



Plays Well with Others

UW's innovative cluster hiring program shows results — but will it continue?

OVER HEARD

"Guys in the house used to make fun of me for watching her show until they tasted her recipe for meatloaf and mashed potatoes."

— Junior **Brian Nagle**, a member of Delta Tau Delta fraternity, on how cooking tips from Martha Stewart's lifestyle show, *Martha*, have improved the quality of food served in the house. Stewart interviewed Nagle during an April broadcast and later sent the fraternity a signed apron.

one number

850

The average number of mopeds parked on campus on a typical day, according to UW Transportation Services estimates. Starting in fall, moped drivers will be required to purchase an annual parking permit, a step campus officials think is necessary to help keep the growing buzz of scooters under control.

Where **Walter Block**'s business card lists his faculty title, it should say, "Continued on next card." Block, a rising star working on medical-imaging technology, is an associate professor of biomedical engineering. And an associate professor of medical physics. And an associate professor of radiology.

"And I'm hoping to get an appointment in electrical engineering soon," he says.

For Block — and several

dozen professors like him — hopping departmental fences isn't a hobby. It's a big reason why they're here. Collectively known as cluster hires, these faculty were brought in under a unique UW program that recruits small groups of faculty who work at the intersection of several different fields.

Created by former Chancellor **David Ward** MS'62, PhD'63

in 1998, clusters were meant to challenge the academic status quo while helping the university establish expertise in emerging areas of knowledge — fields such as nanotechnology and genomics, which don't fit neatly into any one academic discipline. The program has funded 140 faculty positions in 49 clusters, which were chosen from more than one hundred proposals during five rounds of competition.

Now, as many of those faculty approach key stages in their careers, the experiment appears as innovative — and as

challenging — as promised.

"Clusters were really a brilliant idea to intervene in the smokestack model," in which academic departments operate mostly independently, says **Laurie Beth Clark**, assistant vice chancellor for faculty and staff programs. "I think what we've shown is that people are finding ways to work across disciplines."

Faculty hired under the program have generated tens

would have said, 'That has nothing to do with us,'" says **Anne Miner**, a business professor who helped develop the cluster. "They don't think that anymore."

"People are talking with each other, and I think that's the single most important objective of the clusters," says **Charles Cohen**, a history professor who hired four professors as part of a cluster on religious studies. He adds that the cluster



Associate professor **Walter Block**, left, describes some of his research on medical imaging technology to radiology professor **Thomas Grist**. As a cluster hire, Block has a part-time appointment and an office in the radiology department, which gives him access to clinicians and facilities that help him push his research forward.

of millions in grant money and sparked new research collaborations in areas such as genomics, computational sciences, and environmental science. They have enabled the creation of new interdisciplinary programs, such as one on entrepreneurship that brings together expertise in business, law, and engineering.

"There are conversations between different departments that if you'd said 'entrepreneurship' to them ten years ago,

program was "absolutely critical" to anchoring the religious studies program, which recently began offering a core curriculum for majors.

Perhaps nowhere is the bridge-building potential of clusters more evident than in biomedical engineering, where Block is one of three professors hired to develop new medical technology. An expert in medical imaging, Block has two offices — one in the Engineering Centers building, where he

is surrounded by people who know how to build things, and one in the Clinical Sciences Center, where he works alongside the medical professionals who will ultimately use those tools in patient care.

"That makes it very easy to work on projects together," he says.

Robert Radwin, chair of biomedical engineering, credits the cluster hires for fostering a collaborative atmosphere throughout the unit, which now involves nearly sixty faculty from five colleges. "It wasn't that we weren't doing these kinds of things before, but the cluster has helped amplify it," he says. Clusters played a significant role, he says, in the department landing a \$3 million, five-year grant to translate research into marketable technology.

While those results are promising, the cluster-hiring experiment does have some rough edges. Searches that involve multiple departments are often cumbersome and in a handful of cases have dissolved into turf battles. A few clusters have not yet been able to fill their allotted positions, and others have already lost faculty to more lucrative offers elsewhere.

Departments have sometimes fallen victim to the "overly democratic Wisconsin thing," says environmental studies professor **Jonathan Foley '90, PhD'93**, who leads a cluster on emerging environmental threats. Before hiring three professors for his cluster, he set a rule: "Leave your baggage at the door. If it looks like you're angling for your department, you're out," he says. "I was ready to be a jerk about it, but everyone got along great."

Another potential issue is whether young assistant professors hired under the program are able to get tenure in their

home departments, which often favor depth over interdisciplinary breadth in tenure reviews. So far, cluster professors are earning tenure at the same pace as other faculty, but many of the hires are just now approaching their review periods. How well they fare may be a telling sign of whether the program is indeed fostering new respect for expertise that reaches across departmental boundaries.

"Any interdisciplinary faculty pose a particular tenure challenge to institutions that have created discipline-based depth models for research," says Clark, adding that the university is beginning to encourage departments to "articulate new criteria for how to look at excellence in broad knowledges."

These obstacles haven't discouraged other institutions from adopting the cluster model. The University of California, the State University of New York, Purdue, and Virginia Tech are among the universities that have launched similar programs, and Florida State University recently announced plans to fund two hundred new faculty positions via cluster hiring.

At UW-Madison, tight budgets have prevented the university from adding any new clusters since the last round was approved in 2003, which has raised some questions about whether the program will continue. Clark says the administration is committed to continuing with existing clusters, and it will explore opportunities for expanding the program if funding becomes available.

Michael Pariza '67, a food science professor who serves on the UW's cluster steering committee, hopes that happens, saying that no place may be better suited for a long-term commitment to interdisciplinary clusters than UW-Madison.

"One of the great strong points of this university is the lack of institutional barriers to this kind of thing," he says. "In some very top-down universities, it's very hard to collaborate with people outside your department, if not impossible. But here, it's wide open and has been for a long time."

"When departments do this right," adds Foley, "they create a lot of other parallel benefits that can pay off for years to come."

— Michael Penn

Q AND A

Liah Hansen '06 and Chloe Britzius '06

Talk about face time: recent grads **Liah Hansen**, left, and **Chloe Britzius** are trying to fund a trip around the world by selling their foreheads as advertising space. The two charge companies a fee, beginning at eighty dollars a day, to put a temporary tattoo of the company's logo on their foreheads. At their Web site (www.youtattoous.com), they're offering eighty days of head space, and they hope to raise enough money to begin their travels in September.

Q: What is the strangest thing you have had to put on your forehead?

A: We don't think any of them are "strange."

Q: Is there anything you would not put on your forehead?

A: We talked a lot about this issue before starting the project.

We aren't willing to wear anything obscene ... we decide on a case-by-case basis.

Q: What is the typical reaction?

A: Double takes ... sometimes triple takes. Some people have been very curious and have asked us about what we are doing, and we explain it to them.

Q: What is the most memorable reaction you have gotten?

A: When we wore the tattoos for Patrick Properties, a girl came up to us and asked us where she could sign up to wear tattoos, too.

Q: Do you wear it to parties or class?

A: We have worn them to class and handed out fliers to people coming into our classes. We wore them to the bars and to the Memorial Union Terrace.

Q: Do you have the feeling you have something on your face even when you don't?

A: Actually, it is the opposite. We sometimes forget that we have them on and start to wonder why people keep staring at us.



MICHAEL MESSNER

Face to Face

Students aren't the only ones logging in to the Facebook.

It's finals week, and the libraries and computer labs are packed. Some students are ferociously typing, attempting to finish their last papers of the semester, but at about every

students from around the country to create their own Web pages. Students post photos and discuss their interests with "Facebook friends" whom they invite to drop by. For thousands of students at UW-Madison and elsewhere, it's a virtual hangout where they can post announcements of parties, send messages to friends, and join online chat groups with names such as "All I Want to Do Is Drink on the Terrace."

What makes the Facebook unique from other networking sites such as MySpace or Friendster is that it is intended exclusively for students. You must have an

".edu" e-mail address to register or access pages, leading many students to believe only their friends will see what they post. But increasingly, faculty, administrators, and even poten-



Who's looking at your Facebook site? Students may assume they're sharing college exploits with their peers, but increasingly, professors and employers are dropping in for an unfiltered look at student life.

other computer, students are enthralled by a less academic pursuit. They're all logged in to the Facebook.

The Facebook is a social directory that allows college

tial employers are finding ways into the Facebook to get a candid look at students' social lives.

Isabel Owen '06, for example, learned that her current employer "Facebooked" her before hiring her. At the time she did not have an account. She does now, but she says she considers carefully what she posts.

"I see some people's profiles with photos of them doing beer bongs and acting crazy, and maybe at one time that was fine," Owen says. "But now, you never know who is looking at the site. You really have to censor yourself."

Many students now suspect that campus authorities such as police officers lurk on the Facebook to monitor their actions and pick up tips about parties where underage drinking may be going on. Suspicious of that very thing, one group of students at George Washington University advertised a party on the site, hoping the police would take the bait. Police did indeed show up at the party — where they found students with a root beer keg and cookies.

Madison police officer Tony Fiore says his department does not use the Facebook to search for parties, because "there are just too many parties posted." Nor do campus officials say they monitor the sites without a specific cause.

But the Facebook's expanding circle can be good for students. Teaching assistants and some faculty are beginning to use the site to get to know their students, and often students invite their professors to join their Facebook friends.

"I have had TAs over the past year Facebook me and it has made our relationship much better," says **Brigid Harvey '06**. "I never hesitate to send them a message asking about class."

— Joanna Salmen '06

UW Prof Appears in *Time*

As **Richard Davidson** seeks to unravel the mysteries of the brain, he has *Time* on his side.

True, he's only fifty-four and has a lot of productive career ahead. But more to the point, the magazine *Time* recently tabbed the UW-Madison psychology professor as one of the one hundred most influential people of the year.

Davidson directs the W.M. Keck Laboratory for Functional Brain Imaging and Behavior, where he is probing how brain mechanisms contribute to emotional disorders such as depression and anxiety. He's best known for pioneering research on meditation: with the cooperation of the Dalai Lama, he brought Tibetan monks to his lab to observe activity in their brains as they meditated. The magazine credits Davidson for fostering collaborations between East and West that are opening new knowledge on the mind-body connection.

Time's wide-ranging list of doers and thinkers includes such figures as Pope Benedict XVI, Sean "Diddy" Combs, Condoleezza Rice, and Katie Couric.

— Staff



Engineering Recovery

An expert in organizational change turns his eye to addiction.

When **David Gustafson** approached an addiction treatment center in 2003, seeking to kick a thirty-year heroin habit, the facility wanted to admit him immediately, but its beds were full. So the center staff suggested, "Why don't you call back once a week and let us know if you're still interested,"

trial and systems engineer was working on behalf of the treatment center and had donned a fake persona to experience its processes firsthand.

As director of the Network for the Improvement of Addiction Treatment, Gustafson works with more than forty agencies around the country in

Gustafson brings an engineer's mindset to improving these numbers. He helps treatment programs critically examine their processes with an eye toward four key goals: cutting the time it takes to get into a treatment program, boosting patient admissions, reducing appointment no-shows, and keeping patients in recovery longer. Participating programs report 40 to 50 percent gains in all of those areas — success that has the network and its partners looking to spread their theories and techniques.

"There are 13,000 treatment agencies in this country; we're working with forty-four," says Gustafson. "There are a few more that might benefit from this — like 12,950."

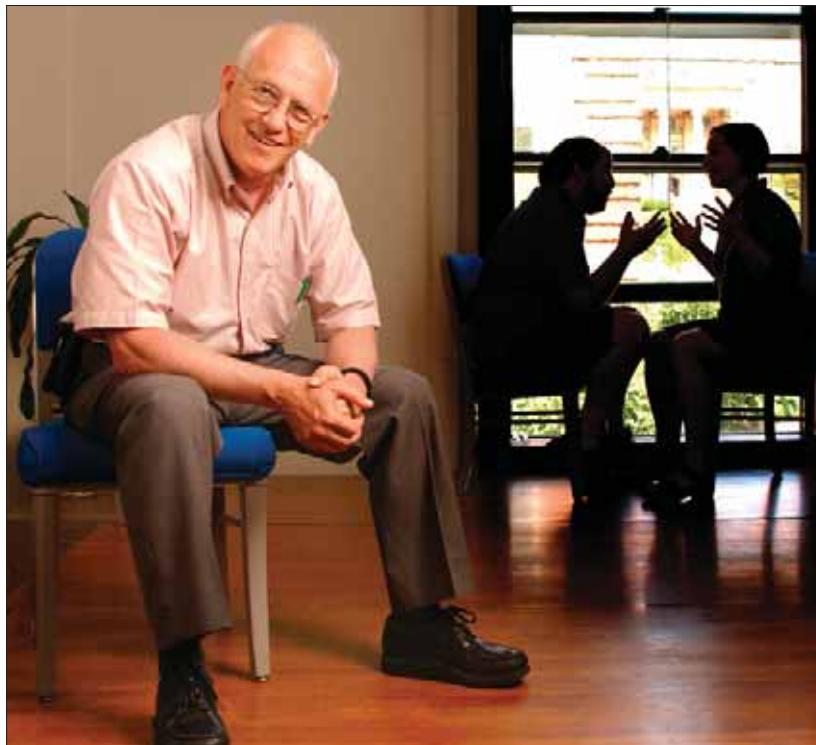
Gustafson has spent forty years helping organizations change their operations to become more productive, and much of his work has focused on improving health care. He has developed technology to help people cope with serious illness, such as cancer, and facilitated quality improvement processes for a number of health care providers. But addiction treatment is fairly new to him. He joined the network in 2003, when it was launched with funding from the Robert Wood Johnson Foundation and the federal Center for Substance Abuse Treatment.

Gustafson says people involved with treatment programs tend to be receptive to change, because they work to create change in their patients' behaviors every day.

"We tend to say, 'Just look at yourself and think about how you bring about change in the work you do every day. Now take those concepts and apply them to the business processes,'" he says.

— Madeline Fisher PhD '98

BRUCE FRITZ



David Gustafson knows that addicts can reap great benefits from treatment counseling programs — but only if they have access to them. His network helps centers improve their efficiency so that they can reach out to more patients.

the would-be patient recalls.

For seven weeks, Gustafson dutifully phoned, getting in return a terse recording on an answering machine. There was "no feedback about what was happening or whether I was moving up the chain," he says. "Simply, 'Leave a message.'"

His story might have ended there, except for this: Gustafson wasn't really a heroin user hoping to change. Instead, the renowned UW-Madison indus-

an effort to increase the productivity of treatment programs, many of which struggle to handle patient demand and keep people on a course to recovery. According to figures from the national Substance Abuse and Mental Health Services Administration, less than 10 percent of the estimated 23 million Americans in need of addiction treatment get it, and of those, half drop out without completing programs.

Talkin' 'Skahnsin

Linguists listen to how we talk 'round here.

For newcomers to Wisconsin, a humdrum visit to the store can turn into a startling cultural experience when the cashier politely asks, "Do you wanna beg for that?"

It's one of the more comical manifestations of the unmistakable Wisconsin accent. Just as they pronounce *bag* more like *beg*, native Wisconsinites pronounce many words just a little differently. *Milk* can sound like *melk*, for example, while *cot* often comes across as *cat*.

These curious bits of the 'Skahnsin accent speak volumes to linguists such as **Joseph Salmons** and **Thomas Purnell**. The UW-Madison professors have launched the Wisconsin Englishes Project to study why Wisconsinites talk the way they do — and how those regional speech patterns may change over time.

Contrary to popular belief, regional accents have not diminished in the age of mass media. In fact, they're shifting and becoming more distinctive all the time, making them a living model for linguists who hope to understand what influences people's speech patterns. Wisconsin is a particularly intriguing place to ask that question, because it sits at the intersection of two radically different regional trends. To the west, people tend to pronounce *caught* like *cot*, a pattern linguists refer to as the "Low-Back Merger." Meanwhile, parts of southern Wisconsin are being influenced by a speech pattern, known as the "Northern Cities Shift," which tends to make *cot* sound more like *cat*.

"Wisconsin is probably the only place [in the United States] where two huge, highly conflicting linguistic patterns are colliding," says Purnell.

The researchers will study this lingual battle by collecting audio recordings of native Wisconsinites and analyzing them with acoustic equipment that breaks speech apart into sound waves, allowing them to identify exactly why someone from Chicago sounds different from someone from Rice Lake.

Salmons and Purnell say their work can have important implications for how English is taught in schools and may lead to new questions, such as how ethnicity and immigration will

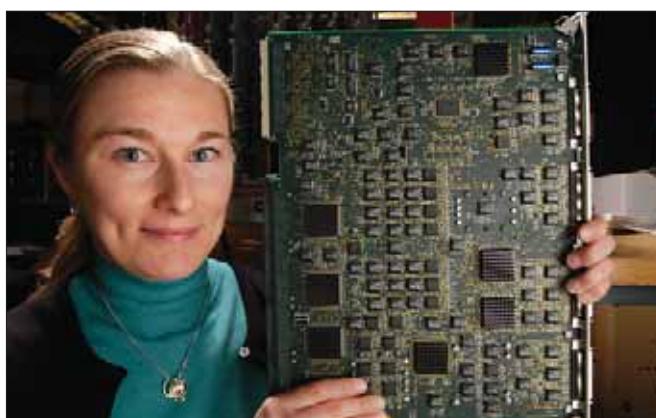


SPENCER WALTS

affect dialect over time.

"As opposed to other dialects in America, Wisconsin English has been grossly under-studied," Salmons says. "This is just the tip of the iceberg."

— Paroma Basu



JEFF MILLER

Physicist Pamela Klabbers shows off the processing card that drives the world's fastest camera.

COOL TOOL

Picture This...and This...and This...

Think that hot spiffy digital camera you just bought is fast? UW-Madison researchers have developed a \$6 million camera that puts it to shame. It's designed to capture particle collisions — about 40 million of them every second — making it the world's fastest image processor.

Who needs all those snapshots of protons banging into each other? Well, particle physicists do. They've long searched for the elusive and short-lived bits of matter that are released when larger particles crash — particles that they've only theorized exist, but never seen. The UW's "camera" will be hooked up to a giant accelerator in Switzerland that will create collisions between particles traveling near the speed of light. Not only will the camera process an image about every twenty-five billionths of a second, but it will self-edit those images, sending data about only the most interesting collisions. Now that's a feature we'd like to see on some of our friends' cameras.

— Michael Penn

Scientists may have a little more time to help ward off a potential outbreak of **avian flu** among humans, according to the findings of a UW-Madison flu researcher. Virologist Yoshihiro Kawaoka studied human tissue samples and learned that although the virus responsible for avian flu can replicate in humans, only cells deep within the respiratory system have receptors that allow the virus to enter. The research helps explain why the virus rarely infects humans, and it also suggests that existing strains of bird flu must undergo genetic changes before they are capable of posing a serious threat of a pandemic. "No one knows whether the virus will evolve into a pandemic strain, but flu viruses constantly change," Kawaoka says. "Certainly, multiple mutations need to be accumulated for the virus to become a pandemic strain."

The largest individual gift in UW-Madison history — \$50 million from alumni John '55 and Tashia '55 Morgridge — will pave the way for pioneering scientific collaboration at the **Wisconsin Institutes for Discovery**. The Morgridges' donation will be matched by the Wisconsin Alumni Research Foundation to help build the facility, which will bring together scientists to attack the problems of disease and advance regenerative medicine.

A UW-Madison team has developed a unique ranking system that seeks to preserve **Wisconsin's lakes and rivers**. The researchers divided the state into 1,600 hydrological units and identified the areas where conservation efforts are likely to be most effective. Those results will help guide restoration of watershed lands that keep pollutants from spilling into waterways.

Walking on Common Ground

UW's new provost gets out of the office to define a collective vision.

When **Patrick Farrell** was named provost, shoe sales people throughout Madison quietly cheered.

That's because Farrell, a mechanical engineering professor and former executive associate dean of the College of Engineering, vowed to put serious mileage on his loafers as he assumed duties as UW-Madison's second-ranking official. And true to his word, he spent his first month on the job this spring crisscrossing campus to visit each of the UW's twelve schools and colleges.

What he got — aside from footsore — was a renewed appreciation for the diversity that makes UW-Madison truly unique among public universities.

"We have a broader array of programs than almost any other institution I know of," says Farrell, who was named to succeed **Peter Spear** as provost in March. "That clearly has some challenges in supporting that breadth of activity. On the other hand, that's a huge asset. If you would like to talk in person to an expert in almost any field you can think of, they're here. They're less than a half a

mile away."

Capitalizing on that breadth is among Farrell's most significant priorities as provost. As the university's chief academic officer, he will guide the university's curricular mission during a time when many departments are pressed by budget concerns. He inherits

an agenda full of challenges: protect and enhance the quality of UW-Madison's faculty, promote diversity on campus, and continue to push advances in teaching and learning.

In some respects, Farrell is a surprising choice to manage that task. On the engineering faculty since 1982, he became an associate dean in the college in 2001 and was promoted last year to executive associate dean. Yet while he is relatively new to central administration, those who know him say he has built a reputation as a creative, decisive leader.



New provost Patrick Farrell says that recognizing the UW's unique character is "more than just a morale issue."

An academic staff appeals committee ruled that UW-Madison officials did not have sufficient evidence to reprimand **Paul Barrows**, former vice chancellor for student affairs, for alleged sexual harassment. After two days of testimony, the five-member panel voted unanimously to recommend that the university overturn disciplinary actions taken against Barrows last year, saying that the university failed to show that Barrows's behavior amounted to sexual harassment. Provost Patrick Farrell is reviewing the case and will make a final decision in the matter.

The **Wisconsin Union**'s ambitious renovation plan is still alive — thanks to a technicality. The Union is asking students to accept a \$192 annual hike in segregated fees for the next thirty years to help underwrite the plan, which includes renovation of Memorial Union and the construction of a new Union South. An April student vote on the referendum was invalidated due to glitches with online balloting, which is good news for the Union, because initial results had students narrowly voting down the measure.

For the first time in decades, UW-Madison got a visit from **mumps**. The viral disease made a Midwestern comeback late last year, causing some six hundred cases in Iowa, predominantly among college students. It spread to the UW campus in April, and by early May, eight students were confirmed to have the disease. Although most students received mumps vaccines as children, university officials warned students to take precautions to avoid spreading the disease — such as not sharing beer at the annual Mifflin Street block party.

A Touch of Glass



Glass artist Lisa Koch targets propane flame at the surface of a gourd-shaped glass vase during a recent "blowslot" session at the UW Glass Lab. Koch, a biochemist who also lectures in the art department, is working on a new series of vases incorporating a technique called *incalmo*, which involves fusing colored sections of hot glass.

JEFF MILLER

That is Farrell's intention in making all those house calls. Recognizing the university's common values is "more than just a morale issue," he says. "It's about acknowledging where the real strengths of this campus are, and saying those are the things we want to use as the basis for taking this campus to the next level."

— Michael Penn



Goldberg Standard

Alumni honor legendary history professor.

In the 1960s there was one standard for influence among UW humanities professors — the Goldberg standard. History professor **Harvey Goldberg '43, PhD'51**, who taught at the UW from 1963 to 1987, helped define the UW for a generation, mesmerizing his students in the classroom and shaping their thoughts for years after graduation.

Now a group of UW alumni in New York have banded together to memorialize the legendary teacher and continue



IRA BLOCK

COLLECTION

The Royal Touch

In the 1700s and 1800s, there was no better medical school than the one at Edinburgh University in Scotland. It produced such minds as Joseph Lister, who pioneered the use of antiseptic, and Arthur Conan Doyle, who created Sherlock Holmes. The library of the Royal Medical Society of Edinburgh was then the envy of the scientific world. Today, thanks to the late medical librarian

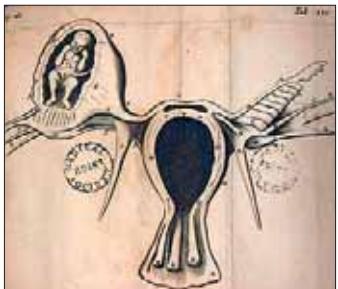
Helen Crawford, many of those books reside at the Ebling Library, which serves the UW's health science programs.

Medicine has come a long way in the last hundred years (discoveries include, for instance, germs), but the Royal Medical Society of Edinburgh hasn't — forced into smaller quarters in 1969, it had to sell many of its historical books. Between 1969 and 1970, Crawford jetted from Madison to Britain three times, working feverishly to acquire as many of these volumes as she could. She succeeded in purchasing 55 percent of the medical texts for the UW, including a comprehensive set of dissertations.

"The collection includes works from primarily the sixteenth to the nineteenth centuries," says **Greg Prickman**, Ebling's historical services librarian. "They show the early efforts to understand what diseases are and how the body works." As such, they represent a timeline for the history of medicine. But they also offer a personal glimpse inside the minds of some of history's most famous doctors. "The books were used fairly heavily," says Prickman. "And so there are often graffiti and notes in the margins."

The Edinburgh collection is non-circulating, but patrons can find it in the Ebling Library's reading room.

— John Allen



EBLING LIBRARY

Where do babies come from? The 1672 text *De Mulierum Organis* by Reinier de Graff offered early medical students a little insight. It came to the UW as part of the Royal Society collection.

his work by dedicating a classroom in his honor at New York City's Brecht Forum, a thirty-year-old political and cultural venue for the progressive community.

The Forum also hosts an annual Harvey Goldberg Lecture, the second of which will take place on October 6. It will feature a performance by **Ben Sidran '67**, himself a Goldberg disciple, and a talk by UW history professor **Jeremi Suri**, who is publishing two books in 2006: *Henry Kissinger and the American Century* and *The Global Revolutions of 1968*.

In 1963, UW President **Fred Harvey Harrington** recruited Goldberg, a social historian, away from Ohio State University, where his eloquent lectures and passionate social consciousness had already made him famous.

Soon Goldberg's lectures in Agriculture Hall were attracting standing-room-only crowds, bringing in even

students who weren't enrolled in his courses.

"He was a bundle of energy. He started each lecture with a gulp of breath and would go from there," recalls **Ellen Meyers '71**, a founding member of the Harvey Goldberg Classroom and the Teachers Network, a nonprofit organization that supports public school teachers. "We were on the edge of our seats. We never scheduled a class after his because he would always go over [time] and we didn't want to miss a thing."

Goldberg, who taught an estimated twenty-five thousand students in his career and supervised ninety-nine PhD dissertations, was "all about humanity," says Meyers, and many of his students are still in touch with his ideals and values. The October 6 event is open to all. To learn more, contact Meyers at emeyers@teachersnetwork.org.

— Karen Roach '82



Ethics for Engineers

Engineers turn from math to books to tackle knotty problems.

Instructor **Laura Grossenbacher** jokingly describes a new course in the College of Engineering as "a book club for engineers." It's a class where students put aside their engineering texts to sample works that include Richard Rhodes's Pulitzer Prize-winning historical tome, *The Making of the Atomic Bomb*, essays on science such as Douglas Adams's *The Salmon of Doubt*, and fiction such as Alan Lightman's *Einstein's Dreams*.

However, for the engineers enrolled in *The Social and Ethical Impacts of Technology*, their book club isn't a diversion. Nor is it merely a means to polish rusty communication skills. Instead, these students use the course readings to launch discussions of such weighty issues as scientific ambiguity, the social responsibility of scientists, and the pitfalls of technology — topics they

believe they'll confront again and again as tomorrow's working scientists and engineers.

"For better or worse, a lot of times scientists and engineers are the people we want to listen to, especially on technological issues," says **David Doncheck** x'08, a geological engineering and geology major. "So, if we just know as engineers how something works technically, but we don't know how it works in society or some of its consequences, how are we ever going to make any kind of informed statement on these issues?"

Finding opportunities to grapple with philosophical matters can be difficult in engineering. The curriculum is so packed with technical content, students often can only shoehorn in a handful of humanities credits. That's one major reason why the College of Engineering Technical

Communication Program, which Grossenbacher directs, has chosen to offer this special topics course.

"In the Technical Communication Program, we're trying to integrate ethics as much as possible," says **Traci Kelly**, who led the team-taught course this spring. "Why? Because we like it. We think it's really important. And because we hear from students that they aren't getting a lot of ethics in their other classes."

The course also plunges engineers into a learning environment where problems can't be solved with calculators. "The students do a certain type of processing in all of their other engineering classes, and it's difficult and complicated. We wanted this class to be a different type of complicated," says Kelly. "And we wanted it to be challenging and fun and disturbing — all of those things at the same time."

Every week, students read an average of thirty to forty pages on topics from the grave and momentous (nuclear weaponry and artificial intelligence) to the amusing and trendy (blogging and online networking). They also frequently take up the non-technological, such as Darwin's theory of evolution, sustainability, and "green" design.

To help structure discussions, instructors and students post their reactions to each week's set of readings on an online forum before class meets. Often they answer provocative questions posed by the instructors, such as, "Is it ever ethical to develop weaponry for use against civilians?" or "Should the engineering community participate in debates over sustainability and attempt to influence public policy?"

But the students are also encouraged to develop their own questions, ideas, and arguments independent of the suggested themes. For many, it's one of their

CLASS NOTE

Foiled Again (and Sabered, Too)

Kinesiology 157: Topics in Fencing

In the panoply of official UW titles, you won't find the term *swordmaster*. But perhaps that should be obvious. On a campus famous for its peace demonstrations, precious few students and faculty resort to dueling to settle their affairs of honor. Nevertheless, the university does keep a swordmaster on its faculty, albeit with the unassuming title of associate lecturer. **David Glaeser '78** is pleased to keep Wisconsin students prepared to defend themselves with the long blade.

Glaeser teaches the UW's only fencing course, a class that combines exercise and martial artistry with lessons in history. Students learn not only how to thrust and parry, but also what those terms — and a host of others — mean. The course is divided into three distinct sections: foil (the lightest sword, which relies on the thrust), saber (which is heavier and combines thrusting and cutting), and archaic weapons, which combines study of a variety of skills, from fighting with rapier and dagger to wielding a four-foot-long medieval sword. "Along with each weapon," Glaeser says, "I try to teach a little history of the society that used it."

Glaeser has his own lengthy history with the UW fencing course — he first became acquainted with it when he took the class as a freshman in 1971. He continued to pursue fencing as an avocation while teaching high-school German, but returned to the UW as an instructor in 1998.

Topics in Fencing is offered each semester and meets on Tuesday and Thursday afternoons, with the foil section meeting first, followed by saber and then archaic weapons. Though the number of sword-wielders at the UW is relatively small, Glaeser's classes generally fill up. "I get a lot of repeaters," he says. "Because this is a topics course, students can take it again and again."

— John Allen



JEFF MILLER

first experiences voicing their opinions in a classroom setting.

"I'm shy, so one reason I went into engineering is you don't really have to talk," says **LaShunda Manly**, a continuing-education student and an electrical engineer by training. "I mean, you do have to talk in the workforce, but I would rather just do the math and not have to say what I feel about things. But you can't do that [in this course]."

A frequent theme in class is the social responsibility of sci-

The course is "a breath of fresh air," adds **Megan Sharrows** x'08, a nuclear engineering major. "We know engineering isn't all about the numbers, and now we're getting a chance to be exposed to that."



MICHAEL FORSTER ROHBArt (2)



Megan Sharrows, above, and **Grant McNeilly** x'08 listen as faculty associate **Thomas McGlamery**, below, at left, leads a discussion in **Social and Ethical Impacts of Technology**, a team-taught course in the College of Engineering.

tists and engineers — and the uncertainty that often surrounds the "right thing" to do. No work illustrates this more powerfully than *The Making of the Atomic Bomb*. In it, author Rhodes details how the world's most brilliant physicists came together to create a weapon that ended World War II, but also killed thousands of Japanese civilians and launched the nuclear arms race.

Given the risks of newer innovations, such as nanotechnology, genetic engineering, and cybernetics, the students know they'll likely face similar quandaries as tomorrow's engineers. "It's thought-provoking to take on issues like these and say there's more to this than just 'Can it be done?'" says Doncheck.

For this opportunity, Sharrows and her classmates have engineering physics student **Kyle Oliver** x'08 to thank. An avid reader and writer himself, Oliver was already an admirer of Niels Bohr, a great scientist who could write, and Douglas Adams, a great writer who could tackle science. And after taking a history of science course, Oliver wanted to continue reading classic works on science and technology, but a heavy course load left him little time. So, with three or four reading ideas in hand, he approached Grossenbacher in fall 2004.

"I basically asked, 'Hey, can I get a credit for reading these books and talking with you about them?'" Oliver says. Seizing opportunity, Grossenbacher

immediately suggested they open the sessions to other students, too — it would give engineering students an opportunity to broaden their education beyond problem sets.

Five other students eventually joined the pair in the first Social and Ethical Impacts of Technology course in spring 2005. This year, the class grew to sixteen — eleven engineers, two English majors, and three special students — with Oliver on board as a student instructor. With no dedicated budget or staff at the moment, the course's future is uncertain. Grossenbacher hopes to see it continue, possibly with help from departments such as philosophy or history of science.

In the meantime, the instructors are dedicated to giving the students the best experience possible, which for Kelly means seeing students arguing on the steps outside after class.

"I want them to have that intense energy of 'This is the most important topic in the entire world and we *must* discuss it to its death right now!'" she says.

Although she hasn't yet witnessed any extracurricular debates, Kelly says the students are showing signs of deep involvement with the material. She relates one student's vow to buy copies of Rhodes's book for everyone in his family. (When the price of the 886-page book proved prohibitive, he bought them used copies of *Einstein's Dreams* instead.) Another student says she thinks about her classmates' perspectives at night, in bed.

"We have students coming to us after class, in between classes, or on e-mail saying, 'Did you see this?' and 'Oh, and I also saw that,'" Kelly adds. "So, it's clicking for them. They're seeing all these great connections, and so I think they spend a lot more time mulling over these ideas than they anticipated."

— *Madeline Fisher PhD'98*

EXTRA CREDIT

What's it like to work post-globalization? Students who take part in the **International Academic Internships Initiative** will find out. The eight-week program, created by the Division of International Studies, the College of Engineering, the School of Business, and the Institute for Cross-College Biology Education, gives undergrads an opportunity to work in Europe, Asia, or Africa.

Assistant Professor Mark Harrower of the geography department and his students received a "best in category" award for map design from the American Congress on Mapping and Surveying. Harrower's **Visitor Map and Guide** — a map of campus — took the top honor in the reference map category.

It's the end of an era when it comes to class registration, as the university announced in spring that it **won't produce a paper timetable** for fall semester's classes. As students register, they'll have to look up their class times online. This marks the first time in the university's history that it has only produced an electronic timetable. The UW has put its timetable on the Web since 1994, but it also printed a paper version for each term through summer 2006.

Christopher Ochoa JD'06 has seen many different sides of the American justice system. Freed after a wrongful conviction through the efforts of the **Wisconsin Innocence Project**, Ochoa entered the UW Law School and graduated in May.

Music from the age of Cervantes, Columbus, and the conquistadors will be the topic of study during this summer's **Madison Early Music Festival**. This will be the seventh annual celebration of medieval and Renaissance music, and it will take place from July 8 to 15.

TWIN PUCKS!

When Wisconsin's two hockey teams each brought home national titles, it marked an unprecedented feat. But winning isn't all these programs have in common.

BY DAN UTTECH '01

Men's photos by Jeff Miller

Women's photos by David Stluka

One day after watching the men's hockey team win its first national championship since 1990, UW athletic director Barry Alvarez stood in the company of champions and declared: "We own college hockey!"

You could argue that Alvarez, the former football coach and newly addicted Badger hockey fan, was caught up in the euphoria of the moment. But no college hockey program had ever had a moment like this. Flanking Alvarez were two tall trophies, marking the first time in NCAA history that a university won both the men's and women's national championships. The women paved the

way, routing Minnesota, 3–0, on the last weekend in March to win the program's first NCAA title. Two weeks later, the men completed the sweep with a thrilling 2–1 victory over Boston College.

At a jubilant rally the following day, more than two thousand Badger fans turned out to celebrate the dual championships. "To bring home two national championships in one year is just over the top," Chancellor John Wiley MS'65, PhD'68 told the gathering.

For the Badger hockey programs, the joint celebration was fitting, because this year's teams have been linked by so many similarities. That each wound up hoisting national championship trophies is only the beginning.



Each team, for example, is led by a former Badger legend. Women's coach Mark Johnson '94 and men's coach Mike Eaves '78 were teammates on the UW's 1977 national championship team, and Johnson trails only Eaves as the program's career leading scorer. (Johnson completed his UW degree after his National Hockey League career.) Both coaches took their jobs in 2002, and each built his program to a championship level in four seasons on the job.

This season, both Eaves and Johnson could call on a national player-of-the-year candidate to lead their squads. Junior Sara Bauer led the women's team in scoring and won the Patty Kazmaier Award, given to the nation's top player.



For the men, junior goaltender Brian Elliott was a finalist for the Hobey Baker Award and earned first-team All-America honors. Both coaches surrounded their stars with plenty of homegrown talent: thirteen players on the men's roster hail from Wisconsin, as do eight on the women's team.

The connections don't end there. The teams' top goal scorers — sophomore Jinelle Zaugg and junior Robbie Earl — each netted twenty-four scores. Their leading scorers (combining goals and assists) were underclassmen — Bauer for the women, and sophomore Joe Pavelski for the men. And each team

had a Burish as captain. Adam '06 was a fifth-year senior for the men's team, while his sister Nikki '06 was a senior co-captain for the women.

The Burishes, from Verona, Wisconsin, were the first brother and sister to skate for the Badgers, forcing their parents at times to choose which team's games to attend.

"[Our parents] said all year, 'We're only going to watch the number one team in the country.' So when the girls were number one, they watched the number one team in the country, and when we were number one, they watched us," Adam says. "What a neat problem to have."

The men's and women's hockey programs had reason to celebrate all season long: in January, the teams were ranked number one at the same time, an NCAA first. And in the end, that's where they finished, making Wisconsin the first university ever to win dual national championships on the ice.

With all that in common, Wisconsin's hockey teams seemed destined to wind up in the same place. But destiny's course is usually riddled with storms. And this, too, links the teams.

In January, both teams stood atop the national rankings, the first time in history they'd held those spots at the same time. Things were looking bright for the Badgers, but the storm clouds



From the Burishes to the outstanding goal-tenders who overcame mid-season health troubles, these teams had much more than trophies in common. Clockwise from bottom left: women's goaltender Jessie Vetter makes a save; men's goaltender Brian Elliott does the same; siblings Adam and Nikki Burish hoist championship trophies; the women's team gathers after defeating Minnesota in the title game; the men's team celebrates its win; and forwards Robbie Earl and Angie Keseley strike similar poses.

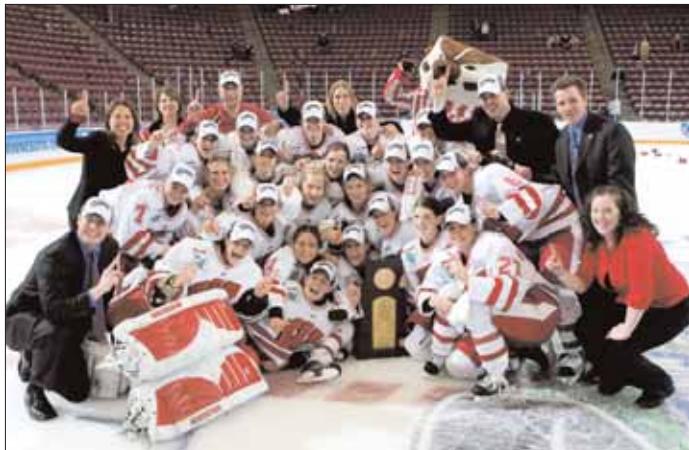
were gathering.

The men's team had an 18-2-2 record and was heading into a big weekend series with Denver when its star goalie, Elliott, injured his knee during practice. He missed the next eight games, and the Badgers lost seven of their next ten. Elliott regained his health and his form in time to help Wisconsin win nine of its last ten games and earn the number one seed in the NCAA tournament.

"I'm proud of our players and our coaching staff, in the way we handled the adverse situations that we had," Eaves says. "We stayed focused on trying to control the things we could. You need the recognition that there are things out of your control — things that you hope fall into place."

The women's team lost its top ranking after back-to-back conference losses in early February, the only time all year the team dropped consecutive games.





The latter was a 3-1 defeat to Minnesota, whom the UW would face again in the national title game.

Women's goaltender Jessie Vetter also overcame health problems, missing the first eight weeks of the season while battling mononucleosis. But like Elliott, the redshirt freshman recovered in epic

fashion, earning an 11-1 record and becoming the first woman to post two shutouts in the Frozen Four, where she was named as the tournament's most outstanding player.

After enduring regular-season storms, the UW squads each caught a break in the NCAA tournament schedules, playing all their matches within easy driving distance of Madison. The men never left the state, winning two games in Green Bay before advancing to the Frozen Four round in Milwaukee. After hosting the first round in nearby Middleton, the women's team traveled up I-94 to Minneapolis for the Frozen Four. And although the women ultimately had to defeat Minnesota on its home ice, a huge Badger crowd turned out for virtually all of the teams' tournament games. Some fans, including Alvarez, the Burishes, and even a tuba player from the Alumni Band, traveled back and forth between Minneapolis and Green Bay to catch both the men's first round games and the women's Frozen Four.

"We live in a real unique city, and we have an unbelievable university," Johnson says. "But the support [the fans] give to us is unmatched anywhere in the country."

In their tournaments, both Badger teams survived multiple-overtime games to advance to the Frozen Four. The women needed two overtime periods, a total of 90 minutes and 10 seconds, to top Mercyhurst, 2-1. The men went to three

overtime periods — 111 minutes and 13 seconds — to defeat Cornell, 1-0. And to add to the similarities, the winning goals in both games were scored by freshman forwards: Tia Hanson for the women, Jack Skille for the men.

So was it all destiny, a predetermined course that drew both teams toward the top?

"Destiny is a combination of preparation meeting opportunity," says Eaves.

"It's the habits that form and what you do with opportunities," adds Johnson. "In order to get opportunities, you have to prepare and have things go your way."

Eaves notes that it was Forrest Gump who said: "I don't know if we each have a destiny, or if we're all just floating around accidental-like on a breeze, but I, I think maybe it's both."

Maybe it was destiny, maybe it was "floating around accidental-like," and maybe it was both. Whatever you choose to believe, some force underlies this unique and landmark year for Badger hockey, a year that led members of the women's team to start labeling Wisconsin as "the new state of hockey." Destiny is one word for it, but historians may some day look back on the unprecedented achievements of 2006 and choose another term.

Legacy.

Dan Uttech '01 works as a writer for University Communications and is pursuing a degree in elementary education. He traveled to the women's Frozen Four as a member of the Alumni Band.

REVOLUTION IN GEAR

It's sporty, it's red, and it's called

BY ERIK NESS

PHOTOS BY
JEFF MILLER

ut on the taxiway of the deserted Lone Rock Airport, the command comes: "Hit it!" Danny Bocci '05 punches the gas on the brand new Chevrolet Equinox and accelerates hard into the deepening autumn night. The engine rushes, tires squeal, and the fluid lines of the vehicle recede into running lights. It all goes off like a scene from a slick TV ad, except that instead of a film crew, there is twenty-two-year-old Liz Casson '06 in a gray hooded sweatshirt, running a hand-held video camera. And instead of a catering spread, Dan Mehr '06 works a grill loaded with brats and burgers and ribs. Grocery bags of chips, cookies, and soda spill open at his feet, and students grab handfuls while manning the radar gun and the laptop and waiting for their turn at the wheel.

The group is festive, and no wonder: they've been waiting a year for this car, envisioning it in their heads and on computer screens. Now they can touch it, hear it, and gun it. The tires are still a glossy showroom black, the interior exudes that new-car smell, and the seats are a little stiff. For UW-Madison's hybrid vehicle team, it's time for rubber and muscle and steel.

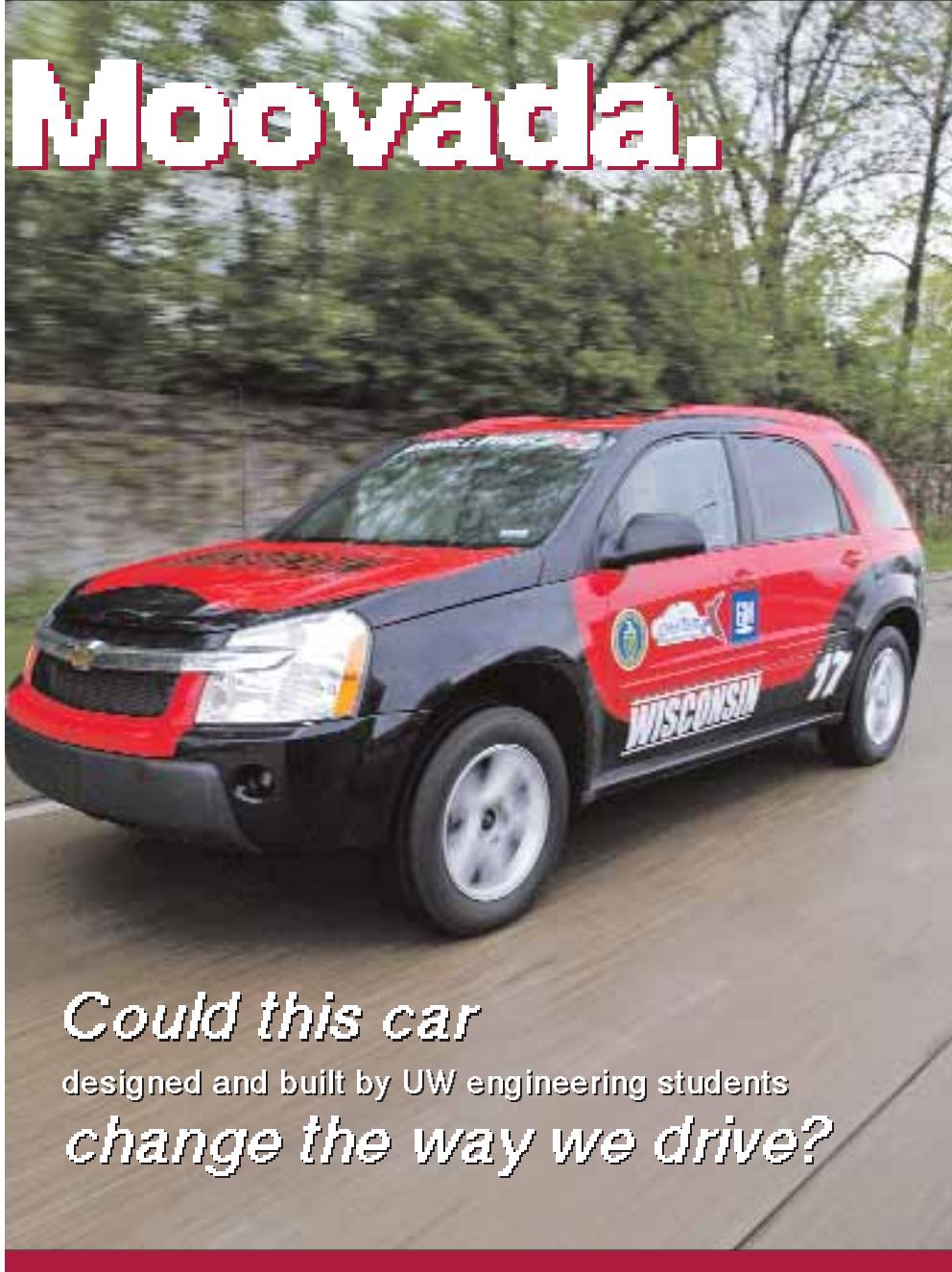
This car is the heart of Challenge X, a national competition that pits teams from seventeen North American universities in a three-year quest to convert a standard-issue, gasoline-powered car into a hybrid that combines internal combustion and electricity for maximum efficiency. During the next nine months, the UW team will reimagine, re-engineer, and endlessly reassemble its vehicle, transforming it from an off-the-assembly-line

Equinox, with an average fuel economy of twenty-one miles per gallon, into a thirty-five-miles-to-the-gallon hybrid that team members have nicknamed Moovada. They will need to meet next-generation emissions standards, stay within budget, and maintain or exceed the utility and performance of the original car.

First came a facelift: students repainted the car with a modified DeWalt NASCAR scheme in red and black. The rest of the to-do list is formidable: design, build, and replace the front and rear subframes. Rebuild the electrical system for the higher voltage required by the electric motor and its \$2,000 battery. Fit the electric motor. Build the emissions system. Add a clutch and transmission. Swap the gasoline engine for a high-end diesel. Replace the gas tank. And write software to make everything work together.

Previous Wisconsin teams have done similar tasks, and done them well. During the past seven years of the competition, sponsored by the U.S. Department of Energy and the automotive industry, UW-Madison has won five times.

But things are different now. While the idea of building a hybrid car was once a novel engineering exercise, it's now an economic imperative for America's struggling auto industry. Even before the Iraq war and the effects of Hurricane Katrina sent oil prices soaring, General Motors and Ford teetered on the edge of bankruptcy, their imposing fleets of trucks and sport-utility vehicles seeming like dinosaurs in a new age of fuel efficiency. And while the market for hybrid cars is still small, companies such as Toyota, which sometime this year



*Could this car
designed and built by UW engineering students
change the way we drive?*

will pass General Motors as the world's largest automaker, are miles ahead.

In 2004, General Motors replaced Ford as primary sponsor of the hybrid-car competition and tailored it to fit its vehicle-development process. As a result, the rules changed, the vehicle changed, and Wisconsin's success changed. After the first year of Challenge X, which culminated in preliminary judging last summer, UW-Madison placed tenth. And now UW's proud vehicle-design program

faces a problem that significantly parallels the challenge for Detroit: how to engineer a comeback.

Glenn Bower has three rules: have fun, learn something, and don't hurt yourself. Bower, a faculty associate in mechanical engineering, advises some one hundred students who participate in the university's various auto-design teams, which also include groups working on Baja and Formula

race cars and one designing a more environmentally friendly snowmobile. Before any of those students roll up their sleeves and start tinkering, Bower insists on diversions — anything from a wheelbarrow race or a contest to suck down a stack of saltines and a soda — to build rapport and ease tension.

On a day last fall, not long after the Equinox landed, the exercise is to design a module to protect an egg from a twenty-foot drop, using only one piece of paper, a roll of Scotch tape, a few straws, and some rubber bands. Although not a single egg survives, the exercise does the trick, and the students are loose as they head into the garage, a sprawling, quadrilateral room in the Engineering Centers Building with vehicles propped up and popped apart in every corner.

Liz Casson, a senior in electrical engineering and the hybrid team's leader, sits cross-legged on the floor, struggling with the suspension on a five-year-old Baja car. Plenty remains to be done on the Moovada, but she wants to leave those opportunities for less-experienced team members. Besides, she plans to take the Baja for a spin around Bower's wooded lot during the team's fall bonfire.

"I've always liked to build stuff, ever since I was little," she says. "If something wasn't working, I wanted to know why."

Vehicle-design competitions exist to give students an opportunity to pursue that curiosity. In cooperation with the Department of Energy, the auto industry has sponsored dozens of contests since 1987, in part to showcase new technology, but also to offer college engineers a sample of the auto-design process.

Many, like Casson, have little

experience working on cars before they sign on. Casson was attracted as a freshman by a display of the UW's hybrid car — then a 2002 Ford Explorer — because it was the same model her dad drove back home in Potomac, Maryland. "The team was a family," she remembers. "I liked that, because as a freshman, you're looking for friends. It's a huge school."

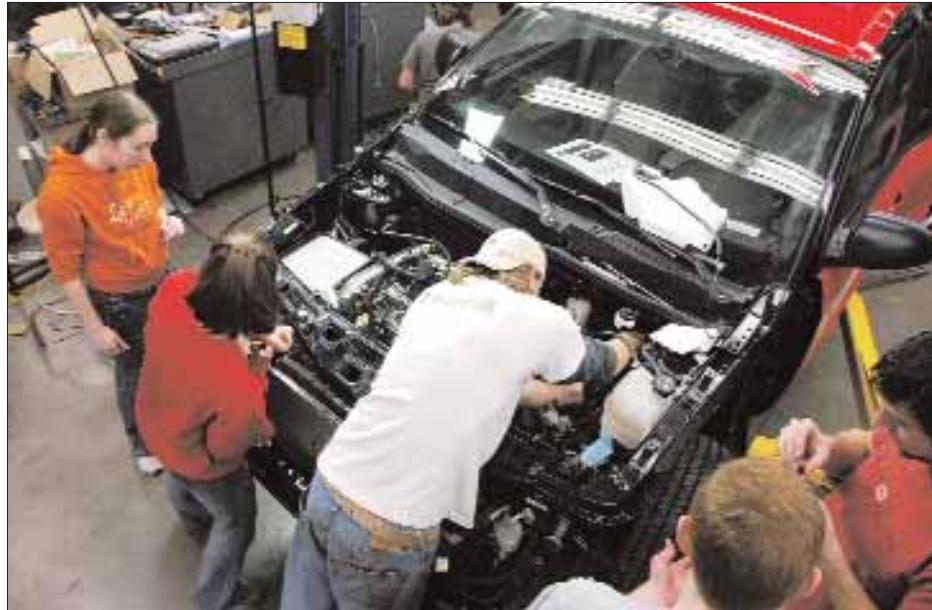
With no mechanical experience, Casson started out working on the team's newsletter. In time, she learned to weld and made herself useful on the band saw. "Just hanging around the garage provided the opportunity to explore," she says. "I don't think you need to come in with the background of taking apart engines or building tractors. I just think you need to come in with the drive to figure out why something isn't doing what you think it should."

Students get to tinker with engines, but they're also tinkering with their career options. Many past participants have gone on to work in the auto industry. Julie Marshaus '99, MS'02, who designs exhaust gas recirculation valves for Delphi Corporation, says she owes her job to the hands-on experience she earned as a team member. "A lot of people in industry don't have a good grasp of the challenges of the future technology," she says, noting that she's met colleagues who didn't know that a hybrid vehicle uses a different voltage because "they've never been around it."

"This is your opportunity to make mistakes," says Casson. "So you can learn now, and you're going to be way ahead of your field."

Mistakes? Her voice shrinks and she looks embarrassed. "I've shorted batteries," she confesses. "I've never done anything that devastating, like blow up an engine — which we have done before. As long as you learn from your mistakes, we're happy."

That willingness to dive in has helped fuel the success of the UW design teams. Kristen De La Rosa of Argonne National Laboratory, which oversees the competition, says Wisconsin students are known for their outreach and their cooperation with other teams and that their domi-



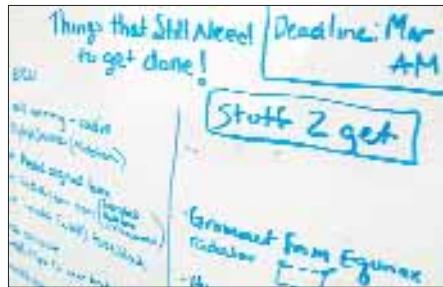
nance of the Ford-run FutureTruck challenge was no accident.

"That team in particular is very business savvy, and they have a very good reputation," she says.

Challenge X — so christened because the Equinox is a cross between a car and a sport-utility vehicle — was altered to mirror GM's vehicle-development process and now puts more emphasis on computer modeling and design in its early phases. "We had a monster garage approach to competitions in the past," says De La Rosa. "A lot of the engineering decisions were based on 'What can I get my hands on?' and 'What can I fit into the vehicle?'"

Now, in the first year, teams receive a disembodied engine compartment and a library of computer files. They design their vehicles entirely on computer. After passing that test, teams get the Equinox and turn it into a mule vehicle — a rough cut that tests the new drivetrain, but lacks polish. The final goal is a showroom-quality vehicle, down to the cup holders.

Last summer, teams traveled to GM's offices in Auburn Hills, Michigan, to present the results of the design phase. Not surprisingly, judges selected the most conceptually advanced plan — a fuel-cell-powered hybrid designed by the University of Waterloo in Ontario,



Getting the Moovada in gear takes more than just gears. Clockwise from upper left: students install newly modified engine components under the hood; programmers sift through thousands of lines of computer code that help run the car's dual engines; a crowded to-do list reminds the team of looming deadlines; sparks fly as a student uses a grinder to hone a part to be installed in the car; and the team blows off steam by racing mechanic carts across the terrazzo tile floors of the Engineering Centers Building lobby.

Canada — as the winner. Though disappointed by their tenth-place result, UW students are more confident of their chances now that the competition has moved on to the nuts-and-bolts work.

"We've developed a strategy over the years for setting goals for ourselves that are realistic," says Casson. While other teams opted for more experimental approaches, she says Wisconsin has a design it can build.

As the semester progresses, the pace in the Engineering Centers garage slowly picks up. It's a free-form choreography, with small teams tackling tasks that, when combined in proper

order, will equal a finished vehicle. On a Friday in October, several students are retrofitting a clutch, while three others scan a printout, trying to master the five thousand lines of code that will eventually run the Moovada.

Meanwhile, another group of students works on the task of mounting the Moovada's rear electric motor. They have uncovered a problem with their strategy and now must reconfigure a two-hundred-pound jig of welded, one-inch angle iron. Two men with a sledge hammer and a grinder tackle that indelicate job.

In the final car, this and other subframe elements will be made of

aluminum, to shave pounds and enhance fuel efficiency. But because aluminum fabrication is expensive and less forgiving, they first perfect the design in steel, which has its frustrations. "You get the feeling for the real thing here, and you sense other potential problems, too," says Dave Ahlman x'06. But, he confesses, "I'd rather be doing it on a computer."

"It's just not the same," counters Kevin Stutenberg x'08. "If you're designing something on a computer screen, it's not nearly the same as going out and pulling it off or machining it on the lathe. That's where you learn all the little things, like [that] you have to add a little tolerance."

Stutenberg, a certified helicopter mechanic, has a little more perspective than the average undergrad. Deployed to Iraq as a flight engineer for the massive Chinook helicopter, he eventually became a door gunner. "I think one great reason for advancing the hybrid program is that we are less dependent on the Middle Eastern countries, because they do tend to be a little less stable than we are," he says.

On screen or under the hood, Ahlman and Stutenberg embody the spirit of engineering, but it's not the only factor at play in the making of a successful vehicle. Technology often takes a back seat to economic reality, and those tensions are already showing up in the market for hybrids, which account for less than 2 percent of all automobile sales in the United States. With two engines instead of one, hybrids cost several thousand dollars more than similar gasoline-powered cars, and automakers aren't likely to stick with them unless they sell within broader market segments.

"Unfortunately, we have to have an economic incentive," says Bower. "Right now, it's people interested in high technology — engineers — and environmentalists buying [hybrids]."

In fact, a sleek red car right in the hybrid team fleet offers a perfect lesson in these automotive economics. Dusty and partially disassembled, with a library of technical manuals scattered on the

Continued on page 60

rear dash, few people might recognize it as a billion-dollar car. But that's how much money General Motors spent developing the notorious EV1.

Still touted as the most efficient production vehicle ever made, the all-electric EV1 was created in the late 1990s to meet California's strict environmental regulations. But even as GM was pouring resources into the car's development, the industry was battling California in court, a legal maneuver that ultimately toppled the standards. GM pulled the plug and recalled the eight hundred experimental vehicles, much to the anguish of a small cadre of fans. Former *Baywatch* star Alexandra Paul chained herself to an EV1 junkyard in protest.

Although it may have been a financial boondoggle, the EV1 is a foundation for the automotive future. Without its innovation, the U.S. hybrid effort would be even further behind companies such as Toyota and Honda, which have the best-selling models. GM is gambling that lessons learned in building the EV1 will help minimize its hybrid investment and shift the paradigm to an all-electric car powered by a fuel cell.

Meanwhile, Challenge X gives the industry seventeen different solutions to the basic engineering problem of making hybrids work. Mark Johnson, a director in GM's product development group, says that the competition "allows us to leverage some of the best and brightest and most technologically capable young minds in North America. This generation is totally in tune with sophisticated software tools, computers, math modeling, and simulations, and they're undoubtedly going to take this industry on its next technological leap."

To Casson, however, the EV1 isn't a harbinger or history lesson. "It's just an engineering challenge," she says. "When you come up with an idea to do something, and you work through it, and you get stuck, and you keep working on it and keep working on it ... when you're done, the feeling you have of accomplishment is incredibly rewarding." That's what keeps her plugging away at the

Moovada — it's another engineering challenge to be mastered.

"Who took off the Big ass nuts on the end of the half shafts in the

rear???? We cannot find them and have looked everywhere. Give us ... " The hurried e-mail from Danny Bocci stops in mid-sentence, then screams: "WE NEED THESE SO WE CAN DRIVE TOMORROW!!!!!!!"

It's a Monday night in late February, and crunch time for the Moovada. The car needs to be operational by Thursday, when the team is to demonstrate it at a press event in Milwaukee. Executives from Johnson Controls, which is donating a battery to the team, and from GM will be on hand. But Bocci, a computer engineer who has been working to perfect the Moovada's control software, needs a working vehicle before he can test the code.

Bocci is the senior member of the crew and the only one who has experienced an entire vehicle build. His dad was an engineer for Motorola and a ham radio enthusiast, and ever since Bocci could pull up a chair, he's spent hours at his dad's side. "I always thought I'd work at Motorola, but my real passion is vehicles," he says. He once built a racing tractor that did thirty-five miles per hour. "That was an experience," he laughs. "A lot of the first-generation design only lasted four or five blocks."

Even since Bocci joined the team, the atmosphere around the garage has changed. While it was once the playground of habitual shop rats, technology has altered people's relationship with cars. "Ten years ago, people still had vehicles that were eight or ten years old, and they had to replace distributor caps and spark plugs. People still did timing lights," says Bower. "Now, you just plug it in, and the computer tells you what's wrong." The trend has hurt the UW's vehicle teams: where once Bower had sixty to eighty students working on the hybrid car, it's down to a core group of about twenty students.

For that reason, Bower isn't thrilled

by the new Challenge X format. "We already have enough book work and computer work here," he says. "The accreditation boards are saying we need more hands-on [activities]." The opportunity to get under the hood, he says, has been a big reason these contests have thrived at Wisconsin. "When it gets to the grease monkey stage, or just the grunt stage, our team has been more willing to get dirty, get in the shop, stay in long hours, forgo the parties."

But the message of Challenge X is that the auto industry — and those who work in it — must adapt to new environments. And for Wisconsin, there are promising signs that more than just a vehicle is coming together.

Bocci's next e-mail to the team comes at 5:45 on Tuesday morning, and it begins: "It's alive!" The calibration is still pretty rough, but the initial conversion from gas-guzzling Equinox to Moovada is done.

"I have a very realistic sense of how much work is left," Bocci says. But as the team prepares for the next round of judging this June, he and others are pleased by the progress.

"I saw people working as a team for the first time this year, with ten or twelve people working toward the same goal," says Bower. "Before, two or three people were doing all the work."

"I've been learning over the years to make them struggle," he admits. "They have to get upset and realize that there is a better way." It's a lesson that is beginning to sink in, both for the students and for the auto industry at large. The students have something to teach us all about the challenge of our automotive future: instead of all the environmental hand-wringing, the political grandstanding, and the relentless failure of Detroit to forge a path beyond our gas-addicted plight, it's simply time to pull a few all-nighters and get the job done. ¶

Erik Ness is a freelance writer living in Madison. His last article for *On Wisconsin*, about the environmental effects of coal mining in West Virginia, appeared in the Winter 2004 issue.

The Power of Parody

African professor explores the subversive world of political cartoonists.

Tejumola Olaniyan knows that the distance from the tip of a political cartoonist's pen to the door of a prison cell — or the muzzle of an assassin's gun — can be frightfully short.

In his native Africa, Olaniyan has seen the cost. Algerian cartoonist Guerrovi Brahim was murdered in 1995. Tony Namate, a cartoonist in Zimbabwe and a friend of Olaniyan's, is in hiding, fearing retribution from the government of Robert Mugabe.

Another Algerian, Lamari Chawki, received a three-year prison term for mocking that nation's flag.

Earlier this year, when political cartoons in an obscure Danish publication rocked the Islamic world and unleashed widespread civil unrest and death with their depiction of the prophet Mohammed, Olaniyan was not surprised. A professor of English and African languages and literature, he was already at work on a book about the ability of cartoons to sear into people's hearts — and land their creators in serious jeopardy.

"Cartoons may seem to be innocuous and childish, but they are very powerful," he says. "Political cartoons are supposed to upset their target."

Olaniyan's focus is on the developing nations of Africa, places often beset with problems of war, disease, poverty, and corruption. His forthcoming book will examine how cartoonists in English-speaking African nations — including Kenya, Ghana, South Africa, Zimbabwe, and Nigeria — frame those issues for readers who often don't have many other sources of news.

"The literacy in terms of being able to read and write is

very low," Olaniyan says. "But there is a high degree of visual literacy. Cartoons have always been very popular. People regard cartoonists as trusted guides to help them make sense of the chaos of

on tough issues, he says that the work of their African counterparts differs in significant ways.

"In Africa, the issues they are faced with are issues of life and death and the macropolitical issues of extreme inequality, torture and injustice, and poverty. That propels them to be more edgy," he says.

"Cartoonists in the west have views that are more micro.

"You actually have to be creative to be corrupt here. In Africa, we're talking about very vulgar corruption, and with impunity. They are faced with issues that are far more urgent," he adds.

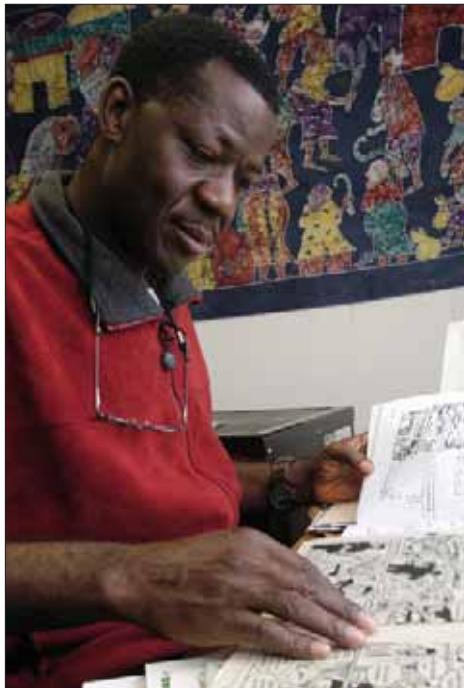
Another difference is artistic. Because they are often dealing with the same big-picture issues again and again, African cartoonists must reinvent their styles to keep readers interested, Olaniyan says. American cartoonists tend to adopt a style and portray issues through that lens.

The common thread, though, is that political cartoonists everywhere play an important role in attacking the status quo. And although many people have suggested that it was irresponsible for Danish newspapers to portray the prophet Mohammed in cartoons,

Olaniyan suggests it would be more irresponsible to squelch cartoonists' freedom to critique society.

"There are all kinds of speech in this country that I don't like and would like to pulverize into the ground. Much of it is speech directed at people like me," he says. "But the question is, would I want to sacrifice freedom of speech for the benefit of not hearing those forms of speech? The answer is no."

— Dennis Chaptman '80



MICHAEL FORSTER ROTHBART

Teju Olaniyan reads political cartoons in his office in Van Hise Hall. "Studying cartoons gives good insights into a country's political culture," he says, "because cartoonists often have wider, more robust views of political events, and because of their wide audience. Everyone loves cartoons." But not everyone loves a cartoonist. Olaniyan's work explores the pressures these artists face.

the political scene."

The power of political cartoonists in Africa is such that when a former Nigerian regime instituted a national "War Against Indiscipline," one of the discouraged activities — along with things such as littering — was cartooning the head of state.

That subversive nature appeals to Olaniyan, who first developed a liking for cartoons as a high school student in Omu-Aran, Nigeria. And while American political cartoonists also take

Students at Hillel had a chance to get *Lost* in March — they heard from two writers of that award-winning ABC program, Adam Horowitz '94 and Edward Kitsis '93. The writers screened an episode, discussed their creative process, and shared insider highlights about the show.

It's often been said that UW-Madison marches to the beat of its own drum — and campus is about to get a lot more drummers. The **Drum Corps International World Championships** will be held at Camp Randall from August 8 to 12. Madison last hosted the competition in 2002.

Is **Stalin** set for a comeback? Sociology professor Theodore Gerber and his colleague



SPENCER WALTS

Sarah Mendelson from the Center for Strategic and International Studies released a survey in February that indicated that young Russians hold an ambivalent or even positive view of the dictator. Some 56 percent of them felt he did more good than bad and 51 percent said he was a wise leader.

William Broad MA'77, a senior writer for the *New York Times*, takes a look into the past to see how the ancients tried to foretell the future with **The Oracle: The Lost Secrets and Hidden Message of Ancient Delphi**, published this year by Penguin. The book combines science and history, but reads like a detective story, following the efforts of an archaeologist and a geologist as they worked to uncover once and for all the secrets of the Oracle of Delphi, one of the most influential prophets of ancient Greece.

Putting **Faith** in **Science**



ILLUSTRATION BY DENNIS HARMS © IMAGES.COM/CORBIS

Intelligent design — an alternative theory of life supported by many Christians — argues that science alone can't explain the mysteries of our existence. And most Americans agree. **Why has science been so unconvincing?**

By Deborah Blum MA'82

"The impregnable position of science may be described in a few words. We claim, and we shall wrest from theology, the entire domain of cosmological theory. All schemes and systems which thus infringe upon the domain of science must, in so far as they do this, submit to its control, and relinquish all thought of controlling it."

— John Tyndall, to the British Association for the Advancement of Science, in 1874

More than 130 years after his declaration, science has reshaped the world in ways that even the most optimistic physicist might have failed to imagine. Yet theology still matters, religion remains one of the world's most powerful forces, and — to take the most contentious case of the moment — Charles Darwin's theory has yet to be accepted by millions of people around the world.

Using evolution theory as a measure, a startling number of people seem to find science inadequate as a way of understanding the world around them. A recent survey by the Pew Forum on Religion and Public Life found that three-fourths of Americans are dissatisfied with Darwin's explanation of life. A Gallup poll last fall reached a similar conclusion, adding that a majority of the dissatisfied were educated men and women — in fact, college graduates. Further, the Gallup survey found that 53 percent of those questioned preferred to believe that God created humans in their present form. And of those who did accept evolution, most considered the process so complex as to need help from an "intelligent designer."

Such potent cultural beliefs are changing the landscape of education in the United States. School boards in Grantsburg, Wisconsin, and Dover, Pennsylvania, have flirted with requiring science teachers to devote class time to intelligent design as an alternative to evolution theory. And while those efforts failed, experts are less sanguine about the next round of challenges. Eighteen states

have indicated that they will explore whether their schools should teach other ideas in science classes — from Kansas, which is already working to alter textbooks, to Florida, which has ordered a complete textbook review in 2007.

Among the scholars following — and worrying over — these trends is Ronald Numbers, a UW-Madison professor in the history of science and medicine. Along with many of his peers, Numbers suspects that a more conservative U.S. Supreme Court is likely to support one of those efforts, overturning a long tradition of upholding standard science in the classroom. At the same time, evolution critics are growing increasingly refined in their attempts to inject other ideas into the curriculum. Some are now pushing for "critical evaluation" of evolution theory and its alternatives, a strategy that experts think is less likely to run afoul of constitutional prohibitions on mixing church and state.

"They may win that one when it comes along," Numbers says.

But for Numbers, one of the leading scholars of the creationist movement, the critical question for science is not what might happen, but what already has. Far from wresting cosmological theory from the theologians, science appears to be losing tread with the public on one of its most basic tenets. And Numbers may be one of the best people in the country to ask why.

"As I see it, my job at the moment is not to solve the problem but to help diagnose it so that it can be solved," he says.

Science stood transcendent when John Tyndall, the great Irish physicist, made his famous boast, standing atop the technological advances of the mid-nineteenth century: telegraph cables linking North America to Europe and Europe to Asia, the periodic table of elements newly devised, and useful inventions from celluloid to the pressure cooker amazing consumers. Beyond technology, researchers were redefining the natural world, most notably with the 1859 publication of Charles Darwin's book *On the Origin of Species*. There was nothing, it seemed, that science couldn't explain or accomplish.

Except, of course, to live up to Tyndall's expectation that it would — or could — become the only way to understand life on a challenging planet.

Entering Numbers's office, in the Department of Medical History and Bioethics, is akin to entering a cave of books. Books rise along the walls in towering cases. They cobble the wide surface of his desk. They climb like stalagmites in stacks that rise from the floor. Numbers sits behind his piled desk like a priest of paper, white-bearded, kind-faced, surrounded by the troubled history of science and religion.

Those volumes weave a history of two worlds that have collided far more often than they have connected. A significant reason, says Numbers, is scientific arrogance, which neither began nor ended with Tyndall's grandiose claims of a world illuminated only by science. Modern examples include the British geneticist Richard Dawkins, who routinely couples the words *faith* and *ignorance*, and the American philosopher of science Daniel Dennett, who recently told the *New York Times* that religious "belief can be explained in much the same way a cancer can."

conflicts between facts and faith in the post-Darwinian world. He was born in Boulder, Colorado, in 1942, the bright and curious son of a Seventh-Day Adventist missionary, who himself was the son of an Adventist minister. "I come from four generations of Adventists," Numbers says. "I'm the first son not to be a minister, which makes me the family black sheep."

Expecting to follow the family tradition, Numbers started writing sermons when he was five years old. Even when he was in graduate school, at the University of California at Berkeley, he remained true to his religion, keeping to the Adventist community at the university.

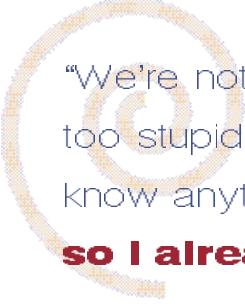
But at Berkeley, provoked by science, Numbers began to wonder about the rightness of his beliefs. He found it increasingly difficult to reconcile his church's doctrine — part of which says God created the earth six thousand years ago — with fossil records that detailed millions of years of plant and animal life.

theism. It was one big ball of wax. It was at once exhilarating and terrifying."

The book, published in 1976, concluded that White was often mistaken about the world, and sometimes knowingly so. Before it was released, officials at Loma Linda, having learned of its conclusions, asked Numbers to leave. His work went over no better with his family. "My father was so humiliated that he took early retirement," Numbers says, and although the two men eventually made their peace, for years, his father refused to be seen with him in public.

The best thing that came out of his critical scholarship, he says, was that the UW offered him a job. He moved to Madison in 1974 to join the university's history of science department, the oldest of its kind in the country. Yet no one, including Numbers, imagined that creationism would become such a powerful modern force.

"There are wonderful statements from the time, people saying that we're



"We're not going to get very far by assuming that all these people are too stupid to know what they're talking about or that creationists don't know anything. Of course, I grew up with people who were creationists,

so I already knew that a lot of them were very smart."

"Dennett and Dawkins say believing in God is stupid. Which is stupid," says Numbers. "We're not going to get very far by assuming that all these people are too stupid to know what they're talking about or that creationists don't know anything. Of course, what helped me in that perspective was that I grew up with people who *were* creationists, so I already knew that a lot of them were very smart."

The story of how Numbers arrived at Wisconsin is in itself an illustration of the

After joining the faculty at Loma Linda University, an Adventist college in southern California, he began researching a book on Ellen G. White, the famed nineteenth-century prophetess of the Adventist church, whose visions of young-earth creationism helped define its religious beliefs. Yet the countering evidence of science, with its catalogues of ancient fossils, troubled him enough to wonder if White was wrong, and that, he admits, "was a very slippery slope. At the same time, I was questioning my lifelong

on the road to secularization and just mopping things up," Numbers recalls, smiling. It was his own background that prompted him to continue gathering information on the issue, exploring it, wondering about where it was going.

He was also encouraged by David Lindberg, longtime chair of the department and a renowned scholar of science in the medieval period. Lindberg had a background similar to his colleague's, having been raised by an evangelical minister father, and like Numbers, he

found in history a subversive kind of truth, which led him to question his belief system.

"Historical study is corrosive," says Lindberg, now a professor emeritus. "Once you start asking questions about why someone you're studying believes something — whether it's true, where it came from — if you're honest, you end up asking the same questions of yourself."

In 1978, the two men decided to organize a national conference on science and religion, which led to a heralded book, *God and Nature*. Their thinking turned out to be prescient, seeming to anticipate a surge of creationist activism in the early 1980s. Two states, Arkansas and Louisiana, passed laws requiring creationism to be included in science curricula, leading to a challenge that reached the Supreme Court. In 1987, the court tossed out the laws as unconstitutional, noting that creationism was religion masquerading as science.

That case gave evolution a legal victory, but a hollow one. Scientists and educators were faced with the reality that more than a century of science had not altered deep-seated beliefs within the Christian community about the origins of life.

"By this time everyone knew that we were looking at a very hot issue," says Numbers, who testified in the case. He began work on a book chronicling the origins and modern rebirth of the creationist movement. *The Creationists* was published in 1992, before most people had ever heard the term *intelligent design*. Yet it reads like a predictive lesson on the confrontations of the day, describing the "amazing resiliency of Christian beliefs" and exploring why those beliefs have often been posed as a challenge to scientific explanations of our world.

Now at work on a revision of *The Creationists*, Numbers is focused these days on intelligent design, the modern inheritor of the creationist movement. The basic argument of intelli-

gent design proposes that the complexity of biological life is itself evidence of a designer, a higher being at work. An example, given by the Discovery Institute, a conservative think tank in the Pacific Northwest, is that some living cells are so incredibly complex that they simply could not have been built by random mutation. Advocates say that science has failed to explain such complexity — or to acknowledge the inadequacy of its explanations.

"Of course, intelligent design is a strategy to get around separation of church and state in this country," says Numbers. But it's also revealing. Fundamentalist Christians who support intelligent design argue that science is insufficient as a means to understand the mystery of life, yet they know they can't ignore research findings entirely. The solution is to rewrite them. As Numbers puts it, "the ID people want to baptize their own views as science."

In Grantsburg and Dover, school board members bought the argument, calling for intelligent design to be taught as a critique of evolution, suggesting that it remains an unsettled question of science. What has genuinely infuriated many researchers is that no such scientific controversy exists. The tenets of natural selection and gradual evolution are not merely widely accepted — they have been shown to work in the lab and in the wild. Scientists have observed evolution in progress in species from simple bacteria to sophisticated creatures, and they have used evolutionary theory to make and test predictions about how species change over time. In one recent study of chimpanzees at the Massachusetts Institute of Technology, researchers showed that the genetic mutations forecasted by Darwin's theory actually have occurred.

"What makes evolution a scientific explanation is that it makes testable predictions," the lead scientist on that experiment, the Nobel laureate Eric Lander, said in announcing the study. "You only believe theories when they make non-obvious predictions that are confirmed by scientific evidence." By the most basic

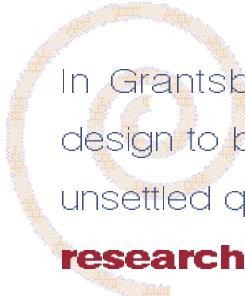
standards — testability, repeatability, and predictability — intelligent design thus fails to qualify. In the eyes of most researchers, the "controversy" surrounding evolution may be religious or political, but it is not scientific.

"The difference between science and non-science is a standard problem, discussed for many years as a philosophical issue," says Elliott Sober, a UW-Madison professor of philosophy who has studied the question of whether creationism can be considered a scientific theory. How, he asks, does one calculate and test the explanations of intelligent design? To hypothesize that God created the earth's species, for instance, a scientist would need testable probabilities that species with certain features would arise based on the designer's intentions. So far no one studying science, philosophy, theology, or intelligent design has come up with a way of doing that.

"Maybe we'll find a better way of thinking about testability," Sober says. "You can't rule that out. But I doubt that's going to turn out right and for now, I think we can say that if a theory is not testable, it is not science."

So far, the courts — and the court of public opinion — seem to agree. In Grantsburg, the school board last year withdrew its November 2004 motion to put intelligent design into its science curriculum after heavy public protest. A central California school district also dropped a planned intelligent design class early this year, and in February, the Ohio board of education backed away from requiring biology teachers to discuss the controversy surrounding evolution.

In the Dover school board case, a federal judge delivered a blistering defeat to intelligent design in December of last year. "To be sure, Darwin's theory of evolution is imperfect," wrote Judge John Jones III. "However, the fact that a scientific theory cannot yet render an explanation on every point should not be used as a pretext to thrust an untestable alternative hypothesis into the science classroom or to misrepresent well-established scientific opinions."



In Grantsburg and Dover, school board members called for intelligent design to be taught as a critique of evolution, suggesting that it remains an unsettled question of science. **What has genuinely infuriated many researchers is that no such scientific controversy exists.**

Still, no one expects this to be the final word on the teaching of science. The Discovery Institute's John West, who angrily told reporters following the Dover decision that it indicated nothing more than the opinion of an "activist judge," foresees more success for intelligent design in places such as Kansas, where the state school board voted last fall to redefine science to include the supernatural and to encourage science teachers to question the theory of evolution.

Creationists have waged this battle before, most famously in the 1925 trial of Dayton, Tennessee, schoolteacher John Scopes, who was charged with teaching evolution in his classroom. While the case was ultimately dismissed due to a technicality, the popular perception is that the attention surrounding the Scopes trial resulted in a triumph of science over superstition. But it also helped shore up a determined core of Biblical literalists, who would keep the evolution debate on a slow simmer for the next several decades.

Michael Ruse, a philosopher of science and religion at Florida State University, says events of the mid-twentieth century helped fire up that debate again. "The bomb at the end of the second world war made people think of Armageddon," he says. "And the Cold War again gave the feeling that the end times might be near."

Many devout Christians were further motivated by the founding of Israel — interpreted by fundamentalists as a sign of Revelation, as predicted in the Bible — and the approaching new millennium, convincing many that the world needed to return to the

gospel before it was too late.

More pragmatically, American textbooks were revised during the post-Sputnik race to the moon, with a science-first emphasis that was far more dogmatic about Darwinian science. Numbers says the changes helped spark a new sense of alarm and a powerful us-against-them mentality in the Christian right.

Science, however, was slow to recognize these cultural shifts, often dismissing criticism of evolution as uninformed or unimportant. When Kansas convened public hearings to discuss the merits of intelligent design, most scientists stayed away, thinking that if they refused to testify, it would be obvious that the idea wasn't even worth discussing. They were shocked when the decision went so clearly against them.

"The average scientist in the lab is not just unaware, but very hostile to the idea that there might be extra-scientific ideas influencing his or her work," Ruse says. "[Thomas] Kuhn made this point well — science is a form of indoctrination. Hard work when you are young, poor pay, having to do what the boss demands, and so forth. It is very much like becoming a Jesuit. You are taught that you are different, that culture stays outside the lab, and if you are to be successful, then you believe this."

Only one national science organization, the American Association for the Advancement of Science (AAAS), runs a program dedicated to working on the relationship between science and religion. Its director, a planetary geologist named Connie Bertka, admits that it is a unique idea in the culture of science. She acknowledges that many scientists see no reason for a dialogue involving religion, contending that the only necessary

discussion is to ensure that people don't misinterpret the role of research. Their message, she says, is that science explains how things work or happen. It does not give meaning to them.

Bertka says the point is clear and correct, but she fears that people will draw a different conclusion from that message: "that science is irrelevant to people's lives," she says. "And I worry that we're seeing the consequences of that now."

Michael Zimmerman, dean of letters and science at UW-Oshkosh, had that same fear while listening to national media coverage of the Dover case. The basic message of fundamentalists, he recalls, was "choose evolution or choose heaven, choose creationism or choose hell. And I was just so angry. I know Americans are a religious people. And I know even if they don't go to church, if they are forced to choose, they'll choose religion. And this was a false choice."

Zimmerman, an evolutionary biologist, has been fighting back by trying to build a consensus around the idea that science and religion are not in opposition. After the Grantsburg school board voted to allow the teaching of intelligent design, he began rounding up signatures on letters of protest. He organized a letter signed by administrators from all the UW campuses, a letter signed by theologians and biologists, a letter signed by anthropologists, a letter signed by geologists, and a letter signed by professors at private universities. And then, he did what he considered the really hard work. He persuaded two hundred ministers from around Wisconsin to sign a state-

ment saying that they didn't agree with the action of the school board, that they thought the truths of the Bible and the discoveries of science could peacefully coexist, and that churches should teach religion and schools should convey science as accurately as possible. Many around the state credit this clergy letter, in particular, for influencing the Grantsburg board's decision to rescind its intelligent-design proposal.

Last year, after watching news coverage of the Dover court battle, Zimmerman decided to make his clergy letter national. By early 2006, more than ten thousand clergy members had signed the letter, representing every state in the country, countless religious denominations, small churches, large cathedrals, and "presidents of seminaries, ministers in the military, clergy from red states and blue states, every territory except American Samoa," Zimmerman says.

The letter reads, in part, "We believe that among God's good gifts are human

tion in this country, it makes sense for the scientific community to look for ways to encourage that work."

Both she and AAAS are working in that direction, meeting with members of the clergy interested in science lessons and providing written materials. This summer, the group will publish a book, *The Evolution Dialogues*, which provides information about natural selection, including the theory's history and cultural perspectives. She hopes that seminaries will use some of the information, in particular with the next generation of the clergy.

At the same time, Elliott Sober hopes the next generation of scientists will learn to better communicate what they do and what it means.

"Scientists didn't show up in Kansas, and they now realize that was a mistake," he says. "There's a growing awareness in the scientific community that they need to better communicate with the public, do a better job of explaining. They need

While Numbers served as an adviser on the bill, he says he's "not a big one on passing laws, and I don't think religion should be squelched." But he agrees generally that scientists need to make their case more forcefully. And he'd prefer to see it done in the classroom.

"I would begin and end with the teaching of evolution," he says. "We're not really teaching evolution, even at the university level. Part of the problem is that everyone wants to teach in their specialty, and evolution spans a whole range of specialties. But we could put together a team of specialists — and I think we should."

But Numbers is a realist, and he recognizes that the bigger problem for science is something that John Tyndall never considered: if it came down to an either-or scenario between science and religion, the ultimate loser may be our own humanity. For all its illuminating power, scientific knowledge rarely leads to absolute certainty, and few of us would be satisfied with strict facts alone

"The average scientist in the lab is not just unaware, but very hostile to the idea that there are extra-scientific ideas influencing his or her work ...

You are taught that you are different, that culture stays outside the lab, and if you are to be successful, then you believe this."

minds capable of critical thought and that the failure to fully employ this gift is a rejection of the will of our Creator." Zimmerman says it shows that the "shrill voices of the fundamentalists" are not the only voices of religion in this country.

Many scientists hope the letter makes a point, emphasizing the ways in which science and religion connect, rather than conflict. "There are theologians who have worked to consider what a loving God means in relation to the fact of evolution," says Connie Bertka, of the AAAS. "Is that the job of the scientists? No. Can we help theologians understand the science? Yes. I think given the situa-

to show up and make the case."

Sober is among a cohort of UW-Madison scientists who are backing a bill introduced in February in the Wisconsin state legislature that seeks to keep "political and religious influence" out of science classes. The bill, introduced by Democratic state representative Terese Berceau '73, is the first bill in the country that seeks to protect the integrity of science instruction in the classroom. It would require that any scientific material taught be testable, described by natural processes, and "consistent with any definition of science developed by the National Academy of Science."

to help us comprehend our existence. As Albert Einstein famously noted, "Science without religion is lame; religion without science is blind." If, as scientists argue, accepting intelligent design is choosing blind faith, is the alternative something more than lameness? "The will to believe is so strong," says Numbers, "that it can trump any empirical evidence."

Deborah Blum MA'82 is a Pulitzer-Prize-winning science writer and a professor in the School of Journalism and Mass Communication. Her latest book, *Ghost Hunters: William James and the Scientific Search for Life after Death*, will be published in August.

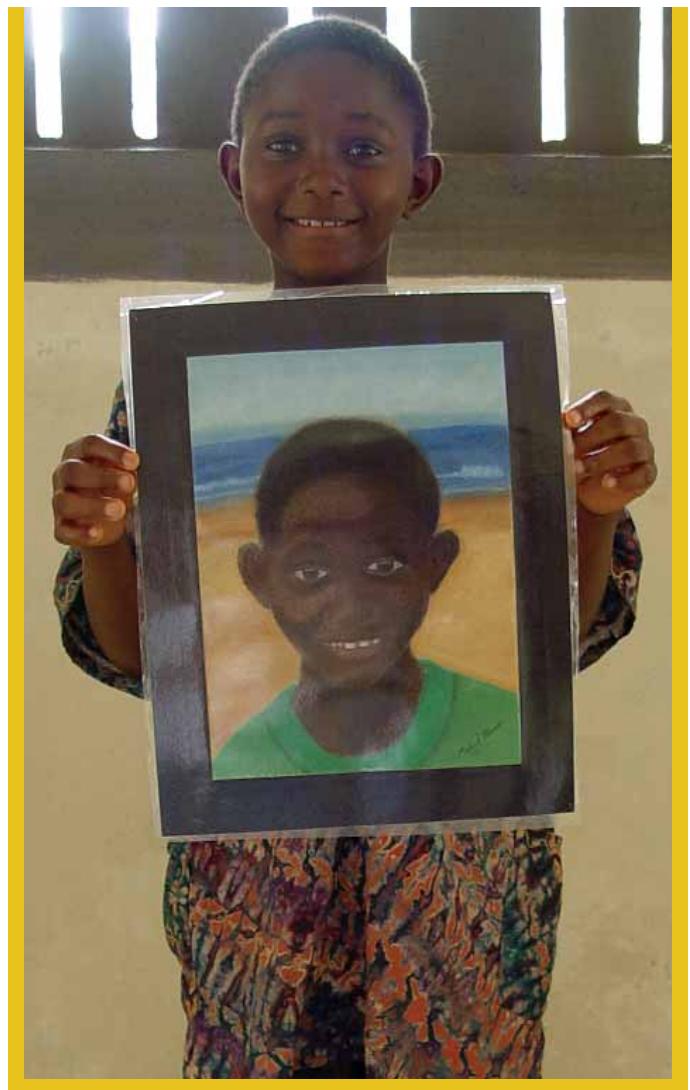
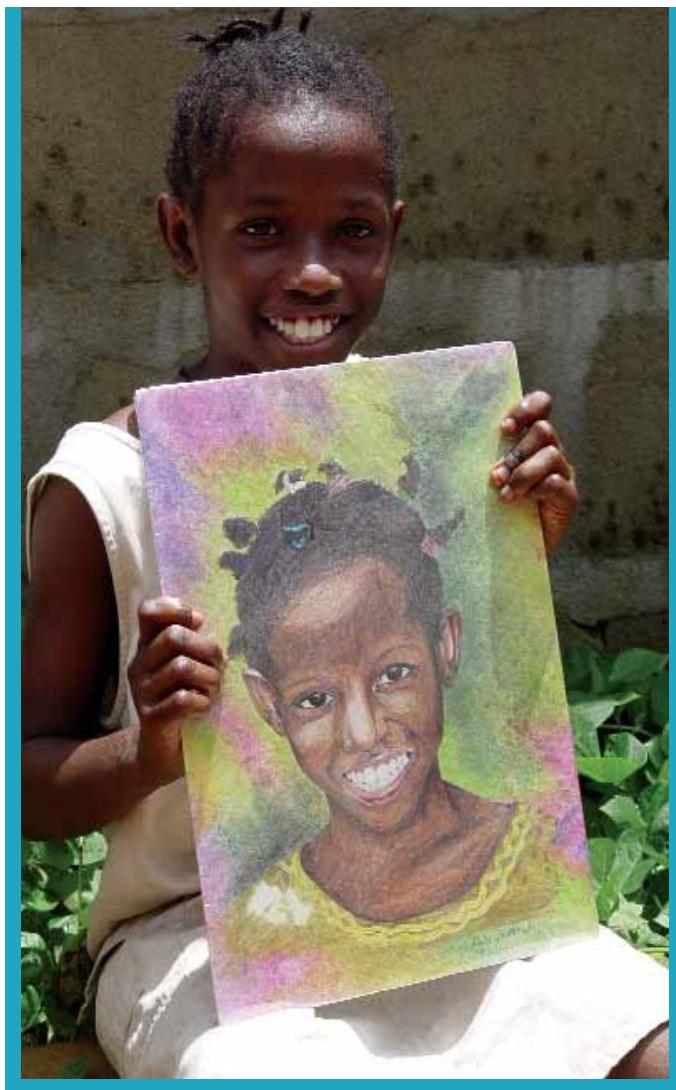


PORTRAITS OF COMPASSION

MANY PEOPLE OPEN THEIR WALLETS WHEN FACED WITH THE STARK REALITY OF ORPHANED CHILDREN AROUND THE GLOBE. BUT ONE UW GRADUATE DOES MORE THAN SEND MONEY—HE MAILED MEMORIES.

BY ERIN HUEFFNER '00

Above: Ben Schumaker, who founded the Memory Project, is also an artist who has joined high school volunteers in painting portraits of orphans to provide them with mementos of their childhoods. The photos on the following pages depict children from an orphanage in Sierra Leone.



When his art teacher asked for volunteers to paint portraits of children last spring, Tom Muto readily agreed. It would just be one more assignment to take care of, he reasoned. He had dabbled in art classes all through high school, and usually, like most high school seniors, his greatest concern was how the quality of his work would affect his grade. But as his portrait of a little girl began to take shape, the Wolcott, New York, student found himself worrying more about whether she would like it.

"Everyone worked harder on [the portraits] than they did with any other project," he says. "Giving them to someone else, we wanted them to be a lot nicer."

And he *really* wanted the girl to like the picture. She's an orphan, and Muto's painting would be more than her portrait. It would be one of her only possessions.

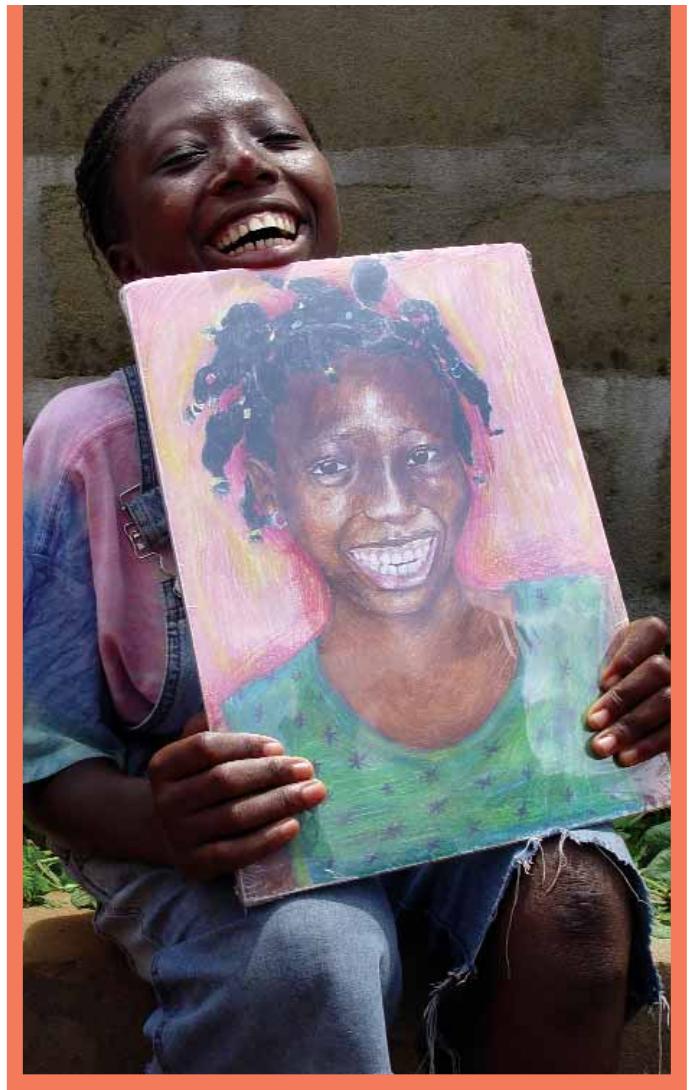
Muto was among a thousand high school students across the country working on the Memory Project, a program founded by social entrepreneur Ben Schumaker '03 to make a difference for forgotten children. His mission is touching the lives of orphans around the world who have nothing and no one to call their own. If not for a chance encounter with a

young man in Guatemala, however, Schumaker might never have found his calling.

After graduating from UW-Madison, Schumaker decided to travel across Central America for a few months. He wanted to hone his Spanish skills and find a chance to volunteer. So when he stumbled upon a Web site that offered free room and board to anyone who would help take care of children in a Guatemalan orphanage, he figured it would be an easy way to get involved.

"I brought a whole bag of donated medicine for them," he explains. "But then I found out that there was no doctor or nurse for miles around. Since there was such a need for health care for these three hundred kids, and since I had shown up with this medicine, I basically got put in charge of being the orphanage doctor."

As a psychology graduate, he had no medical training, but Schumaker agreed to help anyway. He thought the role would entail little more than kissing bruised elbows and putting Band-Aids on scraped knees, but he quickly learned that many of the children were afflicted with a host of serious ailments that went far beyond the expertise of an American with a few medications on hand. Further, the orphanage was so poor that the



kids had no access to basic sanitary supplies such as soap and clean water for bathing, making hygiene all but impossible.

"It got to the point where I couldn't walk through the orphanage grounds without kids coming up to me and pulling my shirt and rubbing the rashes on their arms and saying, 'This itches! Help me!'" he recalls. "So I was fairly depressed while I was there. I really hated my role, because I had never felt so powerless. I wanted to do something, but I couldn't do anything."

One day, a young man stopped by the orphanage and told Schumaker that he'd grown up without family. He said that he didn't have any photographs of himself as a child, no belongings from his early years, no parents to share memories with. His childhood was a blank slate, and he didn't want any other orphaned kids to share in his fate.

"The man said that we should do something to help these kids — help them make little scrapbooks to hang on to belongings and develop a sense of personal heritage," says Schumaker.

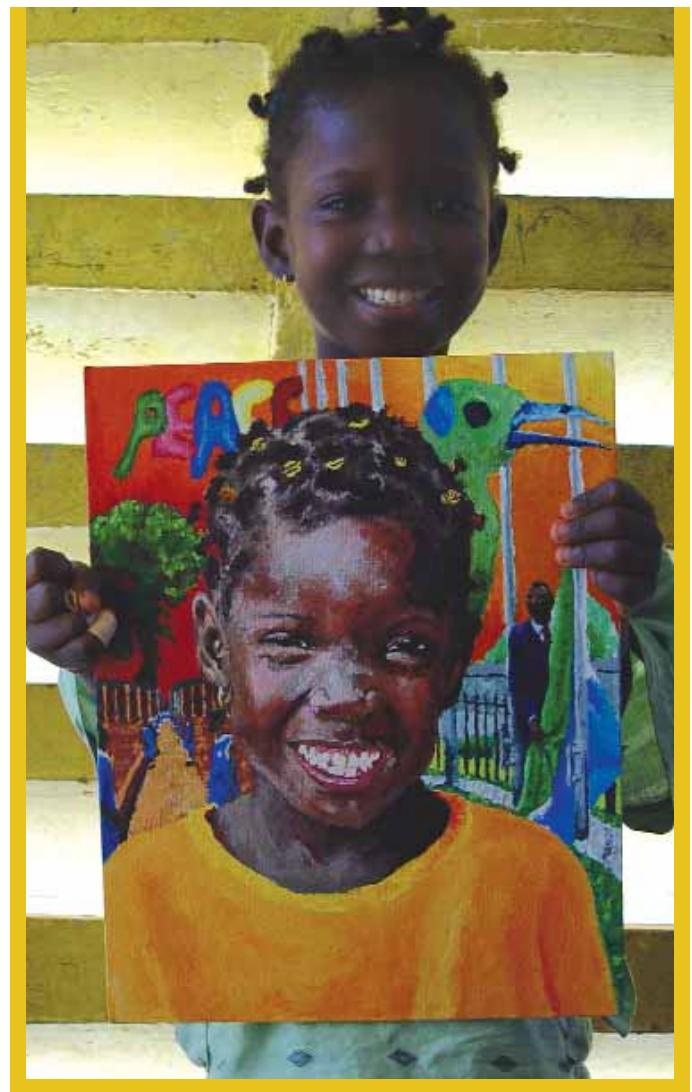
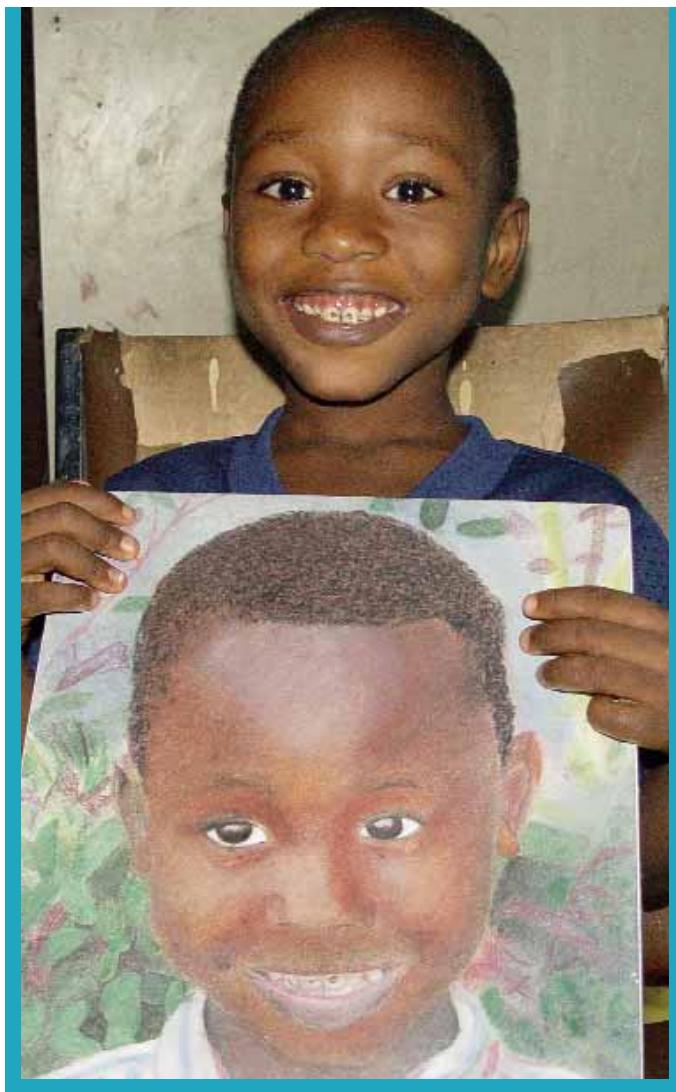
Some months later, when he thought back on that encounter, Schumaker was inspired to do something about the idea. By then back in the States, he went to work at Camp

Heartland in Willow River, Minnesota, a summer program for kids affected by HIV that was founded by Neil Willenson '92. Schumaker was intrigued by what Willenson had accomplished, especially since they were both fresh out of college. "I thought, I'm not too young to do this — I could make [something like] this happen," he says.

Schumaker wanted to give the children something valuable and help them build a positive sense of identity. After giving the matter some thought, he came up with the idea of portraits. If Schumaker could get high school art students to paint pictures of the orphans and send them as gifts, the children would have a memento of their youth, a bit of history to hold on to.

He spent a day e-mailing art teachers at high schools across the country to ask if they wanted to get their students involved. Schumaker also began contacting U.S. nonprofit groups that work with orphanages overseas to ask if they would provide photographs of children who wanted their portraits done. Of the one hundred teachers he contacted that fall day in 2004, fifteen agreed to work to make his idea a reality. The Memory Project was born.

It soon became a full-time, unpaid job. As the Memory Project gathered momentum, Schumaker, who is currently pursuing



a master's degree at the UW-Madison School of Social Work, considered dropping out to focus all of his energies on his cause. He might have abandoned his education if now-emeritus professor Mona Wasow '66, MS'68 hadn't convinced him that a graduate degree would help him to achieve the Memory Project's goals. She and director of field education Barbara Hughes arranged for his work with the Memory Project to satisfy an independent reading requirement and half a semester of field-work. "Ben is so far ahead of the curve," says Hughes. "Most people his age haven't had these kinds of experiences."

Schumaker has managed to find time to run the Memory Project in between his classes and his part-time position as a research assistant. The project has no funding, so the schools involved agree to pay for supplies and shipping costs to mail the artwork. In that first school year, more than one thousand portraits were painted and sent to orphans in thirteen countries, including South Africa, Bolivia, Haiti, and China. By the end of the next school year, young artists across the country had mailed nearly four thousand more likenesses.

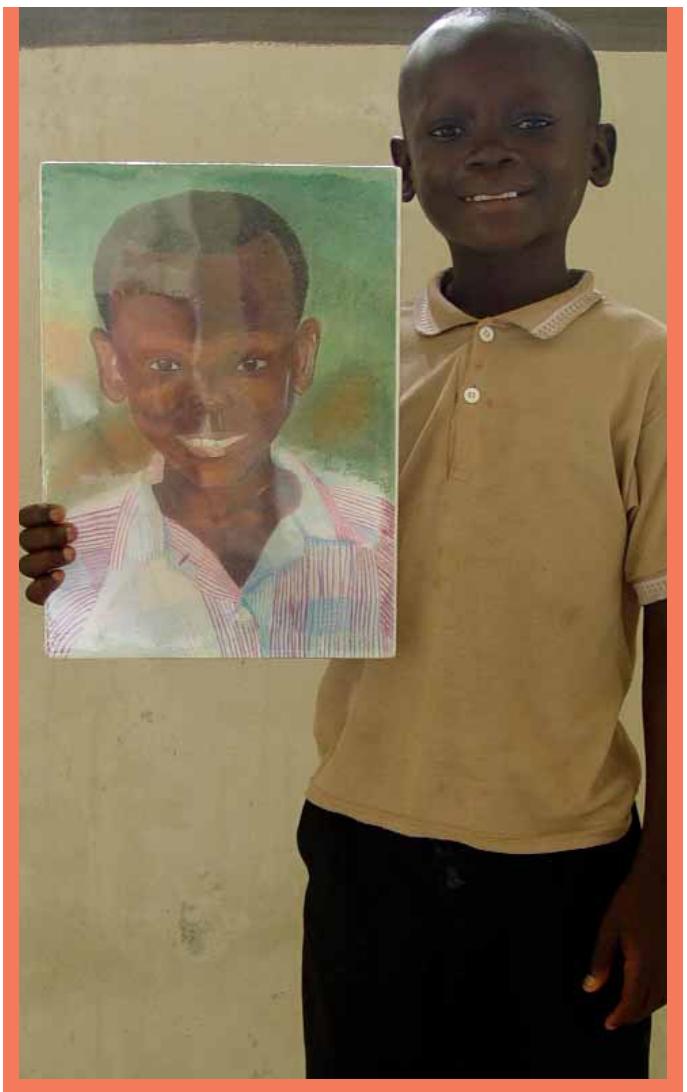
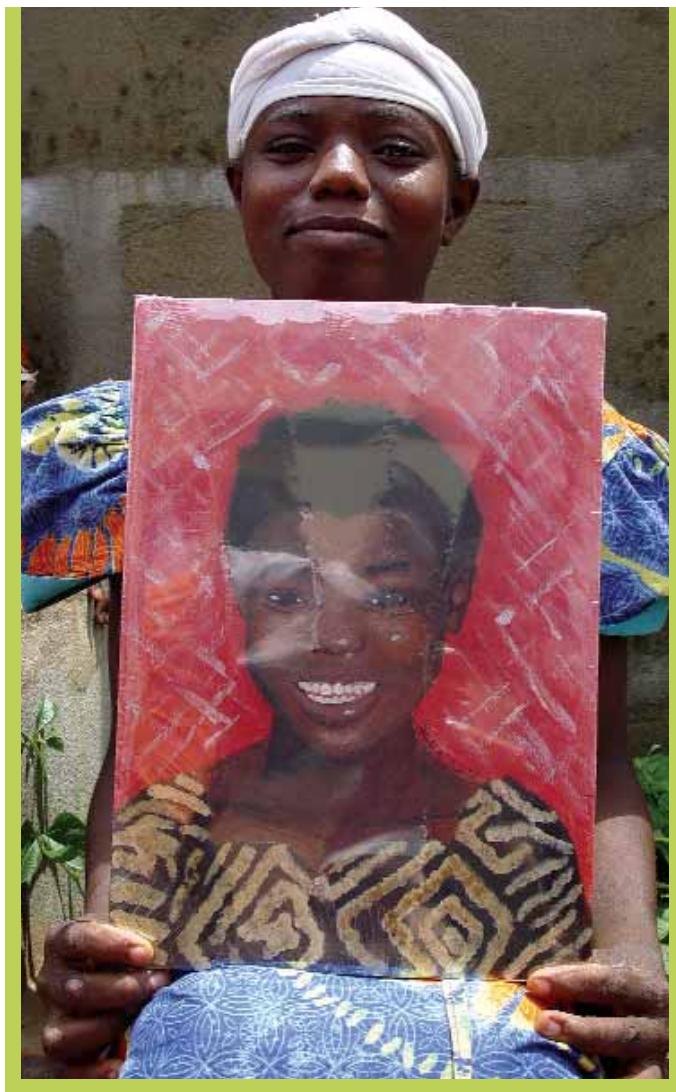
"One person I'm working with on this is coming back from Uganda next month," says Schumaker. "He's taking pictures of all the kids in that orphanage who want portraits. He said that

he knows this will be a major event in these kids' lives, because these are kids who own nothing more than the clothing that the orphanage has given them."

Through the Memory Project, Schumaker also hopes to raise awareness of global humanitarian issues among American children. When he sends teachers photos of children, Schumaker also offers talking points and facts about their living conditions. Many of the world's orphanages are located in Africa, where bloody civil wars and the AIDS epidemic have left more than 11 million children orphaned and without a basic education — a scenario that leads to perpetual poverty. Children in households affected by AIDS are often forced to drop out of school to help support their families. In Sierra Leone, for example, only 41 percent of children attend primary school.

Schumaker hopes that the American students will develop the compassion and drive to try to improve living conditions around the world. They could get involved in service and international issues, he suggests, or perhaps in their local AIDS campaigns. "AIDS is something that orphans millions of children around the world, but it's something people can work on right here in the U.S.," he says.

It wasn't long before some of the students involved in the



Memory Project wanted to do more for the children they painted. "Everybody was so into it," says Debby Teska, an art teacher at North Rose-Wolcott High School in Wolcott, New York. "They'd come to class ready to work, they'd take their portraits home, and they'd ask me, 'Can we do something beyond just the drawing?'"

Teska and the students decided to organize a clothing drive at the high school, and the community responded by donating gently used backpacks, coats, shoes, and raincoats. The school's Future Business Leaders of America group pitched in by purchasing fifteen new backpacks and loading them with school supplies. Everything was sent to an orphanage in Sierra Leone — the home of the children whose portraits they'd painted during the spring semester. The following school year, Teska's students couldn't wait to get started on the project again, so Schumaker sent her photos of children from Mexico. "I want to get more schools interested in doing this," Teska says. "It takes some extra work. But it's so worth it."

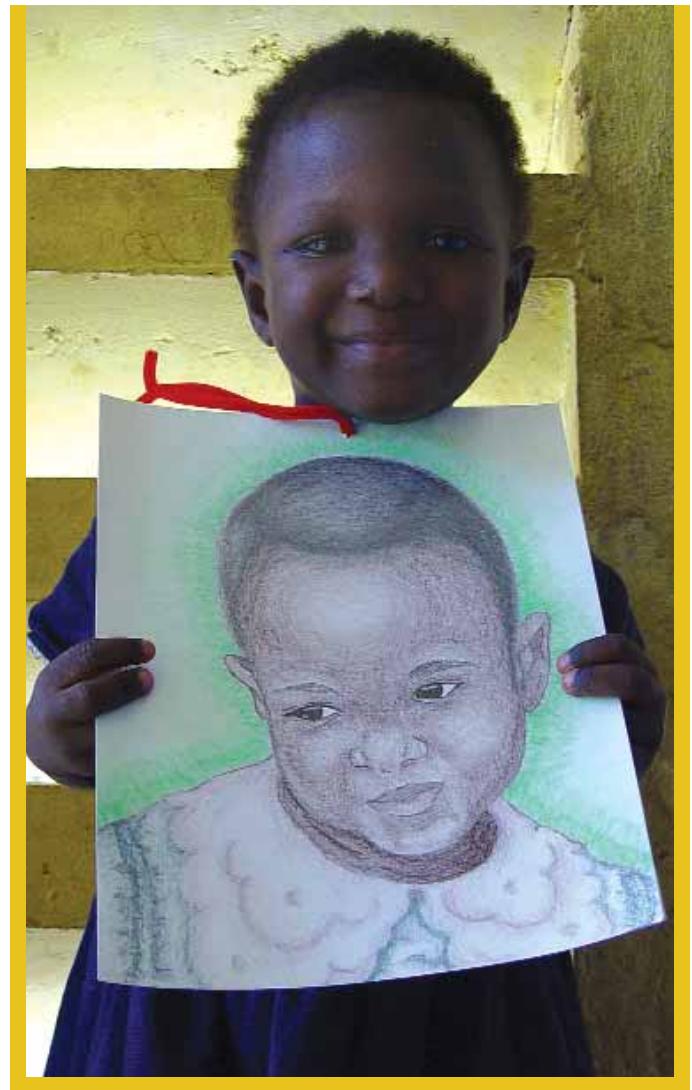
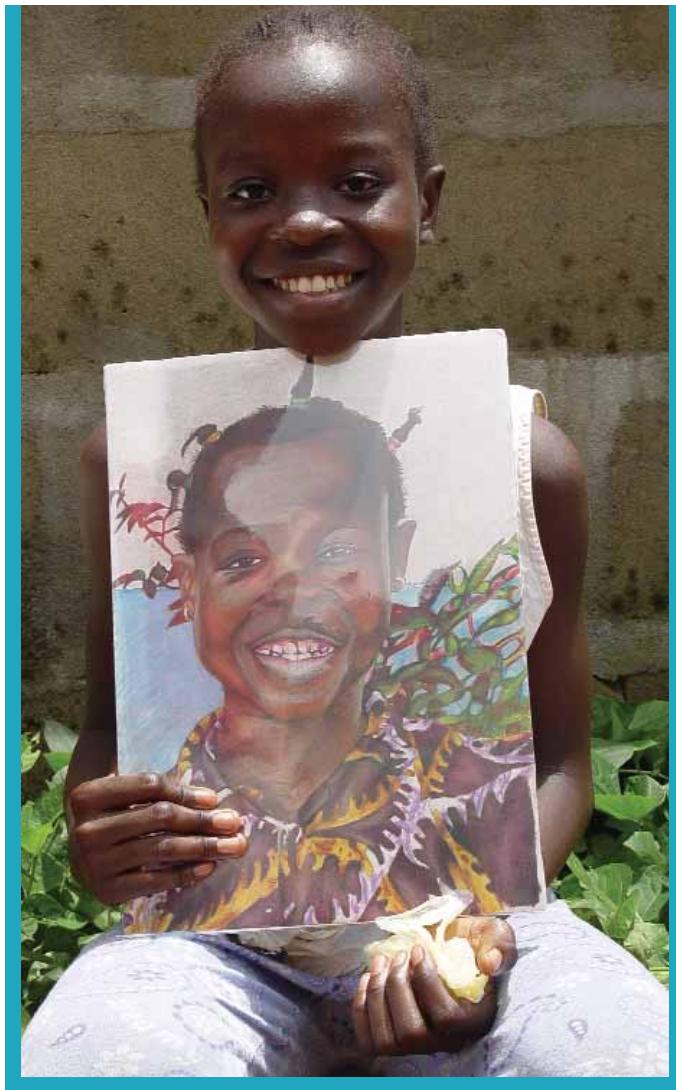
The most recent aspect to emerge from the Memory Project is the Books of Hope program, an effort to provide homemade books to children in Uganda. American students from kindergarten through college level write and illustrate uplifting stories

that are sent to shelters in the northern part of that country, where a brutal civil war rages, its armies populated by kidnapped children. In the past few years, as conflict has escalated, more than forty thousand children are forced to walk for miles each night to government-controlled towns so that they can sleep in safety.

The Books of Hope offer these displaced youngsters a few minutes of solace before they go to bed. Because Uganda's national language is English, the stories don't need to be translated, and they offer a way for the children to learn to read. To date, participants have sent ten thousand handmade books to Uganda, with their school districts covering the cost.

"It's been inspiring," Schumaker says. "Teachers have told me how dedicated their students are to the project. Some of the schools have even started to send teddy bears, blankets, and published children's books in addition to the handmade ones."

Many of the high school students who work on the Memory Project are deeply affected by the idea that they're helping someone less fortunate. One student in Minnesota who painted a picture of an orphan from Sierra Leone developed an intensely personal connection — so much so that she wanted to share more than her talent with the girl. She wanted to share her life.



"I got a call one day from this student's mother, who said they'd talked about it as a family and wanted to know if the girl was available for adoption," Schumaker says. Unfortunately, as it turned out, none of the children in that orphanage were eligible for overseas adoption due to legal issues.

But Schumaker was moved by the fact that the Memory Project had inspired the student's family to consider opening

their home and their lives to someone in need. The family is thinking of finding another child to adopt.

"I feel like if this whole thing resulted in just one child having a loving family," Schumaker says, "it would all be worth it." 

Erin Hueffner '00 is an editorial associate for On Wisconsin. To learn more about the Memory Project, visit



Le'ad Rosenblith, left, and Courtney Silverstein of Parkway Central High School in Chesterfield, Missouri, were among the 4,000 students who completed portraits this past school year. The Memory Project has now branched out into sending handmade books, as well as clothing and other needed items, to children around the world.

The Importance of Being Alice

Across the country, agricultural organizations are abandoning their beauty queens and spokesmodels, but Alice in Dairyland is surviving through adaptation.

BY JOHN ALLEN

BRING ME THE HEAD OF ALICE IN DAIRYLAND.

I don't mean to sound ghoulish — I don't want the braincase of Gena Cooper '05, the fifty-eighth and (until June 5) current inhabitant of the Alice persona. I'm not after flesh and bone. I'm after legend. I want the head of the Big Alice, the ten-foot-tall mechanical statue that used to stand astride the State Fair like a milkmaid Colossus.



Back in 1948, when Wisconsin was celebrating its centennial, the Alice in Dairyland concept was born out of a fetish for legacy, for connecting the state's storied past with its ambitious future. That first Alice, Margaret McGuire Blott, hosted the State Fair's Centennial Exposition. To show that she was more than a pretty face — that she was also a symbol of technological innovation — the fair constructed the ten-foot mechanical Alice.



The fifty-eighth Alice in Dairyland, Gena Cooper, strikes a pose at the Blue Star Dairy in Arlington, Wisconsin. As farming has modernized, so has Alice. Today, she's more of a marketer than a beauty queen.

Behind Big Alice was a screen with two-way mirrors,¹ and hidden behind the screen were Blott and members of her court. They could work levers to make Big Alice stand and sit, and because the robot had a speaker in its mouth, they could make it talk to the crowd.

"Parents loved it," says Jerry Zimmerman, the fair's historian. "And kids were — well, maybe awestruck is the best

word. It frightened them, I think, but there was a sense of wonderment, too."

Because Big Alice was a hit with fair-goers, it returned each year. But Blott didn't — then, as now, Alice was an annual appointment. To make sure that the giant always looked like each year's reigning woman, the fair took off its head and changed its complexion, hair, and eye color.

That's the head I want.

Big Alice is gone now, removed from the fair after about a decade's use.² And it's no surprise. A giant android must have seemed like the epitome of futuristic technology in 1948 — the Wizard of Oz brought to life. But today

¹ The mirrors were shaped like Wisconsin state maps.

² Not even Zimmerman seems to know exactly when it departed. I imagine the robot simply walking off one day in search of giant mechanical cows to milk. But, as you'll see, this isn't so.

it would look hopelessly quaint.

The human Alice might have met a similar fate, had she not learned to evolve. People such as Gena Cooper have kept Alice relevant by elevating her from an agriculturally themed beauty queen into the symbol for legacy she was meant to be: a marketing force that personifies a unified flow from farming's traditions to its high-tech future.

As Alice, Cooper³ has spent much of the past year on the road, speaking to elementary and high school classes, media outlets, and commodity groups. When she's sitting still, however, she's usually on the fourth floor of the Department of Agriculture and Consumer Protection's office building on the far east

Big Alice went into storage
when it became too expensive
to maintain. Left in a barn,
it slowly disintegrated, and
no one ever heard of it again.

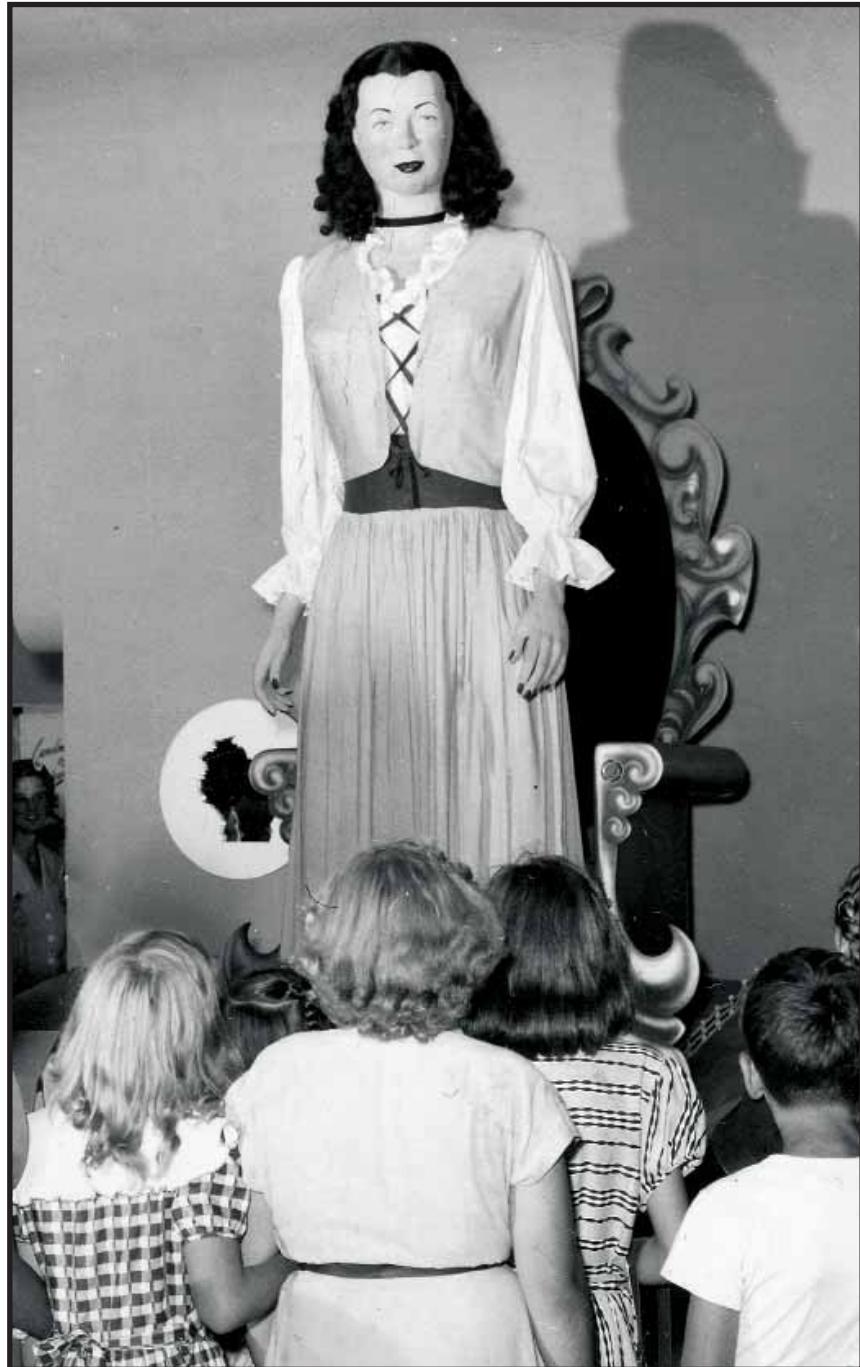
Except for its head.

side of Madison, where the only farm in sight is a cubicle farm — a room full of four-foot-high fabric walls.

As a professional setting, it's one many recent grads would recognize, though Cooper's salary — \$35,000 — is a bit low for someone with a degree in biochemistry. Still, her perks include a greater number of tiaras (one) and sashes (ten) than most of her classmates will receive.⁴ The tiara — which is made of fourteen-karat gold, platinum, and diamonds and includes three large stones (two citrines and an amethyst) — is actually the third crown the agriculture department has had to commission for Alice. Two previous tiaras were either lost or stolen and haven't been recovered.⁵ When Cooper isn't wearing it, she keeps it locked in a wooden box.⁶

"These are some of our mementos of antiquity," Cooper says. And the position gives many nods to antiquity. Such as selecting only women. Or announcing

COURTESY OF THE WISCONSIN HISTORICAL SOCIETY (3)



each year's new Alice during a crowning ceremony. Or the fact that, for the entire year that Cooper spends in the job, people will always publicly call her Alice, not Gena. These are relics of that time when beauty pageants seemed the height of shrewd marketing.

The first Alice in Dairyland was selected based on simple criterion —

³ The real Alice Cooper — the rock star — took on Alice in Dairyland number 31, Laura Oldenberg, in a milking contest in 1978. There is no record of who won.

⁴ Actually, there are twenty sashes — ten in various colors in regular sizes, and then ten more in tall sizes.

⁵ The current tiara is stamped "Property of the State of Wisconsin" inside the band. Should any of you readers, in your tiara collections at home, find one with a similar stamp, please return it to its rightful owner. The state will be happy to receive it and is not likely to ask any questions.

⁶ The sashes, which are less valuable, are kept in a Tupperware container.



Opposite page: This was Big Alice during her debut State Fair in 1948. The ten-foot-tall robot inspired awe among children.

This page: Alice's duties have varied widely over the years. In 1951, Margean Czerwinski helped promote Harley-Davidson motorcycles. Note the original tiara. In 1955, Barbara Brown struck a more traditional pose, milking a cow by hand.

looks. The state's centennial commission sent out a call for photographs, and of the five hundred submitted, its representatives liked Margaret Blott's appearance best. Presumably, her milky-white complexion gave visible evidence of the virtues of a diet rich in calcium. The next year, the centennial having ended, the Department of Agriculture took over the Alice program. In the ensuing decades, it used her for a broadening collection of marketing needs. She became not only the face of Wisconsin farming, but its voice as well, making her job more about people skills than an alluring smile.

Today, selecting Alice is far more complex than it was in 1948. Cooper had to submit a resume, write essays, and give speeches, both planned and extemporaneous. This more rigorous process has reduced the number of women who apply for the job down to around two dozen each year. But it helps the state find a candidate who will be able to handle the challenges of being a roving agricultural ambassador.

"The first Alices only talked about cheese," Cooper says.⁷ "I have to cover the entire agricultural spectrum — not just dairy and corn, but mink farms, fish farms, ginseng growing. It's a lot to

understand and communicate."

As agriculture has become more diverse, it's also grown more political. Increasingly, Alice's duties include answering those who protest farming practices — and not just dairy and fur. At an event promoting the use of ethanol as a fuel, Cooper was physically confronted by an ethanol opponent.

Cooper, who was raised on a farm near Mukwonago, Wisconsin, feels a keen interest in protecting the Alice legacy.⁸ "Alice is a part of Wisconsin's history," she says. "She's a woman that people throughout Wisconsin respect. Having grown up on a farm, I know that female agricultural role models aren't easy to find. Alice in Dairyland has truly been one of the most visible role models for women in agriculture."

And so she proudly answers to a name that isn't hers, faces down activists, promotes milk-drinking among high school students weaned on soda, and responds to inquiries about a ten-foot-tall mechanical statue that disappeared before she was born and that will never bear her likeness.

"It's what people ask about more than anything else," she says. "They remember that statue."

If Jerry Zimmerman has his way, a new generation will be awestruck by Big Alice. He's looking for a sponsor to finance construction of a replica of the robot. The original, unfortunately, is long gone. Big Alice went into storage when it became too expensive to maintain. Left in a barn, it slowly disintegrated, and no one ever heard of it again.

Except for its head.

"A few years ago, a *Milwaukee Journal* reporter named Loren Osman said he saw it in a rummage sale going for ten or twenty-five dollars," Zimmerman says. "Now he kicks himself every day because he didn't buy it. I guess I would, too."

A new Big Alice would be something. But it seems to me that, to perfect this monument to legacy, it would need to top that new body with its original noggin. And so, if you know where it is, please: bring me the head of Alice in Dairyland. ¶

Seen any suspicious big, mechanical heads? If so, contact John Allen, associate editor of *On Wisconsin*, at JAllen@uwalumni.com.

⁷ And they didn't just talk about it, either. Alice number 19, Jo Ann Cupery, presented a basketball made of cheese to the NBA champion Philadelphia 76ers in 1967. Thirty years later, Alice number 49, Holly Meudt '97, presented cheese to the Green Bay Packers when they won the Super Bowl.

⁸ Coincidentally, Alice number 1, Margaret Blott, now a retired schoolteacher, lives in Mukwonago today.



In a Class by Themselves

A new course helps athletes tackle college life.

TEAM PLAYER **Nathan Brown**

Five things to know about UW decathlete **Nathan Brown '06**:

- You need more than two hands to count the events in which Brown competes. He's a Big Ten champion and UW record holder in the indoor heptathlon and competes in the shot put, javelin, and the ten-event decathlon during the outdoor season.
- An academic All-American last year, Brown has twice earned the best grade point average on the track team, and his major is no slouch: biochemistry.
- He recently earned a \$7,500 scholarship from the NCAA to help fund postgraduate studies, which he'll use to enroll in the UW Medical School, which he chose after earning a near-perfect score on his MCAT.
- A native of Madison, he was recruited by several Big Ten schools to play football, but injuries led him to focus on track. His brother, **Matt x'07**, is on the Badger football team; his mother played college basketball at UW-Stevens Point; and his father coaches high school track.
- His grandparents have never missed a track meet, following the team to places such as Arizona, Virginia, and California to cheer on their grandson.



When fans watch Badger sports teams, they see some of the best-prepared and most-competitive college athletes around. What they may not see is that underneath those cardinal-and-white jerseys, those athletes are just ordinary kids, coping with all the mundane stresses of college. They're learning how to live on their own. They don't get enough sleep. They worry about midterms. They miss their parents.

What's more, they're doing it all while trying to be student-athletes, a hyphenated existence that pulls them in multiple directions at once. For many athletes, that creates a unique kind of pressure that you can't begin to appreciate until you've run a 1,600 in their track spikes.

"It was a big transition for me," says **Carly Ducharme**, a freshman on the Badger track and field team. "I don't think a lot of people understand the time commitment it takes to be an athlete here. You know that you're going to have four to five hours every day devoted to your sport, and that doesn't leave much time for other things. It's hard to keep a balance."

This spring, Ducharme took a class with a group of people who can relate. Titled *Counseling Psychology 115: Contemporary Issues Affecting Student-Athletes*, it's the first officially listed UW-Madison course designed specifically for varsity athletes. Offered for the first



JEFF MILLER

In a room decorated by pictures of past Badger stars, Kelli Richards leads UW-Madison's newest student-athletes in a discussion about money management, one of the life skills covered in a new class she designed for athletes.

time this year, the course gives "a kind of continued orientation" about what it takes to succeed as a student-athlete, says **Kelli Richards**, who teaches the course.

Richards coordinates the athletic department's Champs Life Skills program, an NCAA-sponsored initiative that promotes athletes' personal and academic development. She designed the course to reach student-athletes early in their careers, when they often struggle with the colliding demands of classes, sports team schedules, and their social lives. The once-a-week, one-credit course covers topics such as time management, stress reduction, and good study habits.

Technically, the class is open to anyone, but its content is skewed heavily toward scholarship athletes, who typically spend twenty hours a week or more in practices and athletic training. About sixty student-

athletes took the course during its pilot campaign, and Richards says it may eventually become a requirement for freshmen competing in UW-Madison's twenty-three varsity sports.

"I think it's really helpful to be able to talk with other athletes who know what you're going through," says Ducharme. Her friends outside of sports often don't understand the demands on her time, she says. "When I get home at the end of the day, that's my only time to study. But they've already done their studying, and they want to go out."

Mickey Perry, a freshman basketball player, says the course helped him devise strategies for keeping track of his multiple time commitments, something he admits he didn't do very well during his first semester on campus.

"That was definitely my biggest challenge. You've got so many things to do, with bas-

ketball and with your classes, and it can be kind of overwhelming sometimes," he says. "It's hard work, but it's doable. You see people who can do it, and you know it can be done."

Although the athletic department offers tutoring and other assistance to student-athletes, the course reinforces messages they get from coaches and others, says **David Harris**, an associate athletic director in charge of academic services.

"We know that being a student-athlete can be very rewarding, but we also know it's a lot of hard work," he says. "We felt this course was another way that we could give them information that can help them get the most out of their experience here."

And that includes exploring issues such as relationship violence, drug and alcohol abuse, and race relations, which also

tinge differently when viewed through the eyes of a student-athlete. For one thing, competitors in high-profile sports often have a public stature that amplifies their actions on and off the field, and that means their mistakes earn as much attention as their successes. In class, they hear that with celebrity comes responsibility.

"It's about helping them to make smart choices and good decisions during their time here," says Harris.

Carmen Hotvedt, a violence prevention specialist for University Health Services, says it's important to speak directly to student-athletes about these issues, in part because "they can use their public status as leaders and opinion setters. I think there's a special responsibility for student-athletes to know the limits, not just so they won't commit dating

violence themselves, but also because they can help forward the discussion about consent and sexual responsibility."

Diversity is another significant issue for student-athletes, who represent one of the most racially, geographically, and economically mixed communities on campus. "The student-athlete population is so diverse, especially compared to the rest of Wisconsin," says Richards, a former college volleyball player who is finishing a master's degree in counseling psychology. "I think they experience diversity a little more intensely than other students do, and we try to help them talk about that."

During one session, Richards asks students to write about "a time in your life when you felt different," which provokes discussion about racial and cultural identity. Students then divide into small groups to talk about how these issues affect their teams. A football player tells a member of the soccer team that his teammates "sometimes fight about whether to play country music or BET [Black Entertainment Television]."

When it comes to accomplishing goals, though, he says, "We always work together."

For Perry, who grew up in Maywood, Illinois, a predominantly African-American suburb of Chicago, interactions such as these have helped him ease into a campus culture that bears little resemblance to his own. "I've met people from all over the world in this class," he says.

"A lot of athletes hold stuff in, because they're afraid they'll get in trouble if they talk about what's going on," he says. "But here, you can bring stuff up and hear what other people think. It's helped me not be afraid to ask questions anymore."

— Michael Penn

Mile Markers

On a cool evening in May, former UW track star **Matt Tegenkamp '05** became the first person to run a sub-four-minute mile in Wisconsin. A little more than a second later, **Chris Solinsky x'08** became the second.

Both milestones came during the highlight event of the Wisconsin Twilight track meet at the UW's McClymon Memorial Track. Crowds lined the track to watch the mile, a special event in which seven runners sought to break the storied four-minute barrier. Tegenkamp, who now runs professionally for Nike, sprinted past Solinsky in the last two hundred yards to finish in 3 minutes, 56.38 seconds. Solinsky crossed the line at 3:57.8.

"It was awesome," Solinsky said of the race atmosphere. "I've never seen this many people here for a meet. To have this many people here and right on the track was great."

Steve Lacy '78 had held the honor of running the fastest mile on state soil for more than twenty years, finishing in 4:00.4 in 1979. Since track's conversion to metric distances, however, mile races have rarely been staged. The Twilight event was the first mile race run at UW's outdoor track since 1973.

— Staff



Chris Solinsky leads the pack.

UW SPORTS INFORMATION (2)

At the NCAA indoor track and field championships in March, UW runner **Chris Solinsky** successfully defended his title in the 3,000-meter race, becoming the first Badger to earn back-to-back national championships since 1971. Led by Solinsky's performance, the men's team earned seventh place at the championships. It also won both the indoor and outdoor Big Ten titles for the third consecutive year.

Freshman sensation **Yi Ting Siow** paced the Badger **women's swimming** team to a ninth-place finish at the NCAA championships in March, the team's highest rank ever. Yi, one of eleven Badger swimmers who qualified for the championships, placed fifth in the 200-yard individual medley and sixth in the 200-yard breaststroke. She teamed with Anna Trinidad, Emily Carpenter, and Jen Illescas on the 800-yard freestyle relay, which finished twelfth and was one of five UW relay teams to score points at the meet.

The men's **golf** and **softball** teams took top honors in the inaugural Champs Cup, a new competition among the UW's twenty-three varsity sports programs. Teams earned points for a range of academic and extracurricular activities, including classroom excellence, personal growth, community outreach, school spirit, and participation in student-athlete leadership groups. The competition was created to encourage participation in the Champs Life Skills program, which promotes personal and academic achievement among Badger student-athletes.



Voices Heard 'Round the World

WAA honors UW-Madison's distinguished alumni.

Nominate Someone for a 2007 Distinguished Alumni Award

Do you know a UW-Madison graduate who exemplifies the best of the university? To nominate him or her for a Distinguished Alumni Award or Distinguished Young Alumni Award, which recognizes alumni under age forty, see uwalumni.com/awards. The Wisconsin Alumni Association will accept nominations until October 13, 2006.

For 15 years in a row, Jeffrey Bartell, left, with his spouse, Angela '69, JD'71, was listed as one of the best lawyers in America. But he's also one of Madison's most active arts patrons. As chair of the Wisconsin Foundation for the Arts, he helped bring Madison's Overture Center and Monona Terrace into being, and he's raised funds for the Wisconsin Union and the Law School.

Six alumni who worked for positive change in their communities, their countries, or the world were honored at the Wisconsin Alumni Association's Distinguished Alumni Awards program in May. The honorees were chosen for having demonstrated what the power of a voice alone — or several thousand joined together — can do.

The 2006 program marked the seventieth anniversary of the annual event, which is part of Alumni Weekend. The recipients, who came back to campus and the Wisconsin Union Theater to accept their awards, included Quarles & Brady-Madison attorney Jeffrey Bartell, retired governor of Delaware Russell Peterson, former UW athletic director Pat Richter, and Florida International University professor Judith Hicks Stiehm. The two Distinguished Young Alumni Awards, which honor exemplary UW-Madison graduates under the age of forty, were given to Benjamin Karlin, executive producer of Comedy Central's *The Daily Show with Jon Stewart* and *The Colbert Report*, and to



BRENT NICASTRO (6)

Former governor of Delaware and president of the National Audubon Society Russell Peterson, right, with spouse June, says he has "often been labeled a troublemaker. But I stir up trouble for the right reasons. If a person wants to change the direction on how things are going — for the better — he will invariably cause trouble."

Jean Geran, a member of the policy planning staff at the U.S. Department of State.

"The voices of our 2006 Distinguished Alumni Award winners have resounded throughout the world, mobilizing support for a clean environment, for universal education, for thoughtful political action, for furthering the arts, and for peace," says **Paula Bonner MS'78**, president and CEO of the Wisconsin Alumni Association. "They are making sure that the many diverse voices that emerge from the University of Wisconsin benefit all of us."

Jeffrey Bartell '65, JD'68 was Wisconsin's assistant attorney general from 1968 to 1971. When he was appointed Wisconsin commissioner of securities at age twenty-nine in 1972, he became the youngest securities commissioner in the country. For fifteen years in a row, Woodward/White, a New York corporation that lists the top legal talent in the United States, has named Bartell one of the best lawyers in America.

Not only has his law career been one of service to the state, but Bartell has dedicated significant time and energy to UW-Madison and the state's arts community. He chaired the \$1 million capital campaign for the Memorial Union Director's Fund, and since 1992, he has been chair of the Wisconsin Foundation for the Arts. Bartell was instrumental in the creation of two of Madison's signature icons, the Monona Terrace and Overture Center for the Performing Arts. Bartell's late parents, **Gerald '37, MPH'40** and **Joyce '38 Bartell**, received a joint Distinguished Alumni Award in 1978, making him the first second-generation graduate to receive the award.

As a chemist at DuPont in the 1940s and 1950s, **Russell Peterson '38, PhD'42** was a leader in the development of the synthetic fiber Dacron. He served as governor of Delaware from 1969 to 1973. He spent his four-year term instituting long-overdue reforms, such as abolishing the whipping post and



debtors' prison. A pioneering environmentalist, Peterson successfully blocked an attempt to convert the state's unspoiled coastal zone into a multibillion-dollar network of refineries and petrochemical complexes. In 1971, Peterson was named the World Wildlife Fund's Conservationist of the Year.

As the founding chair of the President's Council on Environmental Quality, Peterson was the first politician to call for a worldwide ban on the use of ozone-depleting chlorofluorocarbons (CFCs). In 1978, he found his dream job when he was named president of the National Audubon Society, where he served for six years. Today, the Russell W. Peterson Urban Wildlife Refuge along Delaware's Christina River is a 225-acre home for 143 species of birds and 55 species of fish.

Pat Richter '64, JD'71 holds the record for the longest tenured UW-Madison director of athletics — he served from 1989 to 2004, a period now known as "The Richter Era."

He brought the department out of a \$2.1 million budget deficit and led it into compliance with Title IX regulations. Wisconsin student athletes earned more Academic All-Big Ten honors during the 1990s than any other school in the conference. A three-sport letterman himself, Richter played baseball, basketball, and football. As athletic director, he led the UW to three national championships, forty-nine Big Ten championships, and eight bowl games.

When Richter stepped down from his athletic director's role in 2004, Chancellor **John Wiley MS'65, PhD'68** said, "Pat's commitment and service to the University of Wisconsin, through three administrations, is beyond compare. Through his leadership and ability to assemble a strong departmental team, UW Athletics is more fiscally sound, more highly competitive, and more visible worldwide than ever before."

In her days on campus, **Judith Hicks Stiehm '57** was a student senator, co-founder of a literary magazine, and chair of the



Union Art Gallery. An ardent advocate for women's rights, she became vice-provost at the University of Southern California in 1984, when few women were being appointed to such posts. She is the author or co-author of nine books, including her most recent, *Champions for Peace: Women Winners of the Nobel Prize for Peace*.

In 1995, the Peacekeeping Institute at the U.S. Army War College in Carlisle, Pennsylvania, invited Stiehm to be a visiting professor. For her research there, the army bestowed its highest civilian honor, a Distinguished Civilian Service Medal.

In 2000, Stiehm traveled to Namibia, where her research on gender and peacekeeping was the subject of a three-day conference. That report formed the foundation on which United Nations Security Council Resolution 1325 was built. The groundbreaking measure was the first-ever to require women's participation at peace negotiations. Its first implementation was in Afghanistan following 9/11.

Stiehm has been a member of the New York City-based Council on Foreign Relations and was appointed to the U.S.

As UW athletic director from 1989 to 2004, Pat Richter, right, with spouse Renee, oversaw a renaissance in Badger sports. He inherited a department with a \$2 million deficit and established instead a \$6 million reserve, and his tenure saw the construction of the Kohl Center, the University Ridge Golf Course, and the Goodman Softball Diamond.



A professor at Florida International University and a member of the Council on Foreign Relations, Judith Hicks Stiehm traces her activism back to the UW. "I was indelibly stamped by two themes," she says. "First, that one must sift and winnow; and second, that the boundaries of the university are the boundaries of the state."

ALYSSA BAILEY



Buckin' Badger

Bucky takes a turn on the mechanical bull during All-Campus Party, a weeklong, alcohol-free event that took place in April. The party was organized by WAA's student affiliate group, the Wisconsin Alumni Student Board, with sponsorship by PepsiCo.

While working for the U.S. Department of State, Jean Geran, third from left, with family, has been charged with trying to investigate and prevent instances of human rights abuses. She has twice earned the department's superior honor award, and former Secretary Colin Powell wrote that her "selfless dedication to that mission represents the highest standard of service to our nation."

Defense Advisory Committee on Women in Service. She recently mobilized support to build a girls' school in rural Afghanistan, which will soon open its doors.

The first of two Distinguished Young Alumni Awards was presented to **Jean Geran PhD'01**. When she came to UW-Madison to earn her PhD, Geran brought with her field experience in Africa and Asia for international nonprofits, and previous positions at the United Nations and the World Bank. With this background and her Thai language skills, she was the ideal candidate to research the effects of Thailand's 1997 economic crisis on the poor in remote, rural areas.

After graduation, Geran was employed by the U.S. Department of State. Soon after she was hired, reports began circulating that the Burmese army had raped hundreds of Shan women in the area just over the border from the site of her earlier fieldwork. When Burmese military leaders denied the reports, Geran volunteered to go to Thailand to gather testimony from the women. Her interviews raised international awareness and spurred the State Department to initiate a U.N.-led investigation into the incidents.



TV producer Ben Karlin, left, with fiance Paola Guastini, got his start with the *Daily Cardinal*. "I went to work for the *Cardinal* because it seemed to be staffed with very smart people, and I always liked the idea of learning by doing," he says. "I also really wanted to see my name in print. Though I was young, my ego was very advanced."

Sent to Iraq in 2003, Geran helped create the first Abuse Prevention Unit, charged with preventing and investigating human rights abuses in humanitarian assistance programs. She helped document the country's many mass graves, a leftover of Saddam Hussein's regime.

Benjamin Karlin '93 arrived in Madison in 1989, not knowing what he was going to study and sick with mononucleosis. After one semester, he joined

the staff of the *Daily Cardinal* as a sportswriter and columnist. He used that experience to get a freelance job at the 1992 Summer Olympics in Barcelona for United Press International.

In 1995, Karlin became the editor of *The Onion*, Madison's popular satirical newspaper. A year later, he moved to Hollywood to work on a variety of television projects. He contributed material to the feature film *Ice Age* and the Cartoon Network's *Space Ghost Coast to Coast*. In 1999, Jon Stewart, who was impressed with Karlin's work on *The Onion*, appointed him as head writer for *The Daily Show*. Karlin has received an Emmy Award for Outstanding Writing and a Peabody Award for Excellence in Broadcasting. Today, he is the show's executive producer and executive producer of *The Daily Show's* spin-off, *The Colbert Report*.

If you'd like to learn more, you can view biographical videos of the 2006 Distinguished Alumni Award recipients at uwalumni.com/daa.

Candice Gaukel Andrews '77





early years

Two new works by Badger authors capture memories of diverse lives: *Looking Backward, Thinking Forward: A Nuremberg Prosecutor's Memoir with Numerous Commentaries on Subjects of Contemporary Interest* (Hamilton Books) by **Drexel Sprecher '34** of Chevy Chase, Maryland, and *Tarboro to Katmandu ...* (AuthorHouse) by **Job Savage, Jr. PhD'55** of Wilmington, North Carolina. Sprecher's work includes a chapter called "Three Challenging Years at the University of Wisconsin," while Savage offers several sections on his UW years as well. (Since receiving Sprecher's book, we've heard the sad news that he died in March.)

40s–50s

A recent article in the *Journal of Biological Chemistry* praised the lifetime work of **Saul Roseman MS'44, PhD'48**. Dubbed "one of the most important founders of the field of biochemistry called glycobiology," Roseman is a professor of biology at Johns Hopkins University in Baltimore and a member of the National Academy of Sciences.

There was a whole lot of red goin' on in Sarasota, Florida, at the annual Bratfest, held at Siesta Public Beach in December. Of the local alumni group's 180-some members, 75 brat-eaters gathered to help raise scholarship funds for Sarasota high schoolers to attend the UW. The *Sarasota Observer* captured some of them on film and in print, including Mary and **Allan '48, LLB'50 Jones**; Jim and **Joyce Wilson '51**; **Huber**; Bill and **Betty (Elizabeth) Morton '55 Davidson**; **Emer Schaefer '60**; and Hugh and **Mary Moss '62, MS'77**.

"In 1950, hundreds of married vets eager to take advantage of the GI Bill were all competing for housing in Madison," began a letter from **Evelyn Zatlin Newman '49, MSx'54** of Delray Beach, Florida. Enclosed were fun photos and a delightful, nostalgic story about Newman and her spouse, the late **Donald Newman '49, MS'52, PhD'54** — one of those veterans — who were newlywed grad students at the time. Living in a series of microscopic apartments with horrid landlords was, Newman says, "quite an adventure."

UW-Green Bay Chancellor Bruce Shepard thinks that **Sally Kuebler Killoran '53** and her spouse, Bernard Killoran, are very special. In December, he presented the couple with the Chancellor's Award for their scholarship work and support of "all things UW-GB." WAA's Brown County alumni chapter has also honored the Killorans.

The Badger state has apparently been a popular subject, as books by authors who graduated in the '50s, '70s, and '90s have been pouring in to Alumni News HQ of late. One of them was *St. Croix Tales and Trails*, available from its author, newspaperwoman **Rosemarie Gawlitza Vezina Braatz '54** of St. Croix Falls, Wisconsin, at jruff@centurytel.net.

Elder-law attorney **Paul Moors '54, MA'60** of Tucson has written *A Legal Guide for Elders: An Easy-to-Understand Explanation of Solutions to Legal Issues Encountered by Our Elders and Their Families* (Desert Badger Press). The last page of the book leaves the reader with a very rational notion: "Procrastination is not a good option!"

Barbara Klessig Oehlberg '54 of Solon, Ohio, is the author of *Reaching and Teaching Stressed and Anxious Learners in Grades 4–8: Strategies for*

Relieving Distress and Trauma in Schools and Classrooms (Corwin Press).

Imagine talking to Paul Revere's mother-in-law ... or Helen Keller's teacher, Annie Sullivan ... or the first female doctor in the Old West. When you go to a performance by living-history player and storyteller **Kate (Kay) Carney '55**, you can! The six characters whom Carney has created present historical, role-playing programs and workshops under the title Heroic Women You Can Talk To (www.katecarney.info). She says this endeavor — her third career — combines her first two careers as an actress and as a director and instructor at several colleges. Carney lives in Watertown, Massachusetts.

In December, Madison residents **Robert '58, MD'61** and **Bonnie Bogenschneider '62, JD'83 Block** took part in the Fellowship of Reconciliation's (www.forusa.org) first interfaith peace delegation to Iran. The goals of the ten-day trip were to foster understanding and to formulate peaceful ways to de-escalate governmental tensions. Robert is a retired internal-medicine physician, and Bonnie is a peace activist, nonviolence trainer, and attorney.

Studying the organ in the UW School of Music has led to many fascinating endeavors for **(John) Richard Torrence '58**. The New Yorker was the manager for prodigy organist Virgil Fox, a representative for the Italian pipe-organ builders Fratelli Ruffatti, and an executive with the Rodgers Organ Company. Eventually Torrence became the adviser to the mayor of St. Petersburg, Russia, and worked directly with then-first-vice-mayor Vladimir Putin. Since returning from Russia in 1999, Torrence has co-authored *Virgil Fox (The Dish)*, which was released by his company, Circles International.

What's the Good Word?

Please let us in on your recent accomplishments, transitions, and other important life happenings.

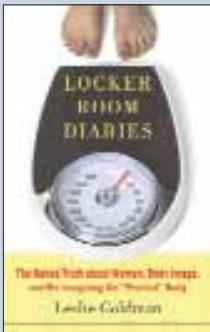
You may e-mail the (brief, thanks) details to apfelbach@uwalumni.com; mail them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771. Space limitations preclude publishing every item we receive, but we do appreciate hearing from you.

Please e-mail death notices and all address, name, telephone, and e-mail updates to alumnichanges@uwalumni.com; fax them to (608) 262-5552; mail them to Alumni Changes, Wisconsin Alumni Association,

650 North Lake Street, Madison, WI 53706-1476; or call them in to (608) 262-9648 or toll free to (888) 947-2586.

Most obituary listings of WAA members and friends appear in the Badger Insider, WAA's publication for its members, which is published thrice annually and inserted into On Wisconsin Magazine.

Bookmark



This new book's title — *Locker Room Diaries: The Naked Truth about Women, Body Image, and Re-Imagining the "Perfect" Body* — will hook most women right away. After all, how many women do you know who aren't just a teeny bit concerned about what their bodies look like?

Author **Leslie Goldman (Alter) '98** says that Madison is where her passion for women's health began, and her book tackles our beauty-obsessed culture head on to reveal what goes into shaping a woman's body image.

To conduct her research, Goldman — a women's health and medical writer for the American Medical Association in Chicago — donned a towel and spent five years talking with women of all ages and sizes. Why, she wanted to know, are so few of them content with their appearance? How can we end our unrealistic quests for the "perfect body"?

The answers came from some wise women who had learned to like their bodies just as they were. Blending that wisdom with expert opinion, Goldman has crafted an intimate, no-guilt work (www.lrdiaries.com) that she hopes will inspire other women to do the same. Da Capo will "unveil" it in early June — just in time for swimsuit season.

60s

Zenith Electronics Corporation VP **Wayne Luplow '62** has collaborated with a team of Zenith research engineers to develop the digital TV transmission system that forms the technological heart of high-definition TV. As a result, he's been named one of three recipients of the 2006 Masaru Ibuka Consumer Electronics Award from the IEEE technical professional society. Luplow lives in Libertyville, Illinois.

After forty years with the Maine School of Law, Professor **Orlando Delogu MS'63, JD'66** has stepped down from full-time teaching, but anticipates continuing as an emeritus professor and completing a series of writing projects. He lives in Portland, Maine.

Among the newest inductees to the Science Hall of Fame — part of the USDA's Agricultural Research Service (ARS) — is veterinary medical officer **Charles Beard MS'64, PhD'65**. He joined the ARS's Southeast Poultry Laboratory in Athens, Georgia, in 1965 and there developed the test to detect avian influenza antibodies in serum and egg yolk — still considered the global "gold standard" for avian influenza diagnostics. This good news came from School of Veterinary Medicine dean emeritus **Barney Easterday MS'58, PhD'61**; Beard was his first PhD student.

Clarice Conner Yentsch '64, MS'65 is the curator of education at the Mel Fisher Maritime Museum in Key West, Florida, as well as a research scientist and consultant. She co-founded the Bigelow Laboratory for Ocean Sciences in West Boothbay Harbor, Maine, and founded the J.J. MacIsaac Flow Cytometry/Cell Sorting Facility at Bigelow. In January, Yentsch received the 2005 Distinguished Alumni Achievement Award from the Oceanographic Center

at Nova Southeastern University in Fort Lauderdale, Florida, where she earned her PhD.

Chicagoan **John Gable '66, MA'72** is on the rise again at Lee Hecht Harrison, a global career-management firm. He's been promoted to senior vice president of business development and practice leader for the company's Signature Service in Chicago and the Midwest. Signature Service is Lee Hecht Harrison's personalized service for advising senior executives in career transition.

Jack (Jacob) Alpert '68, MS'75 has been the director of SKIL, the Stanford Knowledge Integration Laboratory in Stanford, California, since 1980. SKIL (www.skil.org) is a nonprofit educational research foundation whose mission is "to identify the causes and cures of temporal blindness, and thus find cognitive solutions to global problems." Alpert was also a UW varsity cheerleader, Hoofers ski club president, and sailing club captain. He lives in Shawnee Mission, Kansas.

Roger Schlobin MA'68 has established an unusual library collection that's among the largest of its kind in the world. His gift, the James and Virginia Schlobin Collection of Literature of the Fantastic, contains more than four thousand works of fantasy, sci-fi, gothic, horror fiction, the supernatural, and "the weird," and resides at East Carolina University in Greenville, North Carolina. Schlobin is a Purdue University professor emeritus of English, a founder of the International Association for the Fantastic in the Arts, and the author of the first original electronic novel to be published over the Internet: *Fire and Fur: The Last Sorcerer Dragon* (Omnimedia, 1994).

And how's *this* for impressive? Not only has **Brewster Shaw, Jr. '68, MS'69** become the vice president and general manager of Boeing NASA Sys-

tems, but he was also inducted into the U.S. Astronaut Hall of Fame in May at a Kennedy Space Center gala. The Houston resident was the pilot of the first Spacelab mission in 1983.

Michael Morman '69

has been a prolific inventor for Kimberly-Clark. A principal K-C research fellow, he retired in 2004 after twenty-eight years and with an illustrious list of achievements: 289 invention disclosures, 63 issued patents, and more than 20 pending patent applications. Morman also received the Lifetime Technical Achievement Award from the Association of the Nonwoven Fabrics Industry.

When **Bob Soules, Jr. '69** received his invitation to WAA's Founders' Day celebration in the Phoenix area this spring, he had an excellent reason for declining: "We will be in South Africa during that time. We are dedicating an orphanage, the construction and operation of which we are supporting for AIDS children who have lost their parents to the disease."

70s

Nancy Bunge PhD'70 has compiled a collection of twenty-nine interviews with leading writers that she spent twenty-five years conducting. It's called *Master Class: Lessons from Leading Writers* (University of Iowa Press), and in it, you can read about the writing and teaching methods of the likes of Allen Ginsberg, Donald Hall, and Wallace Stegner. Bunge is a professor in the Department of Writing, Rhetoric, and American Cultures at Michigan State University in East Lansing.

From Indianapolis, **Chuck Ricks '70** says that he's "completed a year in Afghanistan as mentor and systems developer for the assistant minister of defense for parliamentary,

social relations, and public affairs, and for the new Afghan National Army."

Two very different works about the Badger state — both written by '70s grads — arrived recently. One was *Wisconsin Politics and Government: America's Laboratory of Democracy* (University of Nebraska Press), by **James Conant '71, MA'74, PhD'83**, a professor of government and politics at George Mason University in Fairfax, Virginia. The other was *Miracles of the Spirit: Folk, Art, and Stories from Wisconsin* (University Press of Mississippi), by **Ann Parker '72, MA'79, MFA'91** of Baraboo and **Don Krug '79, MA'88, PhD'93** of Vancouver, British Columbia.

"I just published my first novel (third one written) called *The Dummy*," shares **Alan Ferguson '71, '80** of Sebastian, Florida. The work, published by AuthorHouse, follows a boy who, circa 1964, was misdiagnosed as being "retarded." Despite torment from bullies and other obstacles, his character and inner strength help him to live a successful life. "Also in the future," adds the author, "there will be a very steamy novel about the UW's School of Business from 1977 to 1980."

How the Moon Regained Her Shape (Sylvan Dell) is the first children's fiction picture book by **Janet Heller '71, MA'73**. Influenced by Native American tales of how the moon dealt with insults from the sun, the story also helps children to cope with bullies. Heller teaches English and women's studies at Western Michigan University in Kalamazoo.

Charles Prebish PhD'71, a long-time professor of religious studies at Penn State, was recently the subject of a festschrift — a volume called *Buddhist Studies from India to America: Essays in Honor of Charles S. Prebish* (Routledge). "To the best of my knowl-

Egypt for the Eco-Traveler



Mounir Neamatalla runs an eco-venture — an oasis haven for the eco-minded — in the Sinai desert.

While many hotels today are catering to the business traveler with high-speed Internet access, cell phone rentals, mini offices, and multiple data ports, one lodge in Egypt has taken a decidedly opposite tack. Adrère Amellal is an eco-lodge that's about "respect for nature, engaging indigenous people, and offering experiences for the culturally minded and environmentally sensitive traveler," says the lodge's creator, **Mounir Neamatalla '70, MS'71**.

Neamatalla, who also holds a 1976 doctoral degree in Environmental Health and Quality Management from New York's Columbia University, believes that Adrère Amellal "has a particular characteristic of provoking curiosity about the place and its people." Because more than 95 percent of the staff are indigenous oasis inhabitants, contact with local culture begins at breakfast, continues during desert safaris, and extends into conversations at dinner, served amid the dunes.

Located in the Sinai desert about forty-seven miles east of the Libyan border, the lodge was constructed by about 150 local craftsmen using traditional materials. A centuries-old mixture of sun-dried salt rock mixed with clay, call *kersbef*, was used to build the walls. Kersbef maintains indoor temperatures at moderate levels, making air conditioning unnecessary. Ceiling beams were made of palm wood harvested from dead palm trees, while the doors, windows, and fixtures were fabricated from annual trimmings of the palm reeds and olive trees that surround the lodge on seventy-five acres. The plumbing is

contemporary, but wastewater first settles in self-contained sedimentation tanks, allowing the supernatant to flow through perforated pipes into a sealed wetland. There, papyrus plants are grown to complete the biodegradation and waste-reduction process.

The number of rooms — seventeen, plus ten suites — was limited by the amount of water available in the on-site natural spring. The location at the foot of a mountain was chosen so as to build on nonarable land and to properly blend the edifice into the horizon line, rather than to detract from the beauty of the landscape. All agriculture on the land is chemical free.

Neamatalla, who earned his UW-Madison degrees in engineering, credits his university education with giving him the eco-lodge idea. "It was during my years at the University of Wisconsin that I became deeply conscious of the real value of cultural diversity and the importance of cross-cultural exchange in charting the course for the sustainable development of our planet," he says.

While Neamatalla says guests are not "screened," he does like to get to know them before accepting them. He notes that travelers who come to the lodge are "like-minded in the sense that they are respectful of the natural environment, its surroundings, as well as the indigenous culture of the oasis. Most tell me there is something special about the location: you can't see exactly what — but you know it's there."

While it all sounds very new-agey, Neamatalla's choice of locale is very "concrete." "Every day the tentacles of progress dig their fingers a little bit deeper into the skin of this ancient culture, bringing both its bright and dark sides," he says. "For example, Egypt's trend toward concrete-block buildings is devastating one of its most precious resources — its cultural identity. Adrère Amellal was intended to counter the escalating spiral of uniformity and to serve as an example of both indigenous beauty and simple utility." To learn more about the eco-lodge, go to www.adrereamellal.net.

— *Candice Gaukel Andrews '77*

edge," he writes, "only five other scholars of Buddhism who have taught in North America during the past fifty years have been honored with a festschrift," and one was his major UW professor, the late **Richard Robinson**. Prebish notes that he's "the pioneer

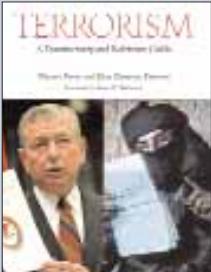
behind the creation of a new sub-discipline," usually called Western Buddhism.

Within days of 9/11, the American Institute of Architects and other planning organizations established New York New Visions (NYNV) to provide expertise in the rebuilding

of the World Trade Center site. **Allan Swerdlowe '71**, principal architect at New York's Design Seven Associates, is the new chair of NYNV's site-planning committee — as well as a board member of the Daily Cardinal Alumni Association.

The recently promoted VP

Bookmark



Vincent Burns MA'89, PhD'94 has co-authored a new collection that examines the roots of global terrorism and its current state. It's called *Terrorism: A Documentary and Reference Guide* (Greenwood Press).

The work includes more than seventy documents — some never before in print — that illustrate political and ethnic terrorism, its role in the Cold War, and its place in Middle Eastern violence.

Much of it, however, deals with how Middle Eastern terrorism has affected the U.S., and in particular, the 9/11 attacks — what led to them, and what followed. These documents span the 1950s to 2004 and come from varied sources, including recently declassified CIA reports and suicide bombers' final letters.

Following each document are detailed analyses and extensive print and online bibliographies for further reading and research options. Other facets of the book are its essays, sixty-five photos, more than fifty "Did You Know?" sidebars on related subjects, and an exhaustive resource list that includes Web sites, print, and video resources.

A former journalist and Fulbright scholar, Burns also co-edited the *Encyclopedia of World Terrorism*, works in the publishing industry, and lives in Sandy Hook, Connecticut.

of residential services at the Conservation Services Group (CSG) is energy-industry veteran **Paul Berkowitz '72**. The nonprofit CSG is based in Westborough, Massachusetts, but Berkowitz lives and works in Madison to further its mission of providing energy-saving products, services, and technologies.

Speaking of conservation, the UW's new Beers-Bascom Professor of Conservation is **David Mladenoff '73, MS'79, PhD'85**. With the Department of Forest Ecology and Management since 1994, he's best known for his ecosystem process model, called LANDIS, which simulates successional change in forested ecosystems. It was the subject of a special issue of *Ecological Modelling* in December 2004. Mladenoff has also been involved in assessing Wisconsin's potential wolf habitat — work that's fundamental to designing the state's wolf-recovery plan.

Ron Suppa JD'73 made an interesting career leap — from entertainment law to movie and TV writing and production — and his new book, *Real Screenwriting: Strategies and Stories from the Trenches* (Thomson Course Technology), shares what he's learned along the way. Suppa's resume includes writing or producing twelve feature films and award-winning teaching at UCLA Extension. He lives in Westlake Village, California.

The National Birth Defects Prevention Network honored one of its co-founders, **Russell Kirby '74, MS'77, PhD'81, MS'91**, with its 2005 President's Award in February. He's a professor and vice chair of the Department of Maternal and Child Health at the University of Alabama at Birmingham. Kirby adds that his daughter, Milwaukeean **Amelia Kirby '05**, "duplicated her dad's experience by graduating from the UW, through the honors program, in three years."

How would you take charge of a publishing program that produces more than ten thousand information products annually? **Gregory Allord '76** is mastering that task as the new head of the U.S. Geological Survey's (USGS) national science publishing program, based at its duty station in Madison's University Research Park. With more than thirty years of USGS experience, Allord was also the creative force behind the organization's online Publications Warehouse.

Gail Amundson '76, MD'80, the associate medical director for quality improvement and an internal-medicine physician with HealthPartners in St. Paul, Minnesota, has become a national "go-to" person. She's been appointed to two panels — the National Quality Forum and the Agency for Healthcare Research and Quality — both of which were created to develop U.S. healthcare quality measures. Such work is "critically important," says Amundson, "because what gets measured, gets improved."

Billed as "the one-and-only complete guide to Madison, Wisconsin," *Madison: The Guide* (Jones Books) has arrived on the scene to aid Mad City insiders and visitors alike. Its author, lifelong resident **Gwen Evans '79**, has not only found the best that our fair city has to offer in the way of eats, events, accommodations, attractions, culture, kids' stuff, nature, shopping, and more, but she's also tossed in plenty of special surprises.

The National Academy of Engineering has chosen **John Lamancusa MS'79, PhD'82** as one of five educators to share the 2006 Bernard M. Gordon Prize, which honors innovation in engineering and technology education. Lamancusa is a professor of mechanical engineering at Penn State and the director of its Learning Factory,

a collaboration of universities and industrial partners that gives student teams the chance to solve real-world problems.

80s

What's it like to take care of a \$115 million mutual fund? Ask **Ronald Kaliebe MBA'80**. He's been named co-manager of the Mairs and Power Balanced Fund at the Mairs and Power investment advisory firm in St. Paul, Minnesota.

Georgia Cielenski '80 and **Scott '82 Roeming** know about transformation. When Congress passed NAFTA in 1995, the couple began to transform the Geo Group — a Madison video-production company that Georgia founded in 1991 — into a foreign-language-services agency with offices in four states. Through a network of more than five hundred translators, they offer translation, interpreting, desktop publishing, software localization, media production, and technical writing.

Cheryl Alexander DeMars '80, MS'84 can now add the title of CEO to the list of leadership positions she's held at The Alliance since 1992. The Alliance is a Madison-based, employer-owned and -directed health care purchasing cooperative.

In *The Power of Greed: Collective Action in International Development* (University of Alberta Press), author

Michael Rosberg PhD'80 challenges international-development wisdom in suggesting that in order for development to be successful, it must speak directly to the self-interests of those in the targeted areas. He lives and works in Belize.

Whenever news coverage turns to Iraq, Ambassador **Dan Speckhard '80, MA'82, MS'83** is probably somewhere in the midst of it — he's the director of the Iraq Reconstruction Management Office in Baghdad.

Speckhard also has extensive experience with NATO and received the NATO Service Medal for his crisis-management work in Macedonia. In addition, he was U.S. ambassador to Belarus from 1997 to 2000.

"I never thought I would have something noteworthy to share in an effort to make the UW proud," writes **Jennifer Ulmen-Shamy '80**, but now the Virginia Art Education Association has chosen the Roanoke teacher as its 2006 Elementary Art Educator of the Year. "I continue to be inspired by my experiences [at] the university," she says.

Management, Gender, and Race in the 21st Century (University Press of America) is the latest book from **Margaret Foegen Karsten MBA'81**, a professor of business administration at UW-Platteville. She's also edited a three-volume set that's coming out this summer called *Gender, Race, and Ethnicity in the Workplace* (Greenwood Publishing/Praeger).

Theater, dance, and live music are not merely marginal art forms — they're crucial to our culture, argues **David Román '81, MA'84, PhD'90** in *Performance in America: Contemporary U.S. Culture and the Performing Arts* (Duke University Press). He's a professor of English and American Studies at the University of Southern California and lives in L.A.

This service sounds awfully tasty: chef **Karen Tursi '81** owns CHOP Personal Chef Services (www.chop-pcs.com), through which she develops menus, customizes recipes, shops for food, and prepares meals in the homes of "hungry clients in the Chicago area." Tursi has now been elected to her second term as president of Chicagoland Personal Chefs.

Joe Sexton '82 has New York City in the palm of his hand, so to speak — it's his

Art for Art's Sake — and Her Own

In 2000, Madisonian **Muriel Simms '68, MS'75, PhD'02** was working on a doctorate in educational administration and curriculum and instruction, and her mother had just died. For relief from stress and intense emotions, Simms turned to art classes — a "therapeutic, but committed hobby" that led her to create a line of greeting cards and, in 2002, to launch a company called Bunnyworks (www.bunnyworks.com) to market them.

Art — and dance as well — were hardly new pursuits for Simms, however. Her personal passion for the arts has always intermingled with her professional passion for education. From childhood, through college, and then during her twenty-nine years as a schoolteacher, administrator, and principal, she's studied tap, jazz, modern, and African dance, plus collage, decoupage, calligraphy, and drawing.

Simms's cards are all handmade with materials such as fabric, yarn, foil, thread, wire, and beads, and they encompass several design themes. Some focus on nature and flowers, while her "Sassyfrass Ladies" line features African-American faces and profiles, some of which have been popular requests.

While her cards are outlets for creativity and a means for turning inward, they're also creations that Simms wants increasingly to share. She sends some of them herself, noting, "One of the motivations for making the cards was that I did not like the ones I saw in the stores. At times, I felt the need to send a card that represented me."

But, the more the compliments have rolled in, the larger her hopes: Simms aspires to selling her products in retail stores nationwide as well as on her Web site. "I would like to figure out a way to mass-produce the designs," she adds, "because the designs are where the heart is." There are a few, though, that she just will not sell. "Attaching myself to these cards is strange," she says, "but I love it."

Beyond Bunnyworks, the semi-retired Simms teaches graduate students part time at Madison's Edgewood College and is part of Sisters in Business United, an entrepreneurial group of African-American women artists and artisans.

Simms also cares deeply about the past and future of Madison. She's interviewing descendants of African-American settlers who came to the city in the early 1900s, with plans to create a comprehensive resource called *Settlin': The Stories of Madison's Black Pioneer Families*. She's the secretary of the board for the newly formed Charles Hamilton Houston Institute, whose goal is to help prepare African-American youth for the business world. And she's an environmental activist as well, working to save Madison's Cherokee Marsh from housing development.

Whatever happens with Bunnyworks and these many endeavors, Simms finds in her card-making the same stress relief that she did when she began, as well as a desire to continue making them for friends and family, no matter what. "I am beginning to think of card-making as part of my wellness kit," she says. "They are my babies now. Creativity is [in] me, so the relationship with the cards will remain."

— Paula Wagner Apfelbach '85



HANK KOSHOLEK/THE CAPITAL TIMES

Creating greeting cards like this one allows Muriel Simms to turn inward and to reach out.

"turf" as the new metro editor for the *New York Times*. A promotion from deputy metro editor, it sounds well deserved: *Times* executive editor Bill Keller said, "No editor ever went wrong putting his faith in Joe Sexton. ... His joy and pride in great journalism are infectious." Sexton joined the paper in 1987 as a sports reporter.

A \$97,000 U.S. Department of Health and Human Services grant has gone to **(Gloria) Veronica Acosta-Deprez MS'84, PhD'89** and a fellow

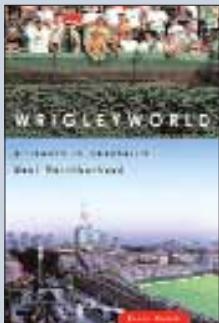
professor of health science at California State University in Long Beach. Their charge is to develop a new multicultural, collaborative curriculum to train Cal State-Long Beach students and community members in disaster and bioterrorism preparedness.

Badger hockey fans were no doubt ecstatic to see **Chris Chelios x'85** take the ice at yet another Olympic Games this winter in Torino, Italy. The former Badger hockey great was captain of the U.S. Olympic

men's ice-hockey team for the third straight Winter Games, leading Team USA to a silver medal in 2002. At forty-four, Chelios is also the oldest American ever to compete in an Olympic Winter Games ice-hockey tournament and one of only two American players to be named to four Olympic squads — 1984, 1998, 2002, and 2006. He currently plays for the Detroit Red Wings.

In December, **John Gosbee MD'85** was greeted with cheers — a Cheers Award, that is, from

Bookmark



Author Kevin Kaduk '01 celebrates what's right with the world — when it's baseball season in Chicago, that is — in *Wrigleyworld: A Season in Baseball's Best Neighborhood* (New American Library, www.wrigleyworld.com).

With experience as the *Badger Herald's* sports editor and managing editor, the tough part wasn't the writing — it was the location. Kaduk spent three years as a Kansas City reporter, "climbing the journalistic career ladder by covering prep sports" and "battling an on-again/off-again case of homesickness."

Finally, a 2004 trip to cover the Cubs did him in: he tossed his job aside to move back to Chicago — not to get another newspaper job, but, he told his soon-to-be-former boss, "to watch baseball. You know, drink some beers, have some fun.

"Most importantly," Kaduk says, "I wanted to know about the neighborhood. I wanted to understand how it became a living, breathing thing — a circus, a spectacle on game days."

Quitting his job to hang out around a baseball field may have been impulsive, but the resulting debut book, full of humor and love for the Cubs, fulfilled Kaduk's "quest to find the heart and soul of the idiosyncratic neighborhood — and state of mind — that has come to be known as 'Wrigleyville.'"

the Institute for Safe Medication Practices. The accolade recognizes those who have set a standard of excellence in the prevention of medication errors and adverse drug events. Gosbee, an expert on human-factors engineering, leads the development of patient-safety resources for the Veterans Health Administration at the VA's National Center for Patient Safety in Ann Arbor, Michigan.

Don't worry about the pig that's flying over Wisconsin's Lake Michigan shore, just south of Algoma — he's tethered to the Flying Pig Gallery & Green-space (www.theflyingpig.biz). It's the mission of co-owner **Susan Connor '86** to offer an "amusing, inspiring, and educational peek at art and gardens" through her eclectic art gallery, unconventional greenspace and plant offerings, and coffee-and-tea bar. "I am very proud of this project," says Connor, "and would love to share it with — and have it be a destination of — other Badgers!"

Only a handful of U.S.-based physical therapists are certified to perform the European-based Schroth method of scoliosis treatment, and **Cindy Bruechert Marti '86** recently became one of them. This approach (www.skoliose.com) allows patients to be more proactive in their care through a combination of physical therapy and exercise to slow the progression of spinal curvature. Marti is part of the newly launched Scoliosis Clinic at Spinal Dynamics of Wisconsin in Wauwatosa.

Did you catch the Badger on the cover of *U.S. News & World Report* on January 9? It was Major **Jonathan Fox '89** — an officer with the American unit that oversees security operations in western Mosul — whose work in Iraq was profiled in a ten-page story. You can read it at www.usnews.com.

Being chosen as the Professor of the Year for your entire state is quite an honor, as **Jakki**

(Jacqueline) Mohr PhD'89 knows. In November, Mohr, a professor of marketing at the University of Montana in Missoula, received the 2005 award for Montana, as part of the U.S. Professors of the Year program.

90s

"After living in Israel for six years," writes **Alison Dudock Janus '90**, "I teach Hebrew to adults and children in Silver Spring, Maryland. I have four daughters. I'd love to get e-mails from old friends from Madison." You can write to Janus at avivajanus@hotmail.com.

Four Badger physicians have affiliated with the Milwaukee-based Medical College of Wisconsin. Internist **Aysha Shaikh Schaper '90, MD'93** is a new staff physician at the Sunnyslope Health Center in Brookfield, as well as an assistant clinical professor of medicine. **Eric Hohenwalter '94** has joined the medical staff of Froedtert Hospital, has become an assistant professor of radiology at the medical college, and serves as co-director of the vein program at Medical College Affiliated Hospitals. In Racine, **Allen Last '94, MD'00** is the new assistant director of the family-medicine residency program at All Saints Healthcare, and he's become an assistant professor of family and community medicine at the medical college as well.

Lastly, **Timothy Fenske MS'97, MD'99** has joined Hohenwalter on the medical staff of Froedtert Hospital, and has been made an assistant professor of medicine in the medical college's division of neoplastic diseases and related disorders.

The title of the dissertation that **Elizabeth Sklenar MS'90** recently completed to earn her doctorate at the University of New Mexico-Albuquerque was "The Power of Resistance: Four Mexican Women Intellectuals and Their Influence on Culture

and Politics." While Sklenar finds that interesting, what's more fascinating, she says, is the way she financed her education: as a private chef for one of the world's top contemporary-art collectors. Sklenar, of Las Cruces, New Mexico, admits, "I had no professional experience as a chef — only a strong desire to earn a PhD. I guess that says something about the work ethic I learned from growing up in Wisconsin."

(David) Clay Wallin '91

followed up his Vanderbilt MBA and three years with Hewlett-Packard in Latin America by co-founding eSkye Solutions, an Indianapolis-based software and services firm that focuses exclusively on the beverage-alcohol segment. As eSkye's VP, Wallin handles nationwide sales from his home office in Coral Gables, Florida.

It seems fair to say that

Peter Wood MMusic'91 is devoted to the trumpet. He's a new assistant professor of trumpet at the University of South Alabama in Mobile; he's principal trumpet in the Gulf Coast Symphony Orchestra in nearby Biloxi, Mississippi; and he's the CD-reviews editor of the *International Trumpet Guild Journal*.

"I graduated not knowing what I was going to do with my life ..." began a note from **Marsena Haack Konkle '93** of Lake Zurich, Illinois. After years of editing college textbooks, "I'm finally where I want to be: on the other side of publishing." About her debut novel, *A Dark Oval Stone* (Paraclete Press), *Publishers Weekly* says, "Issues of faith, grief, and identity mingle in a quiet, sober story."

Congratulations are in order for **Vic (Victor) Perini MS'93**, vice president of operations at Methodist University Hospital in Memphis: he's earned the Young Healthcare Executive Award from the Tennessee Hospital Association.

"How did menopause

change from being a natural (and often welcome) end to a woman's childbearing years, to a deficiency disease in need of medical and pharmacological intervention?" asks UW-Madison assistant professor **Judith Houck MA'94, PhD'98**. You can read her answers in her new book, *Hot and Bothered: Women, Medicine, and Menopause in Modern America* (Harvard University Press).

The chief of staff to Chicago Mayor Richard Daley is **Ron Huberman '94** — a former police officer; the architect of Operation Disruption, which uses street cameras to thwart drug deals; and the former executive director of the city's Office of Emergency Management and Communications. Now, a *Chicago Tribune* piece said, Huberman is "the police in a different way": he's charged with snuffing out City Hall corruption, making city government more efficient, and overseeing Chicago's daily operations and public services.

While loath to beat his own drum, **Jerry Jansen '94, MS'95** did share his career shifts as a "police officer working as a social worker, finally finishing a degree at age forty-eight, and then earning a master's degree." He spent twenty-five years with the Shorewood Hills police department, right near the UW, and retired in October 2004 as its chief. From there, Jansen drove down the street and became an assistant chief with the UW Police Department.

Two '90s grads recently shared news of their books, both about the politics of the Midwest. Journalist and freelance writer **Sean Scallan '94** of Arkansaw, Wisconsin, was pleased to announce his premiere work, *Beating the Powers That Be: Independent Political Movements and Parties of the Upper Midwest and Their Relevance to Third Parties of Today* (Publish America), and Madisonian **Jon Kasperek**

MA'97, PhD'03 has written *Voices and Votes: How Democracy Works in Wisconsin* (University of Wisconsin Press).

The passion of **Becky (Rebecca) Weinke Boys '95** is helping stressed-out families to "find the missing peace" — family time. Through her Janesville, Wisconsin-based resource called Simple Smiles, Boys "teaches the basic building blocks of effective parenting through creative insights and family activities." Her business includes a monthly publication, workshop, and Web site (www.simplesmiles4u.com). Her spouse is **Neal Boys '95**.

"I started my own law firm," writes **Faun Phillipson '96**. The new practice, Phillipson & Uretsky, has offices in New York and New Jersey, and specializes in securities defense and regulatory law.

Congratulations to the new global director of sales and marketing for the GE Water & Process Technologies' Household Water Group: **D. (Douglas) Samuel Karge '97**. He joined the company in 1997, and eventually led the launch of the Logix control and Merlin drinking-water system. Karge lives in Racine, Wisconsin.

Badger football fans will be interested to hear that "**Touchdown Tony" Simmons '97** and **Joshua Martin MBA'02** are working together. Martin has opened Orange Shoe Gym (www.orangeshoegym.com), a Madison facility offering personal training and group fitness classes. Simmons, who set a record for touchdown receptions before playing in the NFL for the Patriots, Browns, Colts, and Giants, has joined Orange Shoe as a trainer.

History is slipping away before our eyes, and **Kristen Overbeck Laise MA'98**, director of the Washington, D.C.-based Heritage Preservation (www.heritagepreservation.org), wants people to know it.

Her organization produced the Heritage Health Index — the first comprehensive study on the condition of U.S. collections — and found that inattention and improper storage of artifacts at museums and libraries are leading to the degradation of irreplaceable items.

2000s

The Gilder Lehrman Institute of American History has awarded **Jay Driskell '00** a research fellowship to study at the Schomburg Center for Research in Black Culture. Driskell, a Yale University doctoral candidate, has titled his project "Race above Party: African-American Voters, the NAACP, and Race Formation, 1908–1965." This fellowship follows four others at Duke University and Yale.

Summer Davis '02 may be going to Disney World — but not for the usual reasons. This Indianapolis middle school English teacher has been nominated for a Disney Teacher Award, which honors creativity in the classroom. Award honorees will be feted at a July gala, where one will emerge as the 2006 Disney Teacher of the Year.

"In a generation of social, political, and musical mediocrity, This World Fair has set itself against the grain," states the Web site for the Minneapolis-based rock/pop/crunk band (www.thisworldfair.com). Naturally, it's headed by a Badger — lyricist, vocalist, pianist, guitarist, and "front man" **Chris Kalgren '03**. And This World Fair has this big news: it recently signed with record label EMI.

Does the organizational chart at your office include a box for "company evangelist"? The one at Milwaukee's Burst Records does, and the name of **Steven Kiefer '03** fills it. Burst Records is one of three arms of

Burst Collective, a consortium of composers, performing artists, and music producers for which Kiefer is also the PR director.

We heard this straight from the LPGA: **Malinda Johnson '04** "is considered the best of the best among female golfers as a member of the Ladies Professional Golf Association. In 2006, she will compete for nearly \$50 million in prize money in thirty-four tournaments as part of the pre-eminent women's pro golf tour." And Johnson was an art major!

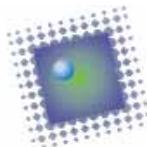
obituary

In the pre-Civil Rights era, **Mabel Murphy Smythe-Haith PhD'42, honorary degree '91** was a beacon: an African-American woman with a distinguished career in international affairs. She died in February in Tuscaloosa, Alabama.

In 1962, President Kennedy appointed Smythe-Haith to the U.S. Advisory Commission on International and Cultural Affairs, and two years later, she was President Johnson's choice as the U.S. representative to UNESCO, the United Nations Educational, Scientific, and Cultural Organization. Further appointments followed as President Carter named her U.S. ambassador to the Republic of Cameroon and Equatorial Guinea from 1977 until 1980, and she was deputy assistant secretary of state for African affairs until 2000.

Associated Black Charities honored Smythe-Haith (and Colin Powell) in 1990 as Black History Makers, and she'll also be remembered for her art collection — she was a primary contributor to the African Art Collection at Spelman College's Museum of Fine Art in Atlanta.

Compiled by Paula Wagner Apfelbach '83, who has the *older* part down, but keeps wondering when the *wiser* part is going to kick in.



CREATE THE FUTURE

The Wisconsin Campaign

Philanthropic investment in UW-Madison promises to provide a tremendous return as the university applies its resources to bring greater understanding of our world and to find answers to society's most critical problems. For more information about the University of Wisconsin Foundation or Create the Future: The Wisconsin Campaign, call (608) 263-4545.

Reaching out to Wisconsin

A Minnesota company helps renovate mechanical engineering facility.

Although 3M is best known as a Minnesota corporation, the manufacturing giant has a huge Wisconsin presence and employs many UW-Madison alumni, particularly engineering graduates.

It made sense for 3M Community Giving, the charitable arm of 3M, to give \$1.6 million toward a renovated and expanded Mechanical Engineering Building, as part of the Mechanical and Industrial Engineering project. The gift includes \$1.4 million, along with 3M multimedia projectors, valued at \$200,000, that will help equip the building. In recognition of the contribution, the university will name the facility's main lecture hall the 3M Auditorium.

"This generous gift to the College of Engineering reflects 3M's commitment to innovation," says College of Engineering Dean **Paul S. Peercy MS'63, PhD'66**. "The new Mechanical Engineering Building will have the facilities and resources to conduct research and educate engineers in a new age of discovery."

The project will update the

Mechanical Engineering Building, constructed in 1930 around a then-existing machine shop. To create a facility for twenty-first century engineering in a pre-World War II building, the university has demolished the structure and will replace it with a four-story addition for academic and research programs, as well as a fifth floor that will house the mechanical systems and a basement containing heavy-duty laboratories.

Project details include bringing the electrical and data infrastructure up-to-date, installing a new central system for heating, ventilation, and air conditioning, and adding a new elevator to make the building more accessible to people with disabilities. The historic limestone façade will be preserved, and a new main entrance will be created.

"This project at the University of Wisconsin-Madison is in keeping with our tradition of giving, which targets

science, engineering, and business education — disciplines important to society and technology companies like 3M," says Barbara Kaufmann of 3M. "Facilities are one part of the education experience, and we are pleased to support this endeavor, which will advance teaching and learning opportunities for faculty and students."

The 3M Auditorium will be a 3,045-square-foot lecture hall



COURTESY OF THE COLLEGE OF ENGINEERING



An artist's renderings capture the renovated and expanded Mechanical Engineering Building as seen from Engineering Drive, and the building's atrium.

with 159 seats. It will feature multimedia and will be capable of originating and receiving satellite video transmissions. The 3M Auditorium will be used for classes, meetings, seminars, and other functions.

At least 340 UW-Madison graduates work for 3M in the United States. Wisconsin is

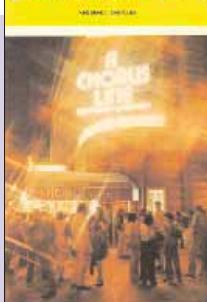
home to six 3M manufacturing plants and more than 4,000 3M employees, and the company has a Wisconsin payroll that exceeds \$200 million annually. Each year, 3M exports more than \$400 million worth of products from the state.

In 2005, another major gift of \$450,000 established the 3M

Foundation Science and Technology Fellows Fund to provide supplemental financial assistance to selected university graduate students. The fund helps students meet the costs of tuition, fees, books, and other educational expenses.

— Chris DuPré

PLAYBILL



And the Show Goes On

Do you have materials or memorabilia that would be of interest to a particular UW campus archive, museum, or library? If so, let Daniel Kennedy '70 serve as a philanthropic example. He's donated his collection of programs — dozens from Broadway and off-Broadway theater productions, film premieres, and opera and other performances from a variety of venues worldwide — to the Memorial Library's Department of Special Collections. An educator and the proprietor of Daniel Kennedy Communications Services in New York City, Kennedy hopes that his gift will enhance the library's resources for students and faculty in theater, film, and music.

Remembering Tyler

Siblings will have a special space at UW's new children's hospital.

Tyler Tracy was born in 2002 with pyruvate dehydrogenase complex (PDHC) deficiency, a rare genetic disorder that does not allow carbohydrates to be processed. To stay alive, he needed a special infant formula imported from the United Kingdom. When the formula was banned from importation by the U.S. Food and Drug Administration because of a labeling issue, Tyler's parents did everything they could to save their son's life — including launching a media campaign to bring attention to their plight.

Jeff '93 and Kristin Tracy of Lodi, Wisconsin, did what any parents would do to keep their child alive. Tyler's story, featured at first on local television stations and in Madison newspapers, eventually made headlines across the country. The government backed down, allowing the infant formula, called Ketocal, to be available once again.

The Tracys found specialized care for their son at the UW Children's Hospital. What they didn't find, however, was a supervised area where their other two children could play while they dealt with the realities of Tyler's life-threatening condition. It was difficult for the Tracys to give full attention to Tyler's care and keep an eye on daughter McKayla and son

Austin. With a hospital full of tubes, monitors, and other interesting things, it was a challenge keeping Tyler's siblings out of harm's way.

In 2003, at the age of seventeen months, Tyler lost his battle with PDHC deficiency. Not long after

that, the Tracys began a campaign to raise \$200,000 to name a new sibling care center "Tyler's Place," to honor Tyler's memory. They established the Tyler Tracy Foundation and are working hard to ensure that a sibling care center will be included in the new American Family Children's Hospital.

"While the idea of the sibling room was a welcome surprise to me, the fact that the Tracys are making it a reality is not," says Tyler's physician, **Joseph Mahoney**. "After my experience with the Tracys, I see this as not just making the experience better, but as being essential for parents to provide better care for their family."



Kristin and Tyler Tracy

COURTESY OF THE TRACY FAMILY

"We don't have many resources," says Jeff Tracy. "It's really just Kristin and me trying to get the word out and reach our goal. We know that someday soon, a family will be utilizing the resources of a sibling care center and will be grateful if it is there. They will have one less thing to try to manage, to have to cope with, to have to worry about. Having an opportunity to do all that and honor Tyler's memory in the process is what keeps us going."

To learn more about Tyler, his family, and how to help make Tyler's Place a reality, visit www.tylersplace.org.

— Sue Zyhowski