



DAILY NEWS

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SPORTS

Girls soccer

KML tries to defend its state title, Kewaskum counts on seniors and Living Word has a new coach ▶ Page B1

Housing project fits bill downtown

Experts say the proposed development is best suited for area

By DAVE RANK
Daily News Staff

River Bluffs Townhomes or a housing project similar to it is the most likely development that can be expected for the vacant field on Wisconsin Street in downtown West Bend, local development experts contend.

Real Estate Equities Development LLC of St. Paul, Minn., wants to build a nine-building, 36-rental unit project on that 2.5 acre site east of the Eisenbahn Trail, which once was an industrial railroad yard.

Concept drawings of the project give River Bluffs the appearance of separately-owned townhouse condominiums.

Housing is almost assuredly what will be built there, said John Capelle, director of West Bend's Department of Community Development. Market reaction to the size and location of the site, environmental

Inside/A7

Neighbors have mixed feeling about project
Who is Real Estate Equities Development LLC?

constraints and the need to create tax revenue from the city-owned Tax Incremental Financing (TIF) District 5, which includes Wisconsin Street, all indicate that is true, he said.

And if it's not River Bluffs, what would be built probably will look very much the same, he said. "The site is what it is. There's only so much space you can build on."

Opposition to the project has been raised by residential neighbors east of Wisconsin

Please see PROJECT/A7

River Bluffs Townhomes

Project: Nine buildings with 36 rental townhouses.

Developer: Real Estate Equities Development LLC, St. Paul, Minn.

Architect: Pete Keely, Collage Urban Design Studio, St. Paul, Minn.

Location: Wisconsin Street east of the Eisenbahn State Trail, in West Bend's Tax Incremental Financing (TIF) District 5.

Development cost: \$7 million, equity raised in part through the sale of federal tax credits offered by the Wisconsin Housing and Economic Development Authority.

Rental units offered: Separate entrances, tuck-under parking garages; average construction cost, \$185,000.

each;
■ 12 three-bedroom, 1,300 square feet;

■ 8 four-bedroom, 1,500+ square feet.
Monthly rent ranges: (Considered current market prices. Utility costs additional. Rents not subsidized.):

■ Two-bedroom, \$650 to \$720;
■ Three-bedroom, \$740 to \$850;
■ Four-bedroom, \$850 to \$935.

Eligible tenants: Families with incomes around 50 percent and 60 percent of the median annual household income in Washington County, approximately \$20,000 to \$50,000. This restriction remains for at least 15 years as part of the federal tax credit use agreement.

Source: Real Estate Equities Development LLC.

Man faces felony in woman's OD death

He's accused of giving her fatal dose of heroin

Daily News Staff

A 24-year-old Richfield man faces a felony charge of first-degree reckless homicide in the death of a 28-year-old West Bend woman on March 11.

Michael A. Cacchione was charged in Washington County Circuit Court on Thursday in the death of Courtney M. Broeckel. Broeckel's death was caused by acute heroin intoxication, according to Washington County Medical Examiner Kelly McAndrews.

Cacchione allegedly gave heroin to Broeckel "so she would feel better," and she died at her home hours later, according to a criminal complaint.

Earlier on March 11, Cacchione reportedly met Broeckel at a Richfield day car center in Hubertus where she worked and drove away in a car with Broeckel and her two daughters. Cacchione allegedly gave heroin to Broeckel before driving away in another vehicle with one of Broeckel's daughters.

That evening, Broeckel, her 7-year-old daughter and her brother were watching television at Broeckel's home when she fell asleep. About two hours later, the brother was unable to wake Broeckel and called for a rescue squad. Broeckel was pronounced dead at the scene, the complaint stated. Her body was taken to the Waukesha County Medical Examiner's office where an autopsy was conducted.

Cacchione allegedly told police that he cooperated with the investigation because he believes his source for heroin is providing bar heroin that is hurting Washington County residents, the complaint stated.

If convicted, Cacchione faces up to 40 years in prison, a \$100,000 fine or both. He is being held in Washington County Jail on a \$50,000 cash bond.

Cacchione will make his initial court appearance on April 14.



Jill Badzinski/Daily News Staff

Lyn Falk, left, discusses a widow display with Kim White outside of Ooh La La Accessories in downtown West Bend Thursday. Falk's company, Retailworks Inc. of Theinsville, redesigned display windows at five downtown businesses under a grant from the Wisconsin Main Street Program.

WINDOW DRESSING

Local businesses get advice on making the most of displays

By JILL BADZINSKI
Daily News Staff

Here's a surefire way to get under Lyn Falk's skin.

Compliment a window display she's been working on and tell her it will look great in fall.

And say it when Easter is still in your rearview mirror.

Cringe.

For a business' window display to be effective, it must be changed quarterly at the least, monthly would be better – and individual items ideally should be swapped every few days, said Falk, president of Retailworks Inc., a Theinsville-based design firm.

Falk and two of her colleagues spent Wednesday and Thursday in downtown West Bend offering advice and reworking window displays at five businesses. The visit was funded by a grant from the Wisconsin Main Street Program, a division of the Department of Commerce, and coordinated by the Downtown West Bend Association.

Attractive window displays can be a business' most effective calling card, Falk said.

"At the least, they should attract attention and be a conversation piece," she said. "A window isn't working if no one notices what's in it."

For retail stores, a well-planned window display can increase foot traffic into a business by about 20 percent, Falk said.

"If you have a well-lit, really fun display, 40 percent more people might recognize a store, they

might go in," Falk said.

For a service business, a display can raise awareness and provide valuable information about services offered, which also could lead to more customers, she said.

"Even before someone walks through a doorway, a window will help a potential customer decide it's some place they want to go," said Downtown West Bend Executive Director Josephine Minsky.

To help business operators get into the habit of changing their displays, Falk suggests creating a calendar to designate change-out days and potential themes.

Reworking a window display can take anywhere from an hour or two up to a day depending on what are tasks are required of the business operator on any particular day.

Please see WINDOW/A7

5 tips for designing a window display

1.) Lighting. A four-foot track light on a timer will make a window display pop during the day and at night.

2.) Change, change, change. Just because you like a window display doesn't mean you should keep it forever. Change it at least quarterly and, ideally, monthly.

3.) Attract attention. A display doesn't have to be too literal. As long as it catches an eye, it's doing its job.

4.) Signage. Incorporate clean, easy-to-read signs to help customers learn more about your business, particularly if it's service-based.

5.) Experiment. You won't know if something works until you put it in a window. Don't be afraid to modify it if you don't like it.

Boltonville man retires after 61 years in the insurance biz

Norbie Dettmann also served years on County Board

By LARRY HANSON
Daily News Staff

BOLTONVILLE — When Norbie Dettmann started selling insurance in 1949, it was all he considered doing.

So, last week, when he wrapped up a 61-year career with American Family Insurance, he wasn't as impressed with his longevity as others are.

"Sure," he said when asked if he imagined selling insurance six decades after he started. "My dad was an agent when the company started (in 1927). As a child running around the house, they could only sell



— Norbie Dettmann

"I felt I was an agent of customers firstly and the company secondly."

farm with only 40 acres of workable land."

During World War II, he was ruled ineligible for service because of an enlarged heart and because he was color blind.

"I really wanted to be a farmer and I helped my father from '47 on with the paperwork," Dettmann said.

"Then when '49 came along, American decided to go with life insurance and my

dad said, 'Norbie, why don't you get a license?' There was nothing different. There were no jobs for me."

Now 86, Dettmann plans to spend his time working with a handful of clients he still has with Wilson Mutual and looking after his wife Louella, who was admitted to a care facility just eight days before his retirement.

"I'm not a Bible-reading person, but I attend church

Please see DETTMANN/A7

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FROM THE FRONT

Project: Housing is best fit downtown, experts say

Street, local businesses and some city aldermen.

But those objections come from a misunderstanding over the developer's use of federal tax credits to help finance the project, said Andrew Schaefer, vice president, development, for Real Estate Equities.

Those tax credits, provided through the Wisconsin Housing and Economic Development Authority (WHEDA), will raise money to help build the townhouses, Schaefer said.

Real Estate Equities plans to sell those federal tax credits to corporate investors to raise equity it needs to build River Bluffs, Schaefer explained. The investors get to use the tax credits for 10 years. Real Estate Equities is required to rent the 36 units to tenants who have incomes between 50 percent and 60 percent of the median annual household income in Washington County, following certain rental price requirements to assure affordability.

The county's median annual household income is \$64,733, according to the U.S. Department of Agriculture's Economic Research Service.

However, tenants would receive no rental subsidies to live in River Bluffs. Rental prices would be at fair market levels, Schaefer said, albeit limited by WHEDA requirements for affordability.

He described River Bluffs as a quality project providing "work force housing."

Developing identity

Real Estate Equities Development LLC is a real estate firm that focuses on multi-family housing, townhouses and senior cooperatives. Headquartered in St. Paul, Minn., it has more than 30-years experience in all phases of those projects plus vacation home and time-share ownership development and management.

Real Estate Equities has developed, owned and operated more than 90 housing projects with more than 10,000 housing units in Iowa, Minnesota and Wisconsin. It also has developed 14 time-share luxury homes in Paris, New York and the Turks and Caicos Islands.

Real Estate Equities is a member of the National Multi-Housing Council and the Minnesota Multi-housing Association.

Source: Real Estate Equities Development's Web site, www.reeliving.com.

The use of federal tax credits comes out of the same 1986 federal tax act that established other financial incentives for private developers to build apartment buildings, said John Capelle, director of West Bend's Department of Community Development.

The intent of that federal tax act was to promote the availability of affordable multifamily housing around the country, Capelle said. Tax credits is one program offered through that act.

WHEDA-regulated federal tax credits have been used three times before in West Bend, said Mayor Kristine Deiss, for the conversion of the former Enger-Kress building into the River Bend Senior Village apartments on the west side of Wisconsin Street, the development of the Amity Apartments on South Main Street and the apartments on Weinert Road west of the West Bend High Schools.

None of those apartment complexes offer subsidized rent.

Arbor Community Apartments, the city-run Meadowbrook Manor senior housing, and University Apartments, all were built in the 1970s using federal Housing and Urban Development funding, Capelle said, a different program. Those housing sites offer directly subsidized rent for low-income tenants. Other such subsidized-rental properties are sprinkled throughout the county.

TIF District 5 was created by the city in 1998 to help develop former industrial land, Capelle said. It was always seen as a mixed residential-commercial area, he said.

The first redevelopment project to go into the district was the WHEDA-backed River Bend Senior Village, which offers 52 one- and two-bedroom apartments for independent seniors.

Also in the district is the Binkery Restaurant, on the northwest corner of Wisconsin and Water streets, now being readied for its reopen-

ing, and the Westbury Bank building on the northeast corner of South Main and Walnut streets. (TIF districts tend to have rather gerrymandered borders).

Harris Bank owns vacant property in the district on East Washington Street.

Development generates the tax revenue that repays the city for its infrastructure investments in a TIF district, Capelle explained.

"This TIF has not have that much development on it for a number of years," said Alderman Michael Schlotfeldt, a member of the West Bend Plan Commission. "Numerous feasibility studies say it's not feasible to put commercial there (on Wisconsin Street)."

"It has been difficult, at best, to generate any retail for that site," said Curt Pitzen, senior vice president-industrial for MLG Advisors, Brookfield, the real estate marketing firm the city hired to market downtown TIF properties. "Site constraints alone restrict this from becoming retail."

Pitzen considers River Bluffs "a bird in the hand" situation as far as marketing the site goes.

So the question is not whether the Wisconsin site should be housing or commercial, Capelle said, but whether River Bluffs or a different multi-unit housing development is built there.

Time will tell if Real Estate Equities can convince enough people its project is the right one for Wisconsin Street.

OBITUARIES

Elaine B. Wilson, 81

Elaine B. Wilson (nee Warmbier), 81, of Milwaukee went to be with her Risen Savior on April 7, 2010.

She was the beloved wife of the late Kenneth Wilson. Dear mother of Glen (Deborah) Wilson, Julie (Marvin) Braun, Dale (Debbie) Wilson and Roger (Catherine) Wilson. Grandmother of 11 grandchildren and great-grandmother of five great-grandchildren. Further survived by other relatives and friends.

Elaine was a member of Loving Shepherd Evangelical Lutheran Church, Milwaukee, and a former member of Trinity Evangelical Lutheran Church, West Bend.

Funeral services will be Saturday, April 10, at 3 p.m. at the Harder Funeral Home, 18700 W. Capitol Drive, Brookfield. Visitation will be at the funeral home from 2 p.m. Saturday until time of the service.

In lieu of flowers, memorials would be appreciated to Trinity Evangelical Lutheran Church, 1268 Pleasant Valley Road, West Bend, WI 53095, or to Loving Shepherd Evangelical Lutheran Church, 3909 W. Clinton Ave., Milwaukee, WI 53209.

The Harder Funeral Home is serving the family. Online condolences and move information at www.harderfuneralhome.com.

REAL ESTATE TRANSFERS

D & G Sod LLC to TME Investments LLC, Highway 45, town of Barton, \$52,500.

Robert J. and Sheryl L. Kerhin to Larry D. Raether Trust et al, St. Augustine Road, town of Erin, \$161,900.

Strawberry Glen Development LLC to SG Development of Jackson LLC, Strawberry Glen Drive, town of Jackson, \$500,00.

Appellation Ridge LLC to Brookstone Homes Inc., Oak Knoll Drive, town of Jackson, \$66,900.

Appellation Ridge LLC to Brian J. and Cynthia K. Roebler, Oak Knoll Drive, town of Jackson, \$66,900.

MIN Holdings Inc. to SG Development of Jackson LLC, Strawberry Glen Drive, town of Jackson, \$600,000.

Gail M. Noe and Gail M. Heinzen to Regina M. Mahloch et al, 2560 Bobolink Drive, town of Jackson, \$190,000.

Roebke Trust to Randall W. and Lisa M. Cranney, 1254 Paradise Drive, town of Trenton, \$288,000.

Blaine Delzer to Mark R. and Rebecca J. Herdeman, 6870 Beck Lane, town of Trenton, \$190,000.

Orville and Marie Strachota to Thomas G. Strachota, Mohawk Road, town of Wayne, \$260,000.

Richard R. and Audrey C. Kirchoff to Daniel J. Stewart, N124 W12525 Lovers Lane, Germantown, \$245,000.

Deutsche Bank National Trust Co. and Long Beach Mortgage Loan Trust to Gerald E. Persik, W160 N9909 Colonial Drive, Germantown, \$85,000.

Michael T. and Nicole K. Tetting to Matthew R. Schiewe, N98 W16104 Concord Road, Germantown, \$142,900.

John P. and Ellen M. Fier to James A. Petersen et al, N160 W18903 Oakland Drive, Jackson, \$165,000.

Bank of New York Mellon Trust etc. to Joshua J. and Kellie S. Frigge, 855 Prairie Gardens, Kewaskum, \$95,500.

Dennis J. and Kathryn C. O'Keefe to Korry J. Vorndran et al, 4780 Mallard Court, Richfield, \$421,500.

Linda Yarmark and Linda Byrtek to Timothy A. Krause, 3431 S. Shore Drive, Richfield, \$89,900.

Paul G. and Kathleen Pankow to Jason A. Peters, 3381 Mount Lane, Richfield, \$199,300.

US Bank National Association and WAMU Mortgage Pass-Through Cert. to Brett A. Feldmann et al, 430 Preserve Way, Richfield, \$358,800.

Janet Lee Berzowski to Brandon and Allison M. Ring, 135 E. Lake Lane, Richfield, \$475,000.

Vince C. and Pamela J. Valoe to Jessica M. Falkiewicz, 4054 Maple Grove Drive, Richfield, \$192,500.

Becky E. Cain to Sherrie L. Meyerpeter, 549 Slinger Road unit K-2, Slinger, \$125,000.

Benton Land & Development LLC to Stephen G. and Rachel M. Blonski, 424 Cedar Crest Lane, Slinger, \$256,300.

Darrell F. and Mary Ann

Roebker to Jason R. Roebker, 218 Park Ave., Slinger, \$140,000.

David M. and Lee Ann R. Lau to Sheri L. Schwelling, 19 Acadia Ave., Hartford, \$220,000.

Lorayne H. Gross to John R. and Darleen M. Oberg, 1136 Kennedy Drive, Hartford, \$178,000.

Banana Properties LLC to Christopher M. Poehnell, 400 Wheelock Ave., Hartford, \$166,000.

Hartford Land Development LLC to Andrew T. and Karen S. Lim, 52 Rushmore Lane, Hartford, \$188,000.

JPMC Specialty Mortgage LLC and WM Specialty Mortgage LLC to Ljubo Mutic, 770 Timberline Trail, Hartford, \$68,000.

James C. and Joanne D. Kiesow Living Trust to Reed Cartwright et al, 907 E. Kilbourn Ave., West Bend, \$170,000.

ML/SS LLC to Michael J. and Chanda R. Doll, 1314 Carla Lane, West Bend, \$212,000.

Colleen M. Grabko and Colleen M. Sullivan to Paul D. Albrecht, 450 N. Silverbrook Drive, West Bend, \$117,000.

Joseph M. and Cathleen M. Skibbie to Torrin T. Santy et al, 1321 N. 10th Ave., West Bend, \$152,500.

Alfred P. Bauer to Kenneth L. and Sandra J. Asselin, 779 Foxtail Court, West Bend, \$71,500.

Genevieve A. Bauer to Kenneth L. and Sandra J. Asselin, 779 Foxtail Court, West Bend, \$71,500.

Carol Jean Vos to Stephen D. Anderson and Karl L. Lehmkuhl, 742 Riverview Drive, West Bend, \$136,000.

MLG/West Bend LLC to William Ryan Homes Wis. Inc., Creekwood Drive, West Bend, \$79,000.

MLG/West Bend LLC to William Ryan Homes Wis. Inc., Creekwood Drive, West Bend, \$79,000.

MLG/West Bend LLC to William Ryan Homes Wis. Inc., Creekside Place, West Bend, \$60,000.

MLG/West Bend LLC to William Ryan Homes Wis. Inc., Creekside Place, West Bend, \$60,000.

U.S. Bank National Association and TBW 2006-2 to Melissa Medrow et al, 1406 Fond du Lac St., West Bend, \$85,500.

Cory A. and Kimberly B. Welak to Linda M. Olson et al, 2100 Miller St., West Bend, \$147,900.

Sherburn and Barbara Amdt to Joseph M. Skibbie et al, 1247 Firethorn Drive, West Bend, \$224,900.

Kristian M. and Joseph J. Smith to Robert J. Lemay et al, 1604 Annie St., West Bend, \$162,000.

John R. and Jane A. Abel to Jimmy J. Ingman et al, 696 S. Seventh Ave., West Bend, \$159,000.

Deutsche Bank National Trust Co. and Impac Security Assets Corp. etc. to Melanie A. Powers, 1077 Birchwood Drive, West Bend, \$157,500.

LOTTERY

Thursday WISCONSIN SuperCash: 4-5-8-20-31-36; Doubler: No
Pick 4: 0-8-3-5
Pick 3: 4-6-4
Badger 5: 1-5-23-24-29

ILLINOIS
Pick Three-Midday - 1-0-6;
Pick Three-Evening - 5-0-9;
Pick Four-Midday - 0-0-6-1;
Pick Four-Evening - 7-9-5-7;
Little Lotto: 5-12-14-21-28.

Neighbors have mixed feelings about housing

By DAVE RANK
Daily News Staff

Current and soon-to-be neighbors have mixed feelings about the possibility of River Bluffs Townhomes being built on their block.

"In my opinion, a nice mix of residential and commercial would be a good thing," said Shawn Graff, executive director of the Ozaukee Washington Land Trust, which in March moved into its new offices located in the renovated West Bend Train Depot on the Eisenbahn Trail.

The proposed \$7 million River Bluffs development would be constructed on 2.5 acres a few hundred feet east of the depot. The project's developer is using federal tax credits through a Wisconsin Housing and Economic Development Authority (WHEDA) program to help

raise capital for the project, which requires River Bluffs to provide affordable housing for families earning less than the median annual income in Washington County.

That has some people questioning if a so-called "low income" housing project belongs downtown.

"I have no fear as long as it's done well," Graff said. "It it's thoughtfully done and quality architecture, I think it will bring people downtown."

Deb Anderson is manager of the River Bend Senior Village apartments located at 151 Wisconsin St. across from the proposed River Bluffs site. The same federal tax credits program offered through WHEDA was used in 2000 to convert the former Enger-Kress offices and leather goods production plant into River Bend.

"We're still a WHEDA project," Anderson said. "If (River Bluffs) was for senior housing, I'd have to consider it competition. But it's not. It's for families. I love the layout. I love how the housing looks."

She said that the fact River Bluffs is being called affordable housing should not be seen as a negative. Like her senior housing apartments, River Bluffs will conduct thorough background checks on potential renters. "We have responsible tenants," Anderson said. "I never have late payments."

She said she hoped the misconceptions about affordable housing that have surfaced with the discussion on River Bluffs does not adversely affect River Bend Senior Village. "We've worked very hard to build a good reputation in the community."

Just this week Anderson

was elected a West Bend alderman.

"I'm not worried about it at all," she said of the River Bluffs proposal. "I can understand how people would prefer commercial (development) there, but it being affordable housing is not a valid argument against it."

The Museum of Wisconsin Art plans to build its new home on Veterans Avenue west of the Eisenbahn Train and within sight of the proposed River Bluffs property. Tom Lidtke, executive director is taking a wait and see approach to the project.

"It all depends on how well something is built," he said. "It has more to do with good urban design than with who the occupants are."

Owners of the Binkery Restaurant, located south of the proposed River Bluffs site, were not available for comment Thursday.

Dettmann: Closing the books on 61-year career

and all that stuff," Dettmann said. "I changed the Holy Spirit to divine intervention. That's something I can understand. Everything happens for a reason. Why did I pick March 31 to retire and why did my wife have to be hospitalized, probably forever? Even if she does come home, she'll need a lot of help and I be a full-time caretaker for her."

Dettmann met the former Louella Brott through her sister, who was a client in 1959, and ended up going on a blind date and playing

cards most of the night.

He gets a twinkle in his eye when talking about meeting his future bride.

"I didn't have date for 12 or 15 years," Dettmann said. "Marriage was not anything (I was thinking about). I was 35. I was destined to be a bachelor farmer. I knew her sister and I kind of liked her personality. I always figured if I got married ... she wouldn't be too good looking. Here she was and she was so pretty. I knew it. When I got her home, her dad was going to work."

Despite not having a cell phone or a computer, Dettmann was able to thrive as a salesman even in recent years.

"When a person calls me, they talk to the agent," said Dettmann, who worked out of the basement of his modest two-story home in Boltonville.

It was an enjoyable career for Dettmann, who served on the county board for 23 years and on the soil and water district.

"I was never a top salesman," Dettmann said. "I

never won any trips, but if you ask any of my customers, they'll say they'll never get another agent like me because they can call on Saturday, Sunday, and I tell them to do it."

To Dettmann, he wasn't really working all these years.

He was serving his friends and neighbors.

"I enjoyed the visiting with people," Dettmann said. "I enjoyed it. I never really solicited. I felt I was an agent of customers firstly and the company secondly."

Window: Planning can improve customer traffic

"With small businesses, the number one reason people say they don't make a change (to a window display) is because they don't have time," she said. "But it really is a good use of their time because it can directly help their business."

The second most popular reason is that it costs too much money. Not true, said Kim White, a Retailworks Inc. display artist.

"We recommend doing things as inexpensively as

possible," she said.

Merchants should be sure to incorporate items they sell and, if needed, should try to borrow merchandise from other neighborhood retailers in exchange for signage, Falk said.

Second-hand and thrift shops are also good hunting grounds for props.

For Angie Mangold, patient relations director at Mangold Center for Family Health & Wellness, the pro-

fessional advice was a great help. The Mangold Center, a medical office specializing in personalized patient care, has large windows in the front of the Centrum Building, but could use help on ways to use them more effectively.

"I'm open to all ideas," she said.

Falk and White created three unique displays, one focusing on outdoor activities and allergies, another featuring medical items and

a third with information about the business.

While all displays a business should be cohesive, they can also be independent, White said.

"We like to treat them all individually," she said. "They don't need to be in total concert with one another. Instead, colors and signage can tie them all together."

Official: UW degree goal means new approaches

FOND DU LAC (AP) — Reaching a new goal to graduate 80,000 more students in the next 15 years will require more paths to degrees, improved retention rates and higher enrollments, the University of Wisconsin System's top academic official said Thursday.

The strategies will include adding three-year degree programs on several campuses, increasing the use of online courses, and luring back adults with

some college credits to finish, UW System senior vice president Rebecca Martin told the Board of Regents.

"This is aspirational — but also, we believe it's possible," she said of the goal as the regents kicked off a two-day meeting at UW-Fond du Lac.

The regents who govern the system of 179,000 students said they were excited about the goal announced Monday to increase the number of two- and four-

year degrees issued by 30 percent by 2025.

Martin said the UW System enrollment would climb to 196,000 by fall 2015, with a focus on adding adult students, minorities and low-income students.

She said the success of pre-college programs such as the Wisconsin Covenant will be critical to increasing the number of students prepared for college, allowing under-represented populations to enroll in greater numbers.

2010 Full Color BUSINESS & SERVICE Directory

The Daily News will be publishing a full color, 24-page signature business & service directory. This convenient directory will be something readers will have right at their fingertips! It's a great way to introduce your new or existing business to new customers.

To place your Full Color ad in the June 16th book, call

Joanie Rosewicz, Special Features Representative
Phone: 262-670-1541 • Fax: 262-670-9456 • Email: jrosewicz@conleynet.com

SIGN UP FOR OUR FALL DIRECTORY AND RECEIVE A 10% DISCOUNT!