

Robert J. Schaupp

Lawrence '51

Oxford Cup Roll No. 049

If a measure of a man is that he contributes his very best to his life's work and shares his good fortune with mankind, then Robert James (Bob) Schaupp, *Lawrence '51*, readily defines what we intend to celebrate in honoring him with Beta Theta Pi's Oxford Cup. An industry and Beta leader, he continues to focus his efforts and treasure on the education and development of young people.

Imbued with a comfortable sense of humor and ever-present smile, Bob fits like an old glove from the moment you first meet him. He is always interested in others, listens with enthusiasm and encourages by example.

A graduate in economics from Lawrence University, Bob was drafted into the U.S. Army for two years, spending most of his time in Post Intelligence at Fort Richardson, Anchorage, Alaska. He returned to Wisconsin and joined LCL Transit Company, Green Bay, Wis., an overland motor transport company founded by his father-in-law in 1926.

After serving in a variety of management roles, including personnel, safety, sales and operations, he was elected chairman of the board in 1966. Under his leadership, LCL became one of six major operating companies under P&S Investment Company, Inc.: LCL Transit, LCL Bulk Transport, HFCS Transport, Stellar Express, LDS Express and St. Joe Express. Among them, the firms haul edible food products in tank vehicles throughout the United States. Principal products carried are corn syrup, edible oils and chocolate. P&S is the largest hauler of chocolate in the nation.

Professionally, he is past chairman and currently a director of the executive committee of the Wisconsin Motor Carriers Association, and is the Association's delegate to the American Trucking Association; past chairman and currently a director of the National Tank Truck Carriers, Inc., and a director and member of the executive committee of the American Trucking Association.

Born Feb. 25, 1929, Bob was initiated on Dec. 5, 1950, by Gamma Pi chapter at Lawrence with Roll No. 392. He was subsequently honored with Roll No. 59 by Zeta Zeta at the University of Wisconsin-Oshkosh, a chapter he helped mentor from colony to chapter status.

In 1993, he was elected Fraternity vice president and member of the Board of Trustees, and in 1996 he was elevated to the presidency of Beta Theta Pi for a three-year term. He continues to serve on Beta's advisory council of former trustees. It was during his term as president that the earliest steps were taken to research and identify what was to become Beta Theta Pi's benchmark *Men of Principle* initiative.

A strong supporter of *Beta 2000*, he encouraged others by his example of helping to make the new Administrative Office in Oxford a reality. He endowed the facility with the Communication Conference Room and the grand piano that is the centerpiece of the Fireside Room.

Bob continues to serve his alma mater. He is a past president of the Lawrence University Alumni Association, a member of the Lawrence 150 Steering Committee and is a long-time member of the University's Board of Trustees and its executive committee.

In addition, he is past president of the Founders Club and currently serves as chairman of the University's audit committee. He has generously and strongly supported the efforts of our chapters at both Lawrence and Wisconsin-Oshkosh to live in fraternity houses, as a vital part of the fraternal undergraduate experience.

Bob's wife Joan (nee Pomprowitz) is an alumna of Alpha Chi Omega at the University of Wisconsin-Madison. A published author, she and Bob live in DePere, Wis. They have four children — Margaret (Peggy) and Elizabeth (Ilse), both of whom live in Lake Forest, Ill.; Frederick (Fritz), Wilmette, Ill., and John (Hans) Green Bay, Wis. — and 10 grandchildren.

Perhaps this Green Bay Packers fan's persistence for excellence was influenced by the staunch character of his Fraternity brothers at the small private college that helped shape his own youth.

Probably his stick-to-it-iveness was borne out of 47 years with the same company as he helped grow it into an industry leader. Without a doubt, his passionate efforts to entitle education, and the young people who seek it, owe much to his unqualified love of family and his unswerving devotion to Beta Theta Pi's founding principles.

— L.E. (Erv) Johnson, *Idaho '53, Editor Emeritus, The Beta Theta Pi*