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## Charles "Les" Lescrenier

(July 22, 1935 - May 7, 2011)

Charles "Les" Lescrenier, Founder and CEO of Gammex, Inc. died peacefully on May 7, 2011. He had been suffering from numerous medical problems complicated by advanced dementia and metastasized kidney cancer. Initially Lescrenier worked as a hospital radiological physicist, primarily at the M.D. Anderson Hospital (Houston, TX) and the Medical College of Wisconsin (Milwaukee, WI). Lescrenier founded Gammex in 1969 to manufacture patient alignment devices using the newly invented laser, an application he developed. Revolutionary at the time, laser alignment is now the norm in most radiation oncology and diagnostic imaging departments. This kicked off an amazingly productive entrepreneurial career. Lescrenier had 16 patents to his name and Gammex became the world leader on patient alignment systems. Subsequently he purchased a spin-off of the University of Wisconsin's Medical Physics department, Radiation Measurements, Inc. which manufactured various unique quality control test equipment for radiation therapy and diagnostics. Lescrenier was an entrepreneur and helped start many other small companies, many in the medical market, and with his wife Peggy received the Entrepreneur of the Year award for Wisconsin in 1989, as well as several Wisconsin awards for exporting excellence. Lescrenier never left the education field. He graduated from Texas A&M University and went on to teach and do research at the MD Anderson Hospital as stated above, and also Yale University, The Royal Marsden Hospital in London, Marquette University School of Medicine (now the Medical College of Wisconsin) and the Chicago Medical School. He continued to support education by establishing several educational foundations with various professional societies, many grants and scholarships to universities, and several generous gifts to medical departments and hospitals, including for example, Wisconsin Innovarium, which supported many medical physics projects, supported the foundation of the IOMP Libraries for Developing Countries program, established and supported the ASRT Educational Foundation, provided scholarships to support students and the Jack Fowler Professorship in the University of Wisconsin Medical Physics Department, and funded the AAPM Travel Awards and the Coolidge Award gold medals. Lescrenier's generosity was not limited to his commercial ties, but also to his community. Examples of his largess in Milwaukee are statues at the Boy Scout and the Girl Scout headquarters, a theater in Discovery World, several projects with the church and his fraternal orders, Paul Harris Fellow of Rotary, and membership in the Alexis de Tocqueville Society of the United Way. He served on several municipal boards in Wauwatosa and Milwaukee, as well as with the U.S. Department of Commerce and national committees for business and entrepreneurship. Beyond receiving the entrepreneur of the year award, Lescrenier was honored with eight governor's new product awards, including the best of state in 1999, exporter of the year in 1988 from the U.S. Small Business Administration, and Wisconsin export achievement awards in 1985 and 1987. He worked with NASA for the space shuttle program, sending his lasers around the world with Project Julie 1986 and sponsored a test module in a shuttle with Wauwatosa, Wisconsin, high school students. He also received an Honorary Doctorate from Lakeland College in 1990. He



was elected a Fellow of the American Association of Physicists in Medicine and the American College of Radiology, and was an Honorary Member of the American College of Medical Physics. Lescrenier was an avid Harley Davidson motorcycle rider, Badger football and basketball fan, Gridiron Club and University of Wisconsin Marching Band supporter, and enthusiastic participant in Mardi Gras festivities also known as Karneval, especially with the Rheinischer Verein-Grün Weiss of Milwaukee serving as their honorary Prinz of Karneval in 1990, with his Prinzessin, Peggy. Lescrenier is survived by his wife, Margaret (Peggy), children Peter (Ann) Lescrenier, Karen Lescrenier Riemer, Jon (fiancé Ariona) Lescrenier and three granddaughters. A memorial service will be held at 11:00 a.m. on Saturday, June 4, 2011 at RYAN FUNERAL HOME, 2418 N. Sherman Ave. Visitation will begin at 10:00 a.m. until the time of service. In lieu of flowers, memorials in memory of Charles Lescrenier can be made to HospiceCare Inc., 5395 E. Cheryl Parkway Madison, WI 53711, whose staff took good care of him in his last months, or Pine Lake UMC (United Methodist Camp), W8301 County Rd M, Westfield, WI 53964, where the family enjoyed many fun summers camping.

## **Ryan & Joyce-Ryan Funeral Homes**