



WISCONSIN

18 e-lectorate

Although the presidential election is a year away, we're already in danger of information overload. The candidates are relying heavily on new media — Web sites, blogs, videos, and more — to introduce themselves to voters, rally volunteers, and raise money to keep their campaigns afloat. But will the surge of electronic communication pay off at the polls?

By Jenny Price '96



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The birth, death, and rebirth of the Pharmaceutical Experiment station trace the evolution of the UW's place in the region between drug research and the pharmaceutical industry.

By John Allen



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For one hundred years and counting, as the world outside its doors has changed, the University Club has endured as a favorite gathering place for the campus community.

By Jenny Price '96

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He's the son of a legendary hockey coach who went on to make his own history as a college player and an Olympian. But Mark Johnson isn't about to rest on his laurels.

By Dennis Chaptman '80



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38 Time Travel

Some say that this new century will bring us a computer with the brain processing power of a human by 2023, and a \$1,000 model with the brainpower of everyone on the planet by 2049. If the fast pace of change is making you uneasy, these Badger futurists have advice on how to successfully make the leap from the Industrial Age to the Internet Age.

By Niki Denison

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Cover:

Presidential candidates are embracing new media methods to reach out to potential supporters, hoping to snag their time, their money, and their votes.

Illustration by David McLimans, a Madison-based artist whose work has appeared in the *New York Times*, the *Washington Post*, *Harper's*, and *Time*. His first book, *Gone Wild: An Endangered Animal Alphabet*, was awarded a Caldecott Honor Medal.



On Wisconsin Magazine welcomes letters and reserves the right to edit them for length or clarity. E-mail comments to WAA@uwalumni.com; mail to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax to (608) 265-8771.

Of Race and Admissions Policies

Your article "Getting In: The Not-So-Secret Admissions Process" [Fall 2007 *On Wisconsin*] was clear, informative, and well-written. The "myth" that minority students get in with lower grades than some white students who are rejected was intriguing and certainly is controversial. When race is used in the selection process, for whatever reason, it is a form of racial discrimination. In 2006, Michigan passed a referendum that struck down such practices in the state. I would hope that the University of Wisconsin would end racial preferences before it is necessary for Wisconsin to enact similar legislation.

*Robert Schappe '65, PhD'71
Grosse Pointe, Michigan*

Author Michael Penn ["Getting In: The Not-So-Secret Admissions Process"] did a fine job of dispelling many myths concerning the admissions process.

In 1988, I wrote a research report on UW System minority enrollment patterns. While the data are now outdated, the underlying reasons for minorities being underrepresented are the same.

First, not all minority groups score below the average on the ACTs. Asians on the whole score higher than whites, with the exception of clusters from Southeast Asia. Thus, the problem is limited to African-Americans, Native Americans, Hispanics, and some segments of the Asian population. Those minorities drop out of high school at about three times the rate of the majority. Therefore the college-eligible ratio drastically drops. Also, the minorities who do graduate from high school score significantly lower on ACT testing. This leaves the college-eligible, high-achieving minorities a wide range of postsecondary options.

Much of the root problem is that about 60 percent of the African-

American school population is concentrated in Milwaukee Public Schools, and about 90 percent in eight school districts. The minorities who resided in school districts other than those districts graduated equally to the majority (pointing to socioeconomic factors as well as an anti-academic-achievement cultural ethos among many African-American youth).

The issue in most cases is not raw ability but college readiness. I would suggest a one- or two-year pre-college program at the UW's two-year institutions to get minorities (with below-entrance-requirement scores) up to speed before entering four-year degree programs. Most of the majority would accept this type of help in contrast to the resentment related to preferential race quotas.

If the UW wanted to be transparent, each year they would publish the number of (1) applied, (2) admitted, and (3) enrolled by ethnic category (white, black, Asian, and Hispanic) and by ACT quartile. Until then, one would have to question the secrecy.

*Christopher Rubm PhD'91
Jackson, Mississippi*

More Hidden History

I read "Hidden History" [Fall 2007] with great interest, as I was a student at UW-Madison from 1969 to 1974. Those were significant years in my life, as I finally "came out" in this very volatile time of the UW's, and indeed the country's, history. I was disappointed that the "Close to Home" sidebar omitted any mention of several local meeting places (there were, of course, very few), such as two marvelous mixed bars (men and women were both welcome): the Pirate Ship (on University Avenue, I believe) and the Back Door. The latter was located across the street from the Stone Hearth.

Another memory I have is "Gay Thanksgiving" at the Union. For several years, during Thanksgiving break, gay men and women from all over Wisconsin and elsewhere in the Midwest gathered for dancing, socializing, and just being themselves. We walked around campus holding hands, and I don't know of any problems

with gay-bashing, though it probably occurred. The first organization I belonged to was called Madison Lesbians, and we met somewhere on campus, though I'm sure it wasn't a school-sponsored organization. All the women rode motorcycles and played softball (or so it seemed), and most of us were also active in the fledgling women's movement.

Thanks for doing this research and article. It sure brought back memories for me!

*Janice Metcalf '74
Fairport, New York*

When I was an undergraduate at UW-Madison in the late 1960s, there was only one course in the entire curriculum that addressed homosexuality — a psych course on deviant behavior. Six weeks of the semester were devoted to a clinical discussion of homosexuality, six weeks to alcoholism, and I couldn't tell you what rounded out the semester — I dropped the course in disgust. It was still several years before the Stonewall riots, and several more years before the American Psychiatric Association depathologized homosexuality.

I lived with two other openly gay students, but our social choices were very limited. There was a bar called the Pirate Ship, but it catered to a much older crowd. There were virtually no existing social venues or avenues, and we had to create our own.

Then, in the spring of 1969, I needed to choose a play for my senior directing project in Professor Ed Amor's Stage Direction class. I selected *The Boys in the Band*, which had created quite a stir in New York and was still playing off-Broadway. I expected ten or fifteen people — other directing students from the workshop — to show up. To my everlasting surprise, three hundred men crawled out of God only knows what closets, and we had to schedule extra performances.

Andre DeShields (who delivered last spring's commencement address) played Bernard in that production.

It was because of that experience that I realized there was an audience for gay-themed plays. Eight years later, I founded

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*Lanny Baugniet '70
San Francisco, California*

I don't feel as proud as you obviously do regarding the University of Wisconsin's role in helping to obtain civil rights for the friendly gay people. Gay rights have only led to further deterioration of the family and our country. I would never recommend the University of Wisconsin for educating any of my grandchildren. There are plenty of good universities that stand for high moral standards that cannot be found at the UW.

*Jim Knabe '62
Rockford, Illinois*

It was very interesting to read "Close to Home" [a sidebar of "Hidden History"]. The article's concluding paragraph ends

on a cheery note, discussing the number of LGBT groups on campus, the LGBT studies certificate program, and the LGBT Campus Center. It tries to paint an enlightened picture of the progress made over the years at UW-Madison. But is that the whole truth?

Unfortunately, the reality seems to be far from it. In that same issue [Dispatches, "One Number"], one reads about the \$36 million of federal and private research moneys that the university has lost, in part, because of its failure to provide domestic-partner health care benefits. UW-Madison is so far behind the times on domestic partner benefits that it leads one to conclude that the university has a very Midwestern, small-town, parochial perspective. While many others long ago figured out the equality equation, UW-Madison seems to think continued discrimination in this area is still justified. Makes you wonder how long it will be before the university reinstates the "gay purges" of 1962.

The university seems to pride itself on being progressive and forward

thinking. (Isn't that Wisconsin's state motto?) Yet it continues to have its head buried in the sand on this issue. Why? It's hard to think positively about your alma mater, let alone think of supporting it in any way, while it continues to think blatant discrimination is acceptable.

*David Bonner '81
West Hollywood, California*

Writing about Spoken Word

I just finished reading the most recent *On Wisconsin* magazine, and I greatly enjoyed [Jenny Price's] article about the First Wave cohort ["I'm Not Who You Think I Am"]. I worked with Jair Alvarez at West High School for a semester and was so excited to see his successes highlighted. Fantastic story!

*Elizabeth Sowatzke '02
Madison*

Remembering Harvey

I was so delighted to see the article on Professor Harvey Goldberg in the Fall 2007 *On Wisconsin* [Dispatches, "Live from Ag Hall"]. I was a student at

UW-Madison from 1967 to 1971. Harvey Goldberg had a huge impact on me and many of my friends who religiously attended his lectures.

Against the backdrop of the many antiwar protests, the birth of the many liberation movements; the first food co-op on Mifflin Street, where I lived; the takeover of the Capitol building; the birth of the Black Student Union; and so much more, Professor Goldberg riveted us with the history of uprisings, progressive movements, and tales of the leaders at the helm who sparked social and political change.

He would enter the stage, and a hush would fall upon the huge and crowded Ag lecture hall. Then he would whip off his glasses and launch into the most dramatic and spellbinding lecture. Those of us involved in campus protests and various movement activities who might have skipped other classes would never miss his lectures. As a matter of fact, I had peers who weren't even enrolled at the university who made a point of attending.

I'm so glad to know there is now the opportunity to hear his lectures, and that a "rebellious" student clandestinely made recordings that you are now making available. What a gift! I am also glad to know that Professor Goldberg has been honored with a center in his name.

*Phyllis Kirson '71
Fairfax, California*

Stem Cell Ethics

It's too bad the article on stem cell research [Dispatches, "Centering on the Promise"] did not even mention the morality or ethics of working with human embryos (developing human individuals). That gives the impression that UW's scientists are amoral.

*Terry Thul '81
Rochester, Minnesota*

More Memories of Ogg Hall

Many thanks to Dave Tuttle for rekindling the memories of Ogg Hall, circa 1980 [Upfront, Fall 2007]. I was also a resident of Hohfeld House. "Rock" did a

Continued on page 61

Prepare to Be Bowled Over!

We may not know the Badgers' bowl destination yet, but you can be sure that *you'll* get there in first-class fashion with the Wisconsin Alumni Association® in charge.

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A composite image showing a woman and a man shaking hands. The left side shows them in a modern living room with a coffee table and a window. The right side shows them outdoors on a golf course with trees in the background.

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will undoubtedly lead to new opportunities for the University of Wisconsin-Madison to shape and to lead the century of discovery.

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Many Voices, Shared Vision

On a campus that boasts extraordinary diversity, how can we forge a shared sense of direction?

Although we address that challenge every day at UW-Madison, we do so in a formal way once every ten years when we seek a stamp of approval from the Higher Learning Commission, one of two independent corporations that accredit degree-granting institutions in the Midwest. It's a step that demonstrates, essentially, that we are who we say we are — that our academic degrees, research directions, public service, and fiscal practices achieve a level of quality that people expect from a major public research university.

Yet this process, called reaccreditation, focuses equally on how we can prepare students and serve society in a rapidly changing world. During almost two years of intensive self-study, we create the foundation for our next campus strategic plan. It is a critical planning effort that offers the chance for truly visionary thinking.

Nancy Mathews, an environmental studies professor, is directing our current reaccreditation project with great energy. Now at the halfway point, the effort will ultimately produce a detailed report and a site visit from the commission in spring 2009. The project's theme — "What will it mean to be a great public university in a changing world?" — has already sparked an engaging conversation. Through spring and summer 2007, the project generated more than six thousand responses from campus and alumni surveys, and more than fifty meetings of key groups were held both on and off campus. This valuable input helped the project team to develop six core themes to guide our work.

- What have we learned so far? Here are just a few observations:
- The Wisconsin Idea, the concept that the boundaries of the university are the boundaries of the state and beyond, remains an essential part of UW-Madison's character. We heard strong support for continuing to reflect service, public involvement, and problem-solving throughout our work, and to redefine what the Wisconsin Idea can accomplish in the twenty-first century.
 - We are evolving into a truly global institution. Indeed, many of the core challenges our researchers face today are inherently worldwide issues that demand new thinking and approaches. Our students need to be prepared to thrive in a globally interconnected economy.
 - Integrity and responsibility must be at the core of everything we do. Through this project, we are examining our academic mission, research goals, policies, and financial stewardship, with a goal of becoming a national model for how public universities serve as living laboratories for responsible and sustainable practices.

To learn more about the project, visit www.greatu.wisc.edu/. And don't hesitate to contact Professor Mathews at nemathews@provost.wisc.edu to share your thoughts about what will define a great public university in the decades to come. Alumni offer a vital perspective, given your ability to reflect upon how your UW-Madison experience influenced your life and to suggest how future graduates can contribute to the world.

John D. Wiley MS'65, PhD'68
Chancellor



MICHAEL FORSTER ROTHBART

The project's theme — "What will it mean to be a great public university in a changing world?" — has already sparked an engaging conversation.



Playing Double

A UW pianist gets hands-on with a unique instrument.

Christopher Taylor has two pianos in his campus studio. One has eighty-eight keys; the other has almost twice that many.

Taylor, an assistant professor of music, is the unofficial keeper of a double-keyboard Steinway. Featuring eighty-eight keys on the bottom and seventy-six on

keyboard, the same key is pulled down on the lower keyboard.

"I didn't expect that, but it became easy enough to ignore," he says. "In a way, it's kind of comforting."

The piano also has four pedals, compared with the two or three found on a standard model. The fourth is the octave pedal, which "doubles" each note Taylor plays on the lower keyboard, playing it one octave higher on the upper keyboard.

When Taylor first played the instrument, it clearly needed some work done, which he mentioned during his first performance on the double keyboard during a 2005 concert at Mills Hall. **Chancellor John D. Wiley MS'65, PhD'68**, who is a fan of Taylor's and was in the audience, helped to secure private funding to send the piano to the Steinway factory in Queens, New York, where it was refurbished in fall 2006. Taylor says that while School of Music technician **Baoli Liu** had some ideas about how to do the necessary repairs, Steinway had to improvise solutions, since drawings or other historical documents for reference no longer exist.

"At first, I think they were kind of thunderstruck by this thing and weren't entirely sure what to do with it," Taylor says. "It's not in any of the piano technician training manuals." Instead of shipping the entire piano to Steinway, the School of Music slid out the keys and hammers, a single unit called the "action stack." A Steinway technician dissected the action stack, taking pictures as he went along, then created and installed custom-made springs and pins to replace those that were broken. By the time that work was complete and the keyboards were reunited with the piano, the difference was noticeable. For example, Taylor

says, keys are lighter to the touch and feel more consistent.

For a gifted musician such as Taylor, the instrument opens up possibilities that aren't feasible on a single keyboard, including the ability to cover two-octave intervals with one hand. Yet he had only a single thought when he first heard about the piano: "I've got to try the Goldbergs."

He had previously played J.S. Bach's *Goldberg Variations*, originally written for manual double harpsichord, on a standard piano. But the "voices" cross one another quite a bit, resulting in a lot of acrobatics to avoid tangling up the pianist's hands.

Taylor "learned to negotiate the collisions," he says, when he first played the *Goldberg Variations* several years ago. Watching him perform a section of the variations on just a single keyboard reveals the challenges: the body contorts a bit, one hand reaches around the other to hit certain notes, and, at some points, one hand practically has to play underneath the other. It makes it easy to understand why Taylor looked forward to trying the pieces on the unique piano, and why he hopes to do a recording.

He made a splash in classical music circles during the summer and fall when he used the double Steinway to perform the *Goldberg Variations* at the Ravinia Festival, outside of Chicago, and the Caramoor International Music Festival in Katonah, New York. Audience response was enthusiastic.

"Sometimes people expect to hear something totally unexpected and new," Taylor says. "For people who are on audience right, they don't necessarily perceive that much difference. Now, for people who are on audience left, on the other hand, they get an interesting show."

— *Jenny Price '96*

JEFF MILLER



Christopher Taylor shows off the capabilities of a double-keyboard Steinway in his UW-Madison studio. An internationally renowned pianist, Taylor is the unofficial keeper of the one-of-a-kind instrument.

top, it's the only such instrument the piano maker ever manufactured. Made in Steinway's factory in Hamburg, Germany, in 1929, and based on the design of Hungarian composer Emanuel Moor, the piano arrived at the School of Music in 1961, when artist in residence **Gunnar Johansen** convinced officials to buy it.

Taylor first found out about the piano in 2004, after the death of Johansen's widow. "I had never been aware of its existence, and the fact that the university owns it was a complete surprise," he says. "Of course, I was burning up with curiosity. At that point I had no idea how it worked — if it had strings or double strings, what was going on."

A peek under the lid shows the instrument has one set of hammers and strings. When Taylor plays a note on the upper

A Mind-Mood Connection

Study links depression to abnormal emotional brain circuits.

Everyone has a bad day now and then. But for some clinically depressed individuals, the inability to shake off that down-in-the-dumps feeling may be rooted in emotional brain wiring, according to a recent UW study.

"It's normal for people to have negative emotions in certain circumstances," says **Tom Johnstone**, a researcher at the School of Medicine and Public Health and the Waisman Center. "One of the features of major depression is not that people have negative reactions to negative situations; it's that they can't pull themselves out of those negative emotional moods."

In a brain imaging study, Johnstone and his colleagues found that healthy participants were able to consciously rein in their responses to emotionally negative images — such as car accidents and threatening-looking animals — by envisioning a more positive outcome than the one implied or by imagining the situation was acted out rather than real.

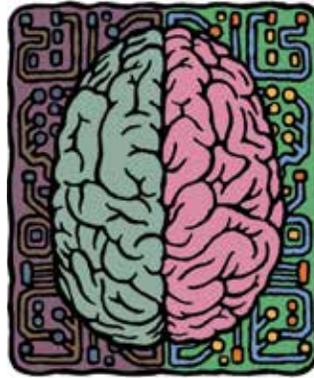
Despite similar mental efforts, as reflected by brain activity in regions known to help regulate neural emotional centers, depressed people were not able to quell their emotional responses. In fact, for many patients, their attempts actually boosted brain activity in an emotional brain center called the amygdala.

"Those [healthy] individuals putting more cognitive effort into it are getting a bigger payoff in terms of decreasing activation in these emotional centers," Johnstone explains. "In the depressed individuals, you find the exact opposite relationship — it seems the more effort they put in, the more activation there is in the amygdala."

The research finding suggests that healthy people are able to effectively regulate their negative emotions through conscious effort, but that the necessary neural circuits are dysfunctional in many patients with depression. Since common psychological therapies for depression use mental strategies similar to those used in this study, this approach may help identify appropriate treatment methods for different patients, says **Richard Davidson**, study author and professor of psychiatry and psychology.

For example, he says, psychotherapy might benefit patients who find conscious emotional control effective in the scenarios provided in this study, but could be counterproductive for those patients whose mental attempts increase their emotional responses.

Identifying emotional brain



SPENCER WAITS

circuits may also help focus the development of new treatment strategies for depression and other psychiatric disorders.

"If we understand where the brain circuits are that are important and how they are involved in regulating emotion," says Johnstone, "then we can target them with different types of therapies."

— Jill Sakai PhD '06

OVER HEARD

"The world is a big place — big enough to allow every university on earth to be both a source of students who study abroad, and a host site for students from other countries."

— **Chancellor John D. Wiley**, in an interview with *People's Daily Online* following a visit to China, South Korea, and Japan, where he attended several events, including the annual meeting of the Worldwide Universities Network, a consortium of seventeen universities in six countries

STUDENT WATCH:

Roommate Research

For many alumni, a typical first encounter with a future roommate might have been a brief, sometimes awkward, phone call. Today's students, however, can find out their roomies' favorite hobbies, music, movies, books, and interests, not to mention see hundreds of photos, all before that first face-to-face meeting. Thanks to online social networking sites such as Facebook and MySpace, incoming freshmen have a great opportunity to begin building networks before their first fall semester. But they can also unknowingly create negative first impressions.

University Housing now advises students to be conscientious about the messages they relay about themselves through text and photos. "We try to make students aware that how they portray themselves on Facebook is exactly how they are going to be perceived by their future peers," says University Housing director of marketing services **Keri Robbins '94, MS'00**. "An inside joke among high school friends could be misconstrued by others."

Housing officials also highlight these same points to current students, when the issue moves from prospective roommates to prospective employers. "Companies may also have access to these networks," says Robbins, "and we point that out in our materials as well."

— Ben Wischnewski '05

Recorded History

A campus treasure trove that preserves the past needs preservation.

A renowned scientist reveals that she once saved babysitting money to buy an antique microscope. A statistics professor pauses to read a poem he wrote. A library program director shares what she learned about reading habits while creating a jail literacy program. A recipient of the National Medal of Science describes growing up as a boy in post-Nazi East Germany.

Their interviews, plus more than eight hundred others, offer fascinating glimpses into the lives of those who joined the UW faculty and staff and went on to influence the campus's guiding principles, culture, and most historic moments. More than three thousand hours of face-to-face structured chats — ones that draw out memories and opinions alike — now exist as an astounding collection of cassette tapes.

And that's a problem. The tapes represent the central goal of the UW-Madison Oral History Program at UW Archives, a division of the UW-Madison

Libraries: developing a narrative of university history over time. But time can be magnetic tape's worst enemy, and the program worries about long-term deterioration.

With relatively modest funding and staffing, the program has focused on identifying interview subjects, conducting interviews, and indexing the results since it was first established in 1971. Now, with time marching on, plans include securing funding to allow the tapes to be digitized, a five-year project estimated to cost twenty-five to thirty thousand dollars annually.

Libraries Director **Ken Frazier** identifies the effort as a Wisconsin Idea initiative. "Digitizing these interviews will help preserve part of Wisconsin's history while giving us the opportunity to make them accessible to listeners around the world," he says.

The preservation project, says program director **Troy Reeves**, will take "the usual suspects: more people, more equipment, and more money."

Switching to digital and, eventually, posting the interviews online, would also improve access for researchers and the public. Currently, listening to voices ranging from **George Mosse** to **Donna Shalala** to **James Crow** requires making an appointment at the program offices in Steenbock Library, or paying for a CD or cassette tape copy.

Bob Lange MA'76, who has conducted many of the program's interviews, says the subjects "provide the context of their lives" and that the collection "tells the university's history through the people who have come and gone." A committee brainstorms about and then selects future interview subjects. Although each talk averages five or six hours, some wrap up in just an hour, while the longest topped out at more than forty hours.

Interviewers generally follow a question outline, guiding subjects through their early education, their first years at UW-Madison, and their career progression. As interviewees answer questions, they hit upon themes others also have addressed — the Great Depression, the influx of GI's to campus after World War II, the Vietnam War years, academic freedom, and issues of gender and race.

Reeves hopes the collection can continue to grow, and says alumni can make that happen. He welcomes volunteers in Wisconsin and around the country who'd like to schedule an interview close to home, sit down for a chat, and record history.

For more information about the program, including an alphabetical list of all interviews, visit <http://archives.library.wisc.edu/ORAL/oral.htm> or call (608) 890-1899.

— Cindy Foss



BRUCE RICHTER

Stamp Collector

Joseph Velasquez MA'06, MFA'07 (right) and Greg Nanney MA'06, MFA'07 print T-shirts during the fifth annual Arts Night Out in October. They created Drive-By Press, a mobile printmaking studio, as part of their thesis project.

Meaningful Gestures

Hands may play the best supporting role in a teacher's lesson plans.

The difference between a math student understanding a lesson or not being able to solve the problem at all could come down to the wave of a hand. It's not magic — it's a matter of getting educators to talk, and teach, with gestures.

UW-Madison psychology professor **Martha Alibali** calls the concept "visual scaffolding." Along with curriculum and instruction professor **Eric Knuth** and educational psychology professor **Mitchell J. Nathan**, Alibali is studying how algebra teachers in Madison middle schools gesture and whether doing so influences learning.

"When prospective teachers learn what to do, they very rarely learn about gestures," says Alibali, director of the UW's Cognitive Development and Communication Lab and one of the world's experts on gestures. "It's not something that's a focus of professional development for teachers ... but we believe that it's really important for helping students make connections in the classroom."

The team from the Wisconsin Center for Education Research had some work to do when it came to convincing the reviewers of a grant proposal that teachers actually could learn to change or enhance their gestures. After all, how do you alter what most people consider random or unconscious



MICHAEL FORSTER ROTHBART

Handy info: Three UW professors are studying the ways that gestures enhance communication skills, particularly in teaching complicated subjects such as algebra.

behavior? But a small pilot study found that, after going through a simple, five-minute tutorial, teachers used more gestures to link concepts in a lesson involving a pan balance. Teachers easily incorporated the hand movements they were shown, including physically linking the fulcrum of the balance with the equal sign of a related equation.

The study's goal is to understand what gestures are effective and then potentially "come up with ways to help foster that in other teachers," says Alibali, who has a longtime interest in kids' learning. Early algebra lessons are fertile ground for examining visual scaffolding, since teachers are showing students new ways to represent equations, such as graphs and tables.

One sixth-grade math

teacher Alibali and Nathan studied used more gestures for complex parts of the lesson and then kicked her gesturing into high gear when students started asking questions or showing in other ways that they were confused. "It seemed that when the teacher realized there's a trouble spot here, then she just naturally turned to using [gestures] to make her point," Alibali says.

Although Alibali says the research hasn't made her hyper-aware of her own gesturing, she does carefully consider how she is using her hands when teaching in a classroom loaded with distractions. "Instruction is really about communication," she says, "and if we can understand things that make communication more effective, then that can help us."

— Jenny Price '96

Campus officials had a scare in September, when reports surfaced that a gunman was seen at the UW Hospital parking garage. Relying on a **security plan** developed in the wake of the Virginia Tech killing spree last spring, the university used broadcast e-mails, Web updates, and even postings on Facebook to communicate with students and staff. The alleged gunman was apprehended three days later in San Diego, having harmed no one.

Several Badgers had a hand in securing this year's **Nobel Prizes**. Former UW professor Oliver Smithies received a Nobel Prize for his work on gene targeting. Now with the University of North Carolina, Smithies was on the UW-Madison faculty from 1960 to 1988. His prizewinning technique, known as gene knockout, enables researchers to make a gene inoperative in a living organism so that scientists can learn that gene's function. And two current faculty members, Jonathan Patz of the Center for Sustainability and the Environment and John Magnuson, zoology professor and director emeritus for the Center on Limnology, contributed reports to the Intergovernmental Panel on Climate Change (IPCC), which shared the Nobel Peace Prize with Al Gore. Alumna Lynn Kauffman Price '80, MS'82 is also an active member of the IPCC.

Cyberlanguage

China has the world's fastest-growing economy, so it's no wonder that employees of some of the state's top companies are clamoring to learn its language.

UW-Madison's Language Institute debuted a three-credit online conversational Chinese course for business professionals this semester. The course, which includes students who are working full time while attending the School of Business evening MBA program, proved so popular that

enrollment quickly maxed out, and some people were turned away.

Students partner with classmates via an online voice-chat tool to complete assignments and practice their Chinese conversation skills by speaking regularly with the course instructor. Lessons also cover cultural beliefs and practices through scenarios such as formal introductions and eating at a Chinese restaurant. For more information, visit www.languageinstitute.wisc.edu.

— J. P.

Washburn Observatory closed at the end of October to undergo repairs. The 126-year-old telescope facility, which regularly hosted public stargazing sessions, will get an expansion and remodeling of its basement and first floor to add office, classroom, and display space. It will reopen in summer 2009.

B-School Boot Camp

Summer program opens door to entrepreneurship.

When **Greg Pepping MSx'09** returned from his Peace Corps service in Uganda, he knew two things. "I wanted to work in water purification," he says, "and I wanted to use science to produce something real." The UW's new Entrepreneurial Boot Camp is helping him do both.

Launched last summer, the boot camp is a one-week program in which graduate students in the sciences — people such as Pepping, who's pursuing a degree in environmental chemistry and technology — learn to turn their research into a working enterprise. It's a skill set that is often unfamiliar to the UW's researchers.

"If you look at campus, you see that there are a lot of people working in engineering or in the sciences who see entrepreneurship as one of the avenues by which their idea or invention can work its way into the world," says

Dan Olszewski, director

of the business school's Weinert Center for Entrepreneurship.

"But they don't really know what all goes into the entrepreneurial process. We wanted to give them an opportunity to learn something about it — to learn what they don't know and what they need to know."

Sponsored by the School of Business, the Weinert Center and the cross-campus Initiative for Studies in Technology Entrepreneurship (INSITE), the camp brought together forty-five graduate students to discuss only the problems involved in translating research into a working venture. That level of focus was important, says **Anne Miner**, faculty director of INSITE, to help the students escape their research demands.

"There's serious pressure on students' time," she says. "We wanted them to be able to get away from the lab and their own departmental daily demands, so we came up with this model. We told them it would be like getting on a cruise ship — they wouldn't be able to get off for a week."

The camp offered lessons in how to recognize opportunities, organize, and develop financial tools. Instructors included not only faculty, but also representatives from the university's own main technology transfer organization, the Wisconsin Alumni Research Foundation, and some of the UW's most successful entrepreneurial alumni, such as **Steven Burrill '66**, founder of the biotechnology investment firm Burrill and Company, and **John Morgridge '55**, former chair of Cisco Systems. Morgridge provided funding to help the program get off the ground.

The goal of the week, according to Miner, is to get students to think about practical applications for their academic skills. "Our view is that entrepreneurship isn't only about turning science into a startup company, though that's certainly a crucial pathway that we emphasized," she says. "But we want to help students answer the question of how to create social value out of their laboratory science."

— *John Allen*



SPENCER WALTERS

COLLECTION

Catch of the Day

An ordinary midsummer stroll through the UW's Zoological Museum in Noland Hall in 2005 led curator **Paula Holahan** to an extraordinary discovery. A series of keyholes under the exhibit cases along a first-floor corridor caught her eye. Curious, she dug up the keys and unearthed the contents. She discovered box after box filled with a sea of intricate glass sculptures of marine invertebrate animals — jellyfish trailing masses of tentacles, spiny spherical radiolarians, sea anemones bristling with tiny tentacles. The delicate figurines were incredibly detailed but beginning to crumble with age.

The sculptures were created by Leopold and Rudolph Blaschka, a nineteenth-century father and son team of German glassmakers who preserved an impressive degree of scientific accuracy, even modeling the tiniest creatures at six hundred-to one thousand-times actual size to show fine detail,

Holahan says. Purchased in 1890, the collection was packed away during one of the museum's moves and forgotten.

Now showing their age, the models must be cleaned and repaired before they can be publicly displayed. "They should not be disturbed or moved until they can be properly conserved," Holahan says. Restoring the collection will not be a simple task. The fragility of the figurines and deterioration of the handcrafted glass and glues will make the undertaking much like restoring artwork. The models are currently too brittle to exhibit and must remain in storage until conservation measures are funded and completed. Holahan hopes to find someone interested in sponsoring the repairs before the effects of age become irreversible.

— *Jill Sakai*



JEFF MILLER

Weather Aficionado

Undergrad puts his fascination for forecasts to use in the big leagues.

Driven by a passion for weather ignited before most kids learn how to read, undergraduate **Jordan Gerth x'09** has taken a lead role in a project that makes UW-Madison weather research tools available to frontline forecasters in Wisconsin and around the country.

The UW's Space Science and Engineering Center (SSEC) has been collaborating for years with state National Weather Service (NWS) offices to translate weather research into more accurate forecasts. Now Gerth, an atmospheric and oceanic sciences major, has provided a fresh perspective for the partnership by figuring out how to accommodate the intricate software interface used by NWS forecasters, allowing direct computer access to the university's wealth of satellite meteorology resources.

"The project would be nothing if it were not for Jordan's motivation, hard work, and expertise," says UW-Madison research meteorologist **Scott Bachmeier**, who helps coordinate the the scientific aspects.

Even before kindergarten, Gerth remembers, he clipped forecasts from the newspaper and compared them to reality. By seventh grade, he had convinced his middle school to acquire a weather station so that he could track weather patterns, and by high school, he was working as an intern at the NWS forecast office in Milwaukee. When SSEC hired him as a college freshman, Gerth leveraged that earlier experience to begin work on the project that would enhance the relationship between university researchers and NWS forecasters.

Forecasters improve their predictions by comparing current weather data from a myriad of sources, including weather stations, weather balloons, and satellites. NWS forecasters rely on a unique processing software



Jordan Gerth (left) and Bob McMahon, head forecaster for the Milwaukee/Sullivan office of the National Weather Service (NWS), review infrared forecast data.

system to view information from many sources simultaneously. These comparisons can indicate which technique may provide the most accurate prediction.

To ensure that forecasters can easily access UW-Madison's diverse array of satellite data, SSEC researchers need to put the information directly into the weather service's software system. That's where Gerth comes in. As soon as he arrived, he began to pick apart the system to get it working on his personal computer, which would allow the group to patch satellite data into the NWS system.

Not even the folks at the weather service know exactly how the computer system works, so Gerth had to guess. Almost two years after he started, he finally cracked the last bit of code. "It's like you have a shape that has twenty-four little points on it, and you have a hole with twenty-three little points on it," he explains. "That just-right fit is needed. There's only one fit and it has to be perfect."

After only six months of trial and error, Gerth was able to test different types of data in a format useful to NWS forecasters. By the end of his freshman

year, the team could successfully connect to the data pipeline and begin transmitting UW data.

"The collaboration gives us information that we can't get anywhere else," says Jeff Craven, science operations officer at the NWS forecast office located near Milwaukee, which has served as the project's testing ground.

Of the products provided by UW-Madison, forecasters particularly appreciate an infrared image generated several times a day that depicts temperatures on the surface of Lake Michigan. The images help forecasters assess and predict conditions on and around the lake, such as snowfall, wind, temperatures along the shore, and the height of the waves. These images have become a primary tool for forecasters, Craven says.

As Gerth talks with forecasters and encourages them to let other NWS offices know about available satellite data, he's gotten a good sense that they use the information. But there's a surefire way of knowing just how much they use it.

"When the data is missing," Craven says, "the forecasters complain."

— Jennifer O'Leary '06

The UW Law School has produced a **video in Hmong** language to communicate with Hmong-Americans about health care access. The video, titled *Body and Spirit: Healing Your Way*, was created with a grant from the American Cancer Society.

The members of the UW's Food Science Club are taking sushi out of the seafood section and putting it on the dessert bar. With the invention of **fruit sushi**, the club took second place at the annual Institute of Food Technologists competition in Chicago. Fruit sushi is a sort of gummy candy made with ginger, peaches, jasmine, and fruit leather. Yum.

The U.S. Department of Energy announced in June that it would release startup funds for the new **Great Lakes Bioenergy Research Center**, led by UW-Madison in collaboration with Michigan State University. This facility will be one of three bioenergy centers, all of which will look at ways to find sustainable energy sources. The Great Lakes center will focus on developing energy from cellulosic biomass, including cornstalks, wood chips, and perennial grasses. The Department of Energy award amounts to \$125 million over five years.

UW history professor **Jeremy Suri** was included in a special issue of *Smithsonian* magazine titled "Thirty-Seven Under Thirty-Six: America's Young Innovators in the Arts and Sciences." Suri is an expert in twentieth-century American foreign policy, and his most recent book, *Henry Kissinger and the American Century*, was published in July. The special *Smithsonian* issue mailed in October and included profiles of some of the nation's most intriguing young thinkers.



Cataclysmic Class

In what seems like a flood of bad news, are there lessons to learn?

It is unnervingly easy to think that we live in an age of catastrophe. Terrorism is epidemic. A hurricane batters and drowns an iconic American city, and nearly two thousand people die. Withering heat waves in Europe and the United States roast the vulnerable by the thousands. A tsunami washes entire villages in Sumatra, Thailand, and Sri Lanka out to sea. Earthquakes rattle our sense of security. Wildfire, again and again, sings the margins of exurbia.

But what do we learn from calamity? Or perhaps the better question, given the human penchant for squatting squarely in its path, is do we learn anything at all?

"People have been studying disasters since there have been disasters," says **Rick Keller**, a UW-Madison professor of medical history. "The approach is usually pretty clinical, but one of the things that's changed in recent years is a growing interest in the social dimensions of disasters."

After all, Keller asks, can you have a catastrophe if a hurricane lands where there are no people or if a volcano blows its top when nobody's around? The disaster equation, it seems, requires the human variable.

To put calamitous events and their social implications under the microscope, Keller this semester is teaching Medical History 919, a graduate seminar titled *Disaster and Catastrophe in the Modern World*. The course is an exploration of the intersection of humans, nature, and disaster. The menu of events parsed by Keller and his intimate gathering of students in a cramped Medical Science Center reading room ranges from the heart-wrenching to the tragically ridiculous.

Consider, for example, the "Morton Salt Disaster," a South Dakota cloud-seeding foray that some think may have contributed to a fifteen-inch rainfall during six hours in the eastern Black Hills in June 1972. The resulting flash floods in Rapid City left 238 people dead and injured more than 3,000 others. Naturally, no one could pin the blame on the rainmakers and their loads of finely ground salt — used, in theory and parched hope, as a nucleating catalyst for raindrops.

Many cataclysmic events, of

course, are triggered by nature. Tsunamis, earthquakes, and volcanoes are beyond the inspirational capacity of humans. But people, it seems, have a terrific knack for being in the right place at the wrong time.

And sometimes, come hell or high water, our species insists on staying there. Take Miami, San Francisco, Los Angeles, or New Orleans. If seismic, meteorological, or hydrologic considerations are taken into serious account, logic dictates you build (or rebuild) somewhere else. "These places weren't born risky," explains historian Ted Steinberg in *Acts of God: The Unnatural History of Natural Disaster in America*, one of the texts for the course. "They were built that way."

The developers of Miami in its art deco heyday, for instance, couldn't let a 1926 hurricane dampen enthusiasm for a city built on sand. As developers and their allies, notably the young *Miami Herald*, sought to buffer the burgeoning city's waterlogged image, if not its vulnerability to monster storms, they downplayed the 115 left dead and 15,000 made homeless by the storm. In San Francisco in 1906, civic boosters airbrushed postcards to erase evidence of earthquake damage.

"We live in a society that thinks it has some control over nature," Keller explains. "But nature bites back sometimes, and efforts to rewrite history are another chance to put nature back in its box and claim all is well."

The seminar, on a trial run and possibly the basis for a permanent course or undergraduate offering, grew out of Keller's research interests. With help from the UW-Madison Graduate School, the National Science Foundation, and the city of Paris, Keller is documenting



SCOTT BARBOUR/GETTY IMAGES

Not all disasters are human-induced, but all take a human toll. The 2004 tsunami, a massive wave that swept across the Indian Ocean, killed thousands in Indonesia, Sri Lanka, India, and Thailand.

But we're not special. Disaster, of course, is a hallmark of history. As long as humans have lived together, disease, natural hazards, and cataclysms inspired directly and indirectly by people have left death, destruction, and misery as their calling cards. Often, in fact, disaster becomes a defining event for a place in time. Think Pompeii, for one famous example, or San Francisco, and now New Orleans.

the social dimensions of the deadly 2003 heat wave, when a tropical air mass from Africa parked itself over Europe for three weeks in August and killed thousands. "It brought with it staggering mortality. Fifteen thousand people in France alone died," Keller notes.

The most vulnerable were elderly women who died in their homes. These victims, he says, were the socially isolated of France: "They lived completely alone and they died completely alone."

In contrast, the majority of victims of a sizzling heat wave that struck the American Midwest in 1995 were aged African-American men. The eight hundred victims in Chicago and Milwaukee lived in high-crime areas. "They were also socially isolated. They were afraid to go out," Keller says.

Exploring such tragedies, he argues, does flesh out the human side of catastrophe and offers lessons for how to minimize or mitigate the toll. New Orleans, he notes, has become a critical laboratory for understanding disaster, as an army



BRUCE RICHTER

If a volcano explodes and there's no one around to suffer, is it a catastrophe? Rick Keller (far left) focuses his course on "the human and social dimensions of disaster."

of sociologists, supported by a nimble and forward-thinking National Science Foundation, descended on the city in the aftermath of Hurricane Katrina.

The vast majority of the storm's victims were poor blacks, people living in the most vulnerable place in the city with no way out. "The Lower Ninth Ward is the lowest spot in New Orleans. One-quarter of the population didn't have access to cars. That's a social problem, an economic problem," Keller says.

New Orleans is a special case in several respects. The city is essential to the economic vitality

of the entire country. "There has to be a port there," he says. "It's an absolutely critical component of the American economy."

But in the devastation left in the wake of Katrina's surge and other natural catastrophes come opportunities to understand the human tendencies that transform a phenomenon of nature into a disaster.

"These are the things this course is looking at — the human and social dimensions of disaster," Keller says. "We need to figure out how we can make a difference."

— Terry Devitt '78, MA'85

CLASS NOTE

On the Tip of My Tongue

Environment, Textiles, and Design 642: Taste

We've been told since time immemorial that there's no accounting for taste, but if you believe that, then you haven't met **Preeti Chopra**. An assistant professor in the visual cultures cluster, Chopra insists that everyone makes judgments about taste — good, bad, high, low — and she's created a course to account for what such descriptions mean about us as a society.

"Taste may originally have meant merely a description of something as sweet or salty," she says, "but since the seventeenth century, it's also been used in a social context as a way of establishing hierarchies." The differences that divide good taste from bad, or high culture from low, or even beautiful from ugly may seem like matters

of aesthetics, but they're also matters of social distinction.

Chopra created her taste course in fall 2004 to help students examine the role of taste sociologically, anthropologically, and politically. A small seminar, with typically around a dozen undergraduate and graduate students, the elective covers a broad range of culture, including architecture, landscape, visual art, and fashion, spanning time from the Victorian age to the present.

The goal, according to Chopra, isn't for her students to learn the difference between good taste and bad, but rather why and how we make such judgments, sometimes revealing unknown prejudices. "A lot of what we talk about can make people uneasy," she says. "But that's how they learn to have a greater awareness of the world they live in."

— John Allen



DAVID MCLIMANS

e lectorate

The campaign for president is setting precedents left and right — it started earlier than ever, it has more hopefuls than ever, and it is relying on **more technology** than ever. But will the Web sites, video debates, blogs, twittering, or any other new media tools **get the vote out?**

BY JENNY PRICE '96

The road to the White House is full of babies to kiss, fried foods to sample at county fairs, sweaty hands to shake, pancakes to flip, goofy hats to wear, and stump speeches to nail. All of these moves in the campaign dance are aimed at connecting candidates to voters, generating positive media coverage, and, most importantly, raising money.

On the surface, this presidential election isn't much different from those that came before — except that this one started a heck of a lot sooner. But everything changes when you turn on your computer, your cell phone, or your BlackBerry — and you come face to face with a whole new world of political communication.

It's not even 2008, and the election won't take place until next November, but for months, the campaigns have already been employing a dizzying array of new technologies to reach out and touch you. They hope the methods help to lure your money and your vote. In fact, there are so many gizmos and doodads out there that John Edwards's Web site features a "technical corner" — a special glossary that breaks it all down for neophytes. One example: twittering, which is a way to send blog entries on the go and to update people on minute campaign developments via the Internet, cell phones, or wireless handheld devices.

Pity the candidate who doesn't keep up with the times, because they are a-changin' moment by moment in this presidential campaign.

No one knows this better than Katie Harbath '03.

Harbath, deputy e-campaign director for Republican candidate Rudy Giuliani, will spend every waking minute of the next year living at the heart of the fastest-growing aspect of political campaigns — trying to find the latest and best ways to use technology to organize volunteers and hook new supporters. What's new one day is old the next, which makes her job incredibly difficult — but incredibly fun, too.

"There's not enough time in the day," says Harbath, a Green Bay native who joined Giuliani's campaign in early 2007 after doing similar work for the Republican Party during the 2004 presidential campaign. "It's such a vast universe. There's so much potential that there are just not enough hours in the day to harness it all in as fast as you want to."

This has been called the YouTube election, but no one knows for sure whether the candidate who has the best Web site, the most MySpace or Facebook friends, or the most sophisticated approach to online organization will win the White House. But one thing is certain: it's never been easier to get informed, become involved, or be entertained.

Campaigns are using technology to lower the bar of entry into presidential politics and, at the same time, blend those new media activities into the traditional campaign operation. With technology, campaigns can organize supporters locally and nationally, prime them for additional campaign contributions, and provide

"It's such a vast universe. There's so much potential that there are just not enough hours in the day to harness it all in as fast as you want to," Harbath says.

Internet tools for planning local events — from bowling parties to cookouts — to support their favorite candidate.

So how do you go from new college graduate to working in one of the hottest jobs in politics inside of five years?

Harbath was first hooked into technology when journalism professor Katy Culver '88, MA '92, PhD '99 tapped her to serve as webmaster for a final class project. "I hated it," Harbath recalls. "I did not want to be webmaster at all, and it's funny that I've now turned it into being my career. I always told [Culver] she was smarter than I was at that point in time."

During her senior year, Harbath further honed her Web skills working for the Wisconsin Union Directorate. Then, when she started out with the Republican Party in Washington, she seized an

opportunity when the Web staff moved over to President Bush's re-election campaign. After sending her boss a memo on the topic, Harbath's boss told her, "Guess what? It's yours." She ran www.gop.com, the Republican's Party's Web site, throughout the election.

With their vast array of online tools and activities, presidential campaign Web sites can be overwhelming. Some of the choices, such as "click here to donate," are easy to follow. Other options embrace the potential of interactivity. Many campaigns let you sign up to receive text messages on your cell phone or have campaign updates delivered directly to your blog. Others let you show your creative side; Mitt Romney's site asked supporters to submit thirty- or sixty-second television ads, which they produced using a selection of clips, audio files, and photos provided by the campaign.

But to execute a successful online game plan, candidates are reaching out

beyond their supporters. Democratic and Republican presidential campaigns regularly try to engage influential bloggers in hope of garnering coverage for their candidates. Much of her day, Harbath says, is spent contacting bloggers, making sure they have the latest information from the campaign and arranging interviews with campaign staffers.

"Reporters read [blogs] to get another perspective, and it influences their reporting, and you can see what happens in the blogosphere trickle down into all other forms of media," she says.

Blogs also can be informative for candidates, giving them an idea of what the party base is thinking and how they might want to emphasize certain issues or positions. This fall, some conservative bloggers successfully pressured Repub-

lican candidates to commit to a YouTube debate format, in which presidential contenders answer questions submitted as videos via a Web site called savethedebate.com. The site generated media coverage by posting an open letter to candidates that said “it is fundamentally unacceptable to surrender to the Democrats on one of the most important battlefronts of this election.”

It wasn't always this way. At the height of the 2004 presidential campaign, while working as a reporter for the Associated Press, I returned a phone message from a newspaper reader. “I read an article in the paper and it mentions something called a B-L-O-G,” said the caller. “What is this B-L-O-G?” To be frank, I wasn't sure myself, but after finding a rough definition online, I called the woman back and explained that *blog* was shorthand for Web log, a way for people to post commentary, pictures, links to articles, or opinions online for others to read. I'd be willing to bet that today the caller either has her own blog or, at the very least, reads someone else's. In 2000, there were only a handful of blogs. By 2004, there were 1.4 million. Today there are 71 million and counting.

Political bloggers used to be seen, at best, as ideologues who were posting messages from home in their pajamas. This summer, all major Democratic candidates for president appeared at a

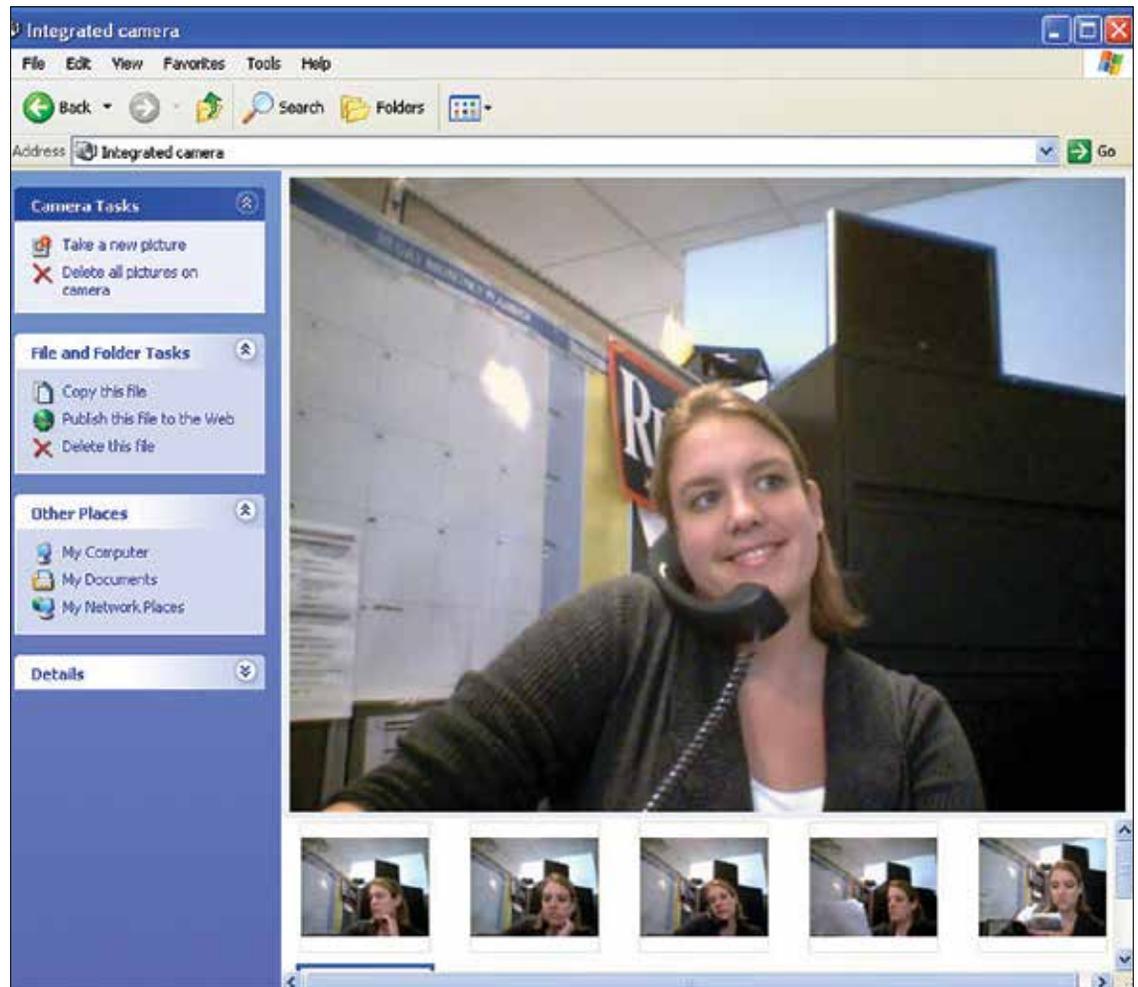
Chicago convention of liberal bloggers to answer questions and address concerns. One of the reasons for this shift is that bloggers sometimes push issues or stories into mainstream media such as newspapers, magazines, radio, or television, says Dietram Scheufele MA'97, PhD'99, a UW journalism professor who studies political communication.

“Blogs can keep issues alive as long as they want,” he says. “But there's no impact unless traditional media pick it up and, in a way, that's their success.”

Although they don't usually make news, each presidential campaign Web site has a blog of one form or another. Former U.S. senator and actor Fred Thompson sometimes writes his own

entries, musing on gun laws in New York or U.S. policy toward Fidel Castro and the contributions of Cuban-Americans such as Gloria Estefan. Other candidates open the floor to family members. On the “Five Brothers Blog,” Romney's sons chronicle their adventures as they campaign for their father. While it's unlikely that any of these tactics will win additional votes, they do serve an important purpose: cementing the connection with existing supporters and letting them feel like campaign insiders in some way, however small.

While the campaigns are actively using technology to focus their



Katie Harbath stays connected to her computer — which catches her in action throughout her marathon workday — as she reaches out via the Web and her old-school telephone to keep political bloggers and supporters connected to Rudy Giuliani's campaign.



BarelyPolitical.com is a hot spot on the Web, largely due to founder Ben Relles and Amber Lee Ettinger, better known as “Obama Girl,” here striking a pose for a laptop camera. Relles’s site was recently sold to an online video startup headed by a former executive from MTV and Nickelodeon networks, who says Relles is “thinking three steps ahead and doesn’t seem confined by some kind of box.”

messages and introduce their candidates to as many voters as possible, they don’t — and can’t — control everything online. U.S. Senator John McCain probably says it best: “I think every politician’s worst nightmare is YouTube.”

A Web site that allows anyone to post video footage online at no charge, YouTube was certainly the undoing of Virginia Senator George Allen, a strong incumbent and would-be presidential candidate who lost to a challenger after being caught twice on video using an ethnic slur. It became the classic “gotcha moment,” showing how YouTube can bring down a campaign. Michael Xenos, a UW-Madison communication arts professor who studies new media and civic engagement, says the fear that any mis-

step will end up on YouTube is certain to affect how candidates conduct themselves on the stump.

“All of the candidates are constantly on guard, because someone might catch them saying something,” Xenos says. “It

“Humor has always played a big role in politics, whether it’s political cartoons or *Saturday Night Live* or the candidates themselves,” Relles says. “So I don’t think, to that end, that it’s trivializing politics.”

decreases the ability of candidates to pitch one message to one audience and then another message to another audience.”

Ben Relles ’97 is Exhibit A for what can happen when creative people work-

ing independently of campaigns come up with ideas that catch fire online. His foremost goal was to make people laugh when he conceived the concept for “I’ve Got a Crush ... on Obama,” a cheeky music video that hit the Internet during the summer. Featuring a sometimes scantily clad brunette lip-synching and dancing to an R&B song about the presidential candidate, the video’s lyrics include the lines “I cannot wait till 2008. Baby, you’re the best candidate” and “You’re into border security. Let’s break this border between you and me.” For Relles, comedy runs in the family; he first tested the video idea with his cousin Dick Chudnow ’67, who helped found the Kentucky Fried Theater in Madison in the 1970s.

The video cost two thousand dollars to make and has been viewed online more

than 4 million times, making a bigger media splash than an anti-Hillary Clinton ad released last March that spoofed a 1984 Apple computer commercial, depicting Clinton in the Big Brother role. But Relles

doesn’t have any illusions about swaying the outcome of the election. “I don’t think it’s going to put [Obama] in the White House, but videos like this certainly could have a small impact,” he says.

Still, it was clear Relles and co-writer Leah Kauffman, who also sang for the video, struck a chord with Web users and a nerve with political campaigns. Some campaign staff probably had nightmares about what kind of online videos could come from sources who have less fun and more political mischief in mind than Relles did.

When he first watched the final product, Relles says, he was fairly certain he had a YouTube hit. But he never anticipated the mainstream media coverage it ended up getting. Television networks in Japan, France, and Germany, as well as the Al Jazeera network, reported on the video. All the attention resulted in Relles giving a lecture at Fordham University,

and a museum in New York has asked to include the video as part of its exhibit on election history and media. Relles used the success of the first video to launch BarelyPolitical.com, a Web site he hopes to grow into a major online destination for political comedy. Relles, Kauffman, and their colleagues have not limited their comedic songwriting talents to the Illinois senator; Giuliani and Romney have been among their subjects, too.

While some complain that Obama Girl and her ilk are trashy and denigrate the political process, Relles points out that the campaigns themselves frequently use humor to try to create a favorable public image or loosen up a stuffy one. Hillary Clinton appeared in a spoof of the

finale of the television series *The Sopranos* with her husband, former President Bill Clinton, to announce the selection of her official campaign song, based on votes from supporters.

“Humor has always played a big role in politics, whether it’s political cartoons, *Saturday Night Live* or the candidates themselves,” Relles says. “So I don’t think, to that end, that it’s trivializing politics.”

Direct feedback from the campaigns has been almost non-existent — save for some mild scolding from Obama about the need to act responsibly when creating content — but Obama backers have been overwhelmingly positive. “We get e-mails all the time from supporters say-

a new media cheat sheet

Demand — A request voters can make at www.eventful.com, asking candidates to visit their cities.

Mashup — The result of editing together pre-existing video, audio, and photos. Mitt Romney held a mashup contest and invited supporters to submit TV ads.

Podcast — An audio file that can be downloaded from the Internet and viewed on a computer, MP3 player, or iPod.

Tags — Keywords, such as debate or endorsements, that appear beneath articles or blog entries; readers can click on tags to view related entries.

Technorati — An Internet search engine that indexes more than 63 million blogs, helping to measure how interesting a candidate is to bloggers.

Texting — Campaigns send text messages to supporters’ cell phones to organize events and solicit donations. Barack Obama

supporters received free bumper stickers when they texted the campaign and supplied their addresses.

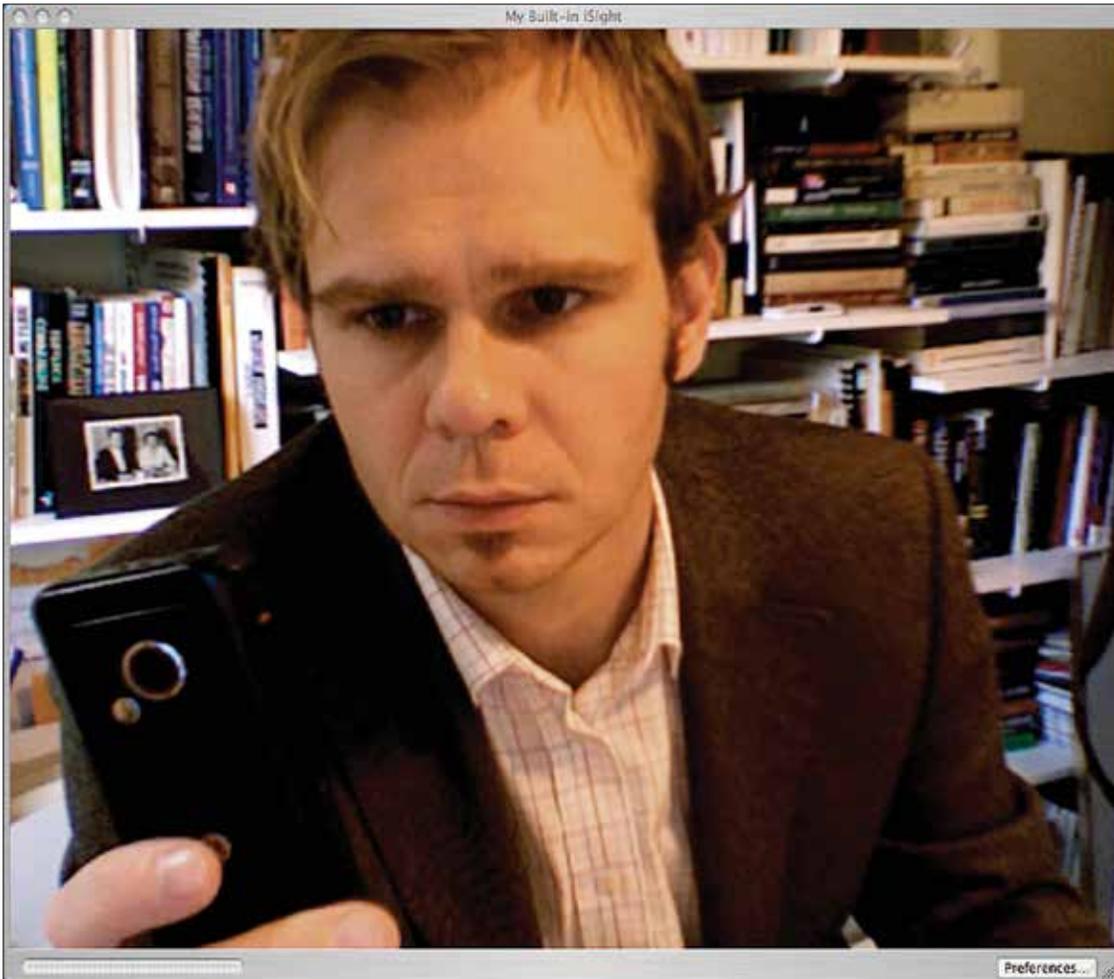
Twitter — A text-messaging service for sending simple updates to a group from anywhere via cell phones, instant messaging, e-mail, or a computer. As an example, John Edwards sent his Twitter friends this message: “Wasn’t Elizabeth great on Larry King last night?”

Viral video — Online video, produced by campaigns or other sources, that spreads like a virus as viewers send links to others and tell them to watch it.

Vlog — A blog where entries are recorded as video rather than text.

Widgets — HTML code that supporters can paste into blogs for displaying campaign headlines or a link to online fund-raising for a candidate. Rudy Giuliani’s Web site offers a half-dozen options.

— J.P.



Diетram Scheufele, who captured a self-portrait with his computer's built-in camera, says most of the students in his UW journalism class don't realize that Facebook was created as a marketing tool and gives campaigns loads of free information about the demographics and likes and dislikes of would-be supporters.

ing 90 percent of them love what we're doing," Relles says. "We get those e-mails from people who are in their forties and dance to it with their kids, and we get e-mails from people in college who say, 'We played it at our house party the other night, and everybody loved it.'"

Relles saw the video's impact firsthand when he attended the Democratic candidates' YouTube debate in South Carolina this summer. The Obama Girl character, played by actress and model Amber Lee Ettinger, drew a larger crowd than candidates Joe Biden and Dennis Kucinich.

"We're all a little bit more cognizant of the fact that eyes are on us, and people are paying attention to the fact that this is representative of the way people can

impact political communication," Relles says. "It is interesting to think ... that [for] some people who are watching these videos, this might be their first exposure to one of these candidates."

While campaigns can't control what's on the Web, the medium has mammoth potential to work to their advantage. Underdog candidates without the cash required to pay for expensive TV time can reach people by posting their ads online. Campaigns and third parties that want to try to discredit an opponent can also turn to the online environment, Scheufele says.

"It's a good thing and a bad thing," he says, "and I think the campaigns see it the same way. If somebody can create content against you, you can create

content against them. It goes both ways, but I do think we'll see a lot of these innocent efforts like Obama Girl. Some of them really are innocent ... and it's very funny, and it just balloons. Then some other stuff will just be [produced] by the campaigns, behind the scenes, in the name of somebody else."

And, as it turns out, there could be more to Obama Girl — and the online videos seeking to equal her success — than just a pretty face. She could lead us to greater knowledge, if we let her. Seriously. Communication arts professor Xenos says such videos could push Web users toward information they might not have found otherwise, since YouTube offers videos of candidates explaining their views on education, immigration, Iraq, and

other issues. Some who flocked to YouTube to watch Obama Girl after hearing about it on TV or getting an e-mail from a friend could hang around the Web site a bit longer and discover the site's huge archive of statements from the presidential candidates.

"Anything they could ever want to know is just served up to them," Xenos says. "It kind of takes something like the Obama Girl video to drive that — or a close election."

On the opposite end of the spectrum from Obama Girl, but just as closely watched by campaigns and political operatives, is Charles Franklin, a UW-Madison political science professor.

spanning the web

Some of the best sources of information and most interesting Web sites are not connected to the presidential campaigns. Be careful — some of this stuff is pretty addictive.

Fantasy election

Political junkies can trade on candidates' prospects like they would shares on the stock market. The National Journal Political Stock Exchange uses funny money, but The Iowa Electronic Markets, operated by faculty at the University of Iowa Tippie College of Business, are nonprofit, real-money futures markets with payoffs determined by who wins the party nominations and the general election.

<http://nj.intrade.com/>
www.biz.uiowa.edu/iem/

For undecided voters

Can't decide which candidate is for you? Online quizzes match you up with the candidate who best matches your positions on major issues.

www.selectsmart.com/president/2008.html
http://minnesota.publicradio.org/projects/ongoing/select_a_candidate/

True or false

Reporters and researchers from the *St. Petersburg Times* and *Congressional Quarterly* analyze candidates' speeches, TV ads, and interviews, and grade their accuracy at Politifact. Rulings range from "true" to "half true" to "pants on fire."

www.politifact.com/

Say cheese

For candid shots of your favorite candidate — posted by both supporters and the campaigns — head to the photo-sharing site Flickr and type in a name.

<http://flickr.com/>

Technology rules

Techno freaks from both parties document and weigh in on how the 2008 candidates are doing

online at an award-winning site with real-time graphics tracking the candidates' MySpace friends and Facebook supporters, as well as YouTube views.

www.techpresident.com/

Just for laughs

When the mudslinging of the campaign gets to be too much, the online home of *The Onion* is the surefire remedy, skewering candidates and the political process alike. "Guest columnist" and GOP candidate Fred Thompson recently contributed a piece titled, "If Elected, I Will Have the Hottest First Lady in U.S. History."

www.theonion.com/

Scandal sheet

Since Matt Drudge launched his Web site nearly a decade ago, its spare and hard-to-read design hasn't changed. But if you want to know about political scandals — both real and fabricated — that haven't hit the mainstream media yet, Drudge is the place to get your fix. Drudge solidified his must-read status with an exclusive about former President Bill Clinton and a White House intern before anyone heard the name Monica Lewinsky.

<http://drudgereport.com/>

Who's backing whom?

If you want to see which candidate your favorite celebrities — or your boss or your next-door neighbor, for that matter — are opening their wallets for, check out FundRace 2008, a service of news and opinion blog The Huffington Post, which allows searches by name, address, employer, and occupation.

<http://fundrace.huffingtonpost.com/>

— J.P.

He's using his blog, Political Arithmetik, to cut through the spin on polls and other numbers and provide historical context. Think Hillary's got it wrapped up? To remind you that things can change, he'll show you data from four years ago when it looked like John Kerry didn't have a prayer of getting the Democratic presidential nomination.

"The idea that somebody's unstoppable has plenty of examples in the past where the unstoppable candidate wasn't and where the hopeless candidate emerged out of nowhere to win," says Franklin, who studies presidential approval and statistical methodology. His new media venture has touched a nerve with campaigns that worry that his analysis might make its way into the mainstream media. Campaign operatives for Giuliani and Romney have asked and been granted space to respond to Franklin's posts when they don't like his conclusions about their prospects. Bill Richardson's campaign, on the other hand, used an entry that showed his results were improving to crow that he should be considered a top-tier candidate.

"We try hard not to have an ax to grind," says Franklin. "It's the one reason I wish it weren't called a blog, because blogs are traditionally a place of opinion — and often vociferous partisan opinion — and that's the only thing I'm trying very, very hard not to be."

In spring 2006, Franklin co-founded a Web site with Mark Blumenthal, a former partner for a Democratic polling firm, who had been blogging since 2004 about polling methodology. The audience for their site, Pollster.com, which is owned and supported by a California polling company, is nowhere near the size of YouTube's, but MSNBC and other news media have cited it as a source. In the era of horse-race political analysis and news coverage, it's reassuring to know that someone is providing a nonpartisan take that's informed about complex technical polling issues, such as margin of

error, who is polled, and how questions are worded.

The effect of the Web and technology on elections has been and probably will continue to be overrated. But the potential for significant impact is there: in 2004, voters in Spain organized themselves through text messaging and voted out the Popular Party, a victory newspapers readily attributed to cell phones. Recent years have seen the proliferation of online fund-raising, with presidential candidates collecting millions in small

The effect of the Web and technology on elections has been and probably will continue to be overrated. But the potential for significant impact is there; in 2004, voters in Spain organized themselves through text messaging and voted out the Popular Party, a victory newspapers readily attributed to cell phones.

donations thus far. And then there are MySpace and Facebook, the Web-based social networking sites that campaigns are seeing as powerful marketing tools. The sites provide a virtual community for people interested in a particular subject or just a place for Internet users to "hang out" together, where members communicate by voice, chat, instant message, videoconference, and blogs.

"You have thousands of consumers ... providing all of the information that you usually have to spend a lot of money on getting," says journalism professor Scheufele. "These people tell you exactly what their political leanings are. ... They tell you what they like, what media outlets they use, what music they like. From a campaign perspective, all of a sudden I'm having a very desirable demographic deliver themselves to me with all the information I may possibly want to have."

But when it comes to Election Day, will Facebook supporters and MySpace

friends count as real friends who will walk to the polls? It's possible. Franklin says a study of party activists in the 1950s found that the reason they got involved in politics was because someone asked them to. The thing they would miss the most if they left? The friends they had made. In other words, ideology isn't enough.

"Bridging the gap between the ideological commitment or interest that brings someone to the candidate's Web site [and] the active involvement on the ground, almost surely would require some kind of social connection, a personal connection

with people working in the campaign, and that's where the social networking could start to pay off," Franklin says.

In 2004 Howard Dean raised tons of money and built a passionate following online, but neither translated into votes. In this election and the ones that follow, the challenge for people like Katie Harbath is finding the most effective ways to convert Web and technology-based activity into actual grassroots on-the-ground action.

"Ultimately, the question is, can you translate what you are doing on the Web to getting people out to vote for you?" she says.

Harbath predicts her work will keep on changing as she heads into future campaigns. But there's a catch. "I don't know what my next job will be," she says, "because I don't think it exists yet." ✍

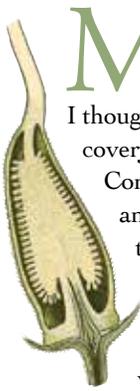
Jenny Price '96 is a writer for *On Wisconsin*. She covered the 2000 and 2004 presidential campaigns in Wisconsin as a reporter for the Associated Press.

Inherit the Weeds

A search for the pharmaceutical experiment station traces the evolution of the drug industry.

But where have all the flowers gone?

BY JOHN ALLEN



MYSTERY novelists are going to love Jon Thorson.

That was the first thing I thought when I heard about his discovery — every devotee of Arthur Conan Doyle and Agatha Christie and Raymond Chandler is going to love this professor of pharmaceutical studies. Through his research to find new cancer medications, he's giving the world a new reason to look at digitalis.

Digitalis is a plant — the foxglove — and it's poisonous. It was reputedly the poison of choice of Lucrezia Borgia back in the Renaissance — legend says she kept a supply, dried and powdered, in a hollowed-out ring. Then, when one of her politically convenient lovers became inconvenient, she'd pop open the ring, plop the stuff in his drink, and soon he was conveniently dead. Digitalis can cause heart disturbances, delirium, convulsions, vomiting, anorexia, diarrhea, hallucinations, and all manner of yuck.

But digitalis is also a medicine. For centuries, people have used it in traditional remedies for congestive heart failure. It's a beautiful flower that can either cure or destroy the heart — which is handy when one wants to be symbolic. You can see why it's perfect for whodunits.

But I was preoccupied with a more current mystery. Once upon a time, I knew, the UW had the nation's best medicinal garden, called the pharmaceutical experiment station. I'd read, how-

ever, that it had disappeared decades ago. If Thorson was working with digitalis, where did he get his foxglove flowers?

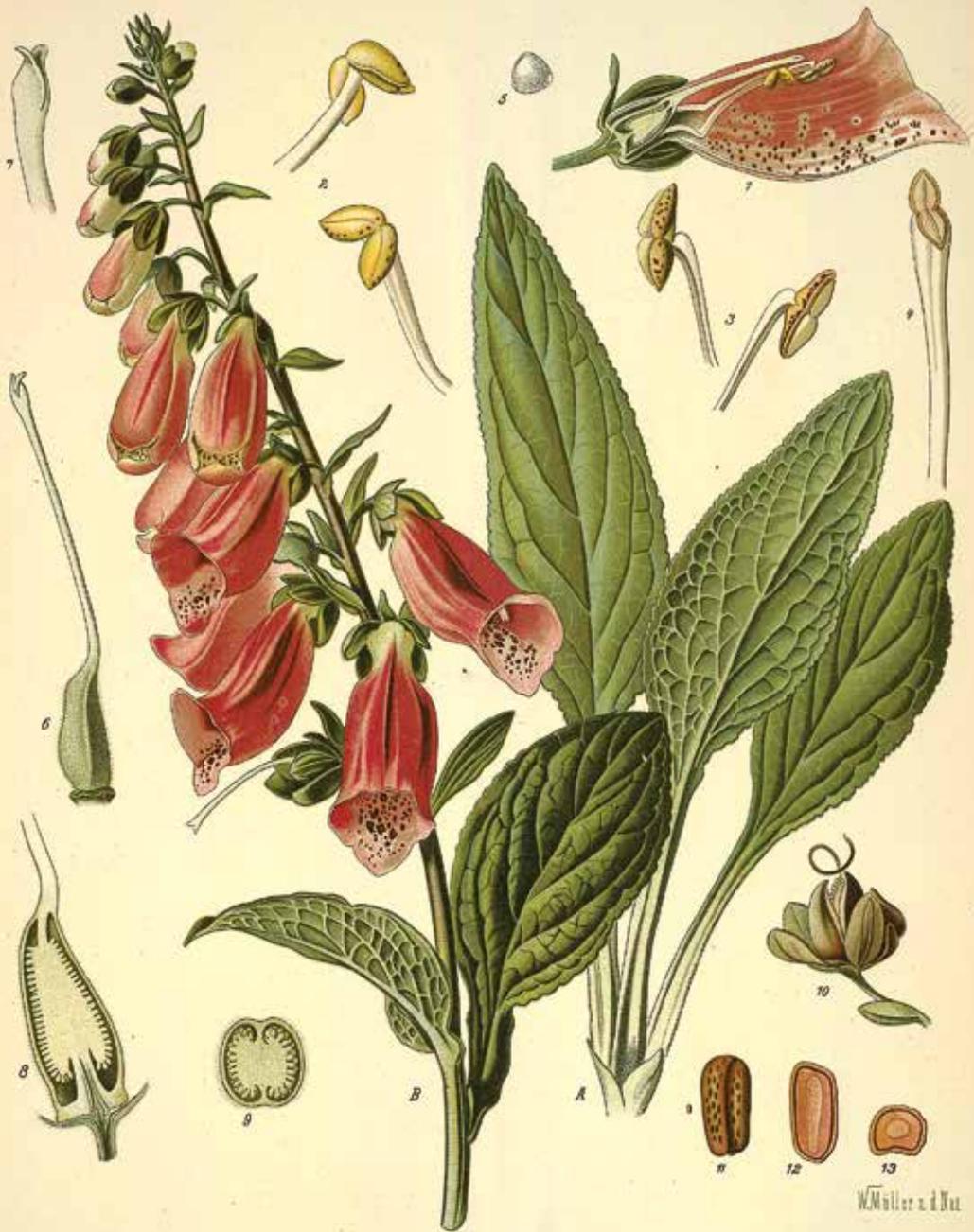


IWENT to Thorson's lab, but unfortunately, he didn't have any foxglove. His office and lab are in the UW's new Rennebohm Hall, six stories above the soil and all that grows in it. He's no gardener. And anyway, he doesn't really work with digitalis, but with digitoxin, one of the active ingredients in the plant. He's one of several pharmacy school researchers who are looking into drugs developed from natural substances, as opposed to those created through laboratory synthesis, with a goal of turning them into something entirely new.

What Thorson and his lab have done is invent a process called glycorandomization, in which they take a naturally occurring chemical (digitoxin being one of them) and then make it unnatural. They add and subtract sugars to it to change the way it reacts with other molecules and with cells.

This is important because digitoxin doesn't just aid the heart — it also seems to combat some forms of cancer, including those of the breast and colon. Cancer patients who are also taking digitoxin for a heart problem see a reduction in tumor size, which is good. What's bad, though, is that cancer patients who don't have a heart condition can't really take digitoxin — it has that poisonous effect that

Scrophulariaceae



Digitalis purpurea L.

W. Müller & J. V. Nees

Lucrezia Borgia found so entertaining.

“What we wanted to do,” says Thorson, “was allow the digitoxin to attack the tumor without having any effect on the patient’s heart.”

Glycorandomization seems to do that. When Thorson’s lab put digitoxin through this process, he could make analogs of the chemical that seemed to attack tumor cells but not heart cells.

So, neat: cancer is cured, right?

Not so fast. Thorson’s experiments had only been done in vitro — that is, in test tubes and Petri dishes and such. This is good enough for an article in the *Proceedings of the National Academy of Sciences* and a press release, but it’s not really good enough to convince the Food and Drug Administration to approve the new chemical for use on people. First it’ll have to go through animal testing, and if it does well there, then clinical trials on human beings will follow. It’s a long process — on average, it takes twelve years between when a novel drug is discovered and when the FDA grants approval.

“Right now,” said Thorson when I visited him in June, “our digitoxin derivative is at the pharmaceutical experiment station. They’ve got to prepare it for the next stage.”

The pharmaceutical experiment station, it turns out, isn’t gone at all. But what did this one-time bastion of natural drugs — that giant medicinal garden — have to do with Thorson’s unnatural experiments? This, I figured, was worth checking out. So I went to the spot where it all began — the triangular lot between Monroe Street and Breese Terrace, just south of Camp Randall Stadium.

But the station wasn’t there.



IT’S EASY to spot the pharmaceutical experiment station’s first home, because standing there is a monument to something else. A vaguely obelisk-shaped pile of footballs gives testament to the Badgers’ recent glory. The entire lot is now covered in athletic sprawl — the Field House, parking lots, that sculpture.



The theme of Kremers’s career was making pharmacy more scientific.

But in the summer of 1913, it was covered in row upon row of medicinal plants: several species of digitalis; *Cannabis indica*, used in the production of marijuana and hashish (which, I’m told, is still grown in various places on campus); belladonna, which produces atropine, an eye dilator, decongestant, and poison antidote; yarrow, an astringent; boneset, which can treat fever; as well as cardamom, catnip, peppermint, and many others. These would have been tended by scientists and graduate students, and at the center of them all was Edward Kremers 1888.

Kremers was the dominant force behind the pharmaceutical experiment station. As the head of the UW’s pharmacy program from 1893 to 1933, he virtually created the modern study of drugs in Wisconsin. Though he worked almost exclusively with plant-based medicines, he was, like Thorson, no traditional herbalist. In fact, he seems to have despised such practitioners. The major theme of his career was the effort to make the pharmaceutical world — both in study and industry — more rigorously scientific. In 1893, he created the nation’s first bachelor’s degree program in pharmacy (previously, the UW had granted a two- or three-year diploma), and followed shortly after with the first master’s and doctoral programs.

When he looked at the lack of quality control among his commercial colleagues, he did not conceal his disgust. “Most crude drugs are very crude indeed,” he wrote. “No one would be content to use wild cereals for food purposes, yet we are not only content to receive our drugs from nature as she chooses to supply them, but we allow some of the most ignorant members of human society to spoil, in no small measure, what nature happens to provide.”

He conceived of the pharmaceutical experiment station as a way to produce

high-quality medicinal plants through a scientifically controlled process. But it was also an opportunity to change America’s drug economy and place Wisconsin at the center of a lucrative industry. In the same way that the UW’s agricultural experiment station was revolutionizing farming, he reasoned, a pharmaceutical station could revolutionize drug production.

Consider thymol, an antiseptic produced from thyme. America’s pharmacies imported their supply of the drug from companies based in Germany, where it was manufactured from plants grown in India.

“While we have been importing about ten thousand pounds of thymol annually,” Kremers wrote, “a weed growing on the sandy areas along the lower course of the Wisconsin River has probably been producing enough thymol to have supplied the United States.”

Kremers lobbied state legislators to fund his station, and in 1913, they came through, passing Bill Number 247S, which gave him \$2,500 a year to establish and maintain his medicinal garden, which he sited near Camp Randall.

This was his great contribution to the Wisconsin Idea. Not only did he work to perfect the science of drug farming, but he also published circulars for the education of working pharmacists. As for the surplus plants, the ones the UW didn’t need for research or teaching, Kremers shared them with druggists around the state.

The project began paying dividends within a year, when World War I broke out. The two most important pharmaceutical exporting nations were Britain and Germany, and when both turned their economies over to war production, America discovered a need to develop a domestic drug industry in a hurry. The only place conducting research in this field was Kremers’ station.

Letters poured in from farmers, pharmacists, and even the *Ladies’ Home Journal*, asking Kremers how to create a commercially viable medicinal garden. The U.S. Department of Agriculture’s Bureau of Plant Industry recommended that every state in the nation set up a

facility like the UW's.

And this, essentially, is why it had to leave Camp Randall. As Kremers's pet project became more successful, the university decided that it needed more room. The state doubled the station's budget in 1917, and the UW moved it out to Eagle Heights.

But you won't find it there, either.



THERE are gardens at Eagle Heights, naturally, and some of them contain medicinal plants. But the Eagle Heights Community

Gardens aren't in any way related to the pharmaceutical experiment station. They're not even in the right spot. The station's home now lies beneath the 100 block of the Eagle Heights Apartments.

When it moved there, the station was at the height of its influence. It was lauded in *Science*; Germany's *Pharmazeutische Zeitung* cited its "many experiences of scientific accuracy"; and even the *London Daily Telegraph* mentioned that Britain's chemists looked on the UW's station with a touch of envy.

But scientific advances were beginning to change the pharmaceutical industry. In 1909, in a lab in Germany, bacteriologists Sahachiro Hata and Paul Ehrlich identified Salvarsan, the first true antibiotic, and in the decades that followed, drugs produced by laboratory synthesis began to show far greater promise than those refined from naturally occurring substances.

"Ehrlich's discovery of Salvarsan was really the first specific chemical drug," says Glenn Sonnedecker MS'50, PhD'53, the former head of the American Institute for the History of Pharmacy. "And then there were the sulfonamides and penicillin. In a short period after Ehrlich's breakthrough, there was a major shift in drug therapy."

This shift, combined with a tightening state budget during the Great Depression, spelled the end for the pharmaceutical experiment station. The legislature cut its funding in 1933, and when Kremers retired shortly afterward, interest in the



AMERICAN INSTITUTE FOR THE HISTORY OF PHARMACY

In four decades of heading the UW's pharmacy program, Edward Kremers virtually created drug study in Wisconsin. His innovations include not only the experiment station, but also the nation's first undergraduate and graduate pharmaceutical degree programs.

station died out completely.

But curiously, though the state cut its funding, it didn't remove the statute that originally established the station. So for the next seven decades, it existed as a sort of bureaucratic fossil, waiting to be exhumed. That's exactly what the School of Pharmacy did in 2003 — but naturally, the station today is not quite the one Kremers had planned.



I FINALLY found the pharmaceutical experiment station at its third home, on the second floor of Rennebohm Hall, on the west side of campus near the hospital. It's now

called the Lenor Zeeh Pharmaceutical Experiment Station, after former Rennebohm Drug Company vice president Lenor Zeeh '36, whose donation helped dig it out of obscurity. I suppose you could say its roots reach to Kremers's old station, but only metaphorically, as it now has no roots — or flowers, leaves, or seeds, for that matter.

Nevertheless, says the Zeeh Station's first director, Lynn Van Campen MS'79, PhD'81, "when we created this facility, we were very careful to keep *pharmaceutical experiment station* in the name." One reason the school insisted on this, Van Campen says, was legal — since the

Continued on page 58



KEEPERS of the CLUB



MICHAEL FORSTER ROTHBART (2)

BY JENNY PRICE '96

EIGHT GARGOYLES peer out from the ivy that veils the portico of the brick Tudor Revival-style building overlooking Library Mall.

Each symbolizes a field of learning, but they could just as easily represent the misconceptions about the place where the stone carvings make their home.

During its lifetime, the University Club has housed both rowdy graduate students and World War II-era sailors in training; served as UW-Madison's version of the Algonquin Round Table, where university leaders came together to share ideas and unwind; and hosted many a wedding celebration, including one during which a nude teenager rampaged through a reception and punched the groom.

Despite its colorful history, though, for many the century-old club remains a big unknown. Who belongs? Can just anyone go inside? What on earth goes on in there?

"It's always been kind of a mysterious place," says Ernie Hanson, an emeritus business professor and treasurer for the club's board of directors. In fact, Hanson says, it's not unusual for alumni who never set foot in the building as students

to admit upon return visits to campus that they always wondered what it was. Maybe it's the stately exterior that intimidates people. It's no wonder the club served as a stand-in for Hogwarts School of Witchcraft in recent years, hosting a Harry Potter party where children in black hats made wands and mixed potions. Or it could be Bob, the club's resident ghost. More on him later.

The club offers students, university employees, and campus visitors a place to grab a drink from the coffee bar or check e-mail while sitting by the reading room's fireplace. And it serves as neutral ground where UW administrators, faculty, and staff can discuss department issues or new campus initiatives over lunch.

"As beautiful as this university is, you know there aren't many places where you have a comfortable ambiance to conduct a meeting to put people in the proper frame of mind," says Tino Balio, the club's board president and an emeritus professor of communication arts.

Russell Panczenko, director of the Chazen Museum of Art, regards the neighboring club as the perfect atmosphere for lunch meetings. "Let's say I'm talking with somebody about the possibility of his or her artwork coming to the museum — I want few distractions," he says. "It's a nice, quiet environment."

For others, the location is the draw. Barry Alvarez, the UW's athletic director

and a longtime club member, says lunching there gets him away from his Camp Randall office and offers a spot where he can enjoy "all the action going on in the middle of campus."

Today, in fact, the club is at the heart of a substantial makeover planned for east campus, which will include a pedestrian mall stretching from Lake Mendota to Regent Street. Club leaders believe the project could bring in more visitors and, eventually, new paying members from both the UW campus and the Madison community who want to take advantage of its meeting spaces, catering services, and performing arts and lecture series. Yet, while leaders hope the club can generate enough funding to improve its infrastructure, upgrade some of its features, and — as Balio says — "fluff up the pillows a little bit," they don't want to alter its architecture or character.

The club got its start in 1907, when its founders raised enough money to buy a fire-damaged brick home at the corner of State and Murray Streets originally owned by John Sterling, one of the university's first professors. The last of a series of additions to the house was completed in 1924, including a reception hall, dining room, writing room, and card room.

Back then, about one hundred junior faculty and graduate students lived upstairs among worn furniture

with cigarette burns. Over the years, the university president and prominent faculty — including Mark Ingraham MA'22, who now has a room named for him in the club — sat at one giant table and were served lunch by waiters in white jackets. Afterward, they could play billiards or get haircuts from the club's barber. Because the dining room had a dress code, some professors kept extra clothes at the club and quickly changed after coming from their laboratories. One scientist arrived to find his coat and tie missing, until an observant waiter pointed out a colleague who was seated in the dining room wearing the man's clothing.

Female faculty demanded and won membership in 1933, but the culture didn't change overnight. While the main floor reading room intended for male members was stocked with the *New York Times* and the *Wall Street Journal*, the ladies' sitting room downstairs offered *Vogue* and *Harper's Bazaar*. A brochure from the 1950s urging faculty and staff to join featured a cartoon of two men in suits shaking hands. During the same era, a caption accompanying a newspaper photo described the club's lounge as "one place University of Wisconsin faculty members can get away from both women and students."

Colleen McCabe '66, secretary of the UW's academic staff, worked at the club as an undergraduate in the 1960s. She fondly remembers operating its old-fashioned switchboard and selling toothpaste, shaving supplies, and cigars to the graduate students and unmarried faculty members who lived there. She also recalls a group from Panama that would gather there to play "really lively games of dominoes" and her conversations with Professor Frederic Cassidy, who started the *Dictionary of American Regional English*. "He would come and ask me how I would pronounce certain words," she says.

While the upstairs was for men only, a club resident McCabe was dating told tales of women somehow climbing up the building's exterior and crawling in through the windows.

But by the early 1970s, the once-vibrant club's future was in jeopardy. Pay-



BRUCE RICHTER

Two grotesque stone carvings, at left, keep watch over the entrance to the University Club, which marks its 100th anniversary this year as a gathering place for the campus community.

ing members dipped below one hundred and fifty, and an article in the *Wisconsin State Journal* projected the club would shut down due to "changing times and lifestyles." Around that time, there was a movement to tear down the club to make room for expanding the then-called Elvehjem Museum of Art — an idea quashed by Chancellor Ed Young. "He said, 'We can't do without the University Club. Don't be ridiculous,'" says Jane Hutchison PhD'64, an art history professor, board member, and past president.

Since then, the club's membership has both shrunk and swelled, particularly as the facility was opened up to all university faculty and staff, and the public. The club now occupies only the basement and ground floor of the building's State Street side, with offices for student financial services, and the rehabilitation psychology and special education department taking up the rest.

Because the faculty population has grown and spread out, the club is "the last vestige of faculty spirit," Hutchison says.

Today, perception is one of the club's main challenges, with some believing the club is either exclusive, expensive, or both. But while the lunch menu includes

offerings such as seared sea scallops and fennel salad, diners can also order cheeseburgers and fries.

"More people should just come in here, rather than walking down State Street," says Richard Leffler MA'69 PhD'94, deputy director for the UW's Ratification of the Constitution Project, who first started going to the club as a guest in the 1980s and eventually joined and served on its board.

And then there's Bob. Ed Zaleski, the club's general manager, calls him a friendly ghost, and if the stories are to be believed, he moves furniture — including a five-hundred-pound reading table on loan from the Wisconsin Historical Society — turns pictures askew on the walls, and rattles gates. One legend says Bob is the spirit of a cadaver that long-ago medical students who roomed upstairs brought back from Science Hall and put in the bed of a fellow student. Zaleski says he thought the notion was "hokey" when he first started working at the club. But now, he says, "You'll just see a shadow go in front of you — and you're the only one in the building. ... It kind of turned me into a believer." 🍀

Jenny Price '96 is a writer for *On Wisconsin*.

It's [Still] a Great Day for Hockey

Mark Johnson '94 didn't exactly hang up his skates after securing the gold at the 1980 Olympics — *because what would be the challenge in that?*



BY DENNIS CHAPMAN '80

As Emily Morris x'08 limbers up during pre-game skate-arounds in hockey arenas across the country, she sizes up the crowd. *She can always tell.*

Even though Morris and her Badger women's hockey teammates have won back-to-back national titles and are eyeing a third, she can tell if the fans are there to see the home team, the Badgers, or the man standing behind Wisconsin's bench.

"At some away games, people don't come to see us. They come to see Mark Johnson," says Morris, a Badger defender and team captain. "That really made me realize the magnitude of the Miracle on Ice and what Coach has accomplished."

Johnson's life is marked by accomplishment. Son of the legendary former UW men's hockey coach "Badger" Bob Johnson, he helped the Badgers to the 1977 national title as a freshman and was named the Western Collegiate Hockey Association's Rookie of the Year. He went on to become the school's second all-time leading scorer, and a two-time All-American. He scored two crucial goals in the "Miracle on Ice" victory over the Soviet Union in the 1980 Olympics, a game tagged by *Sports Illustrated* as the greatest sports moment of the twentieth century. And, after grabbing an improbable Olympic gold medal in Lake Placid, he went on to an eleven-year playing career in the National Hockey League and a successful coaching career.

At Wisconsin, Johnson has elevated a relatively obscure sport — hockey-crazed Madison aside — to an elite level nationally, providing the women's program with solid recruiting, steady leadership, and a consistency that was lacking in the years before he took the job in 2002.

Given that fat resume, Johnson's persona is marked by quiet intensity. He doesn't scream and rant. He measures his words and weighs their impact. His players say Johnson can say more with a look or a gesture than many coaches can with a rink-melting locker-room harangue.

His coaching demeanor is similar to that of a couple of

A gesture or a look tells them what their even-tempered coach wants, say the players on Mark Johnson's Badger women's hockey team.

National Football League coaches he admires — Tony Dungy of the Indianapolis Colts and the Chicago Bears' Lovie Smith, both of whom led their teams to Super Bowl XLI last January using an even-tempered dignity.

Johnson is also guided by his late father's powerful style and approach to hockey and life. Bob Johnson, who led the Badgers to national titles in 1973, 1977, and 1981, became famous for his enthusiasm and his catchphrase, "It's a great day for hockey." The elder Johnson, who coached the Pittsburgh Penguins to a Stanley Cup championship in 1990, died the next year, a victim of brain cancer at age sixty.

"People who didn't know him, they didn't think he was genuine — that a guy could love hockey that much, or have that much excitement about what he did," says Johnson. "The more you hung around him, the more you realized that he was like that 24/7."

Mark Johnson has come to appreciate what his father discovered years ago: that if you can get off the emotional roller coaster and find a workable balancing point in life and in coaching, life and sports are far more enjoyable.

"Whether he was dealing with squirts at hockey schools or dealing with Mario Lemieux and Jaromir Jagr with the Pittsburgh Penguins, his approach was similar: create a culture where people have the best chance of being successful. He got people to believe in what he was trying to do," Johnson says of his father.

Jinelle Zaugg, a senior forward from Eagle River, Wisconsin, says she chose to play for the Badgers largely because of Johnson's reputation, his character, and the way he deals with players. "If he's mad at you, he doesn't have to say it. You know it. It's the look on his face and the way he looks at you," she says. "If he's mad at our team, he won't come to the locker room between periods. Then we all know he's mad, and that says enough."

That doesn't mean, however, that Johnson is a calculating, bloodless coach. Zaugg, who scored the winning goal in a 127-minute marathon quarterfinal game against Harvard to advance the Badgers to the Frozen Four, says he often shows emotion, but in a positive way. "Coach expects us to win, and when we do, it's just living up to his expectations," she says. "Sometimes after a big game, he gets real excited. You know that it's a big game when he comes in and starts cheering. In other games, the message is: 'Okay, another win. Let's move forward to the next game.'"

Former Badger men's hockey coach Jeff Sauer, who played for Bob Johnson at Colorado College before succeeding him at Wisconsin, says Mark Johnson is a natural athlete, someone who can pick



When Mark Johnson agreed to coach the Badger women's team, he promised to provide the players with much-needed stability — and he's been true to his word, turning down offers from other colleges and the NHL.

2002. "[The players] feed off of his style. He doesn't like being in the office. He likes being on the ice."

During Johnson's first year at the helm of the women's team, Sauer says the players often wished Johnson was more open with them, but he adapted as the program picked up steam. "He enjoys one-on-one coaching, and he waits for the right time to use his influence on the team," Sauer says.

"What was missing was the stability that any young program needs to get itself on the path to success," Johnson says. "I wanted to let people know it wasn't a one- or two-year gig. Most people didn't believe me."

Many thought that Johnson would bolt at the first opportunity for a more prestigious men's program, coaching either in college or the pros. Many were dead wrong.

"There have been other opportunities, a few in the college ranks and a couple with the NHL," he says. "As I like stability with my team, I like stability for my family, as well. My dad did that with our family. He didn't get involved with the NHL or moving to that next position until everybody was out of the house."

Johnson and his wife, Leslie, who trains horses to compete in polo matches, have five children — Doug, 23; Chris, 21; Patrick, 18; Mikayla, 13; and Megan, 10. All have played hockey; Chris plays for Division III Augsburg College while Patrick is a freshman on Eaves's Badger squad.

"I've been in the NHL and have been traded a few times, and I understand what it would take to change lifestyles, and I wasn't in favor of that," Johnson says. "The stronger your roots are, the better chance you have of a quality life."

"Coach expects us to win, and when we do, it's just living up to his expectations. Sometimes after a big game, he gets real excited. You know that it's a big game when he comes in and starts cheering. In other games, the message is: 'Okay, another win. Let's move forward to the next game.'"

up a golf club, tennis racket, or hockey stick and do well. That same agility carries over to his coaching and the way he relates to players.

"He's a professional athlete who knows how to handle situations. He knows when to come forward and when not to," says Sauer, for whom Johnson served as assistant coach from 1996 to

In 2002, Johnson vied to become Sauer's successor, a job that ultimately went to his former Badger teammate Mike Eaves. But two months later, then athletic director Pat Richter '64, JD'71 named Johnson to lead the women's team. The program had gone through two coaches in its first three seasons by the time he took over.



Under Johnson's leadership, women's hockey has gained unprecedented visibility and success. In 2006, the Badger women joined the men's team in taking the national championship. A few weeks after winning the title, Johnson told his players to "enjoy the moment," but then gave them fair warning that the next season would bring new challenges. They got the message, and won again in 2007.

The women's job allowed Johnson a chance to stay in Madison and to lead his own program, which he hadn't done since coaching the inaugural season for the minor-league Madison Monsters in 1995–96. The opportunity came as the quality of women's hockey was on a dramatic upswing.

These days the athletes are responding to better coaching. They are stronger players and improved skaters, and the gap between the top and bottom of the women's hockey ranks has shrunk considerably. Johnson exploited that trend, using good recruiting and solid coaching that led the Badgers to a national title in 2006 as Wisconsin defeated top-ranked Minnesota

3-0 at Mariucci Arena in Minneapolis to put the program on the map for good.

For good measure, the men's team also snared a national title. The resulting excitement brought unprecedented exposure to the women's program. A few weeks after winning the title, Johnson called his team together for a year-end locker-room meeting.

"I challenged them," he says. "Human nature says that when you do something real well, you start patting yourself on the back. I told them to enjoy the moment, and warned them that next season is a new challenge and they were coming into the next season with a bull's-eye on their chests. They responded. They liked what

happened that year, continued to push themselves, and didn't get caught up in what people were writing about them."

That message echoed into the 2006–07 season, as the Badgers broke or tied eighteen NCAA records on their way to a second national title. Using what may have been the greatest defense in women's hockey history, the Badgers allowed just thirty-six goals in forty-one games, finishing the season with a 36-1-4 record.

That season also set up a thirty-two-game unbeaten streak for the Badgers, an NCAA record that wasn't interrupted until mid-October of this year, when Wisconsin lost 2-1 at St. Cloud State.

The Badgers won the 2007 national title at Lake Placid's Herb Brooks Arena, the very setting in which Johnson and his U.S. Olympic teammates had forged a historic Cold War triumph with what came to be called the Miracle on Ice. Competing there allowed Johnson to show his family where the world's attention had once been focused through a prism of sports and politics.

During the third period of the game against the Soviets, Johnson scored on a power play to tie the game at 3-3 ... *"It wasn't even fantasized about that beating the Soviets could even happen. I don't think there was anybody on the planet who even thought about that happening."*

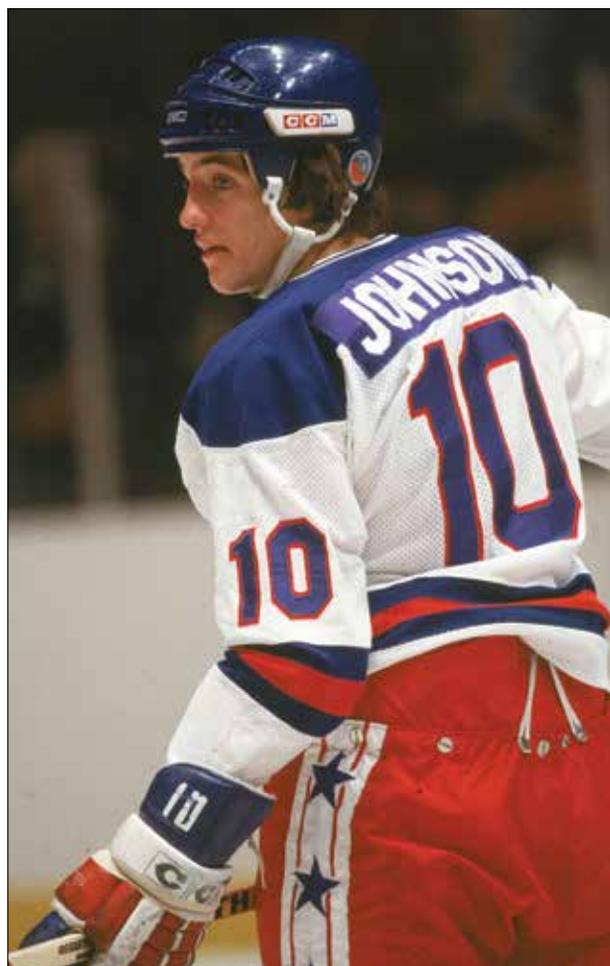
On Friday, February 22, 1980, the Americans were set to play the favored Soviet hockey team, which had humiliated the U.S. team 10-3 in an exhibition just two weeks earlier at New York City's Madison Square Garden. But this was a new day. Johnson scored a pair of crucial goals in the game, with one coming at the end of the first period as he wove between a pair of defenders to drill a rebound past legendary Soviet goaltender Vladislav Tretiak, tying the game 2-2. Soviet coach Viktor Tikhonov pulled Tretiak and replaced him with Vladimir Myshkin, startling the hockey world.

Years later, when Johnson played for the New Jersey Devils, Slava Fetisov, one of the Soviet players in 1980, had become one of his teammates. One day Johnson took Fetisov aside and asked him why the Soviet coach pulled Tretiak in such a crucial game. Fetisov had a blunt answer: "Coach crazy."

During the third period of the game against the Soviets, Johnson scored on a power play to tie the game at 3-3 and set the stage for Mike Eruzione's game-winning goal about two minutes

later. "It wasn't even fantasized about that beating the Soviets could even happen. I don't think there was anybody on the planet who even thought about that happening," he says.

As Johnson was helping to make history, his father was getting ready to coach the Badgers against



BRUCE BENNETT STUDIOS/GETTY IMAGES

The time: February 1980. The player: Mark Johnson. The place: An exhibition game at Madison Square Garden between the Soviet Union and the United States. The outcome: A win for the Soviets — but the tables would turn just two weeks later during a miraculous matchup at the Olympics in Lake Placid.

Jeff Sauer's Colorado College team in Colorado Springs. As Sauer came into the rink that day, he saw Bob Johnson. "The Friday afternoon that they beat the Russians, Bob and I walked into the rink at the same time. I looked at him and said, 'You shouldn't be here. You should be in Lake Placid,'" Sauer recalls, smiling. "Truth is, I wanted him to leave so I wouldn't have to coach against him."

Bob Johnson did leave early Saturday morning, embarking on a trip that finally got him to the Olympics in time to see his son and the U.S. team win the gold by defeating Finland 4-2 on Sunday. Mark Johnson provided the assist on the game-winning goal.

For much of the run-up to the Olympics, Mark Johnson was uncertain about his status with the team because of his father's rocky relationship with U.S. Olympic coach Herb Brooks, Bob Johnson's archrival at Minnesota. But in the pre-Olympic tour, the volatile

Brooks summoned Mark Johnson to his hotel room in Oslo, Norway, and told him that he was counting on him to be a team leader.

"That meeting with Herb eased my burden over where I would fit on the team, so I could just go play and not have to worry," Johnson says.

Years later, he wonders what it must have been like for the Soviets to face a nation that demanded victory. "People didn't realize the wrath they had to go through when they stepped off the plane at Moscow," he says. "Gold medals and championships were important to their culture. If you're going to lose, don't lose to the Americans. It could be understood if you lost to the Czechs or to Sweden. To lose to



A jubilant Badger women's hockey team celebrates after winning its second national championship in 2007. If this season plays out the way they hope, the Badgers will travel to Duluth, Minnesota, to compete for a third championship at the NCAA Frozen Four in March 2008.

American college players? They thought their players must have been drunk.”

America has not forgotten that icy run to gold. Johnson and his teammates were made the torchbearers for the 2002 Olympics in Salt Lake City, and Disney chronicled the 1980 team's magic in the 2004 movie *Miracle*, in which Johnson was played by Eric Peter-Kaiser and Brooks was portrayed by Kurt Russell. Although Johnson considers himself fortunate to have carved out such a treasured piece of hockey history, he won't allow himself to be defined by it.

“It was part of my life, but it's not who I am,” he says.

A challenge seems irresistible for Johnson. In 2005, he entered his first Ironman triathlon, along with his son Doug, inspired by watching his sister-in-law compete the year before. The compe-

tion is a grinding mix of a 2.4-mile swim in Lake Monona, a 112-mile bicycle ride, and a 26.2-mile marathon. This year, he competed again at age forty-nine — and he finished in fourteen hours, thirty-seven minutes, nearly two hours faster than his first outing. His best event? “I couldn't swim too well, and I hate running, so I suppose that leaves biking,” he says.

“The one comment I hear from people is, ‘I could never do that,’ ” he adds. “In our business, that's one thing you don't say.”

Dozens of times during the event, he questioned whether it was worth it, whether he was crazy. In the end, though, it was about setting an example. “It sends a message to our players that, yeah, we may be getting gray, but we still have a little energy,” he says. “We can sit and talk about a lot of things, but if your lives don't follow through, it's not going to have much impact.”

While hockey fans can come to an arena to see a miracle maker firsthand,

they don't get to witness how Johnson quietly influences his players every day. Team member Emily Morris says that watching Johnson push himself through the torturous triathlon was a study in tenacity — and inspired her to sign up to compete in the 2008 Ironman.

As she shoulders her backpack and heads out of the Kohl Center after practice, Morris doesn't hesitate when asked what she'll tell people about Mark Johnson years from now.

“I'll tell them that I'm lucky. I'll tell them that I played for one of the best college coaches in the history of women's hockey,” she says. “What he's accomplished, you'd never know unless you're a hockey fan, because he'll never tell you.”

Dennis Chaptman '80 watched the *Miracle on Ice* game on a black-and-white TV with a bunch of newspaper reporter friends, all the while wishing he could skate. A former sportswriter, he now works for University Communications and still can't skate.

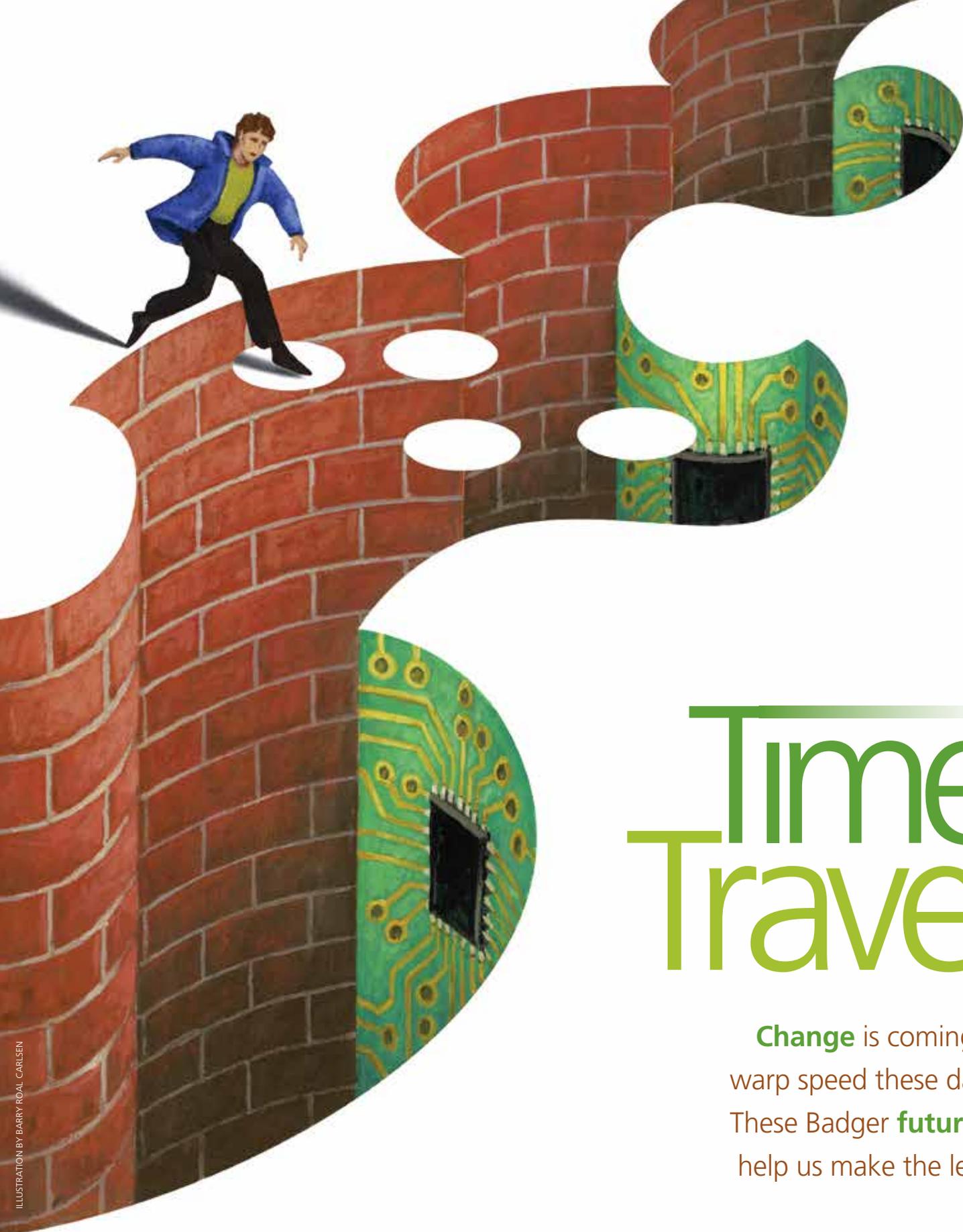


ILLUSTRATION BY BARRY ROAL CARLSEN

Time Travel

Change is coming at warp speed these days. These Badger **futurists** help us make the leap.

By Niki Denison

If you're not just a little bit nervous about the future, chances are, you've never heard of the **Singularity**.

The term is defined (depending on your source) as a time when technology will have advanced so far that our limited, present-day minds can't even imagine the implications. We'll reach this tipping point in history, adherents say, as the result of implanting artificial intelligence into human brains, producing human-machine hybrids who will attain greatly increased life spans and even a form of immortality — possibly by uploading the contents of individual minds onto computers.

For those who welcome this scenario, known as transhumanists, this brave new world can't come quickly enough. The Singularity also generates a lot of excitement among the high-tech community, and its fans approach the concept with an almost religious fervor. Others don't exactly relish the specter of a planet populated by Robo-Humans — not to mention the sinister implications of the next phase of the Singularity, when machine intelligence is expected to outstrip biological intelligence at an astronomical rate.

The Singularity is scheduled by one estimate to begin in 2035, when computers will supposedly become as powerful as human brains — although some say that we'll have a human-equivalent computer as soon as 2010, and a \$1,000 model with the brainpower of everyone on the planet by 2049.

But even if we're not headed for some sort of dystopian reality à la *The Matrix* or *Bladerunner*, big changes are on the way. And a number of UW-Madison alums are trying to help you prepare for them.

The **Futurist** Manifesto

David Zach '79, who has been working as a futurist for the last two decades, first became interested in the field when he started reading science fiction as a child growing up in Monroe, Wisconsin. At UW-Madison, he majored in political science, but ended up with even more

credits in philosophy. He went on to get a master's degree in future studies at the University of Houston.

"I barely passed the forecasting class," he says. "It had at the core of it something that I strongly disagreed with — that you can predict the future. They would use very rigorous, very complex statistical models. I was never about the predicting element of futurism. My approach was more about the thinking behind it — how do we think about the future?"

He believes there are two schools of futurists — the fortune-telling types and the court jesters — and he takes the latter approach. "Laughter diffuses tension. People are nervous about the future," he says. "I use the Socratic method — I try not to tell people what to believe."

Zach's first job involved clipping news articles for Johnson Controls in Milwaukee. When he lost his position shortly before his department was dismantled, he taught a few classes on the future at UW-Milwaukee, and then joined the strategic planning department at North-

Geographic Traveler, *Macworld*, *Gilbert Magazine*, *Dwell*, and *Popular Science* "because it's so much fun. ... I don't subscribe to any newspapers, because I think that in many ways they are so outdated, so antiquated."

Prior to September 11, Zach had four employees who helped manage his calendar, travel, and graphics for his presentations, and he gave seventy-five talks per year, in venues ranging from tiny Amherst, Wisconsin, to Juneau, Alaska, to the island of Madeira off the coast of Africa. But after the terrorist attacks, he says, "no one was hiring, because the future was too scary." He closed his office and spent some time rethinking his company. "The speaking business is capricious," he says. "You may not be hot tomorrow — [people] are always looking for something new."

That doesn't mean they'll embrace the new, however. When Zach was delivering a presentation about some of the changes ahead, one young woman in the audience caught his eye. She was turned away from him and curled up in her chair in almost a fetal position, and she

"What's your wakeup call? What's going to cause you to really think about preparing yourself for your next career choice, for what you do later in life?" — Lori Silverman

western Mutual. Meanwhile, he enjoyed a chance invitation to speak at a Rotary Club so much that he continued speaking as a hobby, eventually realizing that he might be able to make a living at it. He left Northwestern in 1987 to go full time on the speaker's circuit and has not looked back.

"I get to learn about everything in my job, so that's kind of the glorious thing about it," he says. "I tell people that what I really do for a living is sit around and read books. I get to indulge my curiosity" on topics ranging from health care to microchips. "It doesn't seem like work."

He reads a lot online, and "I probably spend a good two hours a day reading editorials, articles, and various blogs," he says. He subscribes to, among other things, *Fast Company*, *Wired*, *National*

protested, "I don't want this." It's probably not a coincidence that she was in the newspaper industry, which is undergoing a significant upheaval these days.

With many jobs now being automated or outsourced to Asia, with information overload and breakthroughs in science and technology coming at breakneck speed, that reporter in Zach's audience is not alone.

"I think there are some people who don't want to see the issues," says Lori Silverman '79, MS'81, who, although she's not a futurist per se, works with companies on strategic planning. "They go to work, they come home, they sit in front of the TV, or they might play with the kids. As far as they're concerned, they don't need to worry about what the big-

ger world holds for them.” They believe that society will take care of them, she says, which is fine, until the day when their companies’ pension plans go bankrupt or can no longer pay for their health-care after they retire.

Fifteen to twenty years ago, that was okay, because organizations had systems in place to help care for people. But “you can’t be that way today,” she says. People need to ask themselves, “‘What’s your wakeup call? What’s going to cause you to really think about preparing yourself for your next career choice, for what you do later in life?’”

Zach agrees. “The great failure of the average person is not to take personal responsibility for the future,” he says. As he explained to an audience of high school students, “Anyone who stops learning and who stops playing — the future doesn’t have a place for you. If you ever stop learning, you’re toast.”

He Who **Learns** Last, Gets Left

Alvin Toffler, who put futurism on the map when he wrote the bestseller *Future Shock* way back in 1970, got it right when he predicted that the rise of computers would radically change our world. Chances are, he’s right about this, too: “The illiterate of the twenty-first century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

Bill Draves ’71 isn’t a futurist, although he’s often called one. He founded a nonprofit association called LERN (the Learning Resources Network), and he’s written a book called *Nine Shift: Work, Life, and Education in the 21st Century*. In it, he points out that “in an age of continual change, learning has to be constant and continual.” Because new jobs will require this habit of nonstop learning, he thinks that government will eventually move to supply business with knowledge workers by creating Individual Learning Accounts, or ILAs, to help workers fund their continuing education.

In the meantime, though, they’re often on their own. Silverman, who teaches management courses at

UW-Madison’s Fluno Center for Executive Education and at UW-Milwaukee, says, “I see people constantly who are paying their own way — their companies aren’t — people are taking out home equity lines of credit, because they see the need to better themselves in terms of their skills and expertise.”

In her work with businesses, Silverman takes her clients through personal learning exercises to give them some sense of control over their environments, versus having to

**Draves maintains that
in the twenty years
between 2000 and 2020,
some 75 percent of our
lives will have changed
dramatically.**

be in a reactive mode.

“Lots of times when people do strategic planning, they’re only using their opinions. I can guarantee you two things,” she says. “They will woefully underestimate what will happen in the future. The other thing they’ll do is miss issues on the fringe. And changes don’t come from within your industry — changes come at the fringes of society.” She cites as an example the rise of Facebook, which has caused some companies to question whether they need to have a presence on the social networking site.

The first thing Silverman does is to have her clients write a series of questions they’d like to answer, whether it’s regarding competitors, technology, trends, or anything else that could have a future impact on their organization. She then has them break up into teams and go in search of what experts are saying about a specific question five to twenty years into the future.

She wants each team to discover the answer on its own, she says, “because when they find it, they actually take ownership of it. ... Their eyes are opened to a world that is far broader and deeper than the one [in which] they actually live

today.” In some ways, this method lessens her clients’ stress and anxiety, and in other ways it heightens it. “If they find disconcerting information about the future, that can be disquieting,” she says. On the other hand, “they get extremely excited, because they see possibilities for a better world for themselves and for their organization [through] the decisions that they make.”

You Can Run, But You Can’t **Hide**

When Zach speaks, he emphasizes how fast the pace of our lives has become. We are “hyperliving,” he says. “We’re skimming along the surface of life, and the whole goal is not to enjoy what you’re doing, but simply to finish what you’re doing so you can go and do the next thing that’s waiting for you.” The average American, he says, spends less than fifteen minutes having lunch. And it’s even worse for people with laptops, Internet access, and cell phones. One study found that those who use all of these technological tools work, on average, eight hours more per week than those who don’t.

And that work is often very fragmented. Zach frequently quotes from another study that found office workers have up to eight windows open on their computer screens at once. They spend an average of eleven minutes on a project before being interrupted, and this time is typically broken up into three smaller tasks. It takes workers twenty-five minutes to return to their original tasks after being interrupted, and 40 percent of the time, they wander off to completely different tasks instead.

Zach doesn’t think living at warp speed is necessarily a good thing. He is fond of using a quote from writer and philosopher Eric Hoffer: “The feeling of being hurried is not usually the result of living a full life and having no time. It is, rather, born of a vague fear that we are wasting our life.”

In *Nine Shift*, Draves maintains that in the twenty years between 2000 and 2020, some 75 percent of our lives will have changed dramatically as we transition from the Industrial to the Internet

One View of Changes in the Near Future

Bill Draves '71, founder of the Learning Resources Network, believes these nine changes will alter our lives in the next ten or fifteen years. Most of them, he says, are already well under way.

1. Most people will work at home.

Organizations ranging from Best Buy to the federal government are moving more employees into telecommuting, because people who work from home work longer hours and are more productive.

2. Virtual offices, or Intranets, will replace physical offices.

In an office, managers supervise how employees spend their time, and that's simply dysfunctional, because businesses are really interested in results. Bosses will switch from supervising activities to supervising outcomes, which is far more efficient.

3. Networks will replace the organizational chart.

In the old pyramid structure, which was based on the factory model, information was limited to the top brass. But with a network, relevant information and decision-making power is shared across the organization, increasing efficiency.

4. Trains will replace cars.

In Europe you can now take a train from Paris to London (a seven-hour drive) in just two hours. The United Kingdom is going to spend \$20 billion on trains in the next fifteen years, and Toronto is devoting \$6 billion to a light rail system.

Trains will be equipped with wireless access, allowing people to work and travel at the same time.

5. Suburbs will decline.

As knowledge workers become more acutely aware of the value of their time, they will want to live within walking or biking distance of shops, stores, and light rail systems. Poor

people will move to the suburbs. In fact, as of 2007, more poor people are living in the suburbs than in cities. This shift will have an environmental payoff: the *Baltimore Sun* recently reported that simply eliminating suburbs would reduce driving by 20 to 40 percent.

6. New social infrastructures will evolve.

In particular, new systems of health care and continuing education are needed, because people will change jobs almost yearly in this century. People will need to receive continuing education no matter where they work or how often they change jobs.

7. Values and work ethics will change.

All of our values are for the factory — showing up on time, putting in long hours, and getting your work done. Now, because time is so valuable and because knowledge keeps expanding, we need to work faster and smarter. In the last century, if you were learning with others, it was called cheating. In this century, we value collaborative learning because people are more productive when they work with others.

8. Half of all learning will be online.

All subjects, even those such as music and ballet, can be enhanced with an online component. Online learning will do for education what the invention of the tractor did for food, making learning opportunities cheaper and more readily available in a wider variety of options.

9. Technology will replace buildings.

Higher education has this "edifice complex" — we're still spending too much money on buildings. In this century, technology expenses have to exceed building expenses, or individual institutions will be in real danger, because buildings are simply obsolete — they're just a cost.

Age. Drawing parallels between how things changed between 1900 and 1920, as the nation made the transition from an agrarian way of life to an industrial one, he outlines nine major societal shifts (see sidebar).

Draves says that just like Americans in the early 1900s, who sometimes took to shooting at the tires of those new-fangled horseless carriages, "the majority of people in the first decade of [this] century are reluctant to change or to see the full extent of the changes taking place." Draves takes a cue from William Bridges,

the author of two books that help people deal with transitions. Bridges counsels that when we move through an ending, we then go through a "neutral zone" before beginning the new phase of our lives. Draves posits that in the first decade of the twenty-first century, we're now in this neutral zone, which is characterized by a vague uneasiness as we're not sure what's ahead and what we're leaving behind. For anyone making the transition to the Internet Age, he writes, "this gut level feeling of ambiguity and uncertainty is a constant presence."

And the feeling may turn to alarm if people listen to Ray Kurzweil, an inventor and futurist who is a well-known proponent for the Singularity. Kurzweil writes on his Web site, "An analysis of the history of technology shows that technological change is exponential. ... So we won't experience one hundred years of progress in the twenty-first century — it will be more like 20,000 years of progress (at today's rate)." To arrive at that conclusion, Kurzweil extrapolates from the oft-quoted Moore's Law, which

Continued on Page 59



SCENE

Strike Up the Band

As his musicians turn their caps, UW Marching Band director Mike Leckrone leads Fifth Quarter after the Badgers defeated Michigan State on a late afternoon at the end of September. The backward cap is a post-game tradition, as the band looks back on a victory — in this case, fourteen straight victories, dating back to the 2006 season. But the Badgers' streak ended the next week with a loss to Illinois.
Photo by Jeff Miller

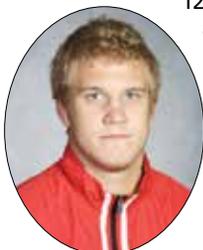


TEAM PLAYER

Craig Henning

Four things you should know about UW wrestler **Craig Henning x'09**:

- Although he played several sports growing up in his hometown of Chippewa Falls, Wisconsin, Henning knew wrestling was the only sport he wanted to pursue by the time he reached high school.
- After visiting the UW campus and meeting the coaching staff as a high school student, Henning notes that his college decision was "always the UW." Good thing for the Badgers, as Henning went on to compete as the only true freshman on the 2004–05 squad and qualified for the NCAA championships in his first year.
- Henning has been named team captain for the second straight year, and is coming off a junior year in which he placed second at 157 pounds in the NCAA championships. What are his goals for the upcoming season? "To go back to the NAAs," he says, "and win."
- Henning plans on graduating with a sociology degree, but intends to stay active in the wrestling world post-UW, either competitively or in a coaching role. "I've been training in the summer with [former UW wrestler and assistant coach] Donny Pritzlaff, and someday I hope to compete in the Olympics," he says.



Gearing Up

At home or away, the equipment staff gets everything game-ready.

Good thing **Mark Peeler** is a detail person.

As equipment manager for the football Badgers, Peeler makes sure that the team's 120 student athletes and their coaches have everything they need during countless hours of practice and for game day — whether it's held at Camp Randall or an opponent's stadium. With each player requiring a helmet, kneepads, a jersey, cleats, mouth guards, and more, it adds up to an astounding amount of gear. The team goes through one thousand pairs of socks and nearly as many shoes in a year.

During the season, Peeler keeps that inventory under control, describing his job as "taking care of these guys, always keeping up with the equipment maintenance, cleaning, and storing everything, and doing all the preventative checks necessary to avoid any breakdowns during games or practices."

To meet the steady demands, Peeler and his assis-

tant also count on fifteen student workers who, he says, "spend as much time here as the guys on the team."

The football team's practice and game schedule sets the pace for Peeler and his crew. Even during the off season, when the team only holds practices, the equipment staff still has plenty to do. Hours before practice, they start to unload the gear and set up the field, then stay behind when practice ends to clean, repair, and properly store everything. Cleaning dirty uniforms alone averages five loads per day in two industrial-sized washers, and the crew gives special attention to jerseys and pants, carefully examining them and treating all stains and paint from the field markings. Rainy days and mud, of course, offer their own challenges.

On game day, it's even more intense. Maintenance personnel help set up the field for games, but Peeler and his assistants get started four hours before kickoff, precisely laying out all pieces of the uniforms to ensure

that they are ready when the players start to arrive in the locker room around two hours before the game. Emphasizing the importance of preparation, Peeler says that if he's done his job right, he experiences a little down time while the game is being played. "If we hear somebody yell 'Equipment!' during the game, that's usually a bad sign," he says. "It's one of those things where I hope nobody notices us — because you don't get noticed unless you mess up."

Preparation also allows the equipment staff to respond as quickly as possible when a player suddenly exits the game motioning to a ripped shoe or a warped helmet. Football is a high-speed and high-contact sport, and even the strongest pieces of equipment can break down.

"I've seen a cracked helmet or two before, and we've had some seriously bent masks," Peeler says as he takes out a facemask that he keeps in his office. "This one happened when I was just starting out with the Badgers. A guy was on



Helmets, helmets, helmets: Lined up in the team locker room, headgear sits ready for a Badger football game. Helmets are some of the most important pieces of equipment Peeler and his staff work on — and the most often damaged.

defense, and he got smacked, and he came off the field to change his mask. The other team had just scored, and they're kicking off, so we're thinking we have some time to fix this thing. But then we return the kickoff for a touchdown, and he's got to get out on the field, because he's on our kickoff team."

With some players, Peeler says, equipment failure is more a matter of *when* than *if*. The linebackers and interior linemen are taking hits all day, and running backs such as sophomore **P.J. Hill** are often carrying the ball thirty-plus times a game, with a style of running defined by collisions. "P.J. always has a backup helmet," he says. "He needs to be ready all day, but he takes a lot of hits, and we can't have him missing plays because of us."

The equipment staff's to-do list may be long during the regular season, but it's nothing compared to bowl season, if the Badgers earn an invitation — which has been a lock during the **Barry Alvarez-Bret Bielema** era. Layers of complexity are added as arrangements are made to move the team's equipment and the administrative offices to a distant location. The equipment staff uses a semi donated to the UW Department of Athletics and fills it to the brim with items ranging from office materials to weights for the players to a generator, just in case there's a power loss. Working with the coach and some of the seniors, Peeler even helps select the mementos that the players receive for making it to a bowl game.

While Peeler logs seventy-five hours of work a week during the season, he loves his job. "I enjoy watching these kids grow," he says. "I don't mind taking care of them."

— Ben Sayre MA'06



JEFF MILLER (2)

Hours before kickoff, Mark Peeler methodically sets out jerseys and other gear in the locker room at the McClain Athletic Facility. The jerseys are pulled over shoulder pads before the players dress.

IN SEASON

Women's Swimming

Circle the dates:

February 21–23, 2008, the Big Ten Championships will take place in Columbus, Ohio.

Keep an eye on:

Senior Jackie

Vavrek, co-owner of the UW record in the 200-yard free relay as well as the 200-yard medley relay. Vavrek is coming off a 2006–07 season in which she captured an individual Big Ten title in the 50-yard freestyle. Placing fifth in the same event in last summer's 2007 ConocoPhillips USA Swimming National Championships in Indianapolis earned her a chance to compete at the Olympic Time Trials meet next year. She's hoping for her third straight first-team All-Big Ten selection in the upcoming 2007–08 season.

Think about this: Wisconsin tied for twenty-fourth place at the NCAA championships in Minneapolis last year, with five Badger women earning honorable mention All-America honors. If they make the cut again this season, it will mark the fifteenth straight year the Badger women have qualified for the NCAA championship meet.



Two-time All-American Jackie Vavrek holds the Big Ten title in the 50-yard freestyle.

UW SPORTS INFORMATION (2)

For UW athletes, where there's a will, there's a whey — a **whey-based sports drink**, that is. Created initially for the football team by the Babcock Dairy Plant, the beverage is designed to promote muscle recovery and repair. Whey — best known as Little Miss Muffett's treat, but actually a byproduct of cheese manufacture — is rich in a muscle-building protein. Known by the creative name Recovery Drink, the potable was formulated by K.J. Burrington of the Wisconsin Center for Dairy Research.

In August, the Athletic Department released its road map for the future when it unveiled its **master plan for facilities**. That plan includes the construction of a new women's hockey facility, indoor and outdoor tracks, a sports medicine facility, and an academic services center. For more on the master plan, visit uwbadgers.com.

The Badgers began the fall near the top of the national rankings in five different sports. The women's hockey, volleyball, and cross country teams, as well as the men's football and cross country teams, were all listed in the country's **top ten** by the Associated Press.

The women's rowing team created — and dominated — a new tradition in October. The **Rookie Regatta Rumpus** was a competition for novice rowers, and it pitted athletes from the UW against Minnesota. The Badgers swept the races at the event, which was held on Madison's Lake Mendota, so the UW took home its prize: a new trophy in the shape of a golden sledge hammer called the Hammer of the Northland.



You've Got Mail

Thousands join in grassroots effort to protect UW's budget.

Wisconsin's budget may have been more than a day late, but at least it wasn't too many dollars short in funding the UW.

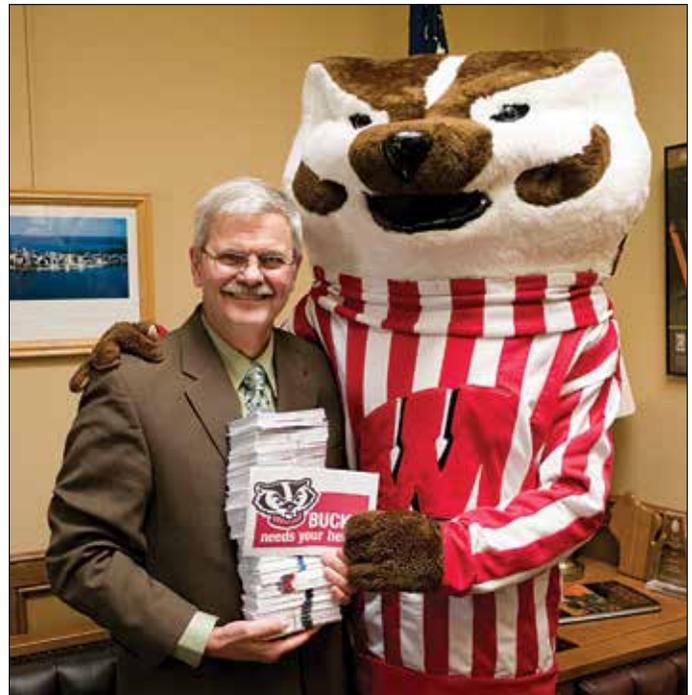
The state legislature ran more than a hundred days past deadline in passing Wisconsin's biennial budget, during which UW alumni made an unprecedented effort to make their voices heard at the Capitol.

Through a grassroots advocacy effort organized by the Wisconsin Alumni Association (WAA), legislators negotiating the state budget received nearly 30,000 messages from UW-Madison alumni. A September mailing to all alumni included prepaid postcards that thousands of grads used to directly contact their legislators. Graduates were encouraged to help "Save Bucky" by asking their elected officials to provide sufficient state funding for UW-Madison.

A companion Web site, SaveBucky.com, featured a short video of Bucky Badger asking for help in front of Bascom Hall, and offered visitors online tools they could use to learn more about the budget and contact their legislators. The video was also viewed hundreds of times on YouTube.

UW alumni responded in numbers surpassing all previous WAA efforts. For several weeks, postcards addressed to legislators from every district in Wisconsin flooded the Capitol. State Senator **Mark Miller '72**, who represents the sixteenth senate district (located in Dane and Columbia Counties), said his office received some 1,350 postcards.

"UW graduates made it clear that they want Wisconsin to keep UW affordable and accessible to students who want to learn, grow, and gain the enriching experiences that alumni did when they were enrolled at UW," Miller says.



BRENT NICASTRO

Bucky Badger (right) made his presence felt at the State Capitol during the fall budget battle. Here, State Senator Mark Miller shows the stack of 1,350 postcards he received from UW alumni during WAA's Save Bucky campaign.

"It's important that the state provides UW with the resources it needs for world-class research facilities and to prepare students for life after college."

As a public university, UW-Madison relies on state funding for the core education and services it provides to undergraduates on campus. The campus requested funding from the state to pay for two years' worth of ongoing commitments in UW's operating budget. The commitments include utility payments to keep the campus up and running, and salaries and benefits for faculty and staff.

WAA President and CEO **Paula Bonner MS'78** said the effort engaged alumni in the democratic process and demonstrated that UW grads are strongly invested in the university's future. "The response to 'Save Bucky' was an overwhelming show of support for the UW," she says. "Advocating for

the UW is a vital part of WAA's mission and history, and I thank all alumni who sent in their postcards and chose to get involved."

WAA provided the "Save Bucky" messages and tools through Alumni for Wisconsin, an organization of UW alumni and friends who volunteer to advocate for the university. The group creates a public dialogue about the importance of higher education in Wisconsin.

"Badger alumni are proof that when the state supports the UW, taxpayers see an outstanding return on their investment," said **Peter Christianson '71, JD'77**, chair of Alumni for Wisconsin. "UW graduates made their voices heard, and we know officials at the State Capitol got the message."

To learn more about advocacy for the UW's future, visit alumniforwisconsin.org.

— *Kate Dixon '01, MA'07*

Go Bowling!

The football Badgers are bowl bound, and you can follow them with WAA's official tour for alumni and friends of the UW. WAA offers deluxe accommodations, transportation to and from the game, a pre-game **BADGER BLAST/HUDDLE®** tailgate party, an on-site hospitality desk, and the personal service you've come to expect. For more information, call (866) 373-5073 or visit uwalumni.com/bowltours.

A Red Sea at UNLV

WAA hosts “world’s largest tailgate” — but who’s counting?

By all accounts, it was an alumni gathering of biblical proportions. On September 8, an estimated 13,500 fans flocked to the BADGER HUDDLE®/Blast before the UW football game against the University of Nevada-Las Vegas, giving Badger fans a claim (if unverified) to a world record for the largest tailgate party by a visiting team. Temperatures topped 100 degrees, and hungry and thirsty tailgaters kept WAA and W Club organizers scrambling. The groups served up some 28,000 bratwurst topped with 100 gallons of ketchup and mustard, washed down by 60,000 beers and 31,000 soft drinks.

“We haven’t been able to find an official record for largest visiting tailgate,” says WAA president and CEO **Paula Bonner**, “but we’re confident no one can top the numbers we put up.”

After the sea of red-shirted people parted, they flooded the gates of Sam Boyd Stadium. Badger fans made up more than half of the 38,250 in attendance, the third largest crowd in UNLV history, and its fourth home game sellout.



BENNE PALMORE

A sea of Badger fans braved triple-digit heat before the UNLV game in September. Although there’s no official world record for such things, WAA claims that this was the largest ever tailgate by a visiting team at a college football game — and they dare anyone to contradict it.

All four have come in games against the Badgers.

“Seeing all the red was overwhelming,” says **Barb Finley ’82**, who traveled to Vegas on a WAA athletic tour with husband **Patrick Finley ’84, ’88** and three other couples, celebrating a friend’s fiftieth birthday.

Of course, it was hard to

tell Badger fans from Rebel fans in the capacity crowd because both schools’ colors are basically the same. But after the scoreboard flashed the 20-13 Wisconsin victory, it was

clear who was celebrating the Fifth Quarter — one for the record books, even if *The Guinness Book of World Records* refuses to acknowledge it.

— *Karen Roach ’83*

Partners on the Palate

Abbott and Costello. Yin and Yang. Badger red and white. While all fine partners, none cross the palate as pleasantly as two Wisconsin culinary staples — beer and cheese. Last September, a group of fifty-three UW connoisseurs took a behind-the-scenes tour to find out how those Badger staples are made.

The tour was part of WAA’s Made in Wisconsin series, a lifelong learning program that gives participants an inside look at Wisconsin businesses through field trips to various companies around the state. The group’s first stop was the Roth Käse company in Monroe, where participants got to see the cheese-making process. After a Swiss-style lunch and demonstration on how to make fondue at the New Glarus Hotel, participants were entertained by an authentic Swiss yodeler, then headed to the New Glarus Brewery, where they were able to see beer made before taste-testing four different varieties.

“This was definitely one of our most successful Made in Wisconsin tours,” says WAA’s lifelong learning specialist **Ellen Clarke ’06**. “We really had an enthusiastic group, and this is a tour we hope to run again in the near future.”

Past Made in Wisconsin tours have included Harley-Davidson, Trek, and Ancora Coffee. For more information on upcoming tours and other lifelong learning programs, visit uwalumni.com/learning.

— *Ben Wischnewski ’05*



ANDY MANIS

Fan Dancing?

Allison Duncan and Bill Niemeyer ’94 polka on WAA’s Kellner Terrace by Lake Mendota on a steamy August afternoon. The lakeside party was one of the items on the block in WAA’s first Big Badger Auction in March. The association offered a second auction in the fall, raising funds for alumni and student programming.



Eighty Years Removed

By Alexandra Renslo '97

I recently met a 112-year-old woman. Actually, Catherine Hagel of New Hope, Minnesota, is just days away from turning 113. It's hard to get your mind around a life that spans three centuries, isn't it? It was for me.

As a news reporter, I meet and interview different people every day. During the ten years since graduating from the UW, I've met hundreds of people of all ages and backgrounds, and each one had a unique story to tell. But never before had I met someone like Hagel. After all, when you're the ninth-oldest living person in the world, you're bound to have a compelling life story.

When I listened to Hagel and her family describe a life that began in 1894, I found myself thinking how different our lives are today. As a thirty-two-year-old single woman living in Minneapolis and pursuing a professional career, I was curious to find out what Hagel's life was like at my age. I learned that she and I share the same birthday — November 28 — although she was born in 1894 and I came into the world on that day in 1974. What a difference eighty years can make.

Hagel spent almost her entire life in the same place, a farm in rural Rogers, Minnesota. She married in 1916, at the age of twenty-two, and she and her husband went on to have eleven children, including two sets of identical twins. Imagine the challenge of running a farm and raising a large family with no electricity, no running water, and no automobile. Their mode

of transportation was a horse-drawn wagon.

In 1927, when Hagel was my age, she was already the mother of seven children. Her oldest daughter, Cecilia Gulczinski, now eighty-nine, remembers long days spent helping her mother wash clothes, prepare meals fresh from the garden, and care for the younger children. "We worked hard," she says. "Mom always kept busy."

Even after automobiles entered the picture, Hagel's life was rooted at home. Family outings consisted of Sunday morning church and Sunday afternoon visits to see relatives and neighbors, all of whom lived within a mile or two.

"There wasn't that much stuff to go to, just family gatherings," recalls Gulczinski. In fact, during all of her life, Hagel took only one trip, when she was well past sixty and one of her sons drove her across the state line to Wisconsin to visit a friend. In today's highly mobile society, it's hard to fathom an entire life spent in one county. Since graduating from college ten years ago, I've made my home in three states and four cities. Most of my friends also have had at least that many different zip codes.

As someone who came of age in the early 1990s, I often think how lucky my generation is to be living in a time of such prosperity. The whole world beckons, and we are doing things never dreamed possible by the generations before us. Last year, I bought my own home. This year, I'm planning a trip to visit friends in China. And

yet, as I listened to Hagel and her family, a part of me envied what she had: an entire life devoted to family; a time when things moved at a slower pace, when neighbors and friends stopped by on Sunday afternoons just to visit; and a lifestyle that meant no running around from event to event.

"We spent so much time together," recalls Gulczinski.

What a contrast to our contemporary times. We now lead supersized lives, each day moving at a breakneck pace. We're overscheduled, overindulged, and overtired. We have *too* many choices. We have more ways than ever to keep in touch, yet we're becoming more and more disconnected. E-mails substitute for conversations. Text messages replace phone calls. Our jobs take us away from home for longer periods of time. Our extended families no longer live down the street — they are, in many cases, not even in the same area code or time zone.

It's all a far cry from the life Catherine Hagel knew. Hers was grounded in hard work, and she focused on family, friends, and faith. Perhaps that's her secret.

Alexandra Renslo is a television news reporter and anchor living in Minneapolis, Minnesota.

If you are a UW-Madison alumnus or alumna and you'd like the editors to consider an essay for publication in On Wisconsin, please send it to WAA@uwalumni.com.



"We now lead supersized lives, each day moving at a breakneck pace. We're overscheduled, overindulged, and overtired. We have too many choices."



Compiled by Paula Wagner
Apfelbach '83

40s–50s

Our apologies to **John Bues-seler '41, MD'44** of Lubbock, Texas, who was inaccurately described in the Summer 2007 issue. He's a retired Special Forces (Green Beret) colonel of the U.S. Army's Medical Corps.

From Bellevue, Washington, **Jerome Baer '47** writes that he's received two awards as a top human-services volunteer for his math tutoring — one from the local Eastside Association of Agencies, and the other from the National Football League.

Gerald Gruen '47 of Port Washington, Wisconsin, is back in the winners' circle: his poem "2007 Sonnet" took a first-place award at the eighteenth annual Writers' Institute conference in Madison in April. He also took home a first in 2004.

University of Illinois (UI) professor emeritus **Tim Nugent MS'48** has been called a disabilities pioneer for his tireless efforts to improve the lives of students with disabilities during his thirty-seven-year career at UI, and the Chancellor's Medallion that he received at the May commencement honored those efforts. Longtime colleague **Robert Espeseth '52, MS'56** shared this news and added, "He's a special guy!"

An honorary doctorate went to **Leslie Hicks MA'52, PhD'54** at UW-Madison's May commencement. As one of the first African-Americans to receive a PhD in behavioral neuroscience, he went on to become a scientist, educator, mentor, and administrator at Howard University in Washington, D.C., for more than fifty years. In 1968, Hicks also founded the first accredited doctoral program in clinical psychology at a historically

black institution. He lives in Silver Spring, Maryland.

Once dubbed the "international Emily Post" by the *New Yorker*, former UW System regent **Roger Axtell '53** has received the 2007 Outstanding Achievement Award from the International Association of Protocol Consultants. He's the author of ten books on international business, etiquette, and protocol — knowledge gained through three decades with the Parker Pen Company, based in his home community of Janesville, Wisconsin.

Congratulations are in order for **Lothar (Bud) Hoefft '53, MS'54** of Albuquerque, New Mexico: he's received the Stoddard Award from the Electromagnetic Compatibility Society of the Institute of Electrical and Electronics Engineers. It's the society's top award, recognizing Hoefft's quarter-century of contributions to the field of electromagnetic shielding, especially in developing "hardness surveillance" methods for military missiles and aircraft, including Air Force One.

In a Pickle: A Family Farm Story (University of Wisconsin Press) makes well over twenty books that have come from the mind and memory of UW emeritus professor **Jerry Apps '55, MS'57, PhD'67** of Madison. The latest, set in 1955, is the fictional story of a young farmer who must make life-altering decisions during a conflict between family farmers and a big pickle corporation.

Rachel Kapen, the spouse of **Sheldon "Shelly" Kapen '55**, wrote to share a poem she'd written in honor of his Phi Epsilon Pi reunion, held this fall in Madison. She added that he's now *Dr. Kapen* — chief of the neurology service at Detroit's V.A. Medical Center, director of its Sleep-Wake Disorders Center, and an associate professor of neurology at Wayne State University.

From Ponderay, Idaho, we

heard from **James Ramsey '55** about his new book, *The Buried Dot* (PublishAmerica). It's his tale of joining other young men in 1956 to fly the U.S. Air Force's new jet planes — and fill the gap until missiles took over — as the last line of defense for American cities fearing Cold War atomic attack. A former newspaper journalist, Ramsey is now a contributing editor for *Avionics Magazine*.

After more than a quarter-century of students urging him to write his autobiography — and another ten to complete it — UW Law School professor emeritus **James Jones, Jr. LLB'56** of Madison has created the 864-page *Hattie's Boy: The Life & Times of a Transitional Negro* (UW Law School, www.law.wisc.edu/clew/publications/hatties_boy.htm) — what Jones calls the final "homework" that his students assigned to him. All author royalties go into a student-created fund that will eventually establish a professorship in Jones's name.

In May, the Madison Committee on Foreign Relations welcomed **Nidra Poller '56** as its speaker on the topic of "French Presidential Elections: All Is Not Won." She's a novelist-turned-journalist, and the Paris-based editor of the Web site Pajamas Media, for which she writes about current events in Europe and the Middle East.

Delta Kappa Gamma's Society for Women Educators selected **Kay Kuester Doran '57** to give the keynote at the group's May conference in San Jose, Costa Rica. Her speech, presented in Spanish, was titled, "Humor, Dance, Art, and Movement in the Classroom." Doran is a retired teacher of Spanish and English who lives in Antigo, Wisconsin.

John Warren Stewig '58, MS'62, PhD'67 has published his eleventh picture book, *The Animals Watched* (Holiday House) — a retelling of the Noah's ark story. He's director

Oh, Do Tell...

Please send us the news of your recent achievements, transitions, and other significant life happenings. You may e-mail the (brief, please) 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 prevent us from publishing every item we receive, but we love to hear from you anyway.

Please e-mail death notices and all address, name, telephone, and e-mail updates to alumnichanges@uwalumni.com; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; fax them to (608) 262-3332; 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 member publication, which is now published quarterly and mailed independently of On Wisconsin.

x-planation: An x preceding a degree year indicates that the individual did not complete, or has not yet completed, the degree at UW-Madison.

of the Center for Children's Literature at Carthage College in Kenosha, Wisconsin, and part of the Association for Library Service to Children committee that will select the best information book of the year.

60s

President Bush nominated him; the U.S. Senate confirmed him; and now **Stephen Porter '60, LLB'66** is a new member of the National Endowment for the Arts. He's also senior counsel at the Arnold & Porter law firm in Washington, D.C.

Franklin Cheng PhD'66, one of the world's foremost experts on applying structural dynamics and optimization to the design of structures, has

received the American Society of Civil Engineers' highest award for his contributions to earthquake structural engineering: he's received honorary membership in the society. Cheng began teaching at the University of Missouri-Rolla in 1966 and is now an emeritus professor of civil engineering.

In May, the Nuclear Energy Institute bestowed its Lee Award for Leadership on **Donald Hintz '66**, and in June, he became president of the American Nuclear Society, which had honored him with its Future Vision Award in 2004. Hintz, of Punta Gorda, Florida, retired in 2004 as president of the nuclear-power company Entergy Corporation.

In addition to his urban-development and marketing-

consulting practice, Madisonian **John Gann, Jr. MA'67** has written two specialty how-to manuals. One assists classic-car hobbyists who are having trouble with local regulations; the other discusses the "seldom-treated subject of increasing the value of income real estate through zoning changes."

Changes to the Selective Service Act diverted **Lawrence Johnson '67** from grad school to basic training in 1967, but he eventually earned a PhD from Johns Hopkins; a post in the University of Texas-El Paso's English department, which he still holds; and a forty-year career in the army — "relinquishing command of the 70th Regional Readiness Command in Seattle," he notes, "and

retiring as a major general in May. Surprisingly, it all fits together." News coverage of Johnson's retirement dinner cited his jokes, reverence, eloquence, and fashion choice: dress whites with Birkenstocks.

Though **Jim Hirsch '69** lives and works in Los Angeles as a screenwriter and producer, he and his spouse, Judy, return to Madison often — Jim also teaches screenwriting at the UW as an adjunct professor. Observing that some UW entities are better known around the country than they are on campus, they've created the Hirsch Family Award to fund creative projects that "shine a positive light" on UW-Madison and create "connective tissue" among diverse undertakings. The first \$5,000 award will be announced in spring 2008.

Avid hiker, conservationist, author, founder of the Wolf Recovery Foundation (www.forwolves.org), and co-founder of the Greater Yellowstone Coalition all describe **Ralph Maughan MA'69, PhD'71** of Pocatello, Idaho — who also retired this summer after teaching political science at Idaho State University since 1971.

70s

The Wisconsin Football Coaches' Hall of Fame added a new star in March: Madisonian **Gary "Kope" Kolpin '70, MS'74**. For thirty-one years, he served as assistant coach, and then as head coach at Madison's Memorial High School, leading the team to two WIAA state-playoff appearances. We thank Kolpin's daughter, **Carmen Kolpin McDonnell '94**, for letting us know.

Gregory Barnes PhD'71 has written *A Biography of Lillian and George Willoughby: Twentieth-Century Quaker Peace Activists* (Edwin Mellen Press) about "two fellow Big Ten alumni who've been at the

Making the Most of Breadfruit

Gail Baccus-Taylor PhD'92 is working to enhance Captain Bligh's legacy.

When we think of the famous eighteenth-century sea captain, it's probably the mutiny on his ship, the *Bounty*, that first comes to mind, but there's much more to Bligh's place in history than that.

That fateful trip in the 1780s was aimed at transferring breadfruit — a large, round fruit — from its native, Pacific-island habitat to British possessions in the Caribbean to be grown as a food crop, and he was successful in introducing it to the Caribbean islands in 1793.

Today breadfruit also grows on Baccus-Taylor's native Trinidad, where she says it's regarded as a "poor man's crop" and frequently stands in for rice as a starch in the islanders' diet.

Despite breadfruit's rather shabby reputation among the eating populace, food scientists view it as an underutilized crop that can be more

widely cultivated to boost nutrition and provide a cash crop for farmers.

This is where Baccus-Taylor comes in: she and her colleagues at the Food Science and Technology Unit of the University of the West Indies are proposing an ambitious research program to their government to characterize the chemical and nutritional properties of various varieties of breadfruit. Then, she says, "We want to make various products based on those characteristics."

Baccus-Taylor also wants to inventory the types of breadfruit grown in Trinidad — information that will allow agricultural experts to advise farmers about which of the more than fifty varieties are best to plant.

Ultimately, she hopes that this program will improve the local nutritional intake, as many breadfruit varieties are good sources of B vitamins, calcium, and iron. And, she notes that developing this crop



Gail Baccus-Taylor sees the lowly breadfruit as a key to improving nutrition and the economy in Trinidad.

will help to reduce dependence on foreign food imports and improve food security.

Baccus-Taylor and her colleagues attended the First International Symposium on Breadfruit Research and Development in Fiji last April, which, she notes, "really put breadfruit on the map." She hopes that her work to choose the best varieties and grow them efficiently does that as well.

— *Harvey Black*

center of the American peace movement for the past two-thirds of a century." Barnes spent many years at Drexel University in Philadelphia, where he directed the English Language Center. He lives in Haverford, Pennsylvania.

The Massachusetts Department of Environmental Protection has a new commissioner in **Laurie Burt '71**, who's been a senior partner at the Boston law firm of Foley Hoag and founded its environmental law practice. She says she hopes to "set a new standard for both environmental protection and regulatory efficiency."

The children's picture book *How the Moon Regained Her Shape* (Sylvan Dell) has earned a 2007 Children's Choices Award and a 2006 Book Sense Pick for **Janet Heller '71, MA'73**, who teaches English and women's studies at Western Michigan University in Kalamazoo. The book's themes include self-esteem, friendship, and recovery from bullying.

Ticiang (Patricia) Diangson MS'72 is a longtime advocate for environmental justice — work she's continuing as the director of Seattle Public Utilities' Environmental Justice and Service Equity division. Diangson, who's been acting director since April 2006, says, "This is a dream job, combining my passion for environmental justice and ratepayer equity with the ability to do something about it."

The May 20 *Washington Post* Arts section ran a full-page story on **Ellen Reiben '72** and her twenty-three-year-old Jewelers' Werk Galerie (www.jewelerswerk.com) in Washington, D.C.'s Georgetown neighborhood. Reiben is a pioneering leader in "radical jewelry" — works that are more conceptual art than pieces to be worn — and explains, "It energizes me to show work that's scary." Her fall show, which "stretched

the idea of wearability," was fittingly titled *Unwearable*.

"I'm eighty-seven and completed four years at UW-Madison back in the dark ages (1938–42)," writes **Betty Gar-ton Ulrich '72**, who completed her degree when three of her five children were in college. That drive has propelled Ulrich all along — as she traveled for the Lutheran Church Student Service Department, married a Lutheran pastor, taught a Lutheran school, published three books, and co-founded what's since become the *Writers' Journal*, for which she's still a columnist. Ulrich spends time in Stone Lake, Wisconsin, and Mesa, Arizona.

Mary Cullinan MA'73, PhD'78 has been a professor of English — and president — of Southern Oregon University since 2006. She was previously provost and VP for academic affairs at Stephen F. Austin State University in Nacogdoches, Texas, and held various posts in the California State University system. Cullinan concludes, "That degree in English opens many wonderful doors!"

Donna Cutler-Landsman '73, MS'82 is spreading the word about velo cardio facial syndrome (VCF5), a genetic-deletion syndrome whose relatively recent identification leads to underdiagnosis. She's working to change that through international speaking engagements, educational consulting, and writing *Educating Children with Velo Cardio Facial Syndrome* (Plural Publishing). Cutler-Landsman is an educator at Elm Lawn Elementary School in Middleton, Wisconsin.

From assistant corporate treasurer at Rockwell Automation in Milwaukee to assistant treasurer at Perrigo Company in Allegan, Michigan: that's the path that **Mike Kelly '73, MBA'74** took this summer. He now heads North American treasury operations for Perrigo, a manufacturer of over-the-

counter pharmaceutical and nutritional products for the store-brand market.

Hearty congratulations to **Joanne Goldberg Yatin PhD'74**, who's served as the 2006–07 president of the National Council of Teachers of English. Having recently retired from a long career in public education, she also teaches at Portland [Oregon] State University's grad school and has published *English-Only Teachers in Mixed-Language Classrooms: A Survival Guide* (Heinemann).

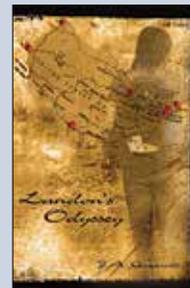
Veteran trial attorney **John Markson '75, JD'78** has emerged as the top choice of Wisconsin Governor **Jim Doyle '67** to take the Dane County Circuit Court bench, replacing retired Judge **Robert DeChambeau LLB'65**. Markson is a partner with the Madison law firm of Bell Gierhart and Moore.

Aviation History (Jeppesen) has earned award upon award for **Anne Millbrooke MA'75**, who's now updated her chronicle of aviation worldwide since the first balloon flights in 1783. A pilot and historian, she's directed the Archive and Historical Resource Center at United Technologies Corporation; taught history at several universities; earned Mellon, Smithsonian, National Science Foundation, and NASA fellowships; and is now a freelance writer in Bozeman, Montana.

Max Rothschild MS'75 was already a professor of agriculture and director of the Center for Integrated Animal Genomics at Iowa State University in Ames when he became its new Ensminger International Chair, charged with developing many collaborative international projects. As the first U.S. researcher to establish collaboration with the European pig-gene-mapping community, Rothschild is also the U.S. Pig Genome Project coordinator.

Larry Arbeiter '76, who's been hailed by a colleague as

Bookmark



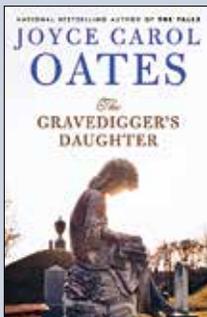
Part romance, part mystery, and part adventure, *Landon's Odyssey* (AuthorHouse) is the first novel by J.A. (Joe) Gasperetti JDx'65. It's the story of Gil Landon, a Milwaukee native and UW-student-turned-Vietnam-veteran who returns home with a lot working against him: his graduate studies have been interrupted; his job prospects are bleak; his war wound received only mediocre treatment; and his love is gone.

Landon senses that he must look to his past in order to improve his future — a journey that's aided by discovering six letters intended for wartime buddies that have inexplicably appeared in a shipping crate that he sent himself from Vietnam.

Flashbacks to Landon's UW days and Vietnam experiences shape the book's characters, who converge in San Francisco's Haight-Ashbury neighborhood during the turbulence of 1968.

The author is a past president of the UW's San Diego alumni chapter, as well as a WAA Sparkplug Award recipient. Like Landon, Gasperetti is a Milwaukee native and a Vietnam veteran. He's now semi-retired in Iowa City, Iowa.

Bookmark



After writing so many works in so many genres, one might wonder what **Joyce Carol Oates MA'61** has left to say. But what she says in her latest novel is deeply personal because she reaches back to her paternal grandmother, Blanche, upon whose life *The Gravedigger's Daughter* (Ecco Press) is based. Oates says it's an attempt to come to know the woman she was close to, but in retrospect, didn't know very well.

Among the parallels with Rebecca, the novel's protagonist, Blanche was the daughter of an immigrant gravedigger who brutally assaulted his wife, then shot himself. Her first husband was hard drinking and abusive, so she raised their son on her own. And Blanche was Jewish — something Oates learned only after Blanche's death in 1970.

After Blanche gave Oates a typewriter at age fourteen, she began writing and never stopped — continuing at Syracuse University, winning the *Mademoiselle* fiction contest, and earning her master's in English at the UW.

Oates met her spouse, **Raymond Smith, Jr. MA'58, PhD'61**, in Madison. Together they've operated a small press and published a literary magazine, the *Ontario Review*, since 1974, and she's taught creative writing at Princeton since 1978.

"one of the most thoughtful and insightful communicators in the country," has become the new associate VP for communications at the University of Rochester [New York]. He joins the school after twenty-eight years at the University of Chicago. Arbeiter also co-executive-produced the PBS biography *The Power of Choice*, about economist Milton Friedman.

The first book by **Jon Bartels '76, '82**, called *Saratoga Stories: Gangsters, Gamblers & Racing Legends* (Eclipse Press), captures the essence of the glamour, wealth, horses, scandals, and scoundrels who have swirled around horseracing's first one hundred years at Saratoga, New York. Bartels is a freelance writer and editor in Verona, Wisconsin.

John DeDakis '77 (www.johndedakis.com) writes that the paperback edition of his mystery/suspense novel *Fast Track* (ArcheBooks Publishing) is now out, and adds that it appears in the new "book zine" format. What's just as cool is that he's a senior copy editor for *The Situation Room with Wolf Blitzer* at CNN in Washington, D.C. DeDakis' spouse, **Cynthia Brown DeDakis MMusic'77**, is the national president of the Royal School of Church Music.

What we hear about **Diana Dyer MS'77** of Ann Arbor, Michigan, is that her "life passion is getting nutrition counsel to cancer patients." Dyer, a clinical dietitian and three-time cancer survivor, has authored *A Dietitian's Cancer Story: Information & Inspiration for Recovery & Healing* (www.CancerRD.com), the proceeds of which go to her endowment at the American Institute for Cancer Research.

Who's a 2007 Woman of Influence in Springfield, Illinois? You're right if you said **Joan Balch Freitag '77**, who's been active in — and

honored by — professional and charitable organizations in the community for more than twenty years. Freitag is a vice president and the director of marketing at Hanson Professional Services, an architectural and engineering services firm.

Johnny Russo MMusic'77 has done it again — but this time, even more so! According to the *Syracuse Post-Standard*, the "singer-trumpeter jazz man" has "put every ounce of fifty years' experience" into *I Have Dreamed* (www.watershed-arts.com/russo.html), a new CD that Russo says is "the best stuff we've ever done." He heads up the East Hill Classic Jazz Group in Ithaca, New York.

Patrick Carrick '78 kicked off 2007 with a new position as director of the Physics and Electronics Directorate for the U.S. Air Force's Office of Scientific Research in Arlington, Virginia. He's responsible for multi-million-dollar basic research portfolios, and notes that his program managers fund multiple efforts at the UW.

The third annual George Washington Book Prize — with its medal, \$50,000 award, and black-tie festivities at Mount Vernon — has gone to **Charles Rappleye '78**. His work, about the brothers who founded Brown University, is *Sons of Providence: The Brown Brothers, The Slave Trade, and The American Revolution* (Simon and Schuster), and it was fêted as the most important new book about America's founding era. Rappleye is a Los Angeles-based journalist, editor, and independent scholar.

There are three newly elected principals in the Milwaukee office of the Graef, Anhalt, Schloemer and Associates consulting-engineering firm: **Timothy Robinson '78**, **William Gruetzmacher '83**, and **Brent Pitcher '94**. In addition, three newly elected associates in the firm include **Mark**

Youngquist '96 in the Chicago office, **Uriah Wolfe '97** in the Milwaukee office, and **Bryant Stempksi MS'05** in the Fort Myers, Florida, office.

Kiplinger's chose *America's Bubble Economy: Profit When It Pops* (Wiley), a book co-authored by brothers (**John David Wiedemer MS'78, PhD'89** and **Robert Wiedemer MS'88**), as one of the best business books of 2007 for its executive book summary series. That's the good news. The bad news, predicts the book, is that the U.S. economy is headed for a "bubblequake" — the collision and bursting of multiple economic bubbles. David Wiedemer is an evolutionary economist and the manager of valuation support at the Business Valuation Center (BVC) in Reston, Virginia. Robert Wiedemer is a BVC managing partner.

80s

Fans of *Bill Moyers Journal* on PBS may have caught the July interview with poet, essayist, editor, and translator **Martin Espada '81** (www.martinespada.net), who spoke about his love of language and the human need for poetry. He also read from his latest book, *The Republic of Poetry*, which was shortlisted for the 2007 Pulitzer Prize. Espada is a professor of English at the University of Massachusetts-Amherst.

Willie Karidis '81 has been living in Denali Park, Alaska, for more than twenty years, but says, "I love Madison and the Badgers, and my memories of State Street and the richness of my Madison life will forever be etched in my mind." Karidis is the executive director of the Denali Education Center (www.denali.org), and this summer, he invited **Chip (John) Duncan '77** — a Milwaukee filmmaker, TV producer, and the founder of Duncan Entertainment (www.duncanentertainment.com).

duncanentertainment.com) — to be the keynote speaker at the center's first annual One World Film and Culture Festival.

Talk about the Wisconsin Idea! **Teri (Teresa) Venker MA'82** of Madison is now the executive director of university relations for the UW System's thirteen two-year UW Colleges and the UW-Extension, which, she says, "extend the resources and research of the university to all seventy-two Wisconsin counties."

In his new book, *The Crime of My Very Existence: Nazism and the Myth of Jewish Criminality* (University of California Press), **Michael Berkowitz MA'83, PhD'89** investigates the association of Jews with criminality — which he says is a rarely considered, but crucial element of the anti-Semitism that advanced the Holocaust. Berkowitz is a professor of modern Jewish history at University College London.

Cynthia Gorny (Cukla) Kukla MFA'83 was pleased to report that her painting *My Ostraka: History IV:v* was on display this fall at the Alexandria [Louisiana] Museum of Art, and that she traveled to Tallinn, Estonia, in October to present a paper at an international conference on printmaking and allied areas of art. Kukla has been a professor of art at Illinois State University in Normal since 1993, but spent 2006–07 on sabbatical in Greece as a visiting professor at Aristotle University of Thessaloniki.

Toni Sikes MS'83 is a success story in Madison — and well beyond — as the founder and CEO of The Guild, an online retailer of original art and fine craft items. She can now add *author* to her list of accomplishments as well, having penned *The Artful Home: Using Art & Craft to Create Living Spaces You'll Love* (Lark Books). Sikes splits her time between Madison and New York City, where The Guild just

launched its first public retail event: the Artful Home Show.

The next time you're in Guildford, Surrey — near London — think of **Brian Walters '83**. He transferred there in 2004 with J.D. Power and Associates, a marketing-information firm that conducts consumer surveys, and has now been promoted to vice president of European, Middle Eastern, and African operations.

Steve Busalacchi '84 has spotlighted many Wisconsin physicians, most of whom have a UW connection, in his new oral history called *White Coat Wisdom: Extraordinary Doctors Talk about What They Do, How They Got There, and Why Medicine Is So Much More Than a Job* (Apollo's Voice, www.WhiteCoatWisdom.com). The author runs his own Madison-based health care communications firm, but has also worked for the Wisconsin Medical Society and Wisconsin Public Radio.

Apex Companies, a Maryland-based environmental and engineering consulting firm, has welcomed **David Fell '84** as vice president and its first general counsel. He works in Apex's Arlington Heights, Illinois, office.

From Dallas, **Paul Schenian '84, MBA'88** writes that he's been promoted from chief financial officer to managing director of worldwide pre-owned aircraft sales for the business aircraft division of Bombardier, a Montréal-based leader in, as Schenian says, "planes and trains."

Author **Roger Bass PhD'85** says that his new book, *Amy's Game: The Concealed Structure of Education* (Book-Surge Publishing), is an attempt to blend his "thirty-plus years in education with an unblinking look at the data on school effectiveness." Bass is an associate professor of education at Carthage College in Kenosha,

Wisconsin.

Meg (Marguerite) McMullen '86 is president of New England Research & Management, an investment-management firm that provides expertise to wealthy individuals and families. She's recently moved its headquarters from Boston to Chicago, and says that she's very glad to be back in the Midwest.

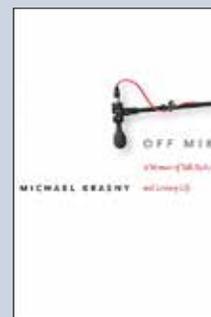
ImageWorks has acquired the first full-length feature film directed and co-produced by **(James) Alex Melli '88**: a psychological thriller called *Things You Don't Tell ...* that was represented at the 2007 Cannes Film Festival. Melli also runs Suktion Production (www.suktion.com) in Laguna Beach, California, and this fall directed another feature, *Buried Past*, for Dynamite Pictures.

When you're a kid, you thrill to see your name in a book, and that's the kind of excitement that **Sarah Foreman Rivera '88** is working to create. She's co-founded Custom Made for Kids (www.custommadeforkids.com) in Hinsdale, Illinois, to offer *The First Adventures of Incredible You* — a rhyme-based picture book that she's co-written, into which customers insert personal facts to customize it for their children. The book has earned a 2007 Outstanding Products Award from iParenting Media.

Ed (Pavlick) Pavlic II '89, MA'92 has strayed from his economics major, but it's all right: he's just published his second book of poems, *Labors Lost Left Unfinished* (Sheep Meadow Press). His next works are *but here are small, clear refractions* (Kwani? Books) and *Winners Have Yet to Be Announced* (University of Georgia Press). Pavlic directs the MFA/PhD creative-writing program at the University of Georgia in Athens, and will be part of the American delegation to the 2008 Calcutta Book Fair.

Commander **Amanda**

Bookmark



Author **Joyce Carol Oates MA'61** (see page 52) has told **Michael Krasny PhD'72** that they are "like brother and sister because we are of the same generation and from similar places," and she views them both as "working-class, bookish intellectuals."

The backstory of such a conversation with such an eminent author — as well as the backstory of his own life — are the stuff of Krasny's new book, *Off Mike: A Memoir of Talk Radio and Literary Life* (Stanford General Books).

Krasny is the longtime host of National Public Radio's *Forum*, a news and public-affairs program based at KQED in San Francisco. He's also been a professor of English at San Francisco State University since 1970, as well as a scholar, critic, and fiction writer.

In his current role with *Forum* and in several radio and TV positions before it, Krasny has interviewed a staggering array of the newsmakers and cultural icons of our time — work that has earned him many awards.

A self-proclaimed "writers' interviewer," he has a way of speaking with literary celebrities that makes them open up; his love of language and lust for literature are evident; and he's earned a reputation as an erudite and skillful interviewer.

Sellers Simsiman '89, MD'93

recently spent four months on a humanitarian, health care mission to Latin America aboard the USNS *Comfort*. She specializes in pelvic reconstructive surgery and was able to improve the lives of many patients as part of the joint U.S. Navy/Project Hope effort.

Being the head of alcohol policy for one of the world's largest brewers sounds a bit daunting, but attorney **Kristin Kaplan Wolfe '89** is doing it. She's spent the past sixteen years with Miller Brewing in Milwaukee, most recently as assistant general counsel, and now directs SABMiller's group strategy and policy on responsible alcohol consumption from the U.K. She lives near London.

90s

The new provost and vice chancellor for academic affairs at UW-Stevens Point is **Mark Nook PhD'90** — an astronomy and astrophysics specialist who was previously dean of undergraduate studies at St. Cloud [Minnesota] State University.

"Badgers of the world, unite!" writes **(James) Evan Smestad '91, MBA'04**, encouraging progress through collaboration. In June, he hosted the grand opening of a fifty-two-plot, ADA-accessible community garden in downtown Sacramento, California, that required the collaboration of the state, its Environmental Protection Agency, the city, and many dedicated volunteers.

In *The Unaffordable Nation: Searching for a Decent Life in America* (Prometheus Books), **Jeffrey Jones '92, MA'96, PhD'00** transcends politics and sets forth a public philosophy of reward for labor that he calls the Covenant on Affordability. Jones is an assistant professor of law at Lewis & Clark Law School and an employment lawyer at Barran

All Things Bright and Merry

It's becoming more commonplace to hear of those who have swapped one successful career for a very different one — and have done just as well. Such is the story of New Yorker **David Strand '81**, who traded in his legal career to become a designer of Christmas ornaments and holiday decorations.

Using his degrees in history and political science, Strand interned with the Wisconsin State Assembly during college and worked there for several years after graduation. He then earned a law degree, practiced at a Minneapolis law firm, and worked in the corporate sector. But five years ago, Strand decided it was time for a "more creative career path."

He returned to the drawing and painting skills he'd been practicing since

childhood and combined them with his avid interest in collecting Christmas ornaments. The result was a position working with ornament designer Christopher Radko, whose European artists produce Radko's designs using centuries-old processes that take seven days to complete.

Strand learned a lot about the ornament industry from his time with Radko and left in 2006 to form David Strand Designs. Like Radko, he began working with European workshops that use fine materials and time-honored techniques. His ornaments are mouth blown, and lined with silver for additional radiance. Then they're hand painted and further embellished with glitter and Austrian crystals. And, they're produced in limited numbers in order to



AARON CAMERON MUNTZ

David Strand's designs include a bevy of holiday beauties.

live up to Strand's insistence on quality over quantity.

Strand launched his first collection of ornaments and candy containers in January 2007. Retail locations are listed on his Web site, www.davidstranddesigns.com.

— P.A.

Liebman in Portland, Oregon.

The Chicago office of the William Blair & Company investment-banking firm has hired **Geoff Richards '92** as its co-head of special situations and restructuring. He was most recently a managing director with Giuliani Capital Advisors, and he's been an adjunct professor at Northwestern University's School of Law since 2001.

Kirsten Christensen Theisen '92 met **Pam Colburn Miller '92** and **Gary Quick '92** in a tropical ecology course, and they became fast friends. After Quick lost his second battle with non-Hodgkin's lymphoma in 2000, Theisen and Miller talked about how to honor him. They chose the Leukemia & Lymphoma Society's Hike for Discovery program (www.hikefordiscovery.org), in which participants raise funds while they train for an endurance hike. In October, Theisen, of Albuquerque, New Mexico, and Miller, of Colorado Springs,

Colorado, hiked the NaPali coast of Kauai wearing Quick's photo.

The suspense thriller *Net Loss* (Nightengale Press) is the first novel by **Tim Hein '93** — a feat that he credits to a writing workshop taught by **Laurel Yourke MA'73, PhD'79** and **Christine DeSmet '76, MA'87** of the UW's Writers' Institute. Hein, of Waukesha, Wisconsin, says they helped him to "break through the dreaded doldrums," complete his work, and get it published.

Dana Dillon MA'94 has called upon his experiences in the U.S. Army, as an Asian foreign-area officer, and as a senior policy analyst at the Heritage Foundation to write *The China Challenge: Standing Strong against the Military, Economic, and Political Threats that Imperil America* (Rowman & Littlefield). The Fairfax, Virginia, author is currently a senior strategic analyst at BCP International and a frequent television news commentator.

"Who's fortunate enough to get the opportunity to start a school from scratch?" began **Keith Gillette '95** when he wrote that he, his spouse, **Beth (Elizabeth) Black MA'77**; and several other UW grads helped to launch the Conserve School (www.conserveschool.org) — a co-ed, college-prep boarding high school in northern Wisconsin — in 2002. Gillette is now director of information technology at Lake Forest [Illinois] Country Day School, while Black is director of development at Chiaravalle Montessori School in Evanston, Illinois.

Rachel Stohl '95 has compiled an impressive record since leaving Madison. She earned a master's, worked at the United Nations and the Monterey Institute for International Studies, and is currently a senior analyst at the Center for Defense Information in Washington, D.C. She's also blended her knowledge into *The Small Arms Trade* (Oneworld), about the global

impact of the small-arms trade, as well as the strategies that could potentially combat it.

Who's news in the legal world? **Robert Adelman '96** recently became a partner at Levin, Riback Law Group in Chicago; **Joshua Hasko '97** has moved to Messerli & Kramer in Minneapolis; and **Matthew Hallingstad JD'05** has joined the Louisville, Kentucky, office of Dinsmore & Shohl.

In May, **Bradley Podliska '96** defended his dissertation, "Acting Alone: U.S. Unilateral Uses of Force, Military Revolutions, and Hegemonic Stability Theory," and in August, he received his PhD in political science from Texas A&M University. He's currently working overseas for the U.S. government, and writes, "P.S. And yes, I miss Madison!"

Blending Madison settings with his years of sports journalism, **Chris Earl '97** has crafted *The Interim* (Gate 8 Publishing) — a fictional story of tragedy, power plays, and corruption inside high-stakes college basketball. Earl, a news anchor at WEAU-TV in Eau Claire, Wisconsin, has also written *Gotcha Down* (Jones Books).

Margaret Hogan MA'97 is managing editor of the Adams papers at the Massachusetts Historical Society — a perfect position from which to co-edit *My Dearest Friend: Letters of Abigail and John Adams* (Harvard University Press). Written between 1762 and 1801 — from courtship to post presidency — the letters bridged the couple's frequent separations.

It's a significant accomplishment to earn one's living as a full-time artist, and **Jon Rappleye MFA'98** is doing it in New York City. Represented by the Jeff Bailey Gallery (www.baileygallery.com), he enjoyed his recent solo exhibit at the Jersey City [New Jersey] Museum and looks forward to other shows opening around the country in the near future.

Scott Tappa '98 has taken the reins of five Web properties at F+W Publications: Collect.com, a portal to F+W's collectibles publications; NumisMaster.com, a real-time coin-pricing database; OldCarsWeekly.com; AntiqueTrader.com; and NumismaticNews.net. Tappa lives in Scandinavia, Wisconsin.

Cecelia Klingele '99, JD'05 has amassed such a record of achievement at the UW Law School that she's the first law grad in more than sixty-five years to become a law clerk for a U.S. Supreme Court Justice. Klingele, a mother of five, will begin her one-year appointment with Justice John Paul Stevens in July 2008, but first finished a position with U.S. District Court Judge **Barbara Brandriff Crabb '60, LLB'62** in Madison, and is clerking for a U.S. Court of Appeals judge in Florida in the interim.

2000s

This summer, **Tassos (Anastassios) Coulaloglou '01** was one of thirty-one "peace fellows" sponsored by the Washington, D.C.-based Advocacy Project, which promotes human rights worldwide. You can read about his work in Nepal with the Collective Campaign for Peace at www.advocacynet.org/blogs. Coulaloglou has also been a freelance journalist in eastern Europe and is now working on a master's in international relations and diplomacy through a joint university program based in the Netherlands.

Adversity has led to great caring for **Tony (Anthony) Hernandez '01** of San Francisco, who writes that while he was in Kentucky for a fellow Badger's wedding during summer 2006, "somebody launched a ten-pound rock from a bridge, and it slammed into my chest while I was in the passenger side of a car going seventy-five miles per hour."

Hernandez has parlayed the experience into founding MyPoli.org (www.mypoli.org), a diverse group of "international citizens united to pursue world peace and a better future." He says, "I feel as if I have been given a new set of eyes for our world and future."

Matthew Fernandez Konigsberg '02 has made several strides of late: he graduated from the Rutgers School of Law, received the Hispanic Bar Association of New Jersey's scholarship award, began work as an assistant corporation counsel for the City of New York, and is pleased to be an uncle to his new nephew, Evan.

Hillary Schaefer '02, a clinical psychology student in the doctoral program at the University of Virginia in Charlottesville, has received a National Science Foundation Graduate Research Fellowship. She's studying the brain structures that cause emotional facial expressions with the \$90,000 stipend.

Madison-area foodies can enjoy wonderful eats and support local growers through a new program called Buy Fresh, Buy Local Southern Wisconsin. Its coordinator at the Madison-based nonprofit REAP Food Group (www.reapfoodgroup.org/BFBL) is **Rachel Armstrong '03**, who explains that REAP partners with local food producers and then guides the public to venues that offer their products.

Courtney Brown '03 was up against about a thousand competitors in her bid to become an intern at National Public Radio (NPR) this summer — but she made it and worked in the audience corporate research department at NPR's Washington, D.C., headquarters. Brown is now a grad student and research assistant at the Georgetown Public Policy Institute in Washington, D.C.

Are you a lover of the "strange but true"? If so, consider a new book by Mad-

isonian **Erika Janik MA'04, MA'06** called *Odd Wisconsin: Amusing, Perplexing, and Unlikely Stories from Wisconsin's Past* (Wisconsin Historical Society Press) — a great collection of curiosities that didn't make it into conventional Badger histories. The author also writes for the Wisconsin Historical Society's online collections.

If your credit card doesn't have a "skin," **Anthony David Adams MS'05** can fix that. He's founded CreditCovers (www.creditcovers.com), a Madison-based manufacturer of designs that consumers can stick on their cards to transform them from "mere financial tools to emblems of identity," according to a May *New York Times Magazine* article.

With the 2008 presidential election well upon us, **Stephanie Kundert '05** is keeping busy as a research assistant with Public Opinion Strategies, a Republican polling, consulting, and public-affairs firm in Alexandria, Virginia. She's also worked as a staff assistant to Congressman Paul Ryan (R-Wisconsin) in Washington, D.C.

obituary

(Thaddeus) John Szarkowski '48 — one of the most influential photography curators and critics of the twentieth century — died in July in Pittsfield, Massachusetts. During his nearly three decades as director of photography at New York's Museum of Modern Art (MOMA), starting in 1962, he almost single-handedly elevated photography's status from a mainly utilitarian medium to a fine art, making his case in seminal writings and landmark exhibitions. A national touring retrospective of Szarkowski's own photographic work took place in 2005–06, and two of his books remain syllabus staples in art-history programs.



In Honor of Hospitality

A gift of Chinese art acknowledges a long-ago university welcome.

When the Communist revolution in mainland China left the Chen family essentially homeless in the 1940s, they found a warm welcome and solace from UW-Madison and its neighbors.

The good feelings that hospitality engendered have been nurtured through the years. **Simon PhD'52 and Rosemary Ho Chen** supported many engineering students through scholarships. Now, they have made a gift of the family's extensive collection of Chinese art and related books to the Chazen Museum of Art.

"The Chen family was treated well at [the univer-

sity]," says Simon Chen, whose career in power and engine systems spanned high-level jobs with International Harvester in Chicago, Fairbanks Morse Engine in Beloit, and Beloit Power Systems, and as the chief investigator of his own Power Energy International.

"My parents appreciated the hospitality and good treatment from all these professors," he says, mentioning late mechanical engineering faculty **Edward E. Obert, Phil Myers MS'45, PhD'47, Otto**

Uyehara '42, MS'43, PhD'46, and Shien-Ming (Sam) Wu '58, PhD'62.

"They all were not only good friends of mine, but good friends of the family, as well," he says. "They helped us find jobs, to get citizenship



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CHAZEN MUSEUM OF ART (2)

Simon and Rosemary Ho Chen's gift to the Chazen Museum of Art includes more than one hundred works, including Chinese paintings, woodblock prints, and calligraphy.

— all these things a new family needed to survive here. They provided the social help to get us established.”

In the College of Engineering, Chen was especially influenced by Myers and Uyehara, and he worked in the Engine Research Laboratory that they established, which was then housed in a temporary building on the engineering campus called T-25. “I learned the T-25 ‘team spirit’ and from their insistence ‘to achieve and compete on a worldwide scale,’ ” he says.

The Chen family gift to the Chazen of more than one hundred works includes Chinese paintings, woodblock prints, calligraphy, folding fans, and rubbings created between 1692 and 1996.

About forty works from the collection were featured this summer at a Chazen exhibit. “The Chazen had hardly any Chinese painting and no calligraphy before this gift,” says **Julia Murray**, a UW-Madison professor of art history, East Asian studies, and religious

studies who curated the exhibit. “This collection elevates the museum’s holdings and will be a marvelous resource for study and public appreciation.”

The Chens, who plan to add another seventy to eighty art works to the current collection, say that “giving back is a natural thing to do.” They are also making a gift to help add a “T-25 room” to the newly refurbished Mechanical Engineering Building in memory of Myers and Uyehara.

— *Chris DuPré*

A Path to Possibility

A couple’s endowment just might nurture a future leader.

Shared values and personal traits such as hard work, common sense, intellectual integrity, quick and sound judgment, and thrift have not only been the glue that binds the marriage of **William ‘64, MS’67, PhD’69** and **Renate Sperber** — they also have allowed the couple to establish an undergraduate scholarship fund at the UW Foundation.

The Sperbers believe that one of the recipients of their support could one day become a leader who will find the solution to one of the world’s most critical problems.

The endowment, which will be funded largely by a bequest from the Sperbers’ estate, is expected to support a minimum of eight full-tuition scholarships per year.

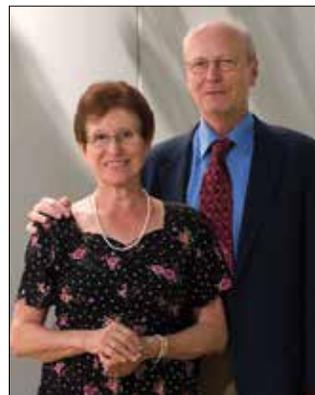
William Sperber, the grandson of German immigrants, was born in Door County, Wisconsin, in 1941. He knew he wanted to be a scientist or a biologist from the time he was young. Raised by Lutheran farmers emerging from the Great Depression, he was fascinated by how grass grew and by how things worked. In 1959, when he enrolled in the UW’s College of Engineering, he did so with no financial support from his

family. After a year, he transferred to the College of Letters and Science, where he received a bachelor’s degree with majors in zoology and chemistry. He earned a master’s degree and a PhD from the College of Agricultural and Life Sciences, then went on to a successful career as a microbiologist.

He has held positions at Best Foods, Pillsbury, and Cargill, where he retired in 2006 as senior corporate microbiologist. Today he continues to work on several major writing projects as a part-time Cargill employee and as secretariat for a new global initiative, the Safe Supply of Affordable Food Everywhere, Inc.

Renate Sperber was born in 1938 in Breslau, Germany. Her extended, freethinking family members became refugees after losing everything in World War II. She earned a business school degree in Sulingen, Germany, and emigrated to the United States in 1961. A successful office manager in Madison, she met William Sperber in 1963 at Rennebohm Drug Store, where they both worked part time to earn extra money.

“On our first date, February 19, 1963, we saw the movie *West Side Story* at the Middleton



JAMES GILL

Grateful for the paths opened to them by education, William and Renate Sperber have established an endowment for undergraduate scholarships.

Theater,” recalls William. “We married on April 13, 1963, later adopting two infant children.”

After further education, Renate had a long career as a medical coder for a large hospital and clinic. In retirement, she enjoys travel, gardening, reading, and music.

“We’ve been thinking about establishing this scholarship for years,” says William. “It has always been our dream to contribute to the university to sustain opportunities for the untold generations of deserving students that will follow us.”

— *Tracey Rockhill ‘87*

Weeds

Continued from page 29

legislature had never removed the statute that created the station, it couldn't object to having it up and running again.

But more importantly, there's symbolism. Today's station may not perform the same work as Kremers's old project, but it hopes to fill the same purpose: to improve the UW's pharmaceutical research and aid the drug industry. Where the problems Kremers hoped to solve revolved around consistency and quality, the problems today are cost and time. "The mission is essentially the same," says Van Campen. "We've just updated it a little."

Pharmaceuticals still offer huge economic possibilities. According to the consulting firm IMS, global drug sales added up to \$643 billion in 2006, nearly double the sales mark from 1999. And the UW is hoping for a piece of that action. The Wisconsin Alumni Research Foundation, which acquires patents for inventions from UW-Madison researchers, lists more than 300 new patents or patent applications under the category of pharmaceuticals, and 197 under drug discovery.

But taking new drugs from discovery to market is a long, risky, and expensive process. According to another consultancy, Bain and Company, it costs upwards of \$1.7 billion for a newly discovered chemical to move through animal testing and human clinical trials to FDA approval.

The Zeeh Station aims to help in between those stages. For instance, it had no role in the development of Thorson's glycorandomization technology — the work of invention and discovery was done in Thorson's lab, and the compounds it produced passed only briefly through the station on their way to further study elsewhere.

What the Zeeh Station does is called formulation — that is, turning laboratory chemicals into actual drugs. This means its staff has to figure out the new chemical's physical structure. (Is it crystalline or amorphous? Does it have multiple crystalline structures?) It has to determine whether the stuff will dissolve (and



The pharmaceutical experiment station's second home was in the Eagle Heights area west of Picnic Point. The once-vast medicinal garden now lies beneath grad student apartments.

if so, in any substance that won't either render the chemical impotent or, worse, poisonous), and find a way to keep it stable. They also have to find the best delivery system for the drug candidate — as an injection, for instance, or a pill, capsule, salve, or slurry.

According to emeritus pharmacy professor Kenneth Connors MS'57, PhD'59, getting potential new drugs through the formulation stage is one of the obstacles between pharmaceutical research and the marketplace. "There was this gap in drug development resources," he says. "When new compounds were discovered, they weren't really far enough along [for pharmaceutical companies to take a chance on funding further research], because these intermediate stages hadn't been performed."

And drug companies want to be careful about what research they fund, because the odds are against them. For every five thousand newly discovered chemical compounds with drug potential, only five are ever approved for testing on humans, and only a fifth of those ever earn FDA approval, meaning that 99.98 percent of all drug candidates never see any return on the research investment. By helping to develop drugs beyond initial discovery and prepare them for a

possible future, the Zeeh Station aims to give both scientists and pharmaceutical companies a boost. Van Campen, who spent several years working for the international pharmaceutical firms Boehringer Ingelheim and Nektar before returning to the UW, says her former colleagues were thrilled to hear that the station "speaks development," preparing new compounds for the practical problems they'll face through the approval process. It should, she hopes, give a better idea of what will and won't succeed.

"There's a saying in big pharma," says Van Campen. "If you're going to fail, fail fast. It's a lot less expensive."

That's the role of today's pharmaceutical experiment station — to help potential drugs fail faster so that only the best candidates will move forward, giving scientists (and the companies that invest in them) a better idea of which projects to pursue. As the station's scientific director, Mark Sacchetti MS'90, PhD'92, points out, it's still gardening — just of a different sort.

"We work with researchers and companies to find the best molecules to take forward," he says. "Our job is essentially weeding out the aspiring drugs that won't work." 🌿

John Allen is senior editor of *On Wisconsin*.

Futurists

Continued from page 41

states that the capacity of a computer chip doubles every eighteen months. The futurist believes that this principle can also be applied to nanotechnology and most other advances, as well — albeit at an even faster pace than Intel founder Gordon Moore originally envisioned.

But even some of those in Kurzweil's camp disagree that things will change that rapidly, arguing that the futurist is using something called static analysis, which maps out statistical projections while failing to account for human variables and other factors that could change over time. The *Economist* magazine satirized this particular kind of reasoning by coming up with a model for safety razors, which have gone from a single blade to five blades in the last ninety-odd years. Projecting a hyperbolic curve on a graph, it appears that the number of blades on a razor should reach infinity sometime before 2020.

Still, at least one recent development is giving weight to Kurzweil's views. In September, the *New York Times* reported that an IBM research fellow is developing something called racetrack memory that could blow Moore's Law to bits. Stuart S.P. Parkin, whose previous research brought you the enhanced storage capabilities of the iPod, may have devised a way to enable us to carry around a college library's worth of data in a device the size of a small pocket calculator. Perhaps as soon as the next several years, he expects to increase data storage capabilities up to one hundredfold, which will have profound effects on the computer industry as well as the information, communications, and entertainment sectors.

Adaptability Saves the Day

Like David Zach, Garry Golden '98 got his master's at the University of Houston, which offers the only futurist degree program in the nation. Rather than taking a strictly keynote approach, Golden is an organizational consultant whose goal is to generate a range of possible future scenarios so his clients can avoid surprises. "What we're allowing them to

do is to rehearse the future," he says. His first project involved working with Harlequin Romance on the future of fictional entertainment, helping them to market it to younger audiences by creating virtual reality worlds that allowed young readers to blend their real lives with fiction.

He now spends a lot of his time helping clients understand technology as it relates to generational differences. And he's also the project manager for a Texas Department of Transportation initiative to explore road finance, congestion, safety, energy, and urban development.

"We live in an age where anything is possible, but that's scary, because not all things should be possible." — David Zach

Golden loves what he does. Like many futurists, he considers himself an optimist. He concedes that as technology and science change, "conversation on ethics and values tends to lag ... [But] in the end, I think that what is good prevails, and that human beings and communities simply adapt." His optimism, he says, is not based on blind faith, but on past historical shifts. "When human beings went from an agricultural to an industrial society, it was a very disruptive thing. At the time, if you had extrapolated forward, you would have thought that we were forever going to be working in awful conditions, but things changed ... the laws catch up." Extrapolating the present, he says, often discounts how values and human nature will change.

Although the main driver of change right now is digital technology, Golden says, the next wave will be biological technologies, which will require us to have new conversations related to values. He sees nanotechnology as an area of hope, because "people who are involved in nanoscale science are actually getting ahead of the curve and developing

ethical guidelines now." He cites a recent announcement by DuPont to develop a set of research guidelines in conjunction with Environmental Defense (formerly the Environmental Defense Fund). "What impact will these tiny particles have on our environment and humans?" he asks. "What DuPont is saying is we want to understand the implications before we proceed."

Back to the Future

Zach would like to see more of this type of forethought before we plunge blindly ahead. In a time of tumultuous change, when we can't possibly keep up, he advises that we have to "figure out the things that *don't* change — and when you find those, it gives you a place to stand."

Not all change is progress, he says, and "sometimes the most radical thing to do is to not change." Zach bemoans what he sees as an obsession with technology and business as being the ultimate sources of solutions and meaning, and believes that we need to pay more attention to history, community, and families.

He describes his favorite futurist as G.K. Chesterton, because he believes that Chesterton embodies something that we are short of in our modern era: the willingness to learn from the past. "The more things change," Zach says, "the more we must learn from the past. We live in an age where anything is possible, but that's scary, because not all things should be possible." Chesterton advocated, he says, "giving votes to our ancestors. We assume that today is the most important thing and dismiss the past, blaming the past. History is full of accomplishments, and we should have gratitude for them. We have temporal arrogance."

And finally, although we may be opening a Pandora's box of nanotechnology, genetics, and robotics, Zach points out that the last thing left in Pandora's box was hope. "You must have hope," he says. "It's a moral imperative." ✍

Niki Denison, who is co-editor of *On Wisconsin*, has always wanted to live in the past, and she can't wait until technology advances to the point where time travel will allow her to do that.

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Letters

Continued from page 6

beautiful chalk study of The Beatles for me that I still have somewhere.

As a native of Waukesha, all my high school buddies were in Lakeshore dorms, and Ogg was certainly my second choice. But because my fellow residents were from far away places (like Illinois!) and hence on their own as well, we made it work. Without my social network, it somehow seemed more like I had gone away to college, even though I was only sixty miles from home. What a great time that was, and how fondly I recall my first home away from home. Even if it was made of cinderblock, it was the people that made it great.

*John Porter III '85
Charlotte, North Carolina*

Flashback

I enjoyed the Flashback [Summer 2007] related to fraternities, sororities, and musicians. As football season moves into full swing, I'm nostalgically reminded of the first UW Women's Band. We weren't allowed to participate in the UW Marching Band, since it was only for males back then, so a group of us started this women's band under the direction of Professor Orien Dalley. What fun we had!

I also recall one of the first football games where the spectators raised swaying arms to "Varsity," a wonderful tradition. My granddaughter, Emily Landis x'09, is now my linkage to all those memories.

*Clara Richter '36
Milwaukee, Wisconsin*

To Former *Octopus* Staffers

University Archives would like to add your *Octopus*-related archival items and reminiscences to its collection. Please contact David Null at dnull@library.wisc.edu or University Archives, Rm. 426 Steenbock Library, 550 Babcock Drive, Madison, WI 53706. The *Octopus* humor magazine at UW-Madison was launched by UW students in 1919 and ran for forty years. For more on the UW-Madison Libraries' collection of College Humor Magazines, see <http://www.library.wisc.edu/news/publications/Magazine47.pdf>.



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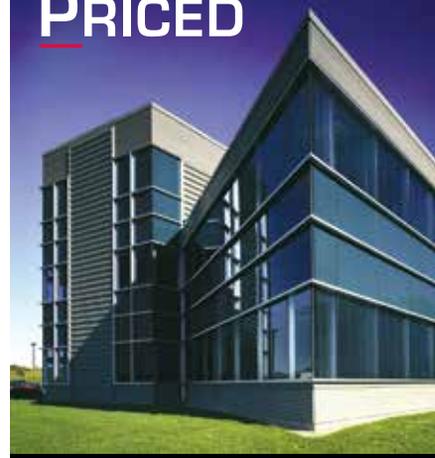
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Today, Andrea and her family—like thousands of others around the world—can be thankful for the role WARF plays in making good ideas better. She says when her first diagnosis came in, she worried whether she'd live to see her son through kindergarten. Thanks to TomoTherapy and WARF, she's now looking forward to his high school graduation.

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online

Register at uwalumni.com/learning for the following online events.

Marathon Training — January 22 to May 16. Train with Ron Carda PhD'90, an expert from the UW Department of Kinesiology — online — during the seventh offering of this popular class that prepares you to run in the Mad City Marathon on May 25.

American History 102: The Civil War and the Reconstruction of American Society — February 5 to March 11. Professor Emeritus Stanley K. Schultz offered this class to tens of thousands of students in his nearly thirty-year career. Now selections of it are available online in this non-credit course.

History of American Foreign Relations since 1941 — March 11 to April 17. Enrich your understanding of America's place in the world with UW history professor Jeremi Suri. Online lectures start with World War II and close with the war on terror.

January

15 through February 19 — **Dante's *Inferno* and Medieval Italy** — Instructor Chris Kleinhenz provides an introductory reading of Dante's *Inferno* and examines the poem — the ultimate synthesis of medieval thought — to gain an appreciation of the poet's view of the world in which he lived. Held at the UW on six consecutive Tuesdays. See uwalumni.com/learning.

27 **Body Worlds Exhibit** — 12:00–4:30 p.m. Join UW anatomy professor Edward Schultz for a lecture before viewing this anatomical exploration of real human

bodies at the Milwaukee Public Museum. The exhibits have captivated audiences across the country, and now the original Body Worlds comes to Wisconsin for the first time. Bus transportation is provided from Madison, with commuter rates also available. See uwalumni.com/learning.

february

24 through March 2 **Gardens of the Caribbean Sailing Tour** — Are you ready for a lush, tropical getaway? Journey from Antigua to Barbados aboard the sailing yacht *Sea Cloud II* with lecturer Neil Whitehead, a UW professor of anthropology. In your ports of call — Iles des Saintes, Dominica, Martinique, Grenada, and Trinidad — you'll tour elegant plantations and visit historic botanical gardens. Call (888) WAA-TRAVEL or visit uwalumni.com/travel.

march

3 through April 7 — **Seeking Truth, Living with Doubt: Science and Religion** — UW professor of physics Marshall Onellion investigates the intersections of faith, reason, science, the arts, and religion; and discusses how to integrate religious and scientific beliefs. See uwalumni.com/learning.

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JEFF MILLER

A heavy snowfall blanketed Bascom Hill last year with a magical beauty.



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Outside Looking In

Throughout its 100 years as a campus organization, the University Club, shown here during the 1924 construction that gave the building the look it has today, has seen much of campus history pass before its doors (see story, page 30). But it also played an important role in campus history because of one person it would *not* let pass through its doors: PhD candidate Arthur Burke.

Burke came to Madison in September 1944 hoping to finish up the residency requirement for his doctorate in English language and literature, and like many unmarried grad students, he hoped to get a room at the University Club while he was enrolled. But Burke was also African-American, and though the club listed no racial exclusion policy in its constitution or bylaws, it maintained an unwritten whites-only policy. Burke was refused a room.

But Burke had friends on the faculty, including former U Club presidents Helen C. White and Paul Clark. They objected on his behalf, and when the *Daily Cardinal* heard about the Burke affair, it pronounced the club's stand a "threat to democratic institutions" that "must be crushed." By October, the outcry had grown so loud that the club held a referendum on changing the policy, and by a vote of 150 to 98, it passed a measure calling for racial integration.

The vote may have been closer than some on campus wanted, but it marked a turning point in the UW's history. It was the first formal action the university took to combat segregation.

— John Allen

WISCONSIN

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