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Homecoming Hustle leads to endowed scholarship

PLATTEVILLE, Wis. – More than 250 University of Wisconsin-Platteville students, alumni, faculty, staff and community members gathered together to participate in the annual Homecoming Hustle on Oct. 14. Unlike previous years, this year’s event was held in memory of UW-Platteville alumni Kirk U’Ren and Jennifer Steiner, who passed away in a tragic car accident in February.

Along with sponsorships and donations, proceeds from the hustle were used to create the Kirk U’Ren and Jennifer Steiner Memorial Scholarship, which has raised more than \$28,000. Donations and pledges will fully endow the scholarship, allowing one UW-Platteville student to receive a \$1,000 scholarship each year.

“Kirk and Jenni were always helping others and this allows them to continue to help UW-Platteville students achieve their academic and career goals,” Dr. Chuck Steiner, a UW-Platteville agribusiness professor, director of Pioneer Farm and sister to Jennifer, said.

The UW-Platteville Alumni Association was proud to sponsor and coordinate the Homecoming Hustle in the couple’s memory and is thankful for the support from the UW-Platteville community, Steve Ramig, Development and Alumni Engagement executive director, said.

“The UW-Platteville Alumni Association’s Homecoming Hustle united alumni and friends to support the U’Ren and Steiner families,” he said. “It’s because of their generosity and support that this scholarship will become permanently endowed. This wouldn’t have been possible without them.”

Despite rainy conditions, the UW-Platteville community rallied together to provide the funds necessary to provide a scholarship that will impact the lives of many students. In total, the Homecoming Hustle raised more than \$8,000 from participant registration. Nearly \$20,000 was donated to the scholarship fund, which includes a notable \$10,000 pledge from accounting and advisory firm Baker Tilly, Jennifer's previous employer.

"The amount of comfort and support we received throughout this tragic ordeal has been truly amazing," Steiner said. "This event was a great way to honor Kirk and Jenni and celebrate their lives."

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