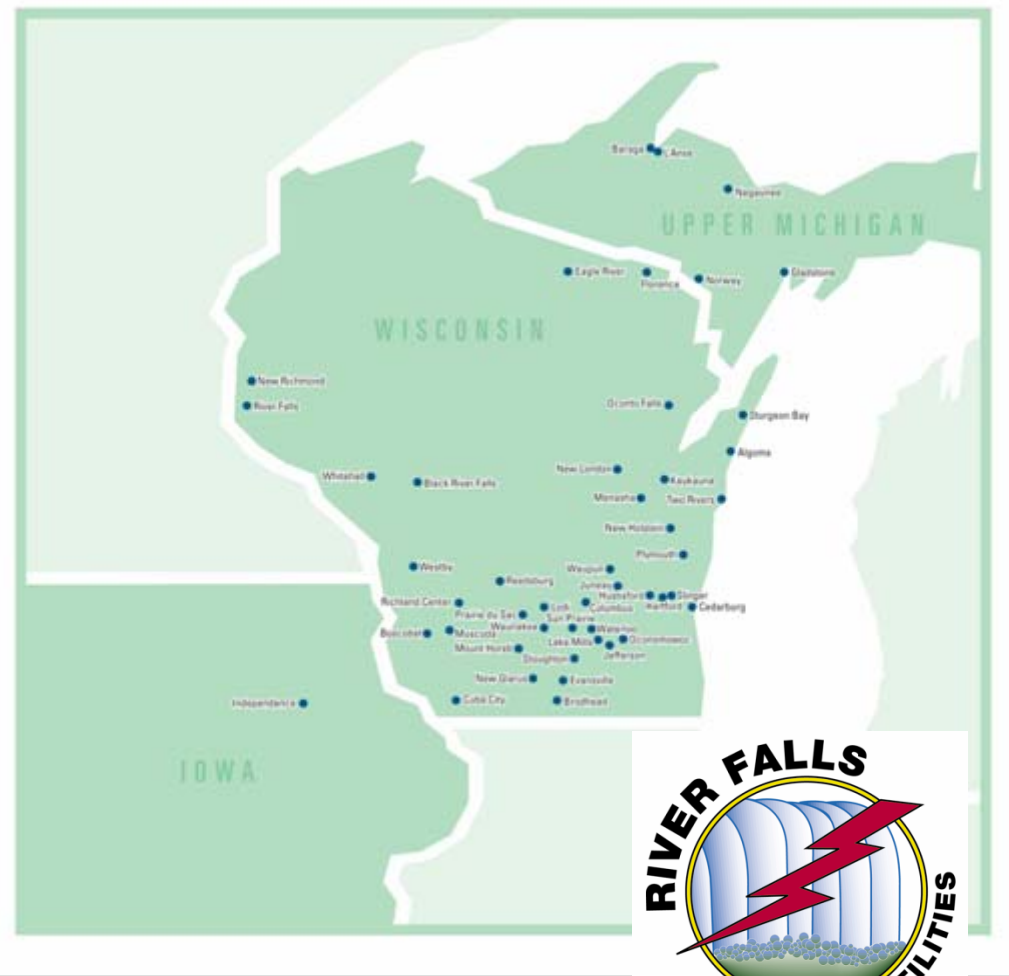
*Roy Thilly, CEO*

*Wisconsin Public Power Inc.*





- Regional power company
- 49 Municipal electric utilities
- 190,000 customers
- River Falls Municipal Utilities serves 5,673 customers



# Thank you for making a difference.

## Way to go, UW-River Falls!

The students of UW-River Falls are committed to environmental stewardship. In November 2006, this community voted to purchase the electricity needed to operate the University Center from renewable energy sources.

With this one important step, UW-River Falls will help reduce carbon dioxide emissions — which contribute to climate change — and keep the air that we breathe cleaner.



Every year, the pledge to purchase renewable energy for this building equals the following benefits to the environment:

- 2,065,500 pounds of carbon dioxide not released into the atmosphere
- 1,071,306 pounds of coal not burned
- 1,912,194 equivalent miles not driven by automobiles
- 172 automobiles taken off the highway
- The same air-depleting properties as more than 172 acres of forest

## It's only natural.

The renewable energy that powers this building is provided by River Falls Municipal Utilities, in conjunction with its power supplier, WPPI.

Our renewable energy comes from clean, sustainable energy sources, including wind, hydropower, and biogas (landfill gas converted into electricity). These sources reduce the harmful emissions that pollute the air and harm the environment.

Renewable energy sources such as wind, water and biogas can never be depleted. That's simply not true of conventional generation sources such as coal, oil and natural gas. By supporting the use of renewable energy, UW-River Falls is helping to ensure a sustainable energy future.



Why just wish for a clean energy future, when you can help make it happen?

We're pleased to partner with the students, faculty and administration of UW-River Falls to make this building a model of sustainability. Together, we can make our community — and our world — cleaner and greener.



# University Center Information Kiosk Collaboration



Photo: UW-River Falls

## Energy Center of Wisconsin Campus Feasibility Study



**ENERGY CENTER**  
OF WISCONSIN

- Evaluate campus efficiency, conservation & renewable energy potential
- Study underway
- Report due in December



*North Hall. Photo: UW-River Falls*





# Virtual Mapping Study suggests favorable winds in River Falls

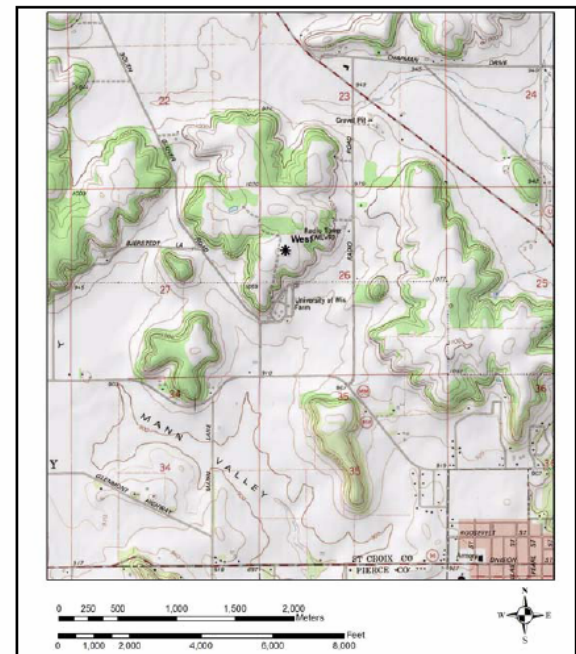


Figure 1 - Virtual Met Tower Location



# POWERFUL CHOICES

a sustainable energy project for river falls

- Create a community-wide effort
- Local leadership committee
- Promote utility offerings
- Establish community as model for energy efficiency



# POWERFUL CHOICES

a sustainable energy project for river falls

- Partnerships with schools and businesses
- Financial support for renewable and efficiency initiatives



*Steiner Plumbing & Electric PV Project, River Falls*

*Photo: River Falls Journal*







*the power of learning*



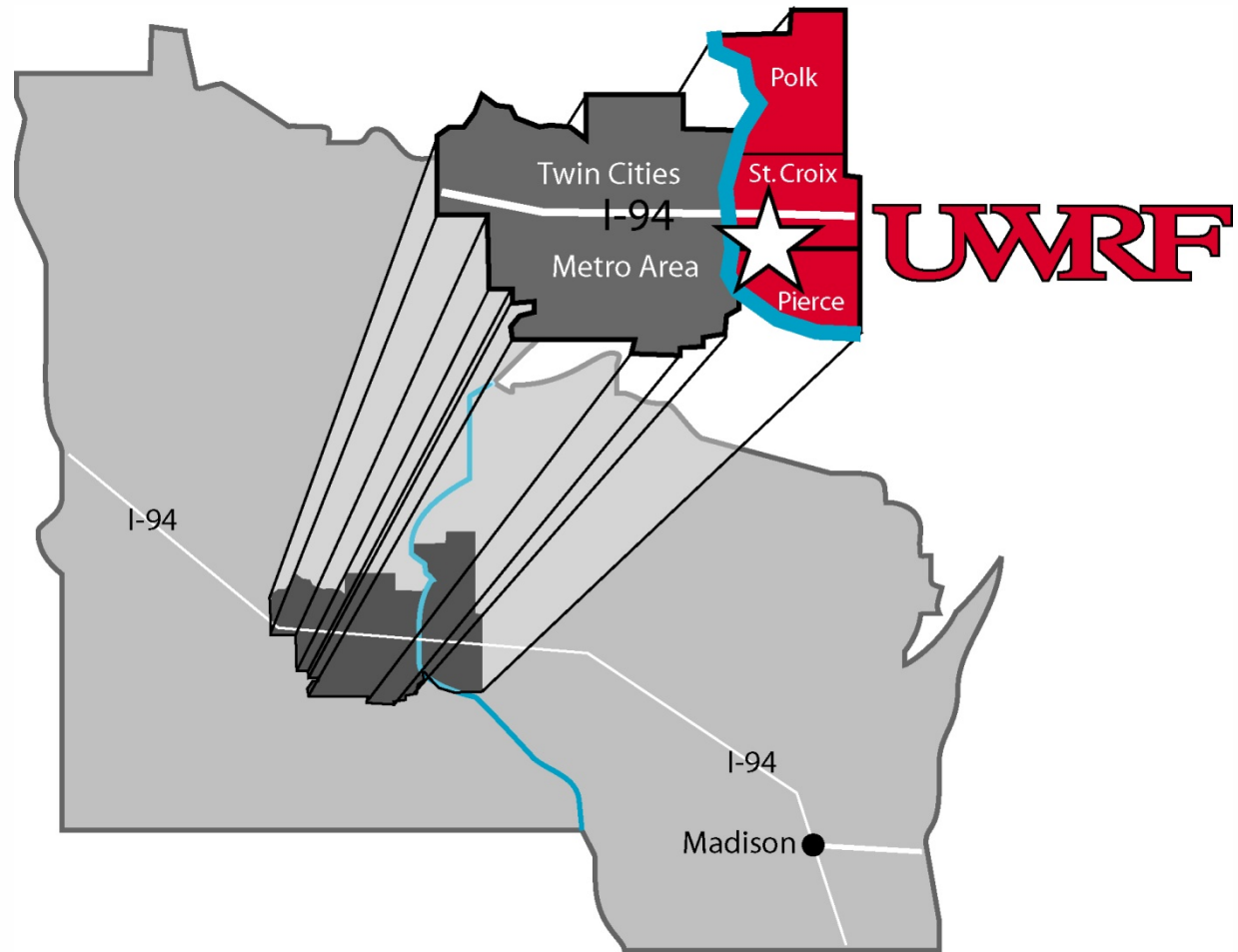
*the **power** of learning*

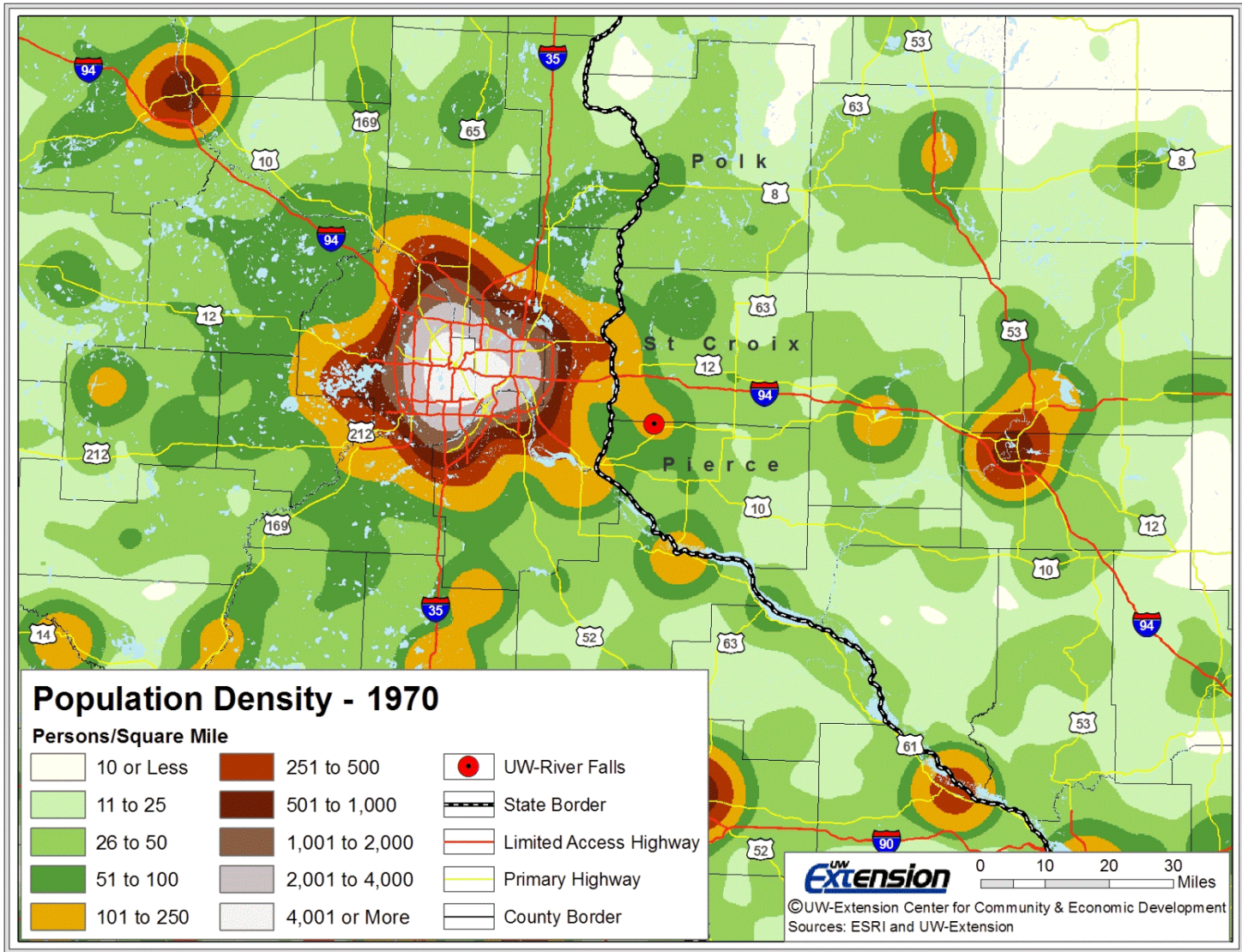
# *Living the Promise: A Collaborative Journey*

*Theresa Johnson, Chair,  
Town of St. Joseph  
Stillwater Bridge Mitigation  
Committee  
Western Wisconsin  
Intergovernmental  
Collaboration*









# *Living the Promise: A Collaborative Journey*

*Bill Rubin*

*Executive Director,  
St. Croix Economic  
Development Corpora*



Linking UW-River Falls  
to  
*Economic Development  
Opportunities*  
in the  
*St. Croix Valley*



UW-River Falls Launches the  
**S**mall **B**usiness **D**evelopment  
**C**enter

*SBDC Lends Expertise to  
Businesses & Residents  
in the St. Croix Valley*





SBDC is the Registered Agent  
for the new  
**ST. CROIX VALLEY Angel Network, Inc.**

*The Network Links 'Angel' Investors  
with development-stage,  
technology-based companies  
in need of capital (Equity)*



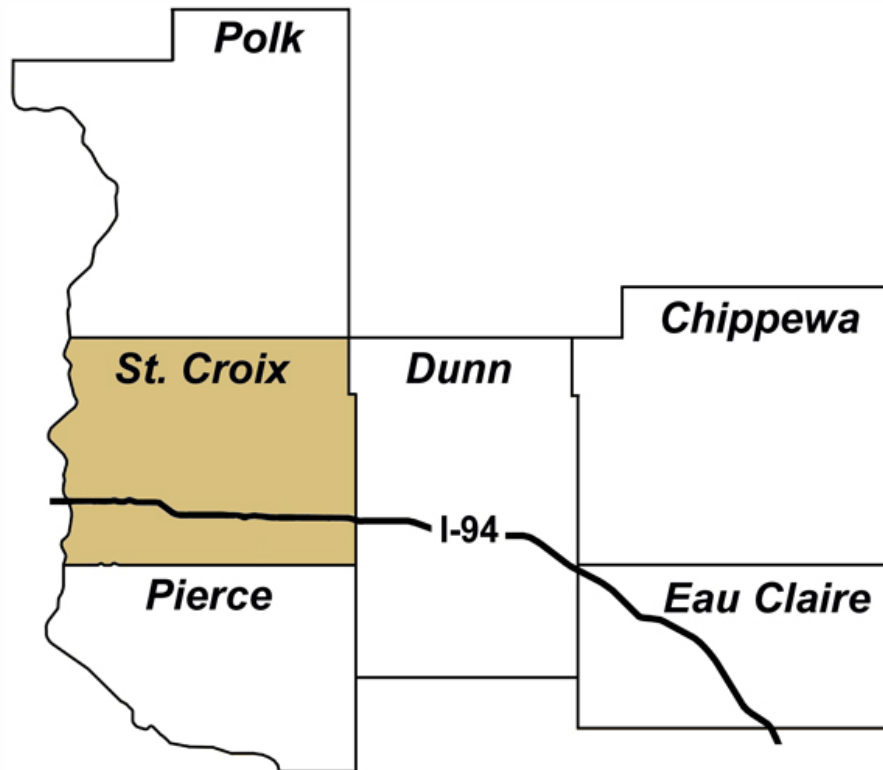
## UW-River Falls Assists St. Croix EDC

*Together, they took the lead with a  
Technology Zone Application  
(Incentive Program administered by Commerce)*

*High-Tech Companies Receive  
State Tax Credits following  
Capital Investment and Job Creation activities*



*A 6-County  
Technology  
Zone was  
created by  
Commerce  
and includes  
Polk, St. Croix,  
Pierce, Dunn,  
Eau Claire, and  
Chippewa  
counties*



*High-Tech Businesses Create High-Tech Jobs for the Region*



## UW-River Falls Survey Research Center

*Provides economically priced, statistically sound  
information gathering, including:*

*Survey Design  
Completing the Survey  
Data Entry  
Analyzing Results*



Work Products:

**West Central Wisconsin Talent Survey**  
*a guide to workforce and economic development  
efforts in the 9-county region*

**Downtown Parking**

**County Labor Surveys**

**Comprehensive Plan Surveys**  
(Businesses & Residents)

**Economic Impact of Tourism  
Along a National Scenic Riverway**



## UW-River Falls Center for Economic Research

*Mission: Assist and Encourage Research  
that supports Economic Development of  
the St. Croix Valley & CBE*



*The Center provides a web-based outlet for faculty, staff and student research efforts*

*Additionally, faculty, staff and students make presentations of their research in "Friday Seminar Series"*





## Building A Regional Coalition

# Governor's Business Council

Created

April 2007 by Executive Order



**Executive Order Serves as a  
Spring Board for  
West Central Wisconsin Discussions**

**An Organized Effort to Align  
Education, Workforce, Economic  
Development, Tourism, and Technology**

**Driving Forces: UW Campuses,  
Tech Colleges and County EDCs**



**'Counties building economic clout'**  
***"Effectiveness hinges on having  
regional status, leaders say"***

St. Paul Pioneer Press  
Sunday, August 19, 2007



# UW-River Falls is an Exceptional Partner

**Economic Development Endeavors**

**Outreach to Business**

**Faculty Involvement**



# *Living the Promise: A Collaborative Journey*



*John Potter,  
Executive Director  
Phipps Center for  
the Arts, Hudson*





## The Phipps Center for the Arts

Hudson, Wisconsin





UWRF faculty are frequent exhibitors and teachers

# St. Croix Valley Regional Tourism Alliance



Governors Arne Carlson and Tommy Thompson sign the Alliance's Incorporation papers

\$175K in bi-state promotional grants



Silver Medal Community Relations Programs and Projects



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION  
SUITE 400, 11 DUPONT CIRCLE, WASHINGTON, DC 20036-1261  
Phone: 202-328-5900 Fax: 202-387-4973



Technology Trailblazer Award





# 9-County Synergy Conference



**The Phipps and UWRF brought hundreds of regional leaders together in 2005 to discuss the challenges and opportunities of economic development**



# 'The Imperial Trans-Antarctic Expedition'



**Dr. Tim Baughman  
lectured on personal  
leadership during April  
2006 Inauguration Week  
activities**



## Crayola Dream-Makers Exhibitions



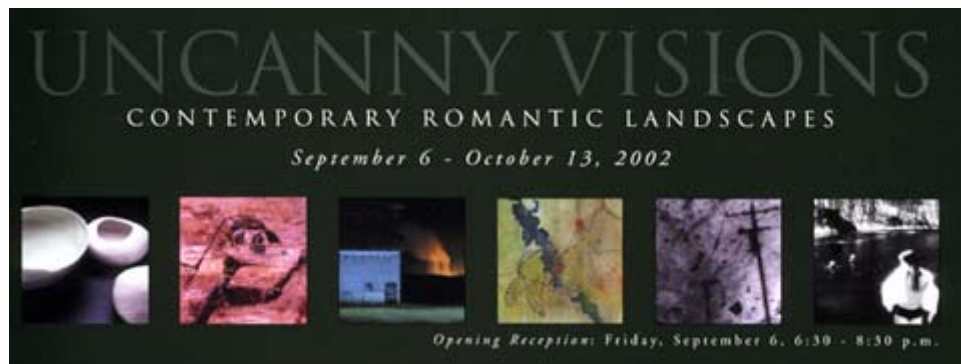
Millions of youngsters participate in the national 'Dream-Makers' artwork competition. Three times the Phipps and UWRF teamed to display Midwestern winners' artwork and to conduct workshops for aspiring young artists



# Community Fora Partners



St. Croix Valley Community Foundation  
 St. Croix Scenic Coalition  
 National Park Service  
 St. Croix National Scenic Riverway  
 Wisconsin Academy of Sciences, Arts, and Letters  
 Artreach Alliance, Arcola Mills, Stillwater, Minn.  
 St. Croix ArtBarn in Osceola  
 Hammond Arts Alliance  
 River Falls Community Arts Base  
 The Phipps Center  
 UW-River Falls



# Community Fora Topics

**2002: 'The Future of the St. Croix River Valley: Our Common Landscape'**

*Exhibition: "Uncanny Visions – Contemporary Romantic Landscapes"*

**2003: 'Views from the Barn Door: Our Changing Culture and Landscape'**

*Exhibitions: "Our Heartland – Contemporary Images of Rural Life and 'of the prairie,' "*  
*a UWRF studio printmaking project*

**2004: 'Better Together:  
The Experience of Place'**

*Exhibition: "The Experience of Place"*

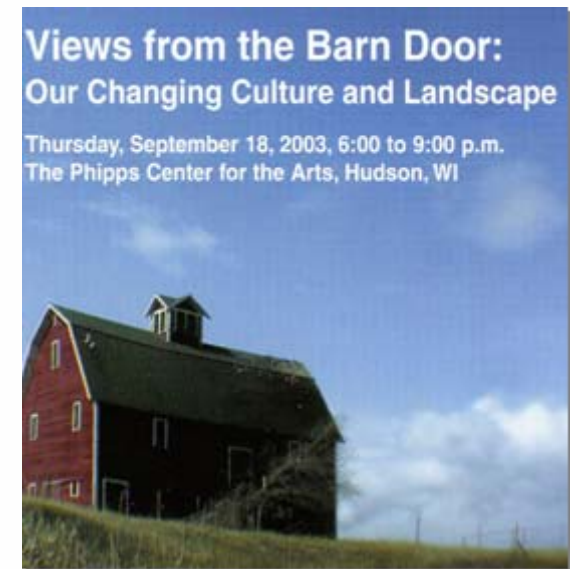


# Community Fora Topics

**2005: Forum and Exhibition:  
'Cultivating Community –  
A Place to Set Roots'**


**2006 and 2007: Programs,  
Exhibitions Theme: 'What We Need  
is Here – Encouraging Sustainable  
Communities'**

*Programs included the extremely popular  
public lecture, "Sustainability 101: Art,  
Form, and Function for a Sustainable  
Community"*



**WHAT WE NEED IS HERE ...**  
 Encouraging Sustainable Communities

Sustainability 201:  
 Local action for global results



with Dr. Kelly Cain  
 Professor of Environmental Science  
 & Management, UW-River Falls

Friday, March 30  
 6:30 – 8:30 p.m.  
 The Phipps Black Box Theater

ARTS



**WHAT WE NEED IS HERE ...**



Encouraging Sustainable Communities



Employing the arts to define a region's values and its residents' commitment to quality of place





The Phipps, UWRF faculty, students and community members collaborated to build art benches in Hudson







The art bench team members pose by their finished product



# The Arts Mean Business

In 2007 92 St. Croix Valley non-profit groups participated in a national survey on the economic impact of the arts



# *Living the Promise: A Collaborative Journey*

*Karwee Marshall  
UWRF Senior in  
Speech and Theater*



# Reflections of a UW-River Falls Partnership



# Upward Bound and Falcon Tutors



# Upward Bound



# Created and Powered By:



**Generating in our participants  
the skills and motivations  
necessary to complete high  
school and achieve a post-  
secondary education**







**Building lifelong friendships through  
educational opportunities**

*the **power** of learning*



The family you have away from home





**Opportunities  
to experience  
life outside of  
St. Paul,  
Minnesota**





# Critical thinking about the world around you

Project Ice Cube and Upward Bound Collaborate





Developing leadership skills through outdoor recreation and education at Pigeon Lake Field Station





**UW-River Falls students mentor Upward Bound students during the academic year and summer program**





As a team, we encourage each other to  
"Dare To Dream" about attaining college

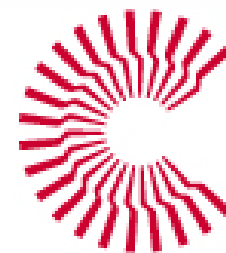


# Falcon Tutors





# Created and Powered By:



Wisconsin | **Campus Compact**



**Falcon Tutors was created to meet the need for tutoring services to students beyond the reach of our Upward Bound program**



Since Spring 2004

There have been over

**800**

Falcon Tutors



providing over

**20,000**  
hours

of tutoring and classroom help



To 4 target schools in  
St. Paul, Minnesota:

Eastern Heights Elementary

Highwood Hills Elementary

Washington Technology Magnet

Arlington High School





The Falcon Tutors receive valuable experiences in urban classrooms and multicultural education settings





**St. Paul Public target schools receive high quality tutors to assist in improving the academic achievement of St. Paul Public students**





**“The educators of tomorrow  
meet the students of today”**





# Reflections...





**“The best moment of this experience was the day my student found out he was moving to a higher level math class”**



**“I like that the Falcon Tutors arrive on a school bus. It has a symbolic meaning that they are here to learn as well.”**

**Dr. Mike McCollor, Principal  
Washington Technology Magnet Middle School**





**“I never would have imagined how awesome a feeling it is to help someone learn”**



**“The expansion of tutoring services to include all of our students is a logical evolution of our current partnership.”**

**Bill Dunn, Principal  
Arlington High School 1996 - 2005**





**“Having the students exclaim, ‘Wow, I am smart and I can learn this stuff.’ ”**





**“One student told me that when he turns 16 he is going to name his car after me.”**



**“Tomorrow belongs to the  
people who prepare for it today.”**

*Malcolm X*







**UWRF**

*the power of learning*



*the **power** of learning*