
**Memorial Resolution of the Faculty of the University of Wisconsin-Madison
On the Death of Professor Emeritus Thomas Schomisch**

Professor Emeritus Thomas P. Schomisch, age 70, passed away peacefully with his family by his side on Sunday, January 4, 2015, in Madison.

Tom, the oldest of four children, was born to Sergeant Paul and Jeanette Tollefson Schomisch at Camp Grant, Rockford, Illinois, on June 5, 1944, while his father served in the Army Medical Corp. He grew up on his family's dairy farm in Kiel, and graduated from St. Gregory High School, St. Nazianz, Wisconsin, in 1962.

After earning a B.S. degree in dairy science (1966) and M.S. degree in agricultural journalism (1967) from the University of Wisconsin-Madison, he was named the first director of Public Relations for Lake to Lake Dairy Cooperative, Manitowoc. In 1974, he accepted a position with the UW Center of Cooperatives, UW Extension on the UW-Madison campus, where he developed education programs for cooperative directors, employees and managers.

Upon completing a Ph.D. in mass communications in 1983, he joined the faculty of the U.W. Agricultural Journalism Department, now the Department of Life Sciences Communication. Professor Schomisch taught advertising, market research and marketing campaign courses. His colleagues elected him department chair in 1999. He retired in 2004.

He served as advisor for the National Agri-Marketing Association student chapter for 17 years. During his tenure, the NAMA chapter won the Outstanding Chapter award nine times and was a finalist in the marketing plan competition six times. The College of Agricultural and Life Sciences recognized his work with students, naming him Outstanding Student Advisor in 1996. Professor Schomisch was named Outstanding National NAMA Advisor in 1997 and 2003. Tom devoted his career to communication and cooperatives. He was elected and reelected many times as a member of the board of directors of Group Health Cooperative and served for 37 years. He served on the board of the Farm Credit Associations for 14 years. The Wisconsin Federation of Cooperatives awarded him its Cooperative Builder Award for lifetime service to cooperatives in 2005.

Beyond his work, Tom was an active member of Madison West Kiwanis and an alumni director for Alpha Gamma Rho Fraternity. An avid golfer, Tom served on advisory boards for Hawks Landings and University Ridge golf courses. He enjoyed cheering for the Badgers, Packers, Brewers, and Bucks.

He is survived by his wife of 48 years, Gail; and daughters, Kathleen (Michael) Jensen and Kristin (Christopher) Passaro; grandchildren, Amanda and Tyler Jensen, Isabella and Carmella Passaro; sisters, Carol (Ken) Spitz and Helen (Tom) Kroening; and brother, Don; and many nieces and nephews. He was preceded in death by his parents, Paul and Jeanette Schomisch.

Respectfully submitted:
Larry Meiller