

BOB BRECKLIN

Bob will be a twenty-year veteran at UW-Whitewater this coming September and he has worked all of those years in the parking services area. He initially worked in Police & Parking Services – better known as “Campus Security” and located in a small house just to the east of Upham Hall (the house was later torn down to make more space for parking). When police services split from parking services, Bob relocated to the newly constructed Visitor Center by the Starin Road parking lot. He has been in Visitor and Parking Services for the past eleven years. Prior to his employment at UW-Whitewater, he worked fourteen years for the Department of Transit at UW-Milwaukee.

Bob has three children who are all grown and out on their own. His oldest daughter, Jessica, is 28 and has a degree in math and actuarial science. She works for Northwestern Mutual in Milwaukee. She and her husband, Andy, have been married almost three years. Andy is a member of a band called Spiral Trance and you can find the band’s latest music on YouTube. (Bob doesn’t mind throwing in a little promo here.) Bob’s daughter, Elicia (24), is the second oldest and she is a computer engineer at Rockwell International. Son, Nicholas (22), is the youngest. He is currently enrolled at UW-Milwaukee and seeking a career in finance. When Bob is not hard at work on campus, he enjoys getting creative with stain glass. He also likes to spend time outdoors on his ATV.

On campus, Bob is responsible for maintaining all of the parking facilities. It’s his job to see that all of the rules and regulations are followed and to educate people on the parking policies. Fifty-five percent of UW-W students utilize parking stickers and ninety percent of faculty and staff purchase stickers. Bob’s staff sees to it that everyone is parked appropriately in the lots. Regarding other duties, he notes that he has always been somewhat curious as to how Parking Services became the overseer of the Visitor Center. When the two were initially co-mingled, he attended a conference at Baylor University, in Texas, to learn more about incorporating visitor services into the mix with parking. There is a presentation room located in the Visitor Center which was originally set up to show visitors a video of the campus before setting out on a tour. The daily tours still meet here but now it’s just for a ten-minute presentation before visitors begin their walk around the campus. Bob points out that over 22,000 people come through the Visitor Center each year and “parking is access to everything”.

So...what does Bob like about his job? The variety in his work is a big plus for him. He was involved in the master plan for campus parking and helping to determine urban land use on campus (includes the segregation of 24-hour residents to certain lots). He makes certain that he stays current with the technology and metering system, and will soon be transitioning to a web-based system for visitor parking permits. He also works with the City of Whitewater in coordinating campus/community events such as the Homecoming parade and Fourth of July events. What he likes most about UW-Whitewater is the people and the fact that people on campus are always helpful.

When asked about his view on the recent changes and construction on campus, Bob indicates that, while Hyland Hall is an impressive structure, he was a little disappointed with the location of the new building, simply because it created some difficulties with garbage pickup – he feels there could have been better accessibility. As for the new residence hall that is currently under construction, it did take over a fairly new parking lot and cut out some of the available parking on campus. Addressing the question of a parking structure (which comes up periodically), he reasons that such a structure simply is not feasible from a cost and maintenance standpoint. Of one thing you can be sure – Bob takes his job seriously and works hard to provide quantity and quality of parking for the UW-Whitewater campus and its visitors.