

UW Colleges Convocation Address
By Brad Hansen, President and COO
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UW-Fox alumnus
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I was invited by Chancellor Wilson to speak to you today about how my UW Colleges' experience prepared me for my career journey where I find myself today as president and chief operating officer of Heartland Business Systems and Avastone Technologies. Heartland is a rapidly growing \$55mm IT company based in the Fox Valley.

I attended UW Fox in the early 1980s and took courses that prepared me for either an engineering or computer science baccalaureate. While at UW Fox I was able to work for a fairly young and rapidly growing high technology company, Plexus, which is now publicly traded with worldwide operations.

At UW Fox my classmates and I received personal attention and sincere interest from the instructors to a level that I would expect today from an expensive and small private college. The enthusiastic and highly skilled UW Fox instructors set the bar high and fueled my interest in becoming everything that I could possibly become in college and in my career. Not only did the instructors set high expectations, but they provided the tools to succeed which provided me with a great source of confidence.

Following UW Fox I graduated from UW-Oshkosh with a degree in computer science and started my career path to eventual executive leadership. A vital component of my success as a leader was what I learned from my UW Fox instructors who not only taught me important college coursework, but taught me how to set the bar high for my employees while giving them my personal attention, sincere interest and the tools to succeed.

These vital components for success are still the heart and soul of the UW Colleges' instructors, faculty and staff from Chancellor Wilson on down through this fine organization. Provided that the UW Colleges and I continue to deliver this basic principle, we will both continue to be successful.

I thank Chancellor Wilson for giving me this opportunity to speak to all of you today.