MEMORIAL RESOLUTION

PHILIP C. ROSENTHAL

The faculty and staff of the College of Engineering and Applied Science were saddened to hear of the death of Professor and former Dean of the College, Philip Rosenthal. He died of natural causes on September 3, 1997 at his home near Sacramento, Ca.

"Phil", as he was affectionately called, graduated from the Madison College of Engineering and began his career as an assistant research supervisor at Battelle Memorial Institute during World War II. In 1945 he returned to UW Madison as an assistant professor in the department of Metallurgy. It was here that he co-authored "Principles of Metal Casting" which became a popular text for engineering students throughout the country for many years. His years at Madison were devoted to teaching, research in the field of metal casting, consulting with foundries throughout the state and the midwest as well as supervising graduate students. He was highly regarded in the practicing profession and was elected as president of the Wisconsin Foundrymen's Society. He also lead the Milwaukee chapters of the American Society for Metals and the Wisconsin Society of Professional Engineers.

In 1964 Phil left the Madison faculty to become the first dean of what was then called The College of Applied Science and Engineering. Previous to his appointment a division of engineering was in existence on the UWM campus. It was a holdover from the two and three year transfer programs that had been in place as part of the UW Extension division located on the old downtown campus. This program offered the traditional engineering programs offered by the Madison campus. As the new dean Phil was directed to launch a new approach to engineering education. The basic philosophy was that all engineering students should undertake a common core of engineering sciences during their first three years. Dean Rosenthal was instrumental in implementing this philosophy by establishing the departments of Civil Engineering and Mechanics, Electrical Science, Energetics, Materials Science and Systems Engineering. He also worked closely with the faculty in the development of the core courses.

During these formative years the College faced many problems: new faculty had to be hired, space was in short supply, the community needed to be apprised of our existence and students were overflowing our classrooms and, as a triva, CASE Western Reserve demanded that we change our name. It was through his persuasive touch as a dedicated leader that the College survived these tumultuous years. It was through his concern for his faculty and students, his passion for creating a new, modern approach to engineering education and his dedication that he earned the respect of the faculty and staff of the College.

Phil resigned as dean in 1969 and spent a year in Iran to assist in establishing a metallurgy department at the Pahlavi University in Shiraz. He returned to UWM to teach and retired in 1976. To those faculty who served during his tenure he will always be regarded as "The Dean".

Memorial Resolution Committee: Michael Besel & Kenneth Neusen