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!

This month, UW-River Falls celebrated a milestone in sustainability. In November, the University Center Information Kiosk became the first university center in the state of Wisconsin to run on 100% renewable energy.

With this new initiative, UW-River Falls continues to show its commitment to environmental stewardship. The kiosk is powered by a solar array and a wind turbine, providing a sustainable energy source.

Every year, the center's energy consumption is as follows:

- 2,000,000 pounds of paper used
- 1,000,000 pounds of food waste
- 1,000,000 pounds of electricity
- 1,000,000 pounds of water

These efforts not only help reduce the university's carbon footprint but also contribute to the local community.

It's only natural.

The renewable energy that powers this building is provided by River Falls Municipal Utilities in cooperation with the power supplier, WI PS.

Our sustainable energy sources, such as solar panels and wind turbines, are essential in today's world. They not only reduce the harmful emissions that pollute the air but also help the environment.

Renewable energy comes from sources like wind, solar, and geothermal power. These are a part of sustainable energy sources such as wind, solar, and natural gas. By supporting the use of renewable energy, UW-River Falls is helping to create a sustainable future.

Why not take the first step towards a cleaner energy future? Here are some ways you can help make it happen:

- Choose public transportation or carpool.
- Reduce, reuse, and recycle.
- Use energy-efficient appliances.
- Support renewable energy initiatives in your community.

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

Photo: UW-River Falls
Energy Center of Wisconsin
Campus Feasibility Study

- Evaluate campus efficiency, conservation & renewable energy potential
- Study underway
- Report due in December
Virtual Mapping Study suggests favorable winds in 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
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 Corporation
Linking UW-River Falls to Economic Development Opportunities in the St. Croix Valley
UW-River Falls Launches the Small Business Development Center

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
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

Technology Trailblazer Award
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
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

UNCANNY VISIONS
CONTEMPORARY ROMANTIC LANDSCAPES
September 6 - October 13, 2002
Opening Reception: Friday, September 6, 6:30 - 8:30 p.m.
Community Fora Topics

  
  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”*
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
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 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
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