

On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

Law and Order: SNP

Special Narcotics Prosecutor
Bridget Brennan '77, JD'83
leads a fight against the illegal
drug trade 30

FALL 2013

That New Brat Smell 18 | Worth Your Weight in Gold 24 | Title IX, Realized 26 | Alum set to buy the NYSE 42

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Cover

Bridget Brennan is on the front-lines of the fight against narcotics trafficking in New York City.
Photo by Rob Bennett



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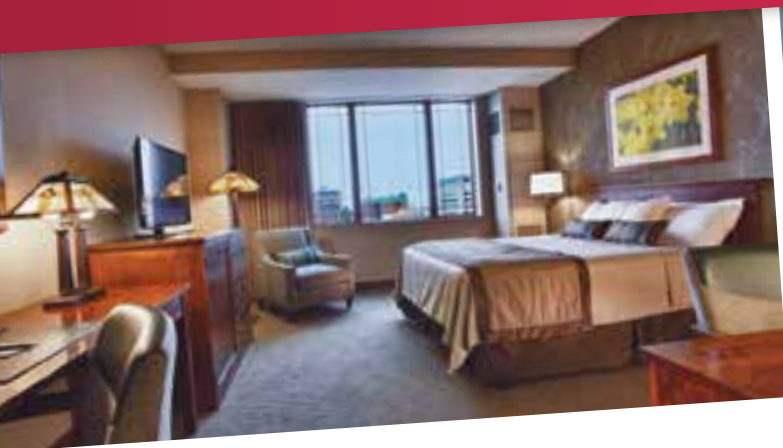
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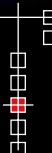


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FALL 2013

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Wisconsin Alumni Association
650 North Lake Street, Madison, WI 53706
Voice: (608) 262-2551 • Toll-free:
(888) WIS-ALUM • Fax: (608) 265-8771
Email: onwisconsin@uwalumni.com
Website: onwisconsin.uwalumni.com

Co-Editors

Niki Denison, Wisconsin Alumni Association
Cindy Foss, University Communications

Senior Editor

John Allen, Wisconsin Alumni Association

Senior Writer

Jenny Price '96, University Communications

Art Director

Earl J. Madden MFA'82, University Marketing

Production Editor

Eileen Fitzgerald '79, University Marketing

Class Notes Editor

Paula Apfelbach '83, Wisconsin Alumni Association

Editorial Intern: Preston Schmitt x'14

Design, Layout, and Production

Barry Carlsen MFA'83; Toni Good '76, MA'89;
Kent Hamele '78, University Marketing

Campus Advisers

Paula Bonner MS'78, President and CEO,
and Mary DeNiro MBA'11, Executive Vice
President and COO, Wisconsin Alumni
Association • Amy E. Toburen '80, Executive
Director, University Communications • Lynne
Johnson, Senior Director of Communications,
UW Foundation

Advertising Representatives

Madison Magazine: (608) 270-3600

Big Ten Alumni Alliance

National Accounts Manager
Susan Tauster: (630) 858-1558

Alumni Name, Address, Phone, and Email Changes • Death Notices

Madison area: (608) 262-9648
Toll-free: (888) 947-2586
Email: alumnichanges@uwalumni.com

Quarterly production of *On Wisconsin* is supported by financial gifts from alumni and friends. To make a gift to UW-Madison, please visit supportuw.org.

Printed on recycled paper.

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This magazine was printed by Arandell Corporation, a Wisconsin Green Tier participant.

Failures, I'm told, are humanizing.

(I'm often told this by people who are implying that I'm more human than most.)

In that spirit, I offer a tale about Bridget Brennan '77, JD'83, New York City's special narcotics prosecutor — a tale that didn't really fit in the article "Scripts and the City." (See page 30.)

Before she became one of the country's most powerful prosecutors, Brennan began her legal career oh and one.

Who was the (alleged) master criminal who bested Brennan in the courtroom? Was it the leader of a murderous gang or a sophisticated international money launderer? No — it was a turnstile jumper in the subway.

"Sam Chance," Brennan says, having no problem remembering his name. "It was what we call a *fare beat* — where somebody doubles up in a turnstile with somebody else, without paying the fare."

When he was charged, Chance pled innocent and went to a jury trial, and Brennan, then a new assistant district attorney, was assigned to prosecute. The defense strategy was simple: Chance argued that he didn't jump in the turnstile on someone else's fare — someone else jumped on his fare. That was enough to provide the jury with reasonable doubt. Chance was acquitted.

But he wasn't forgotten. Thirty years later, Brennan still has the details of the case etched in her psyche.

Oh and one: it sticks with you.

John Allen



The scene of the crime? Bridget Brennan's first prosecution was a *fare beat*: a subway rider who, Brennan argued, had not paid for his ride. She lost.

EARL MADDEN

Weighing in on the Experts

I enjoyed the “Ask the Experts” piece in the Summer 2013 *On Wisconsin*. However, I must disagree with Doug Soldat’s recommendation on grass. As a lawn aficionado, I think tall fescue is best suited for pastures, not lawns. It disrupts the uniform appearance of the grass and grows in unattractive clumps. Plus, it takes over the other grasses. It should be banned from lawns!

*Fred Abraham MA’69
Cedar Falls, Iowa*

I couldn’t agree more with Patricia McConnell’s expert advice in the Summer 2013 issue about rats as great pets. I had a pet rat in childhood and am the owner of two pet rats adopted from the Wisconsin Humane Society.

They are social, smart, and low maintenance. They are perfect pets for those who don’t mind getting a look of surprise on people’s faces when you tell them you have a pet rat!

*Marcia Blackman ’08
Milwaukee*

If you’d like to comment on the magazine, send an e-mail to onwisconsin@uwalumni.com; mail a letter to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or send a fax to (608) 265-2771. We reserve the right to edit letters for length or clarity.

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Of MOOCs and Mission

Let us hope that MOOCs [“The ABCs of MOOCs,” Summer 2013] will be big enough to call a smaller UW-Madison back to its mission. It is the large universities that have decided that Socrates, Plato, and Aristotle are not essential. Minimum exposure to natural science is mandatory while philosophy is ignored.

This has fostered the “trade-school mindset.” Having abandoned its historic calling, demanding a competent grasp of what antiquity teaches in our search for wisdom, the mega-university may see credentialing migrate to the trade-school model. ... Downsizing enrollment and tenured faculty may be easy compared to repositioning the massive physical plant.

*Joseph F. O’Connor ’68
Chicago*

Snicker Flickers

I am surprised there was no reference to the earlier nomenclature for Lakeside Cinema [Traditions, Summer 2013]. During my years at the UW (1955–56), the Union movies were known as the “Snicker Flickers.” Old silent movies were the usual fare, and after the film was over, the film would then be run backward with absolutely hilarious, uproarious laughter that I am sure could be heard clear across the lake. Cars, trains, people, et cetera were all seen going backward. It’s a memory never to be forgotten.

*Dale Voss MA’56
Annapolis, Maryland*

Don’t Let Them Rib You

Allow me to gently disagree with Aimee Katz ’13 regarding advice to a prospective employee on eating ribs [News & Notes, Student Watch, Summer 2013]. Having grown up in Kansas City, Missouri, the barbeque rib capital

of the world, I would imagine a prospective employer and other dinner guests would view a person eating ribs with a knife and fork as somewhat peculiar. In fact, it might even jeopardize that prospect’s employment chances.

I would suggest, first, waiting to order after others have, and do not order ribs if you’re the only person doing so. Second, if you do order ribs, explain that the proper means of consuming them is with your fingers, and while it might require more frequent use of a napkin, it is the most efficient and least awkward consumption method. Such devotion to tradition might even earn some kudos from the other guests.

*Harvey Fried ’48
Prairie Village, Kansas*

The Sounds of Aldo

On Wisconsin is one of my life-long learning tools. I still practice university teaching and research in Trinidad and Tobago, where I am fascinated by the morning soundscape of tropical birds.

On reading “The Sounds of Aldo” [News & Notes, Spring 2013], I now understand why I hear different bird choruses daily from approximately 4:45 a.m. to 6:00 a.m. At this time, according to Leopold, each of the species is responding to daylight one at a time and also waking me with a remarkable crescendo of music. I congratulate [Stanley] Temple and [Chris] Bocast for their painstaking reproduction of Aldo’s soundscape. I hope they continue to research his approach to environmental issues and the attendant changes that are occurring.

*David Dolly MS’78
St. Augustine,
Trinidad and Tobago*

Memories of Mike

It was fun to read about Marching Band director Michael Leckrone’s

Legendary Performers class [Classroom, Summer 2013]. When I was at the UW, Legendary Performers was one of my favorite classes. I always liked to sit in the front row so I could hear the music better. Professor Leckrone was great at engaging his students and making us feel comfortable participating — especially those of us near the front. One day when I was walking down State Street with a friend, Professor Leckrone saw me and said, “Hello!” My friend looked at me astonished and said, “That was Michael Leckrone! He’s famous!” The memory still makes me smile twenty years later.

*Emily Winch Boettge ’93
Edina, Minnesota*

Online Comments

Carrie [Coon, “The Accidental Actor,” Summer 2013] was so terrific when she played the victim/aggressor in *Blackbird* that I returned the next night to see her do it again. She was gracious and intense in conversation with me afterward. I am proud that she is a Badger.

George Affeldt

Thanks for this informative and timely article [“The ABCs of MOOCs,” Summer 2013] — especially for discussing the business plan and credit issues, which are often overshadowed by enthusiasm about access. All three should be considered thoughtfully in a MOOC strategy.

Sheila Leary

I have such respect for people who entered the field of astronomy [“The Planet Hunter,” Summer 2013] before it had the level of support and funding that it does today (though it still deserves more of each). Congratulations to Maggie

[Turnbull] for an amazing career, with much more to come.

Tori

Fantastic lines: "Fail early and often off-Broadway" [Class Notes, Summer 2013, "Jeff DeGraff PhD'85: Dean of Innovation"]. That way, when you reach the big stage, you will be ready to perform. I will teach this lesson to my fourteen-year-old until he gets it. I came

from a family where failing was not permitted ... ever. As a result, I never tried new things and stuck to safe, old boring trails. I feel like I have missed a lot of opportunities and am in professions I should not be in. I don't want that for my son. Great article!

Greg

[In regard to university e-mail, Flashback, Summer 2013]:

This launched in the fall of my freshman year. I remember calling friends back home and saying, "There's this thing on the computer where you can type messages to each other!" Not quite getting how it worked, we initially thought we needed to be on our computers at the same time for it to work. Caveman instant messaging!

Leah Castillo Ryznar

instagram

courtney_pfeifer



patrickcullen312



uw_ISS



bizkitsandavy



tweets

@vanessamowris

"Jump Around" came on while I was getting ready for work. #AlwaysABadger @WisAlumni

@B_Raw938

I've always wanted a letter from Hogwarts, but the notification of admittance to the Business School is good enough for me #OnWisconsin

@TheBestAlyxEver

You always know who is a @UWMadison alumni when Sweet Caroline comes on. They're the ones screaming SO GOOD SO GOOD SO GOOD!! #classic

@beckykhall

Working in Utah and I ran into a couple who graduated from @UWMadison in '66. We're bonding over the Rath, picnic point, and the Arb.

@InMadison

Left work on the @UWMadison campus last night near 11 p.m. and still many lights on, people hard at work. This campus never sleeps!

@Milla_Wafers

If the guy running the @UWMadison @BadgerFootball ticket sales isn't dressed up as Willy Wonka, there is something wrong with the world.

@CharlotteNSteph

Any time I meet a #huskers fan, I scoreboard the #B1G championship game. @uwmadison is the best. #livinginnebraska #badgerforlife



scene

Students make s'mores at DeJope residence hall,
September 10, 2012. Photo by Bryce Richter

A professor's words help a community explore its long-held beliefs.

A Self-Paced Journey

Two years ago, residents in predominantly black neighborhoods in Milwaukee started seeing billboards and bus ads asking a compelling question: *Whose life could you change with love?*

The campaign, Acceptance Journeys, has a goal of reducing homophobia, which public health researchers say contributed to a 144 percent increase in HIV rates among young, gay, black men in Milwaukee County between 2000 and 2008. Many of the men have left home after coming out to their parents and being told, "You can't live that lifestyle in my house." Some have moved in with an older partner, turned to drug use, or ended up in other situations that lead to unprotected sex.

But *homophobia* wasn't part of the community's vocabulary, even if it was part of the social environment driving HIV transmission. So **Shawnika Hull**, a UW-Madison assistant professor of journalism and mass communication who was in charge of messages for the campaign, and her collaborators decided that the best way to tackle the problem was to avoid using the word altogether.

"One of the things we were concerned about was creating a backlash," says Hull, whose dissertation research centered on encouraging HIV testing among women of color. "If you go into the community and say, 'You're homophobic. Stop that!' — that's not a strategy that's going to work."

Hull relies on community focus groups to tailor messages for the campaign, which features images of straight people alongside the co-workers, friends, or family members they accepted after learning they were gay. Their personal stories are featured on cards that are distributed through community organizations and churches.

BELOW: L TO R: CALS COMMUNICATIONS; PENGUIN GROUP; JEFF MILLER (2)



The campaign has straight people discuss their feelings about gay people: "I figure you treat people how you want to be treated."

"We don't want to put this campaign into the field as it's fully formed and just expect it to work," she says. "We want to know if we're causing harm or good."

Focus groups noted that church is an important influence as a community develops its beliefs about sexuality. The campaign's name is an allusion to "faith journeys," language people commonly use when talking about their spiritual growth. "We chose Acceptance Journeys so that it's clear to our target audience that we're talking to you, with you," Hull says.

With guidance from the focus groups, the campaign's messages became less subtle last year, including the taglines, "I love my son just as

quick takes

UW System President Kevin Reilly

announced in July that he will step down at the end of the year. Reilly has led the twenty-six-campus System since September 2004. In January 2014, he will become a presidential adviser for leadership at the American Council on Education.

Paul DeLuca, the UW's provost and vice chancellor for academic affairs, announced that he will step down from those positions and return to the faculty. DeLuca, a professor in the School of Medicine and Public Health, has served as provost since June 2009.

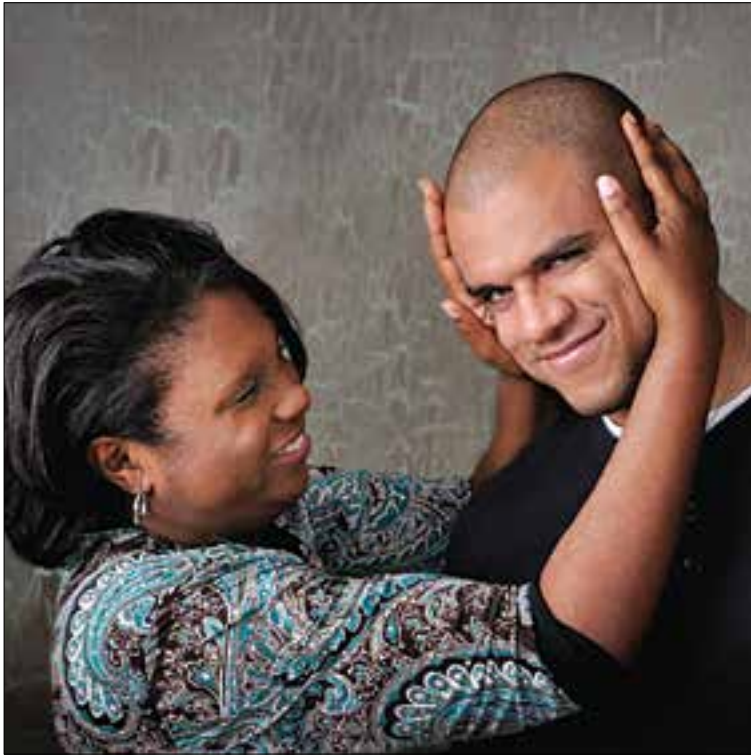


A team of food science students from the College of Agricultural and Life Sciences reached the finals in a competition at the annual meeting of the Institute of Food Technologists in May. The group invented a gluten-free, chocolate-and-raspberry frozen waffle.

A Tale for the Time Being is the first novel selected by Go Big Read, UW-Madison's common-reading program. Author Ruth Ozeki will visit campus this fall to meet with students and give a public talk on October 28 about the book, which draws on history, myth, quantum physics, and Zen philosophy.

UW Professor Yoshihiro Kawaoka has received an \$18 million grant to lead





“All in all, my family has really come a long way. I hope I have been able to show them what love and acceptance looks like.”

he is” and “Who my daughter loves doesn’t change my love for her.” And in October, the project will unveil even stronger taglines aimed at moving people toward acceptance.

Acceptance Journeys is a collaborative effort including the UW Population Health Institute, the community-based organization Diverse & Resilient, the city of Milwaukee, the Medical College of Wisconsin, and the Wisconsin Department of Health Services AIDS/HIV Program. As the project continues, with help from a three-year grant from the Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment, Hull will measure progress, comparing attitudes about gay people and transmission rates in Milwaukee



“When I first learned Uncle Ronnie was gay, it shocked me. I was about 15 years old. I had a choice to accept him, or not deal with him.”

to those in Cleveland, St. Louis, and Pittsburgh.

But there is already anecdotal evidence that Acceptance Journeys is making an impact. A minister recently invited the project into his church and took an HIV test in front of his congregation, and people from the community have asked to be featured in the campaign.

“We recognize that everyone is on their own journey ... and what we want to do is move people further,” Hull says. “We don’t think of behavior change as a dichotomy — either you’re homophobic or you’re not. People are at various places along this continuum.”

Jenny Price '96

a study of deadly viruses, such as influenza, Ebola, and West Nile. The research group includes scientists in Madison; at Washington University in St. Louis, Missouri; and at the Pacific Northwest National Laboratory in Richland, Washington.

UW alumni are among the best in the nation when it comes to re-paying student loans. According to the U.S. Department of Education, Badger grads had a default rate of just 1.16 percent in 2012, down from 1.82 percent in 2011 and well below the national average of 11 percent.



UW-Madison is Instagrammatic! The website Nitrogram rated the top seventy most popular universities on the social media photo-sharing site Instagram, and declared the UW the second most popular. Number one went to Boston University.

City of Madison and UW officials used a low-tech approach over the summer to get public feedback on reconstructing Library Mall: three chalkboards and supplies of chalk for passersby to share their suggestions. Ideas ranged from the serious (a bike lane) to the comical (a cheese fountain).





BRENT HUFFMAN (2)

Archaeologists on the Front Lines

A professor steps up to protect an ancient culture from modern threats.

J. Mark Kenoyer stands on a windswept peak in Logar Province in eastern Afghanistan, his head wrapped in a traditional scarf to protect against the harsh sun. It's easy to see why documentarian Brent Huffman wanted the UW professor of anthropology to appear in his upcoming film about Mes Aynak, a 2,600-year-old Buddhist monastery.

Huffman, an assistant professor of journalism at Northwestern University, needed someone who could articulate what will be lost when a new copper mine destroys this archaeological treasure. Kenoyer, at home in the region and with its culture, was his man.

Kenoyer gazes across a vast complex of stone houses, burial chambers, and stupas (ceremonial monuments) that dot the desolate landscape.

"This whole mountain contains artifacts that could tell us about life and commerce

along the Silk Road," he says. "Archaeologists need thirty years to properly excavate this site."

Unfortunately, they don't have nearly that much time. The site, languishing for years due to war and lack of funds, will close next year, and everything will be destroyed, archaeologists fear. Though the China Metallurgical Group says the mine will go forward no matter what, there is still a chance — a small chance — that the excavation could exist alongside it.

"Miracles can happen," says Kenoyer, who agreed to travel for the first time to the heart of Taliban country in August 2012 to help make a dramatic case for preserving global heritage. Around the world, archaeological sites are threatened by war, mining, dam-building, and even mass tourism. Rebellions in Libya, Syria, and Mali have endangered not only the lives of millions of people, but also thousands of

years of human history.

Archaeologists and anthropologists play a vital role in communicating the importance of what would be lost — and the potential benefits to tourism and culture if it can be saved. In the digital age, the impact of a well-crafted story, petition, or documentary can resonate much further than it might have fifteen years ago.

Take Kenoyer, an expert on the Indus Valley civilization. For thirty years, he has been excavating at Harappa, Pakistan, focusing on ancient technologies. He has also appeared on Pakistani TV and speaks fluent Urdu.

"I knew I wanted him to be part of my film as soon as I met him," says Huffman. "He's a world-renowned archaeologist with a rare ability to accomplish things in impossible situations."

Huffman will submit *The Buddhas of Mes Aynak* to film



UW anthropologist J. Mark Kenoyer is working to protect ancient artifacts such as the Buddha head pictured above.

festivals this year. Already, word has spread: a global petition to save Mes Aynak has garnered more than sixty thousand signatures.

Mary Ellen Gabriel

Sunny to Cloudy

The proposed state budget takes a turn when surplus is noted.

UW-Madison entered the biennial state budget process earlier this year on solid footing. Wisconsin Governor Scott Walker included \$89 million in new funding for the UW System in the proposal he sent to the state legislature in February.

Interim Chancellor **David Ward MS'62, PhD'63** called it “the best budget we have seen in many cycles.”

By summer, things went from best to worst.

Lawmakers were outraged to

learn the UW System had cash balances totaling \$648 million, accusing university officials of mishandling taxpayer money and falsely inflating the financial stress on the System. Of that total, \$298 million was ascribed to UW-Madison. Ward countered that this sum — less than 25 percent of the university's annual budget — was relatively small compared to other peer institutions, and that most of the funds were already committed to projects across the campus.

In response, Walker unveiled

— and legislators passed — a revised, bleaker version of the UW System budget. It removed the new money, froze tuition for two years, and also delayed for two years a plan that was to give UW-Madison more autonomy and flexibility in how it classifies, recruits, pays, and evaluates its twenty-one thousand employees. Walker signed the budget June 30.

Finances aside, one of the biggest challenges facing UW-Madison and its new chancellor, **Rebecca Blank**, is the damage

done to its already fractured relationship with state lawmakers.

“The state provides only 15 percent of our support at this point, and it wasn't very long ago that it was greater than 50 percent,” Blank said when she first arrived on campus this summer. “I want to make sure that our message gets out to the citizens of Wisconsin, of what the value of this university is as an educational institution and as a place of innovation.”

Jenny Price '96

Building a Better Burger

Students create new recipe for a Wisconsin restaurant chain.

In its pursuit of a better burger, a Wisconsin restaurant had to look no further than the UW.

Gilly's Frozen Custard sought help last fall after a market study suggested that the restaurant's beef didn't stack up to the quality of its custard. **Jeff Sindelar**, a UW associate professor of animal sciences and a UW-Extension meat specialist, proposed a friendly competition that could also serve as a hands-on learning opportunity.

In January, sixteen student volunteers split into five teams to develop a new recipe. They faced a few parameters: the burger had to be a quarter-pound, hand-pattied, 100 percent Angus beef, juicy, and replicable within a certain price per pound. Students began by experimenting with the different cuts, grinds, and fat-content levels of beef. From there, the challenge required trial and error to find the right flavor profile — and coming to work with an empty stomach.

“We ate a lot of burgers,” says **Abbey Thiel x'14**, an undergraduate food science student who is hoping for a career in product development.

After several rounds of judging, Gilly's selected the recipe from Between the Buns — a team of Thiel; **Cherry Lam x'15**, a graduate food science student; and **Seth Schulz**, an associate outreach specialist.

Gilly's adopted the recipe —

adding special seasoning and slightly altering the grind — for its Green Bay and Sheboygan locations.

“You put a lot of time and effort into projects for school, but it really doesn't go anywhere after you hand it in,” Thiel says. “So, it's pretty cool that [Gilly's is] selling my burger right now, and all the customers are eating a burger I designed.”

Preston Schmitt x'14



ISTOCK

one word

Subnivium

(sub-NIV-ee-um)

The microclimate region that exists beneath the snow. In spring 2013, UW Professor **Jonathan Pauli** authored a report in the journal *Frontiers in Ecology and the Environment* noting that the subnivium — a winter “haven for insects, reptiles, amphibians, and many other organisms” — is shrinking due to climate change. Snow cover in the northern hemisphere is as much as 3.2 million square kilometers smaller than it was in 1970. “Snow cover is becoming shorter, thinner, and less predictable,” said Pauli. “We're seeing a trend. The subnivium is in retreat.”

And Now for Something Delicious

One of the Memorial Union's most popular features is new and improved. The Brat Stand, which opened this summer, has replaced the smaller, open-air counter and grilling area that for years served hungry alumni and students. In addition to yummy smells, here's what you'll find.

Building access: employees don't have to cart materials across the Terrace to set up

Red granite countertop

Limestone facing

Retractable roof awning

14: Number of staff who can fit comfortably behind the counter (far more than the six or eight jammed inside the old location)

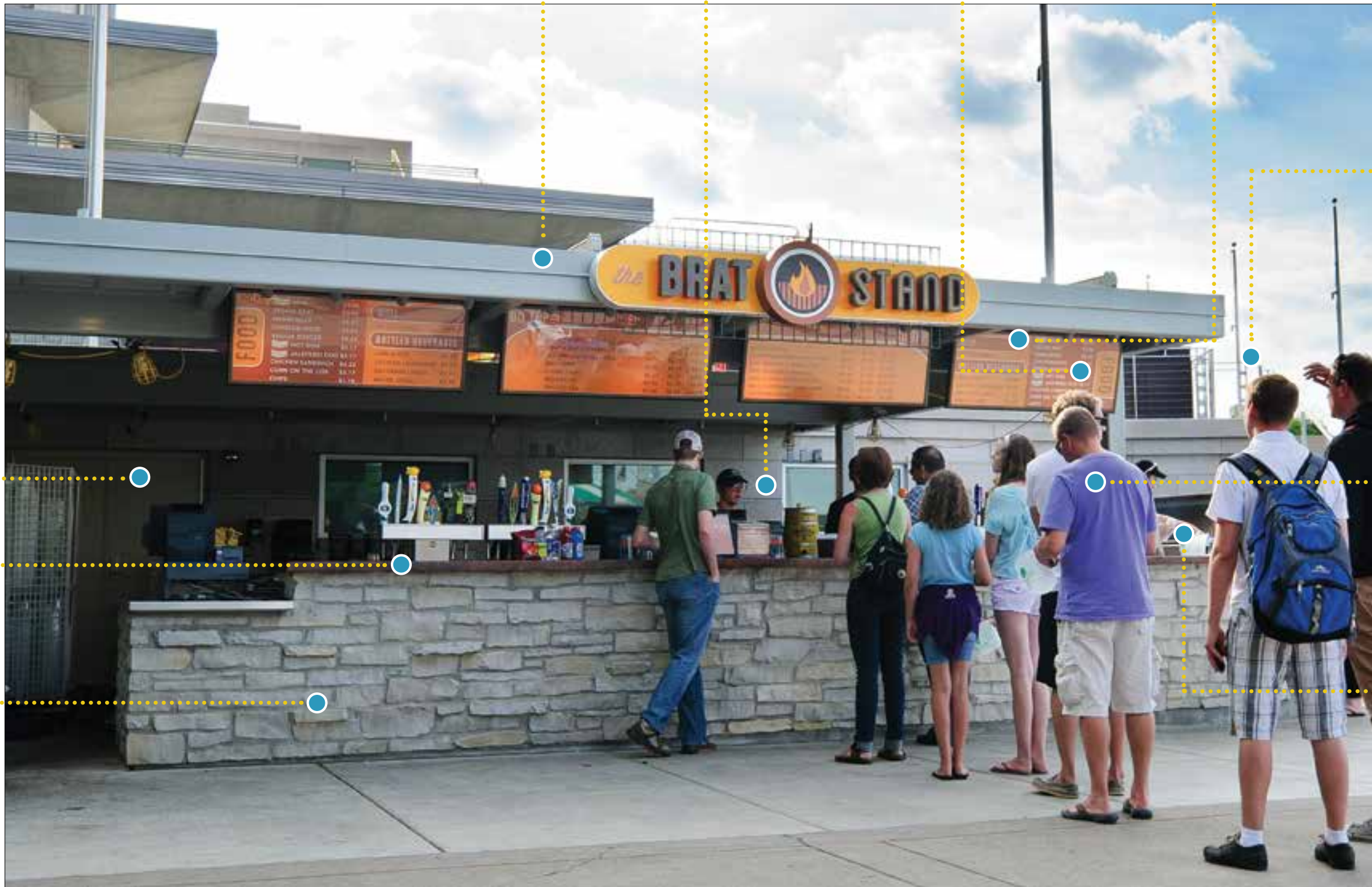
Don't like brats? Try corn on the cob, hamburgers, nachos, or pulled-pork sliders.

Wine by the glass

A new upper deck for hanging out on the Terrace

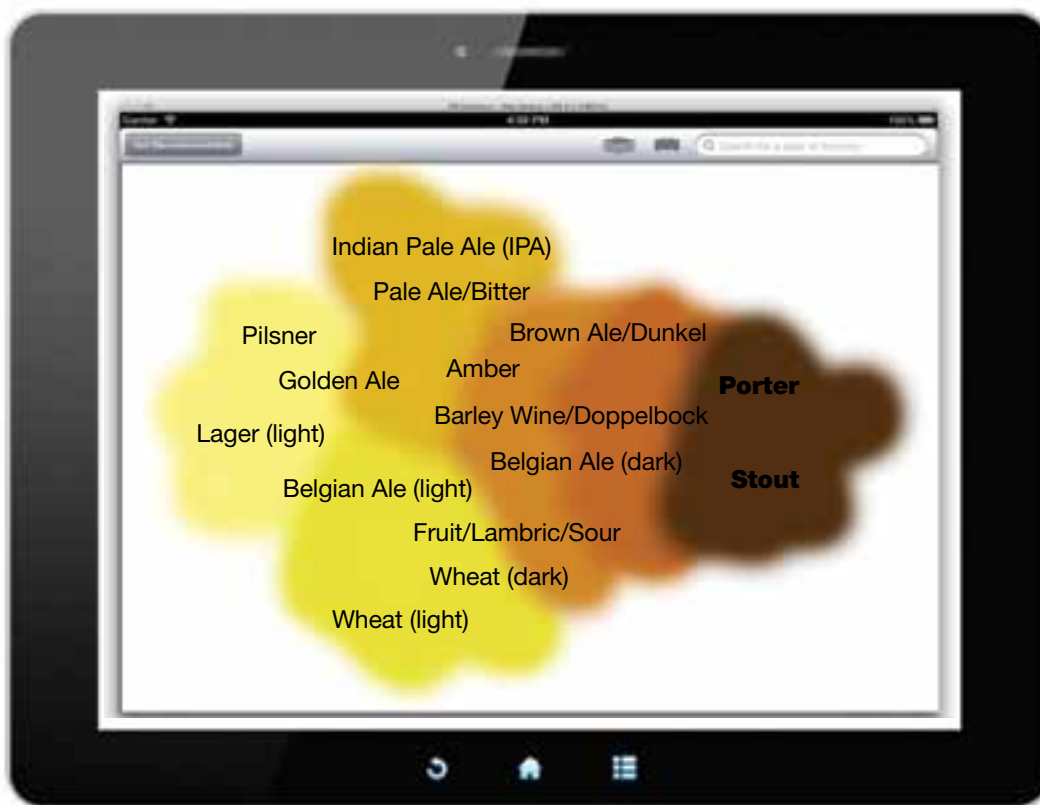
Line too long? The Union has opened The Gazebo, a food truck by Lake Mendota that serves another Wisconsin favorite: cheese curds.

600: Klement's brats sold on the average weekend day



BRUCE RICHTER

ILLUSTRATION BY EARL MADDEN, BASED ON BEER MAPPER GRAPHICS BY KEVIN JAMIESON



Ale's Well

The Beer Mapper helps people choose the right suds.

When exploring the murky continent known as beer, it helps to have a map. Will one find pleasure in the bright territory of the lagers and pale ales? Or do treasures lie in the darker regions inhabited by stouts and porters?

Only the individual drinker can decide for certain, but he or she no longer has to search alone. **Rob Nowak '90, MS'91, PhD'95** and **Kevin Jamieson PhD'14** are here to help. Inspired by the algorithms the two developed in their research, Jamieson created the Beer Mapper, a new app available for mobile devices that is designed to enable users to find the beers that they'll like best.

Nowak is a professor of computer and electrical engineering, and Jamieson is one of his graduate students. The Beer Mapper is the product of research that the two have been doing on active learning. "This is an interactive way of learning how humans judge a set of objects," Nowak says, "of finding how you would efficiently gather information in order to learn how to predict something — in this case, beer preferences."

The Beer Mapper draws on thousands of reviews of different beers from the website ratebeer.com to classify varieties using a range of characteristics, such as whether the beer in question is malty, bitter, fruity, hoppy, light, or dark. It then plots each beer on a map — the one pictured here — based on the aggregate of those descriptions.

Users can look for a particular beer variety they like, and then see what other beers are similar. Or, they can go through a series of questions to discover where on the map their tastes lie. "We ask them either/or questions," Jamieson says. "Do you prefer A or B? Do you prefer [Leinenkugel's] Summer Shandy or Tommy's Porter?"

The Beer Mapper has incorporated the feature dimensions of each beer, and so after a few questions are answered, it can plot a user's favorites on the beer continent.

Jamieson worked with an app developer named Kevin Clark to prepare the Beer Mapper for commercial use, and it became available for download onto mobile devices through Apple's App Store this summer.

John Allen

Pathology/Pathobiological Sciences 210

HIV: Sex, Society, and Science

The instructors

Six UW-Madison researchers from the AIDS Vaccine Research Laboratory lead the class. Many entered the field of pathology in the 1990s, when the first antiretroviral drugs were just starting to prove their value.

The takeaway

"This is a class about HIV, but it's also about critical thinking, about using the scientific method to conceptualize a complex problem, where students have to identify hypotheses, then test and refine them," says co-leader **David O'Connor PhD'01**, who studies immune system genetics and HIV in the Department of Pathology and Laboratory Medicine in the School of Medicine and Public Health.

History of a pandemic

The students are too young to remember AIDS as the uniformly fatal disease of the 1980s and early 1990s. "We made the strategic decision to cover the history, but we really want them to understand the dimensions of the epidemic today," O'Connor says.

HIV today

Most of the estimated 34 million people infected with HIV live in sub-Saharan Africa and other developing countries. But due in no small measure to a generous American program proposed by President George W. Bush, 8 million people around the world

are getting antiretrovirals, says **Matt Reynolds '98, PhD'06**, a UW associate scientist. Advances in treatment, combined with some progress in vaccines and a better understanding of how to prevent infection, have given rise to a new goal: an AIDS-free generation.

The science of infectious disease

Since the 1980s, AIDS and HIV have sparked an explosion of interest in infectious disease and immunology, says class co-leader **Thomas Friedrich '97, PhD'03** of the Department of Pathobiological Sciences in the School of Veterinary Medicine. "To understand HIV pathogenesis, scientists had to learn a lot about immunology," especially regarding the T-cells that direct the immune system to destroy virus-infected cells, says Friedrich, who studies how viruses like HIV and influenza evolve to evade the immune system.

The future of AIDS: a cure?

Instructors, including associate scientists **Dawn Dudley** and **Justin Greene '05, PhD'10**, discuss two people who have been "cured" of AIDS.

Although HIV can be controlled by a series of drugs, the virus is disturbingly quick to evolve. Much as bacteria are evolving resistance to antibiotics, HIV could evolve immunity

to antiviral drugs and eliminate decades of progress, O'Connor says. Even though progress toward an AIDS vaccine has been painfully slow, at least one candidate vaccine has produced some protection, he says, adding, "A vaccine would truly be a transformative intervention that could eradicate HIV or dramatically limit its spread. A vaccine remains the moonshot of AIDS research."

Influencing careers

After each semester, one or two students report that the course caused a shift in their academic and career focus. **Robert Kueffer x'14**, who took the class in fall 2012, says it was the reason he decided to get a global health certificate. "I have always thought I'd do business, make money, but this is something that really affects people," he says.

David J. Tenenbaum MA'86



ISTOCK

TEAM PLAYER: James White x'14

Senior running back **James White** keeps reminding himself, "Whenever you get your opportunities, just make the most of each play."

He did it in high school at St. Thomas Aquinas in Florida, standing second in line for carries to star halfback Giovani Bernard.

He also did it in his first three seasons at the UW, serving as a change-of-pace running back to starters **John Clay x'11** and **Montee Ball x'13**.

And he will attempt to do it once again this season — even if he finally captures that elusive role as the lead rusher.

While White's counterparts thrived as feature backs (Bernard and Ball were the first and third running backs selected in the 2013 NFL draft, respectively), White dug out a niche in his reserve role. He believes that experience molded him into a versatile player — capable of running inside and outside of the tackles, catching passes out of the backfield, pass protecting, and returning kicks.

Despite inconsistent opportunities, White's production remained steady. The speedy halfback won consensus Big Ten Freshman of the Year in 2010 after scoring fourteen touchdowns and eclipsing the 1,000-yard mark on the ground. His 2,571 career rushing yards place him among the top active leading rushers in the NCAA.

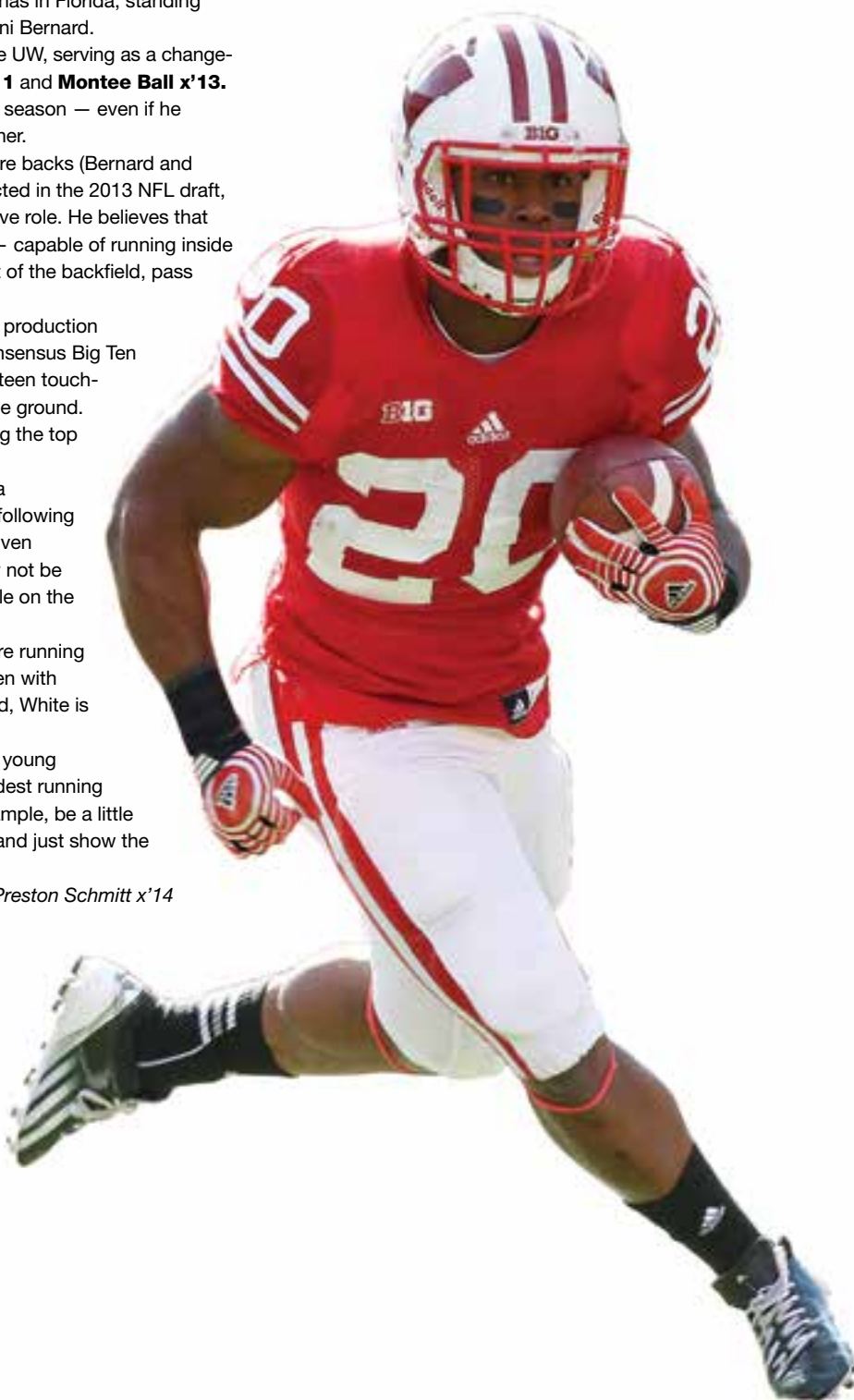
However, after bursting onto the scene as a freshman, White's carries declined each of the following seasons. But he remains undeterred, noting, "Even though I may not have the starting job and may not be getting the most carries, I know that I have a role on the team."

White now has an inside track on the feature running back role with Ball's departure. These days, even with NFL aspirations lingering in the back of his mind, White is focused on evolving into a leader.

"It feels like just yesterday I was one of the young people in the [locker] room, and now I'm the oldest running back," he says. "I definitely have to lead by example, be a little bit more vocal, step outside my comfort zone, and just show the team what hard work's about."

Preston Schmitt x'14

"I definitely have to lead by example, be a little bit more vocal ... and just show the team what hard work's about."



On the Right Track

Ed Nuttycombe's unwavering focus made him the Big Ten's winningest coach.

On a sunny, late spring day in Madison, **Ed Nuttycombe**, head coach for UW men's track and field, is at work in his office in Kellner Hall, overlooking Camp Randall.

It has been a few days since he announced that the 2013 season — his thirtieth leading the program — would be his last. He's talking to a writer, one of many interviews he's done since announcing his plans to retire, when he gets a text message.

"Coach, will you be retiring your Fireball stash as well?" asks **Reggie Torian x'97**, a former UW hurdler, asking about Nuttycombe's stockpile of cinnamon-flavored candy. "It was an honor to know you and to have been coached by you. Good luck, and what a great career!"

Nuttycombe gets misty-eyed as he reads the text out loud. He calls Torian, who still holds the collegiate indoor 60-meter hurdle record, the greatest athlete he ever coached.

"It's been great to hear from all these guys. I can't even begin

to tell you how many I've heard from," he says.

Along with the memorable relationships with student athletes, Nuttycombe has garnered so many achievements and accolades that he is the winningest coach in Big Ten history — and that's in any sport.

A Hall of Fame coach's son, Nuttycombe was a pole-vaulter, hurdler, and decathlete on the Virginia Tech track team. After a stint as a graduate assistant at Northern Illinois, then-UW track coach **Dan McClimon** offered him an assistant coach position in 1981. When McClimon died in a plane crash in 1983, Nuttycombe served as interim, and then was named head coach in 1984.

His teams won twenty-six Big Ten titles, more than any in conference history, including 2012 outdoor and 2013 indoor championships. In 2007, his Badger men claimed the NCAA Indoor Championship, the only Big Ten program ever to win the national title. The cross country team — which he did not directly

coach, but did oversee — has won twenty-six conference titles, including the last fourteen in a row.

Nuttycombe earned Big Ten Coach of the Year honors a record twenty-two times. He was named the U.S. Track & Field and Cross Country Coaches Association National Coach of the Year in 2007, and won the association's regional coach of the year eleven times.

Naturally, the athletes Nuttycombe has coached have been highly decorated as well: 183 track and field All-Americans, 12 NCAA individual champions, 163 Big Ten individual champions, and 279 Academic All-Big Ten winners.

"Ed's career is unparalleled," says **Barry Alvarez**, the UW's director of athletics, who knows something about building a program. "To be able to adapt to all the changes in society and in student athletes over the last thirty years, while maintaining such a high level of success,

is amazing."

Despite his remarkable record, Nuttycombe is humble, chalking up his success to "a little bit of luck, a little bit of intuition, and knowledge I was able to get from Dan McClimon and my father — and surrounding [myself] with good coaches and athletes."

Though he'll no longer be heading the program, Nuttycombe isn't completely walking away; he plans to be a volunteer assistant for the track team.

"I think it's going to be fun. I think it's going to be a lot of fun," he says.

Greg Bump



W BADGER SPORTS TICKER

Evan Jager x'11 won the 2013 U.S. steeplechase in June, running the 3,000-meter race in 8:20.67. The steeplechase is a middle-distance obstacle race, in which contestants must leap over nearly meter-high obstacles and water pits. Jager competed in the world championships, which took place after press time in August.

Five Badger women's hockey players were named to Team USA for the 2014 Olympics: Jessie Vetter, Brianna Decker, Meghan Duggan, Hilary Knight, and incoming freshman Anne Pankowski x'17.

Ice hockey isn't the UW's only Olympic sport. **Erika Brown '96**, a former Badger golfer, and **Nicole Joraanstad '04** will take part in the U.S. Olympic Curling team trials, though playing for different squads.

Former Badger Chris Chelios x'83 was elected to the National Hockey League Hall of Fame in July. Chelios played for the UW squad that won the NCAA men's hockey championship in 1983. He played in the NHL from 1983 until 2010.

Robert Hackett '88 is the new strength and conditioning coach for the NBA's Milwaukee Bucks. Hackett (featured in "Robert's Rules," Summer 2012) ran track for the Badgers and had previously worked for the Dallas Mavericks.

Cody Rissman and Megan Beers were named this year's Remington Scholars. The honor goes to the senior male and female UW athletes with the highest GPA. Rissman is a rower, and Beers is a runner.

Meet Rebecca Blank

A new chancellor speaks of Badgers, budgets, and brats.

Rebecca Blank already knows that UW-Madison alumni are passionate about their alma mater. Before she arrived on campus as the university's new chancellor, she heard from a lot of them by email. They shared treasured memories of football games at Camp Randall and warm afternoons on the Memorial Union Terrace.

But they also took time to express their concerns and hopes for the UW's future.

"That's gold," Blank said of Badger devotion during an interview with *On Wisconsin* in her office this summer. "You cannot create that if it doesn't exist. It's the legacy of this university."

And Blank says alumni must play a key role in financially supporting the UW if it is to weather one of its most difficult budgets in years. (See page 17.) "If there's any message I would send to alumni, it's that the university needs your support, and even if that's twenty dollars a year, that type of alumni support is important," she says.

As chancellor, Blank will lead a major fundraising campaign and take steps to bring stability to the campus and its dealings with state government within the next five years. "I would like to establish really good relationships both on and off campus so people feel they know me, that we can work together," she says.

Success will rely on what Blank calls the UW's elevator speech, "a well-articulated vision for this university as to what it is and what it can be, where it should be going." She'll be sharing her thoughts in a blog posted at chancellor.wisc.edu/blog/.

"That sense of direction and leadership is absolutely crucial to a capital campaign," she says. "But it's absolutely crucial to talking with the state legislature, to recruiting new students, to recruiting new faculty, and to energizing and motivating the staff and faculty who are here on campus."

Jenny Price '96

BRYCE RICHTER



BS in economics, University of Minnesota; PhD in economics, MIT

U.S. Department of Commerce, served as acting secretary and deputy secretary

Dean, Gerald R. Ford School of Public Policy, University of Michigan (1999–2008)

Born in Missouri; raised in Michigan and Minnesota

Father worked as an extension agent

Early advice from a professor: "If you know economics, you can make a difference in the world."

One of the nation's leading economists in the study of poverty

Her book, *It Takes a Nation*, raised Blank's profile among academics and policymakers.

Member, President's Council of Economic Advisers for Bill Clinton; also served on the council's staff for one year under George H.W. Bush

Taught at Michigan, Northwestern, and Princeton

Volunteered in soup kitchens as a graduate student and professor

Visiting professor at UW-Madison for a semester, 1985

"In the often abstract world of academic economists ... Blank stands out as one who connects theory to the real world."
— *Chicago Sun Times* profile

Says the UW's strengths are its size, passionate alumni, and "being in Madison, Wisconsin"

On the Madison (fun) agenda with her husband, Hanns Kuttner, and teenage daughter, Emily: brats on the Terrace, Chazen Museum of Art, and the Overture Center

"I love my job, but spending time with my family keeps me sane."
— From a 2010 interview

Entitled

Working with accomplished female filmmakers,
Libby Geist explores the outcomes of Title IX.

BY ADDIE MORFOOT '02

Although she doesn't take off from a starting line, dominate in a boxing ring, or nail a triple lutz, make no mistake: Libby Geist '02 is a competitor.

During the past decade, she has become a major power player in the world of documentary films. Today as director of development for ESPN Films, Geist has joined an exclusive group of female executives who serve as the genre's gatekeepers. In 2012, she became the face of *Nine for IX*, overseeing a series of films celebrating the fortieth anniversary of Title IX. They began airing this July.

Four decades ago, gender discrimination was commonplace in athletics. Physical activity for girls and women was cast as unfeminine, and while schools poured money and other resources into programs for male students, budding female athletes were left to fend for themselves.

"There was no incentive for them to keep going. A boy had the possibility of college scholarships. There weren't opportunities like that for women," Lynn Colella, who attended the University of Washington and earned a silver medal in swimming at the 1972 Olympics, has said.

It all changed that same year, when Congress enacted Title IX. The law forbids discrimination based on gender, requiring schools to begin offering

comparable athletic programs for females. The nine-part ESPN series explores the legacy of the bill by telling the stories of female athletes and examining issues women in sports still face today.

Four decades ago,
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Physical activity for girls and
women was cast as unfemi-
nine, and while schools
poured money and other
resources into programs
for male students, budding
female athletes were left to
fend for themselves.

Working with women filmmakers to feature women athletes felt like an ideal partnership. As word of the plan spread, directors began clamoring for Geist's attention. After sifting through hundreds of pitches, she picked nine film subjects and hired nine teams that altogether involved thirteen women.

The genre's best and brightest, including Academy Award nominees Heidi Ewing and Rachel Grady (*Jesus Camp*), as well as Emmy nominees

Ricki Stern and Annie Sundberg (*Joan Rivers: A Piece of Work*), were among the filmmakers chosen. They tackled topics ranging from basketball coach Pat Summitt's legendary NCAA career (*Pat XO*) to Venus Williams's fight to obtain equal winnings for female tennis players (*Venus vs.*). Other films include *The Diplomat*, which explores how two-time Olympic gold medalist figure skater Katarina Witt became both a beneficiary and a victim of then-East Germany's socialist regime. Director Hannah Storm explores the career and personal life of basketball superstar Sheryl Swoopes in *Swoopes*, while Shola Lynch investigates distance runner Mary Decker's heart-breaking fall at the 1984 Olympics in *Runner*. French free diver Audrey Mestre (*No Limits*), as well as the U.S. women's soccer team that captured the epic 1999 Women's World Cup win (*The 99ers*), are also film topics.

Geist says that working on the series required "jumping into the unknown" — a trait she developed during her first semester in college.

"Madison was initially terrifying, because I grew up in New Jersey and I knew no one at this huge university in the middle of the country," she says. "But I quickly made friends, and learned that not only could I make it in Madison, but that I also loved everything about the school and the city."



The *Nine for IX* film series tells the stories of prominent female athletes, including pro tennis player Venus Williams, above, and free diver Audrey Mestre, at left. *Venus vs.* features Williams, who was ranked number one in the world three times and led a successful campaign to provide equal prize money to players regardless of gender. *No Limits* explores the life of Mestre, who in 2000 broke the female world record by diving to a depth of 410 feet on only one breath of air, and then broke her own record a year later with a dive of 427 feet. She died in 2002 during deep-dive practice off a beach in the Dominican Republic.

After graduating with a political science major, Geist spent the summer in Wisconsin before landing an internship with the White Sox. “I remember packing all of my belongings, getting into my car to drive to Chicago, and having to pull over because I was sobbing and couldn’t see anything. I definitely did not want to leave that chapter of my life,” she says.

After a year with the baseball team, Geist moved to New York City, determined to make the next chapter of her life successful, too. While working at a Manhattan public relations firm, Geist met Dan Klores, a director and playwright. In 2004, when Klores decided to launch a production company, Shoot The Moon Productions, he hired Geist as a production assistant.

She fell in love with the filmmaking process, she says, adding, “Even though I had absolutely no idea what I was doing when I first started ... I liked trying to figure out a foreign territory. That said, my first year was kind of hilarious. I was calling friends who knew about camera equipment, sound, and Final Cut [software]. It was a funny way to start, but somehow I pulled it together.”

During her four and a half years at Shoot The Moon, Geist served as associate producer on Klores’s *Crazy Love*, which premiered at the Sundance Film Festival and won the 2008 Independent Spirit Award for Best Documentary. While producing Klores’s *Black Magic*, the inaugural ESPN film that won a George Foster Peabody Award, Geist met Connor Schell, vice president and executive producer at ESPN Films and ESPN Classic.

“After going to so many different festivals and throwing myself into the documentary world, I realized that I really liked the development side of the business,” Geist says. “I felt like I had paid my dues in production by traveling, sleeping in the edit room, and doing all that crazy stuff.”

Geist enthusiastically accepted a job offer to become an associate producer at ESPN. Although she had much to learn about the day-to-day workings of a network and its special lingo, she had grown up around the television industry. Her father, Bill Geist, has been a *CBS Sunday Morning* correspondent for more than twenty years, and her brother, Willie

“We knew that these nine films couldn’t all be really positive, fluffy stories. We wanted to be really honest about the history of women in sports, and that’s not always pretty and perfectly packaged.”

Geist, is co-anchor for the 9 a.m. hour at NBC’s *Today* and co-host of MSNBC’s *Morning Joe*.

“A lot of people might think that I got into television because of my family, but I really just fell into it,” Geist says. “My dad involved us in his *Sunday Morning* pieces, so I was used to having producers and cameramen at our family functions — they even filmed my wedding. But I never planned on following in his footsteps.”

During her first year at ESPN Films, Geist worked alongside Academy Award-winning directors, including Alex Gibney and Barbara Kopple, on the network’s Emmy-nominated documentary series *30 for 30*. The series — which started by showcasing the skills of thirty storytellers via thirty films in honor of ESPN’s thirtieth anniversary — earned a Peabody Award in 2010 and nabbed a nomination for a Primetime Emmy Award for Outstanding Nonfiction Series in 2011.

Following on the heels of that success, Geist was put in charge of *Nine for IX*.

“With the success of *30 for 30*, [ESPN Films] executives and I are always thinking of spin-offs or ways to continue working in this space,” she explains. “Summer 2012 was the fortieth anniversary of Title IX, and ESPN did a huge amount of promotion and celebration. When that coverage took off, we thought, ‘Hey, what if we did something just about women?’ ”

Then came the really hard part: narrowing down the hundreds of pitches from eager directors to just nine documentary subjects. “We knew that these nine films couldn’t all be really positive, fluffy stories. We wanted to be really honest about the history of women in sports, and that’s not always pretty and perfectly packaged,” Geist says.

Among films in the series that explore difficult terrain are *Let Them Wear Towels*, which tackles the national debate sparked by the presence of women in men’s locker rooms, and *Branded*, which examines the role that sex appeal plays in women’s sports. The films are airing first on ESPN, then becoming available on iTunes and Amazon.com.

“I didn’t realize all the work that goes into creating a series — figuring out a logo, talking to a programming team, making sure that the films get prime-time air slots, creating a trailer and the sales package, and so on,” Geist admits. “It was a lot to learn and a lot of work, but it was really fun and rewarding.”

Nine for IX premiered in July 2013, and Geist has turned her attention to developing innovative sports content along with broadening ESPN Films’s relationships with documentary directors.

“I’m really proud of what ESPN Films has accomplished,” she says. “Whatever the next [documentary series] is, I definitely plan on being part of it.” ■

Addie Morfoot '02, a freelance reporter based in New York City who specializes in personal profiles and documentary film coverage, has written frequently for the entertainment media.



Katarina Witt, two-time Olympic gold medalist from then-East Germany, at top, is shown in an interview for *The Diplomat*, one of the *Nine for IX* films produced by alumna Libby Geist. The career of Sheryl Swoopes, at left, the first player to be signed to the Women's National Basketball Association, is explored in *Swoopes*. In *Branded*, the film series shines a light on Laila Ali, above, a retired American boxer and daughter of boxing great Muhammad Ali, and other female athletes as it examines the role of sex appeal in women's sports.

SCRIPTS AND THE CITY



As New York City's special narcotics prosecutor, Bridget Brennan has seen the city's drug habit shift from the needle to the crack pipe to the prescription pad.

By JOHN ALLEN



Bridget Brennan loves New York.

That's the essential point here. No matter what other themes enter in — and there are a lot of them: law, politics, medicine, public health — hers is essentially a love story, albeit one between a woman and her adopted hometown.

"The people in the city are phenomenal," says Brennan '77, JD'83. "Of course, not everybody — but [New York] doesn't have a scary heart. It's got a big heart, with a hugely diverse population. If you approach it with the right attitude, it's just a wonderful place."

Bridget Brennan is illuminated by the Manhattan skyline. For thirty years, she's been a prosecutor in New York, and she currently leads the city's efforts to fight narcotics-related crime.

But the love at the center of Brennan's story is a codependent kind of love. New York has a drug problem — and it's had one for decades, since long before she first came to the city in 1983. It's become Brennan's job to help the city break that habit, using the various tools that the law offers. She's the city's special narcotics prosecutor, a role she's held since 1998. As with many labors of love, her work is complicated, it's frustrating, and it often seems quixotic.

The problem that vexes Brennan these days is the script — prescriptions for opioids, in particular, those sold illegally. New York, like the rest of America, has a growing taste for narcotic drugs such as oxycodone (sold as Percoset or OxyContin) and hydrocodone (the main ingredient in Vicodin). In 2007, she notes, New York had about half a million prescriptions for oxycodone variants. By 2010, that number had doubled to 1 million, and in addition, the city had a further million prescriptions for hydrocodone.

“That’s not pills,” she says. “That’s prescriptions: a million prescriptions for a city of 8.5 million people, and many of those people are children.”

If the prescriptions are all justified, it would indicate nearly a quarter of the city’s population suffers from chronic, severe pain. That doesn’t seem likely.

“Clearly,” she says, “there’s a huge surplus [of opioid drugs] out there.”

Since 2011, her office has increased its concentration on the special problems of prescription drug abuse. She’s indicted five doctors whom she believes were running “pill mills” (thinly disguised drug-dealing operations), as well as a dentist and a podiatrist, and pharmacists, office managers, and others.

Still, this is not how Brennan would like to spend her time.

“Truthfully, from where I sit, it would be preferable if the regulatory agencies and the [medical] profession managed this problem,” she says. “It shouldn’t be me. I’m a prosecutor. ... As law enforcement, we come in with very crude tools. But we have a big responsibility for public safety. When everybody else fails, that tends to be when law enforcement steps in, with its heavy-handed approach.”

New York’s prosecutorial system is decentralized, with each of the city’s five boroughs having its own elected district attorney (DA). In 1971, the state’s legislature decided that the growing narcotics problem required a unified, citywide

approach and so directed the creation of the Office of the Special Narcotics Prosecutor. Functioning as a sort of sixth DA, the office is appointed by and responsible to the five borough DAs, but maintains its own budget (\$16 million in 2010) and an independent staff.

The first attorney to lead the office was Frank Rogers, appointed in 1972. In that same year, Brennan enrolled at UW-Madison. A Milwaukee native, she had no intention then of moving to New York or becoming a narcotics expert, or even an attorney. Her goal was to write, like her father, Gale Brennan, author of such children’s books as *Gloomy Gus the Hippopotamus* and *Emil the Eagle*. She studied journalism and took on freelance work as a stringer for the *Milwaukee Sentinel* and the *Waukesha Freeman*. After graduation, she became a television reporter at WEAU in Eau Claire. Her decision to attend law school had more to do with improving her career as a TV reporter than with fighting crime.

“I was covering a lot of court cases in Eau Claire, and I realized I had no idea what I was talking about,” she says. “I think at one point I said [a defendant was] ‘released on his own *reconnaissance*,’ rather than *recognizance*. I really didn’t understand the system well enough to report on it. ... And I thought I could control my own destiny if I developed a specialization in law. I could make it into a larger market in a city where I wanted to be.”

At the UW’s Law School, Brennan studied under Frank Tuerkheimer, a former U.S. attorney, and she came to see the power and influence that a prosecutor wields. Whereas judges and defense attorneys have important roles, it’s the prosecutor who controls which people are indicted and how they are charged. “You exercise a tremendous amount of discretion,” she says. “You’re much more of an activist, and that appealed to me.”

Tuerkheimer, a friend of Manhattan district attorney Robert Morgenthau,

nominated Brennan for a job as an assistant DA. Her first view of New York was not favorable.

“There was carnage — car carnage — to the left and the right: abandoned, burnt-out cars and tires,” she says. “It all just looked dilapidated, miserable, and frightening.”

She impressed Morgenthau, who offered her a job. She accepted — then “cried all the way home,” she says. But in time, she found that New York was more than concrete and wrecked cars. Strangers and friends showed her where to find trees and where to exercise. And the law offered widely varied challenges.

As a prosecutor in America’s largest city, Brennan has seen successive waves of drug epidemics wash over New York: heroin, crack, and now scripts. “Each new substance gives me a headache,” she says. “And the next problem will come at us from an entirely unexpected source, just as they all have.”

Still, the job also offers Brennan a chance to improve the city she’s adopted.

“When I look at New York City,” she says, “the New York City I see now, compared to the one I came to in 1983, is in a much better place, much better for all of its citizens. And some of that was reining in the drug problems that we suffered through. And I have great confidence in the city and the people who are working on this issue that we’ll rein this one in, too.”

Talking Smack

To understand Brennan’s concern about the rising illegal trade in prescription narcotics, it helps to understand the history of heroin, one of the first opioid drugs.

A brief vocabulary lesson: though the terms are often used interchangeably, *opiate* and *opioid* mean something slightly different. *Opiates* are the natural alkaloids of the opium poppy. They include morphine,

codeine, and thebaine. *Opioids* are synthetic narcotics that act like opiates — in particular, like morphine. *Opioids* include heroin (derived from morphine), oxycodone (from thebaine), and hydrocodone (from codeine).

Heroin wasn't invented to be a highly addictive, highly dangerous illicit substance. Rather, its creator's goals were quite the opposite. When C.R. Alder Wright, a chemist working in a lab at St. Mary's Hospital Medical School in London, first synthesized the drug, which he called diacetylmorphine, he was looking to create a less addictive alternative to morphine, the dangerous properties of which were already becoming well known. Wright gave up on diacetylmorphine when the drug wasn't working as hoped. But the German chemical firm Bayer — best-known now as makers of aspirin — rediscovered diacetylmorphine and gave the drug the trademark name Heroin (implying its "heroic" properties) and marketed it as a cough suppressant, pain reliever, and cure for morphine addiction.

Soon, however, it became clear that the improvements made heroin not less potent than morphine, but more so, and consequently more addictive. The federal government estimated in 1914 that there were 200,000 opioid addicts in the United States, better than one in 500 Americans. That year, Congress passed the Harrison Narcotics Tax Act, the first federal anti-drug law, to control the sale and distribution of heroin and other opium- and cocaine-based drugs.

Heroin was also the impetus for the U.S. "War on Drugs" — declared by President Richard Nixon in 1971 — and for the creation of New York City's Office of the Special Narcotics Prosecutor. In that year, the city was believed to be the entry port for 90 percent of America's heroin. It was the only urban area in the world in which heroin overdose was the leading cause of death for people between the ages of fifteen and thirty-five.

SHUTTERSTOCK PHOTO ILLUSTRATION EARL MADDEN



“It would be preferable if the regulatory agencies and medical profession managed this problem. It shouldn't be me. I'm a prosecutor. As law enforcement, we come in with very crude tools. But we have a big responsibility for public safety. When everybody else fails, that tends to be when law enforcement steps in.”

Four decades later, pharmaceutical firms are still working to find ways to relieve pain without getting patients hooked. Oxycodone, for instance, was developed in Germany in 1916, after Bayer ceased production of heroin, and hydrocodone was invented in 1920. Still, both can lead to dependence. According to some equianalgesic charts, which compare the strength of different pain relievers, hydrocodone is about 60 percent as potent as oral morphine, and oxycodone equally or even twice as potent.

Through much of the twentieth century, use of these drugs was rare. “Until the 1990s, doctors were loath to prescribe [opiates],” Brennan says, “until they were convinced by the pharmaceutical companies that they could be prescribed for chronic pain.”

Prescriptions for both oxycodone and hydrocodone increased significantly through the 1990s and 2000s, according to the National Institute on Drug Abuse (NIDA), from about 76 million prescriptions nationwide in 1991, to about 210 million in 2010. At the same time, the rate of deaths due to accidental drug overdose spiked, from around 2 per 100,000 Americans each year, to more than 9 per 100,000. The White House's Office of National Drug Control Policy notes that prescription drugs account for nearly a third of all illicit drugs consumed in the United States. Remove marijuana from the equation, and illegal drugs obtained through scripts total more than all other illegal drugs combined.

This rise in opioid use over the last decade caught Brennan's attention.



“What you always want to do is turn off the spigot at the highest level, turn off the flow. To the extent that there’s a surplus of addictive drugs out there, there are always going to be more addicts.”

“We had regular meetings with the treatment providers to discuss emerging trends,” says Brennan. “And during these discussions, they uniformly talked about prescription drugs, particularly among young people and middle-class people.”

Further, prescription drugs began showing up in large volumes in police seizures of other illegal narcotics.

“There are these call-up delivery services,” Brennan explains. “You can call up and order a bag of marijuana, and I’ll get a gram of coke, and da-da-da. Well, we’d seize prescription narcotic drugs from those delivery services. We were seeing it in all sorts of unlikely places.”

Though the drugs are getting out into the same trafficking circles, these prescription drugs present different public health challenges than other illegal substances. For instance, Brennan believes that addictions to prescription drugs are particularly difficult to overcome, as the drugs are available at pharmacies, and they carry the stamp of approval from doctors.

“Our approach in this country has been a pill for this, a pill for that,” she

says. “As long as we have that approach, we’re going to keep having these kinds of problems. I mean, the proposed solution to the opioid problem is yet another pill, suboxone.”

But not all addicts want treatment to wean themselves off of narcotics. The rise in prescription drug abuse appears to be leading to a resurgence of heroin use.

“That’s the other drug we’ve seen a spiking demand in,” Brennan says. “We’ve seen a big increase in heroin seizures in our city. People become addicted to the opioid prescription drugs, and when it becomes too expensive to continue using the pills, they turn to heroin.”

Crack Downer

When Brennan started as an assistant district attorney, the heroin epidemic was near its end, and the city’s rising drug problem was with crack, which brought with it a wave of violence. In 1983, her first year at the Manhattan DA’s office, there were 1,622 homicides in New York, or 22.8 per every 100,000 resi-

dents. By 1990, that number had risen to 2,245, or 30.7 per 100,000. Crack addiction took much of the blame.

“For a relatively low investment,” Brennan says, “[street gangs] could buy cocaine and cook it up into crack vials that they sold for \$3 or \$5 on the street. But in order to make money, they had to sell thousands and thousands of vials. There was a lot of traffic, and a lot of violence between competing street organizations, and it was just horrendous.”

As an assistant DA, Brennan’s initial cases were small-time misdemeanors, but she quickly graduated to prosecuting homicides and sex crimes. She had to deal with what she calls the “back end” of the crack epidemic — the murders and robberies and other crimes committed by those under the influence of the drug.

“As a homicide assistant, you would go out when the police made an arrest to take a statement from the defendant,” she says. “We would wear beepers, and there were nights when I got three beeps a night.”

The cases were so numerous that the police had little time to follow up their

investigations, and victims and witnesses had to be cajoled into testifying. Prosecution became nearly impossible in the flood of crime and violence. “You couldn’t get witnesses in [to testify],” she says. “Even if your witnesses were cops, you couldn’t get them in. Everybody just had a finger in the dike.”

But it wasn’t a murder case that had the deepest effect on her; it was a lost child.

“Probably the saddest case I had involved a four-year-old girl who had been found wandering in a housing project by housing police,” Brennan says. “She was turned over to foster care, and when the foster mother was giving her a bath, she noticed bleeding from the vaginal area. A lot of bleeding.”

The girl’s mother had left her with a man while she went to smoke crack. The man, also high on drugs, had sexually abused her. To prosecute that man, Brennan had to present a case to a grand jury within five days, but the mother never showed up to give a formal statement, and neither did any other witness.

“I went to the hospital trying to get the hospital records for the girl,” Brennan says. “Remember, this is before DNA evidence. [The girl] couldn’t testify; she was too young. And I went in to see her at the hospital, and there was nobody there. I mean there was no mother. There was no foster mother. No nothing. And it just brought home to me the destructive nature of that particular drug. One of the strongest human bonds is that maternal instinct, and how that mother could walk away from her child, I’ll never know.”

In the late 1980s and early 1990s, Brennan felt “utterly defeated,” as the effort to clean up the effects of New York’s narcotics problem seemed impossible. But instead of giving in to despair, she decided to move from the back end of narcotics cases to the front, aiming to stop the damage by attacking the problem closer to its source.

“What you always want to do,” she says, “is turn off the spigot at the highest level, turn off the flow. To the extent that there’s a surplus of addictive drugs out there, there are going to be more addicts.”

Brennan switched from the Manhattan DA’s office to the Office of the Special Narcotics Prosecutor in 1993, rising to the office’s second-in-command in ’95 and to the top job in ’98. In fifteen years, she’s expanded the office’s efforts to investigate money laundering and gangs, and she helped create a drug diversion program for non-violent defendants.

As the crack wave subsided through the 1990s, the challenges to her office changed, but the ultimate goals are much the same: to protect people from the consequences of addiction.

“It’s tough to get people to take the pill epidemic seriously,” she says. “All the consequences that were so clear with crack are not as clear with the opioid drugs. Crack users were impoverished, and so the spiral downward was quick. In the prescription-drug arena, the people using have a better social safety net, so the consequences are less apparent and seem less urgent. But the sad stories are just as sad.”

Pill Mills

According to Brennan, the prescription drug problem differs from previous drug epidemics in several ways. The addicts tend to be members of the middle class, for instance, and those selling the drugs often aren’t street dealers but physicians.

Brennan doesn’t want to limit doctors from giving legitimate pain relief to patients in need, but she’s found that it’s not hard to spot offenders. As the attorneys in her office have looked into the rise in prescription drug sales, they’ve found that the drugs are often being sold by doctors whose offices were little more than what she calls “pill mills” — drug-selling operations disguised as clinics.

“There was one case we looked at because there were community complaints about lines of addicts outside the door of the clinic,” she says. “And we looked at that doctor’s practice, how much he’s prescribing, and [we] also went to the medical examiner’s offices and obtained the names of people who had overdosed, and compared them against this doctor’s patient list. We saw that sixteen of his patients had overdosed and died during the two-year period we were looking at. We talked to medical experts who told us that even one patient overdosing and dying is a lot. So sixteen is way over the top. So we knew he was a public health risk.”

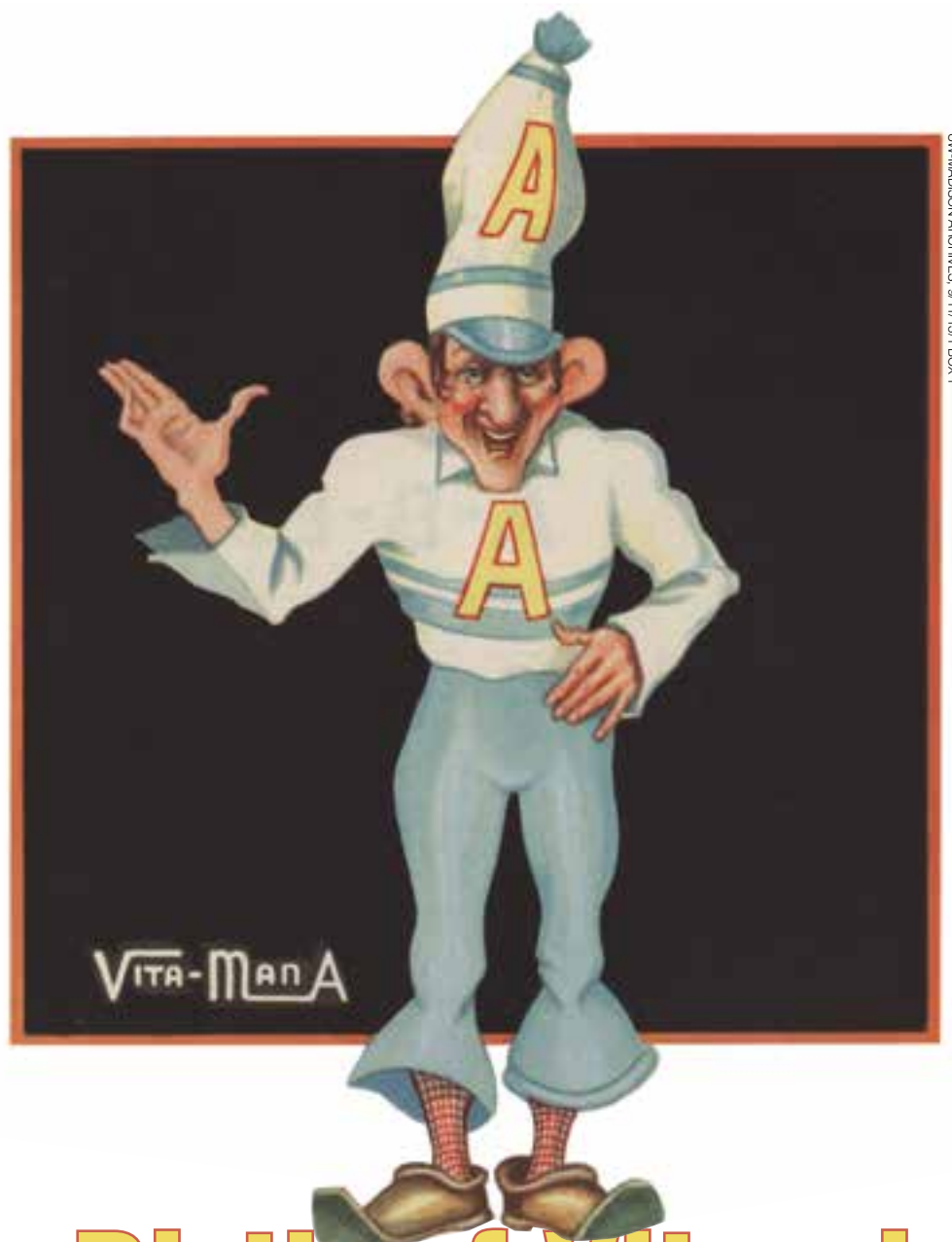
A closer investigation found that the office maintained a price list for prescriptions: \$125 in cash for an opioid prescription for an ordinary patient; \$250 for patients whom the office regarded as “complex” — that is, who had multiple opioid prescriptions in a month or whose prescriptions were above a certain number of milligrams.

“Clearly he was just selling prescriptions,” Brennan says. And that’s the kind of physician she and her office are targeting. “We’re not going at [doctors in] the gray area, where you might quibble about what criteria they might use or how much they’re prescribing, but the blatant selling of prescriptions.”

The role of doctors, and the implied authority they bring, has made fighting prescription drug crime difficult. Those who become addicted often don’t realize what they’re getting themselves into.

“We find many accidental addicts to opioid prescription drugs,” Brennan says. “With crack, it has a big stamp of society’s disapproval and society’s fear. It’s illegal. What could be more clear than that? Crack and heroin have that written all over them. The opioid prescription drugs, not so much.” ■

John Allen is senior editor of On Wisconsin.



The Birth of Vitamin A

A century ago, a discovery by a UW researcher set the stage for modern nutritional science and the multi-billion-dollar supplement industry.

By Kate Prengaman MA'13

The cows were blind, their growth was stunted, and their calves were born dead. The scientists feeding them *didn't know why*.

These unfortunate cows were part of a cutting-edge nutrition experiment, fed carefully measured diets that provided the right amount of protein, carbohydrate, and fat. Their balanced diet was derived only from wheat. Across the barn, cows that ate the same diet, but derived from corn, were completely healthy.

This nutritional mystery unfolding in the barns at the University of Wisconsin's College of Agriculture in 1907 took six years to solve. Researchers discovered that certain type of fats, from milk or eggs, helped animals grow, while fats from lard or olive oil left them stunted. From that milk fat, one hundred years ago, researchers isolated the first vitamin, A.

This discovery, and the research methods it pioneered, pushed nutritional science into the modern era, kicking off a decade of intense study of what we eat and why.

The leader of American nutritional chemistry, Elmer Vernon McCollum, actually owed his life to vitamins.

While we all owe our lives to vitamins, McCollum had firsthand experience with the vitamin deficiencies he studied. When he was seven months old, his mother found herself pregnant again and had to wean him, feeding him through the winter on boiled milk and mashed potatoes. After a few months, he fell ill, suffering from sores on his skin, swollen joints, and bleeding gums.

These whimsical "vita-men" (at left and on page 39) were created for a pamphlet published in 1935 that used children's rhymes to promote a nutritious diet. A's read: "I'm a jolly, little Vita-Man/whom learned men named 'A'/I benefit both young and old/throughout the livelong day."

In 1880, no one knew what was wrong with him. The child was dying, slowly, mysteriously, until one day, while his mother was peeling apples, he began sucking on the scraps. The next day, he seemed a bit better, so she fed him apple peels for days as he regained his strength. When spring arrived, she fed him other fruits and vegetables, and he recovered completely.

What his mother didn't know, and McCollum himself didn't figure out until many years later, was that he'd almost died from scurvy — a deficiency of vitamin C, scientists would later discover. Boiling a food, as McCollum's mother did to his milk, destroys the vitamin C.

McCollum didn't remember his own skirmish with scurvy, but he grew up hearing the story of the apple peels that somehow saved his life. Perhaps it motivated him to study the chemistry of nutrition.

He eventually graduated from Yale and moved to Madison to take a position as an assistant professor of chemistry. The sick, blind cows were waiting for him, and Wisconsin's farmers were waiting for answers.

Early experiments

In 1910, when McCollum moved to Madison, the cutting edge of nutritional chemistry was "purified food" — processing foods to measure the exact amounts of protein, carbohydrate, and fat. Scientists thought they had found all of the building blocks for a healthy diet, and they focused on finding the optimum amount of each.

But the stunted, blind cows in the barns in Madison clearly demonstrated that diet wasn't that simple. Something important was missing.

Cows are not ideal animals for nutrition experiments. They have large appetites, slow growth, and slow reproduction. McCollum's first great idea was

The news that milk fat appeared to have protective power over the health of rats was greeted enthusiastically by McCollum's boss, Stephen Babcock. In America's Dairyland, any research that demonstrated the benefits of milk was worth pursuing. The weird little rat colony just might pay off, it seemed.

to study nutrition using lab rats instead. According to his memoir, most of the faculty thought the idea was silly, since bovines were literally the cash cow of the state's economy, but his boss agreed to let McCollum feed and breed white rats in his spare time.

Fed on the processed, "purified" diets, the rats failed to thrive.

The process-of-elimination experiments conducted to find what their diet was lacking took a lot of time. Luckily, a young woman named Marguerite Davis showed up on campus, looking to volunteer. A college graduate with a degree in home economics — like many ladies of her generation — she had moved to Madison to keep house for her English-professor father and was looking for an intellectual outlet. McCollum happily put her to work caring for and feeding the rats, and keeping careful notes on the process.

McCollum and Davis found their first clue in 1912. They tested rats on three different fats — milk, olive oil, and lard. The milk-fed rats continued to grow and thrive, while the rats receiving olive oil or lard started out well, but then stopped growing, becoming sick and stunted.

The news that milk fat appeared to have protective power over the health of rats was greeted enthusiastically by McCollum's boss, Stephen Babcock. In America's Dairyland, any research that demonstrated the benefits of milk was worth pursuing. The weird little rat colony just might pay off, it seemed.

Another pair of nutrition scientists, professors who taught McCollum while he was at Yale, published a paper demonstrating that their rats thrived on a diet that included protein-free milk, also known as whey. This was further evidence that the magical ingredient was in the milk.

To prove that the growth-promoting nutrient was real, McCollum and Davis used a chemical technique to extract the fat-soluble compounds from milkfat. Then, they mixed the extract into olive oil and into lard. Rats that ate the treated olive oil or lard grew to be just as healthy and happy as the rats that drank the milk.

This finding was proof that the growth-promoting nutrient was real, and the Wisconsin researchers published their official discovery in summer 1913.

But, like many discoveries, this answer just raised more questions. No non-human animals drink milk after they are weaned, but they grow and thrive on their natural diets nonetheless. Milk couldn't be the only source of the newly discovered nutrient, which McCollum was calling the fat-soluble factor.

It wasn't found in grains; it wasn't found in meat. McCollum and Davis found it in egg yolks, but most animals don't eat those either.

Experimenting with plants, they found that extracts of alfalfa leaves contained significant amounts of the fat-soluble factor, the first vegetarian source. Eventually, they found it in all the leafy greens they tested.

Looking back, McCollum realized why the wheat-fed cows were so much worse off than the corn fed ones: when wheat was processed for the experimental feed, the product included the seeds (the grain) and the chaff (the stems), but no leaves. Corn, on the other hand, was processed with seeds, stems, and leaves together, because of a different harvesting technique.

That made two super foods — milk and leafy greens.



In addition to discovering the first vitamins, Elmer McCollum was also the first scientist to use lab rats for nutritional research.

McCollum's discovery coincided with the beginning of the boom in food advertising. In newspaper ads and women's magazines, dairy farmers were quick to cite the scientific proof that milk was necessary for healthy growth. The leafy greens, on the other hand, saw no such industry advocacy.

Diet deficiency and disease

While McCollum was trying to solve his cows' diet mystery from the bottom up by studying the chemistry of individual foods, across the Atlantic, a Polish scientist named Casimir Funk was studying nutrition from the top down by starting with human disease.

In 1912, a year before McCollum published the discovery of his growth-promoting factor, Funk published the "vitamine hypothesis."

Building upon decades of medical research showing that diseases such as scurvy could be cured by diet changes, Funk named this class of maladies the "deficiency diseases." He theorized that

a diet missing certain "special substances [that] we will call vitamines" caused these diseases. He called them vitamines, linking the word *vital* with the word *amine*, the scientific term for proteins.

McCollum hated the term, because the compound he discovered was not an amine at all. In fact, none of what would later come to be called *vitamins* are proteins. But the vitamine hypothesis was popular, and McCollum's discovery was the first isolated food compound shown to prevent deficiency disease. He lost the naming fight, and his growth-promoting factor quickly became known as *vitamin A*.

Funk identified the second vitamin. He was studying a debilitating disease known as beriberi, which was common in Asia, where the poorest people ate only rice. When rice is harvested, the grains are polished, removing the seeds' outer layers, and doctors had discovered that eating unpolished rice prevented the disease.

Funk tried to find the vitamin hiding in the polished-off parts of the rice. Like McCollum, he found that he could transfer the key component into an extract that contained the key nutrient, later isolated and named *vitamin B*.

McCollum and Funk could have learned a lot from each other, but before the First World War, it took time for news of breakthroughs to cross the Atlantic. In 1914, they started studying each other's research. McCollum concluded that Funk's vitamin was soluble in water, distinct from his fat-soluble vitamin. Funk found that vitamin A doesn't prevent beriberi, but vitamin B does.

Although McCollum initially believed that vitamins A and B were the only members of this special group of growth-promoting nutrients, the vitamin concept opened the door for the modern era of nutritional science. Researchers across the country started to study foods, focusing in on other diseases where a dietary link had long been suspected. Cod liver oil helped prevent rickets, a deforming bone disease. Fresh

UW-MADISON ARCHIVES S04394

fruits and vegetables cured scurvy. What was hiding in those foods that made them protective against diseases? The hunt was on to find out.

Pellagra was a persistent disease of the times, frequently found in orphans and prisoners. It caused scaly sores on the skin, diarrhea, inflammation, and eventually, mental delusions. Convinced that it was linked to diet, one doctor began injecting himself, his wife, and the medical students he supervised with various body fluids of sick patients. Luckily for his volunteers, he was right. The stunt demonstrated that the disease was not contagious. Nutritionists began to pay attention, and soon after, they discovered that a vitamin deficiency was to blame.

With more people conducting experiments on nutrition, more discoveries quickly followed. The long-suspected substance that prevents scurvy was named vitamin C. Vitamin B turned out to be a complex of several vitamins, protecting people from both beriberi and pellagra. Building on the work of others, McCollum also isolated vitamin D from cod liver oil.

The quest for a healthy diet

As the number of discovered vitamins increased, named largely in alphabetical order, they were still often found in high levels in milk and leafy greens.

McCollum began a public health campaign to share what he called “the newer knowledge of nutrition.” He told people that Americans ate too much meat and too much sugar, and that everyone would benefit from a return to simple, healthy food. He described



the ideal diet as “lacto-vegetarianism” — with lots of leafy greens and up to a quart of milk a day.

He wrote a book for housewives that included an entire year’s worth of recipes, with examples of how a standard meal could be made healthier — usually by the inclusion of dairy products and occasionally by the inclusion of more greens. For example, he maintained that an unhealthy dinner of “pot roast, gravy, browned potatoes, buttered peas and carrots, bread, butter, fruit gelatin, and coffee” could be improved by amending the menu to include “pot roast, gravy, *mashed potatoes*, *creamed peas*, *coleslaw*, bread, butter, coffee, and *lemon pie*.”

More dairy equals more vitamins — music to the ears of Wisconsin’s dairy farmers.

McCollum left the UW in 1917, lured away by an offer from Johns Hopkins, but one of the graduate students he worked with, Harry Steenbock, carried on nutrition experiments in Madison.

It wasn’t an easy breakup. Steenbock had expected more credit for the vitamin A discovery, and McCollum had published with Davis as his co-author — a rare feat for a woman in 1913 — and only thanked Steenbock as a lab assistant.

Soon, however, Steenbock made a name for himself, discovering a

technique for increasing the amount of vitamin D in foods by irradiating them with ultraviolet light. Ten years after vitamins were discovered, he had a patent for the process of fortifying foods. His quest to patent and market his technology led to the establishment of the Wisconsin Alumni Research Foundation.

During the ten years between McCollum’s discovery of vitamin A and the commercialization of vitamin D, interest in nutrition exploded among scientists and housewives. *Vitamin* quickly became a household word, synonymous with promoting healthy growth for children and preventing diseases, even though deficiency diseases were rare for middle-class children whose mothers were targeted by marketing campaigns.

Today we still worry about getting our vitamins. How many are enough? Are supplements a good idea or not? But no one even thinks about needing vitamins to prevent beriberi or pellagra or rickets. Thanks to the work of McCollum, Davis, Steenbock, and others, these formerly mysterious deficiency diseases are vanquished in this country. But the scientific pursuit for the healthiest diet — kicked off one hundred years ago at the UW — continues. ■

After reporting this story, Kate Prengaman MA’13 now happily considers banana cream pie a health food.

nam RIGHTS

When their children were born, these Badger parents chose a memorable moniker.

BY JASON WILDE '94

Steve Bohl has heard them all.

From elementary school to high school to his days living in Jones House in Kronshage Hall at the University of Wisconsin, the pronunciation of his last name — *bowl* — led to all kinds of wannabe comedians showcasing their creativity.

“With a name like Bohl, he’s lived with it all his life,” says Steve’s wife, Heather, who chuckles as the list runs through her head. “Tupperware bowl, crystal bowl, Super Bowl, toilet bowl — you name it.”

Little did she know, though, just how perfect that name would become when she and Steve first met during the second week of freshman year at a Lakeshore residence hall event. After their circles of friends merged, they began sitting together at Camp Randall football games, and then started dating. They traveled to California to witness the Badgers’ 1994 Rose Bowl victory firsthand, and before graduating together in December 1995 — Heather in elementary education, Steve in mechanical engineering — they tied the knot.

Although Steve had grown up in Pittsburgh, his UW ties ran deep. His father, Henry, earned his UW undergraduate degree in 1954 and his master’s

COURTESY OF THE BOHL FAMILY



Madison Bohl

degree in 1955. His mother had attended Western College for Women with Donna Shalala, who would later become the UW’s chancellor. (When Steve, who had applied for admission only at the UW, arrived on campus, “Everyone else got their [orientation] tour, and I got one from the chancellor,” he brags.) His brother, Peter, also became a Badger, graduating a couple years after Steve did. And when friends had the audacity to get married on a Badger football Saturday,

Steve listened to the game in church on a transistor radio stashed in the inside pocket of his tux.

Steve and Heather settled in Hudson, Wisconsin, on the border with Minnesota. When Heather became pregnant in 2000, a potential son’s name proved elusive. But Steve had his future daughter’s name all picked out: *Madison Rose Bohl*.

“I suppose the first time I thought of it was when we started thinking about having kids. Once it was, ‘Okay, we’re really having a kid; you have to pick out names,’ right away I kind of threw it out there,” Steve says proudly. “We went through the name book on the boys’ side, but right away, it was, ‘How about Madison Rose Bohl?’ I think Heather actually started laughing at how great it was. It came up once, and that was it.”

When their daughter was born in April 2001, Madison was the second-most popular girl’s name in America. In 2012, it ranked ninth — although, strangely, it ranked only twenty-ninth in Wisconsin, with only 116 Madisons born in the state that year, according to the U.S. Social Security Administration. “We thought we were being so unique and unusual, and here it was one of the most popular names in the country,” Heather says. “We like to say that there are a lot of Madisons, but there are no other Madisons like this one.”

In Hudson, Madison's name is quite the curiosity, especially at school, where Heather teaches fifth grade and Madison is in seventh grade. A few years ago, a friend of a friend had dinner with former Badgers quarterback Darrell Bevell, who at the time was working as a Minnesota Vikings assistant coach. Bevell, who led the Badgers to that 1994 Rose Bowl title, loved the story of Madison's name.

For her part, Madison insists on being called Madison, not Maddie. She's a typical twelve-year-old who enjoys playing soccer, swimming, being a big sister to Kaitlyn, playing percussion in the school band, and beating her parents at Wisconsinopoly. ("Right now, I own the Kollege Klub, the Memorial Union, Langdon Street, and the University Book Store," she says.)

She knows where she wants to go to school, although not for the reason one might think.

"I think my name's pretty cool — how my parents came up with the idea. But I don't necessarily feel like I *have* to go to Wisconsin. I feel like I *want* to," Madison says. Her goal? "I want to play the crash cymbals in the Wisconsin Marching Band. Going to the games, my favorite part is the Fifth Quarter."

Not every Madison born to UW alumni winds up enrolling at Madison, however. Brian '83, MD'88 and Leslie Frohna were dating other people when they met at University Hospital in Ann Arbor, Michigan, during their first year of medical residency. Brian was a three-year letterman in crew, but Leslie was a Wolverine, having received her medical degree from the University of Michigan. The Big Ten rivalry didn't stop them from dating, though, and by the time they completed their residency training, they had married. Next up was moving to Rochester, Minnesota, to begin one-year fellowships at the Mayo Clinic.

Leslie became pregnant in 1993, and when their fellowships were over that

year, the two radiologists were hired by the same hospital in Arizona.

"During the course of our three-day drive to Phoenix, we were talking about what we were going to name our daughter," Brian recalls. "This was right around the time when English surnames were becoming popular as girls' first names. I said, 'Wouldn't it be cool if we named her Madison for her first name, and Ann for Ann Arbor [as her middle name]?' "

He got no argument from Leslie. "I love Madison. I've been there a couple times, and I think it's an awesome place," she says. "It reminds me of Ann Arbor, except it's prettier, with the lakes. I was just fine with naming her Madison."

Living in Arizona, the Frohnas' name choice wasn't the same conversation starter as the Bohls' — at least not when their Madison was born. In 1993, Madison was seventy-eighth on the list of popular girls' names.

"I think most people thought it was cool," Brian offers. Then, Leslie interjects, "I think some of them thought we were weird."

Fast forward to when Madison was a senior in high school: Brian took her to the Badgers game against Nebraska at Camp Randall. By then, she'd narrowed her college choices to two: Wisconsin and Michigan.

"I actually thought that would sway her," he says, laughing.

It didn't. She's not interested in being a doctor like Mom and Dad. "I want to go into business; I'm not really interested in science or medicine at all," she says. Today she's a sophomore at Ann Arbor, where her fellow Wolverines constantly ask about her name.

"They think it's funny," Madison says. "Whenever people at school meet me, they say, 'Are you named [after] Madison, Wisconsin?'"

These days, Brian finds himself outnumbered by females in his family.

COURTESY OF THE FROHNA FAMILY. BELOW: COURTESY OF THE WILDE FAMILY



Madison Frohna

He and Leslie now have four daughters. Maya, seventeen, just graduated from high school, and in the fall, she will attend ... Michigan. Brian is holding out hope that Amalia, fifteen, a high school sophomore, or Kaila, thirteen, now in eighth grade, will wind up at the UW.

"We'll see," he says. "As the girls come out of high school, I make sure they have high-quality colleges that they're looking at, and I count Wisconsin right up there. If they decide to go, that's great. If not, that's their choice. ... I want them to be happy with their decision, not unhappy with my decision. It's their call — but I'll always be Badger." ■



Jason Wilde '94 covers the Green Bay Packers for ESPNWisconsin.com. His own daughter Madison (left) arrived in 2010.



FOR SALE
SOLD

the **Big Board** in one **Big Gulp**

How did a Badger end up acquiring
the New York Stock Exchange?

BY
NATHANIEL POPPER

When nearly all else had failed, Jeffrey C. Sprecher '78 flew to New York City and crashed at his sisters' apartment, a cramped walk-up on the Upper West Side, one flight above a noisy bar.

It was January 2000, and Sprecher had been cold-calling Wall Street for weeks. He was searching desperately for someone to back his small company in Atlanta, a business that was eating up his money and years of his life.

That's when a black limousine pulled up in front of the bar, Jake's Dilemma. The limo had been sent by the mighty Goldman Sachs to fetch Mr. Sprecher, and as he sank into the back seat that winter day, he set off on an improbable journey that has since taken him to the pinnacle of American finance.

Today Sprecher, a man virtually unknown outside of financial circles, is poised to buy the New York Stock Exchange. Not one of the 2,300 or so stocks traded on the New York Stock Exchange (combined value of those shares: about \$20.1 trillion). No, Jeff Sprecher is buying the entire New York Stock Exchange.

It sounds preposterous. A businessman from Atlanta blows into New York and walks off with the colonnaded high temple of American capitalism. But if all goes according to plan, his \$8.2 billion acquisition, announced a few days before Christmas 2012, will close later this year.

The iconic Charging Bull statue near Wall Street is a symbol of optimism and free enterprise.

How the New York Stock Exchange fell into Sprecher's hands is, at heart, a story of the disruptive power of innovation. ICE, as IntercontinentalExchange is known, did not even exist thirteen years ago. It has no cavernous trading floor, no gilded halls, no sweaty brokers braying for money on the financial markets. What it has is technology.

And with that, 221 years of Wall Street history will come to an end. No more will New York be the master of the New York Stock Exchange. Instead, from its bland headquarters 750 miles from Wall Street, Sprecher's young company, IntercontinentalExchange, will run the largest stock exchange in the nation and the world.

Sprecher, fifty-seven, certainly plays the role of a wily upstart. He may wear power suits and a Patek Philippe watch, but he comes across as unusually casual and self deprecating for a man in his position. He pokes fun at himself for his shortcomings — “I don't know how to manage people,” he says — and his love of obscure documentaries.

How the New York Stock Exchange fell into Sprecher's hands is, at heart, a story of the disruptive power of innovation. ICE, as IntercontinentalExchange is known, did not even exist thirteen years ago. It has no cavernous trading floor, no gilded halls, no sweaty brokers braying for money on the financial markets. What it has is technology.

Like many young companies that are upending the old order in business, ICE has used computer power to do things faster and cheaper, if not always better, than people can. Its rapid ascent reflects a new Wall Street where high-speed computers now dominate trading, sometimes with alarming consequences. New, electronic trading systems have

greatly reduced the cost of buying and selling stocks, thus saving mutual funds — and, by extension, ordinary investors — countless millions. But they have also helped usher in a period of hair-raising volatility.

Sprecher (pronounced SPRECK-er) has probably done more than anyone else to dismantle the trading floors of old and replace human brokers with machines. Along the way, he and ICE have traced an arc through some of the defining business stories of our time — from the rise and fall of Enron, to the transformation of old-school investment banks into vast trading operations, to the Wall Street excesses that not long ago helped derail the entire economy. Now, after a series of bold acquisitions, he is about to become the big boss of the Big Board.

Does it really matter who owns the New York Stock Exchange and its parent company, NYSE Euronext? For most people, stock exchanges are probably a bit like plumbing. Most of us don't think much about them — until something goes wrong. But lately, some things have gone spectacularly wrong.

One sign of trouble came in 2010, when an errant trade ricocheted through computer networks and touched off one of the most harrowing moments in stock market history. The Dow Jones industrial average plunged nine hundred points in a matter of minutes, and a new phrase entered the lexicon: *flash crash*.

Since then, flash crashes in individual stocks have been remarkably common, as the centuries-old system of central exchanges has given way to a field of competing electronic systems.

ICE wasn't involved in any of these problems. In fact, it has been praised as one of the first exchanges to put limits on lightning-quick, high-frequency trading. This points to Sprecher's deftness in piloting his company through periods of regulation, deregulation, and now re-regulation.

While many banking executives have clashed with Washington, Sprecher has sensed the changing winds and tacked accordingly. He also stays close — some say too close — to the powerful Wall Street firms that are his customers.

It is perhaps unsurprising that some of the people who make their living on the Big Board's floor are a bit nervous about the exchange's new boss. But Sprecher says they have nothing to fear. His friends and business associates say he could actually turn out to be the best hope for restoring trust in the stock market. After all, he has beaten the odds before.

“There were a number of times when the odds were long, but he wasn't deterred from stepping in,” says James Newsome, who was Sprecher's regulator at the Commodity Futures Trading Commission before becoming his competitor as chief executive of the New York Mercantile Exchange. “A lot of people, if they don't think they will win, they won't participate. Jeff doesn't operate like that.”

For now, Sprecher is still spending much of his time at ICE's headquarters in suburban Atlanta. The contrast with the New York Stock Exchange is striking. Behind its neoclassical face, the Big Board is a sprawling labyrinth of historic oil paintings, gilded leather chairs, stained wood, and elegant dining rooms — all set amid crowds of gawking tourists.

ICE, meanwhile, occupies a few floors of an anodyne black-glass cube surrounded by trees and parking lots. The employees share their cafeteria with the building's other tenants. The walls are lined with dry-erase boards.

On a recent weekday, the whiteboard in Sprecher's modest corner office was filled with columns of scribbled numbers. They were leftovers from the all-night sessions that led to the deal for the Big Board.

One column was labeled “Yankees,” ICE's code name for the New York Stock

Exchange. Another was labeled “Braves,” a shorthand for ICE. On the margins was a doodle of a tree with a cat hanging from one of the branches, in a hang-in-there-baby vein. It was done, Sprecher says, by his wife, Kelly Loeffler, who also happens to be his director of investor relations.

“This negotiation had fits and starts,” Sprecher says. “There were days when we just wanted to throw each other out of the window.”

But Sprecher didn’t blink, not even at the billions of dollars lined up under the Yankees column.

“It’s not about the value of what you paid for, because you are going to change the underlying business to begin with,” he says. “You acquire companies at moments in time when there’s an inflection point and you can change the trajectory of the company and the industry.”

The New York taxi driver asked, “What brings you to this concrete hellhole?”

He was talking to Sprecher, then a young man visiting New York for the first time from his home in Wisconsin.

“I was terrified,” Sprecher recalls of that visit, in the 1970s.

At the time, Sprecher was still a small-town kid, the son of an insurance salesman and a medical technician in Madison. It was decades before ICE existed, before it owned exchanges on three continents, and before it became a venue to trade everything from Midwestern wheat to Brazilian coffee to Scandinavian oil.

Back then, he stayed with his sister Jill Sprecher ’79, who had come to New York to study filmmaking. According to her, Sprecher was the archetype of the older brother: confident, competent, and protective, the type whom all the teachers remember and judge younger siblings against. His most distinguishing trait was his knack for taking things apart and putting them back together — and for making money.

“Everything he touched always made money, where everything I touched lost money,” says Jill Sprecher, who writes and directs independent films with their sister, Karen Sprecher ’87.

But not even Jill Sprecher would have guessed that her brother would one day stand atop the New York Stock Exchange.

“What has happened to him since 2000 is beyond my comprehension,” she says.

Sprecher’s first job after college was as a salesman for the industrial company Trane, a job he says he got thanks to good grades and a reputation for being the life of the party at Sigma Alpha Epsilon. He accepted the job because it took him to southern California.

“It was a ticket to the beach and palm trees and girls on roller skates, and I was like, ‘That’s what I want to do in life,’” he recalls.

While at Trane, he made an early sales pitch to William Prentice, an entrepreneur who was developing power plants. It was 1983, and the nation’s electricity market had just been deregulated, allowing entrepreneurs to start their own power plants, which only utilities had been allowed to do in the past. Prentice, impressed that Sprecher recognized the industry was in the middle of big changes, almost immediately offered him a job at his new company, the Western Power Group.

Jeffrey Sprecher’s company, the Atlanta-based Intercontinental-Exchange, is slated to run the world’s largest stock exchange.

MIKE MCGREGOR



By their own account, Sprecher and his wife, Kelly Loeffler, live for ICE. He has some hobbies, and his sister wonders how he finds the time to watch cooking shows and reality television. ... Loeffler, the more serious of the two, says the thing that brought them together was their willingness, and desire, to do their jobs around the clock.

"He had already internalized the whole concept of creative destruction," Prentice says.

Western Power got off to a rocky start. It almost failed when a Canadian company threatened to corner its local energy supply: cow manure. Others at the Western Power Group grew despondent. Sprecher and Prentice spent weeks in a motel in California's Imperial Valley, trying to persuade the suppliers to change their minds.

"We called it 'the manure wars,' " Prentice says. "Neither myself nor Jeff questioned the need to go and fight. There was never any second-guessing — it was just go do it and win."

Win they did. After Prentice sold his stake in the company a few years later, Sprecher continued building the Western Power Group until another round of electricity deregulation occurred in 1996. Then he pounced.

Previously, power plant owners who wanted to buy and sell surplus electricity had to call one another and agree on a price. Sprecher saw opportunity in an Atlanta company that provided an electronic trading network. He bought that company, the Continental Power Exchange, with his own money; he ended up putting \$4 million into it.

Although Sprecher kept his company in California and his house in Beverly Hills, he spent every spare hour trying aggressively to sign up utility companies for the Atlanta exchange. His team made many visits to Enron, where they met with top executives like Jeffrey Skilling, who is now serving time in prison. Those meetings ended one day when the Enron executives began asking a number of technical questions about Sprecher's system.

"We sat there in the meeting and we realized, these guys are building this themselves, and we are educating them," Sprecher recalls.

Shortly thereafter, Enron started its own electricity trading platform, which quickly came to dominate the industry. It looked as if the Continental Power Exchange was done. But Enron made one big mistake. Rather than providing a place for buyers and sellers to meet, Enron itself bought from every seller and sold to every buyer.

This angered Wall Street banks that were among the biggest traders of energy products. When Sprecher showed up in New York to stay with his two sisters in 2000, nearly ready to give up on his own system, he didn't know that Morgan Stanley and Goldman Sachs had been looking for someone just like him, who could provide an alternative to Enron.

As Sprecher shuttled between meetings at the two banks, the bankers were trading phone calls and buzzing.

"We were all thinking, 'This is the guy we want,' " recalls John A. Shapiro, who was involved in the talks at Morgan Stanley. "We had already talked to a number of people, and the difference was night and day."

The difference wasn't the Atlanta exchange's technology, say people who were involved. It was Sprecher himself.

"At some point, you said: 'Okay, this guy has got something going for him. Maybe it's hard to put your finger on

it. But you know it when you see it,' " Shapiro recalls.

On the other side, it was the perfect time to be hooking up with Wall Street, as banks were focusing increasingly on trading. In the negotiations that followed, Sprecher used what would become a trademark strategy: giving up part of the ownership of his company in exchange for a promise that the recipients would use his platform. In this case, he gave up 80 percent of the ownership to the two banks. The banks soon turned around and gave part of their own stakes to several of the largest power companies, including Shell, Total, and British Petroleum, which committed to using what was soon rechristened as IntercontinentalExchange.

When Enron collapsed in scandal, the business began pouring in.

By their own account, Sprecher and his wife, Kelly Loeffler, live for ICE. He has some hobbies, and his sister Jill wonders how he finds the time to watch cooking shows and reality television. But he and his wife have no children. Loeffler, the more serious of the two, says the thing that brought them together was their willingness, and desire, to do their jobs around the clock.

"We both just work all the time and enjoy work," Loeffler says.

Both revel in the brinkmanship that has marked ICE's climb. Two days before Sprecher and his Wall Street backers announced the creation of ICE in 2000, they offered the New York Mercantile Exchange, or Nymex, a 10 percent stake in the new business if Nymex would share some of its back-office services.

While Sprecher was giving his presentation to the board, a director said, "Who the hell brought this guy into our board meeting?"

Sprecher recalled, "Then the room went silent." The next thing he knew, a guard was escorting him out of the building.

ICE was confronting a trading world that had ossified into an almost ritualistic society. The exchanges were owned by their traders, who made the rules. The traders themselves were rough-and-tumble men who used their fists as computers. From the beginning of ICE, Sprecher was seen by the old-time traders as a tool of Wall Street banks that wanted to supplant local traders at the exchanges — a reputation he has never managed to shake fully.

For his part, Sprecher rarely showed deference to traditional powers. When Nymex was bidding for the International Petroleum Exchange in London in 2001, ICE doubled Nymex's offer and won. Within a few years, ICE had shut down the historic trading pits at the London exchange in favor of computerized trading.

Next up in 2006 was the New York Board of Trade, where financial contracts tied to agricultural products like sugar and cocoa were bought and sold. Sprecher says people looked askance at him when he offered a billion dollars for it. "I really believed there was a fundamental change going on in the globalization of commodities," he says.

People involved in the deal say Sprecher was initially attentive to the concerns of the floor traders.

"He had the capability to disarm people — you might even say charm people — into accepting his soft-spoken demeanor," says Frederick W. Schoenhut, who was the chairman of the New York Board of Trade.

But as soon as the deal went through, Sprecher was seldom seen. What's more, he put a manager in his thirties in charge of the New York operations. Sprecher says that was intentional.

"I wanted to show that market that there was a much younger, aggressive guy here who really wanted to fundamentally change that company," he says.

ICE didn't have to do much to initiate that change. It allowed customers

to choose between trading on the floor or on ICE's electronic system. Within months, most customers had migrated to the screen. The situation caused so much job loss and unhappiness that when ICE made its next takeover bid, for the Chicago Board of Trade, a crew of New York Board of Trade traders took out newspaper ads warning the Chicago traders to "watch their backs." ICE ultimately lost that battle, but only after almost derailing a rival bid by slipping an offer under a hotel room door.

ICE also attracted the ire of a number of Democratic senators, who said it was encouraging speculation that caused fluctuations in the price of essential commodities like oil. But Sprecher proved adept at defanging his political opponents by bending to their will.

"Tell me what the rules are and I'll figure out how we can make money around them," is one of his common lines when talking to regulators in Washington.

Since the financial crisis, Sprecher has used that attitude to position himself to take advantage of changes being brought by the Dodd-Frank financial overhaul. Soon, Wall Street firms will have to move trading in many opaque financial products to exchanges, and ICE is in a perfect position to profit.

The clear attraction of the deal for NYSE Euronext is that it will create a global force in futures trading, an area set to benefit from Dodd-Frank reforms. In the United States, ICE is now the second-most-important futures trading company, after the Chicago Mercantile Exchange. NYSE Euronext owns one of the most important futures exchanges in Europe.

The future of the New York Stock Exchange, on the other hand, is less clear. For someone who is buying a stock exchange, Sprecher is very critical of the state of stock markets.

"There are so many places where you say, fundamentally something does not feel good to the average investor on what

ICE allowed customers to choose. ... Within months, most customers had migrated to the screen. The situation caused so much job loss and unhappiness that when ICE made its next takeover bid, for the Chicago Board of Trade, a crew of New York Board of Trade traders took out newspaper ads warning the Chicago traders to "watch their backs."

used to be the greatest capital markets in the world," he says. But all of this is what makes stock trading an attractive industry for him — it is one that is ripe for change. He is already speaking out about a need to reform the rules governing stock markets.

At the exchange itself [on January 16], the nine-hundred-some men and women who work on the Big Board's floor filed through the doors at 11 Wall Street in trading jackets of blue, red, and green. Over the years, their number has dwindled steadily as computerized trading put many out of work.

Even before ICE swooped in, some wondered how long the Big Board's floor, the scene of so many triumphs and failures, could endure.

Sprecher says the floor will survive. The American stock market, and the nation, need it.

"The pendulum of electronification of markets went too far in the case of U.S. equities — to the point that people want to know there's a human being watching over their trades," he says.

But that's now. And Jeff Sprecher hasn't gotten to where he is by keeping things as they are. ■

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Juston Stix

For Juston Johnson '02, hunger was the master of invention. The staff meetings he attended as an undergraduate supervisor at Gordon Commons featured free pizza, an unwelcome sight to his picky palate. He detests tomatoes and, hence, tomato sauce.

Johnson started experimenting in the dining hall kitchen by topping breadsticks with melted cheese. He continued refining the recipe to create what came to be called Juston Stix — a cheesy delight baked to bubbly perfection that has become a staple among undergrads living in residence halls.

Juston Stix start with hand-stretched pizza dough, topped with one-quarter cup of garlic butter, a layer of Parmesan cheese, “a little” mozzarella (though it looks like more to an observer in the kitchen), and another layer of Parmesan before going into a gas-fired oven.

It's apparent that this food is designed for people under a certain age with good metabolism.

The creation's popularity was certain last fall, when the new Gordon Dining and Event Center opened for business — without Juston Stix on the menu. Despite thirteen food and beverage stations, including an omelet bar and coffee shop, hungry students were distressed that their favorite comfort food was missing.

“They freaked out,” says chef Jamie Esser, at right, who estimates that he makes fifty to sixty batches of the breadsticks each Friday and Saturday night since they were restored to the menu last November. They are also sold at Rheta's Market in Chadbourne Hall and at Holt Bean and Creamery near the lake-shore residence halls.

To get Juston Stix added to the menu back in 1997, Johnson had to complete paperwork and present his recipe, including nutritional information, to University Housing. The night before he submitted his proposal, he had yet to name them. His roommates suggested a way to honor the unusual spelling of his first name.

By the time Johnson graduated, he was told that his creation outsold pizza whenever both were offered. A Chippewa Falls, Wisconsin, native who now works as executive director for the Republican Party of Florida, he says the Stix's popularity is not a mystery.

“They're loaded with butter and cheese,” he says. “What's not to love? It is Wisconsin, after all.”

Jenny Price '96

What's your favorite UW tradition?

Tell *On Wisconsin* about it at onwisconsin@uwalumni.com, and we'll find out if it's just a fond memory — or if it's still part of campus life today.

Butter and cheese, cheese, cheese have kept this comfort food on the menu at the UW's residence halls.

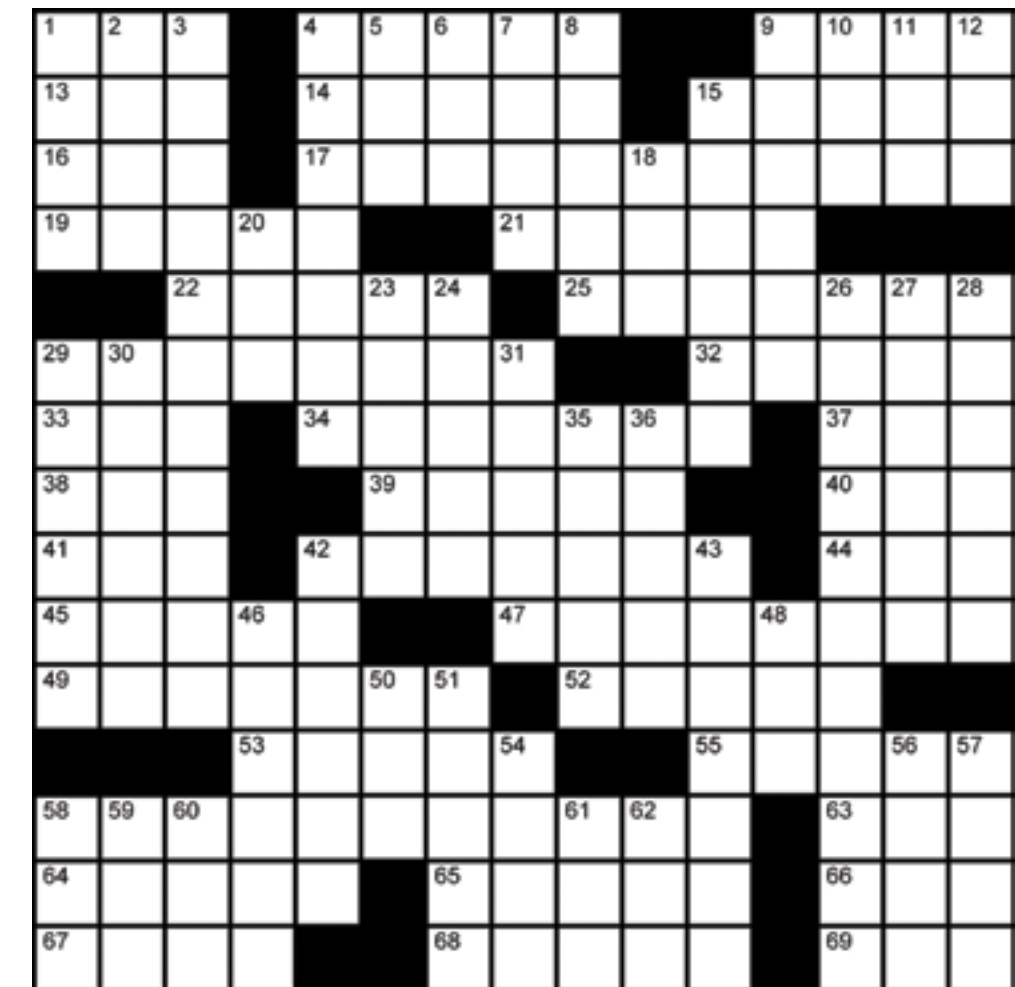


BRUCE RICHTER

Badger Foodies

ACROSS

1. 90-degree bend
4. Kind of engineering
9. No longer there
13. You can play Super Mario Bros. on one
14. Supreme Court Justice Samuel
15. Nintendo fan
16. Sphere in space
17. Henry Street tavern specialty topped with secret sauce
19. Measure used at Fort Knox
21. Ever
22. Assumed name
25. Large member of the flounder family
29. Group with an ROTC program
32. _____ Lodge (motel chain)
33. Friday night fish _____
34. Room for a baby
37. Pan cover
38. Sleep cycle acronym
39. Founder of 26 Down
40. Reproductive gametes
41. "_____ tree falls in the forest ..."
42. Nickname of JFK's administration
44. Mobster's piece
45. Mea _____
47. Glowing splendor
49. Cause for some sneezing
52. Colorful aquarium fish
53. "It must have been _____ news day"
55. Area of shadow
58. UW's Dairy Store location
63. Financial _____
64. Hall of Fame Milwaukee Braves southpaw Warren
65. GPA-boosting course
66. Fitness center facility
67. Like some indie films
68. Peeping Tom
69. It moves up and down over time



DOWN

1. *Star Wars* creature
2. Former currency of Italy
3. Spot for many a food cart
4. Words under a photo
5. Under the weather
6. By way of
7. Chicken _____ (Mayan ruins)
8. Reluctant
9. Hummus ingredient
10. Online "Holy cow!"
11. Originally known as
12. Need correcting
15. See 42 Down
18. Sheep sound
20. TV character from the planet Melmac
23. Caribbean island
24. Rugby tussle
26. Badger Athletics fundraiser started in 1974
27. Historic computer of 1951
28. Thus far
29. One Acre Fund's concern
30. Very angry
31. Cellulose acetate, for one
35. Brilliant success
36. _____ Island
42. UW chef famed for fudge-bottom pie, with 15 Down
43. Nominal
46. Excellent, in slang
48. It's waved while singing "Varsity"
50. '80s Mazda
51. Lashes together, as oxen
54. Smacking sound
56. Ready for picking
57. *Batman* star West
58. Merit badge awarders (abbr.)
59. Month after Mar.
60. Baseball club
61. "Do _____ say, not ..."
62. Caustic cleanser

A senior special librarian at UW-Madison, Raymond Hamel MA'85 is also a puzzle and trivia master. He's had more than 2,300 crosswords published. To find the answers, visit onwisconsin.uwalumni.com.

Badger connections

KEVIN ALLEN



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Spirited Sendoff

In June, alumni from the WAA: Washington, D.C. Chapter held a Badger sendoff party for Rebecca Blank at the U.S. Botanic Garden, showing their support as she prepared to leave her job as acting secretary at the U.S. Department of Commerce to become the next chancellor of UW-Madison. In her remarks, Blank said, "One thing is clear: UW alumni are loyal and enthusiastic about their school. ... I take that level of Badger pride and enthusiasm as one of Wisconsin's greatest strengths." See page 24 for more about the university's new chancellor.

New Alumni Pier Opens on Lake Mendota

The long-awaited amenity is already a crowd-pleaser.

The next time you visit campus, consider arriving by boat. For the first time ever, you'll have a place to park the craft. The new Goodspeed Family Pier, which opened in June, fulfills a longtime need for boat docking near campus and is destined to become the heart of a new tradition. The pier is the first phase in the creation of Alumni Park, a gift to the campus from the Wisconsin Alumni Association to celebrate its 150th anniversary.

"The new pier is a gift to the whole campus community, and generations of alumni to come will make their Badger memories here," said WAA President and CEO

Paula Bonner MS'78. Judging by the high number of sunbathers, boaters, and passers-by who gravitated toward the structure before it even officially opened, those memories are already multiplying.

The pier is named for the family of **Mike Shannon '80** and **Mary Sue Goodspeed Shannon '81**, whose gift toward the boat dock expresses their special connection to this area of campus.

More than 250 alumni and friends joined the Shannons on a perfect day in June to celebrate the dedication of the pier at a lake-side ribbon-cutting event. Both then-interim Chancellor **David Ward MS'62, PhD'63** and incoming Chancellor **Rebecca Blank** were on hand for the celebration.



Snips ahoy! Mary Sue Goodspeed Shannon cuts the ribbon to officially open the Goodspeed Family Pier, as Mike Shannon (left), Bucky, and Paula Bonner cheer her on. The pier was named in honor of Mary Sue's father and siblings.

"This pier will be a great addition to the always-memorable experience of enjoying this scenic lakeshore that we are so fortunate to have in the heart of our campus," Blank said. "It's one of the reasons people say Wisconsin has one of the most beautiful college campuses in the nation, and everything we do to enhance it adds to the UW's unique charm."

Unlike the old concrete pier, the new one provides docking access for boats, canoes, and kayaks. The new version — made from a special, sustainable wood — is also more environmentally sound, since it improves water flow along the lakefront, eliminating the buildup of smelly, stagnant water that characterized the old structure.

Docking rates for the pier are \$3 per hour

for boats and \$1.50 per hour for paddlecraft, with proceeds supporting pier operations.

Located outside the Below Alumni Center, the pier will be the lakeside entry to the future Alumni Park when it opens in 2015. The park in turn will be a vibrant promenade in the corridor that runs between the Red Gym and the Memorial Union, from Lake Mendota to Langdon Street, and will celebrate the contributions of alumni and the university to the world. More than five hundred supporters, to date, have provided nearly \$7 million toward the completion of Alumni Park, giving the campaign momentum and bumping it past the halfway mark towards its goal.

For more information, visit uwalumni.com/alumnipark.

The Goodspeed Family Pier, by the Numbers

25 Number of boats, canoes, and kayaks that can tie up at the pier at once. The east-west floating dock can accommodate 17 boats; the north-south canoe and kayak slip can hold 8 craft.

330-plus Linear feet of boardwalk made from a sustainably harvested

South American wood called massaranduba (also known as bulletwood due to its extreme density and hardness).

23 Minimum depth in feet that each of 21 pilings is driven into the lake bed.

787 Linear feet of shoreline that were restored during this project.

3,148 Linear feet of stone needed to make the facing for that shoreline.

2,011 Linear feet of stone salvaged from the previous shoreline for reuse. (Some 461 tons of stone were too damaged.)

297 New limestone blocks needed to complete the shoreline. (They were quarried at Halquist Stone in Sussex, Wisconsin.)

350 Cubic yards of concrete poured as foundation for the new shoreline.

The Korea Connection

Far-flung alumni strengthen ties with campus.

When **Dong-Soo Hur MS'68, PhD'71** was named a Distinguished Alumni Award winner in 2011, he was unable to travel to campus to accept the honor. But his alma mater was still very much on his mind, and this past July, he received the award at a dinner at the Madison Club during an activity-packed visit to campus with other Korean alumni.

Hur is the chair of the board of GS Caltex, the oldest private oil company in South Korea. Known as "Mr. Oil," he has been a tireless advocate of diversification and sustainability, leading the company into the gas, fuel cell, and renewable energy industries.

While on campus, he enjoyed a luncheon at the home of Emeritus Professor **Hyuk Yu**, who was one of Hur's advisers and who is originally from South Korea. He also toured the Wisconsin Energy Institute and the College of Engineering and met with key chemical engineering faculty. Then it was on to view the new Goodspeed Family Pier and the site of the future Alumni Park during a pontoon boat tour on Lake Mendota. Hur, who is a member of the UW Foundation's prestigious Van Hise Society, also accepted an invitation to become a member of the foundation's board of directors.

Several current and former chapter leaders from the WAA: Korea Chapter

accompanied him on his visit and participated in campus tours and outings. The group discussed several potential programs to further strengthen the ties between the university and South Korea.

"It was wonderful to have the opportunity to thank and honor such a distinguished alum

as Dr. Hur for his amazing leadership in South Korea and his service to the university," said WAA President and CEO **Paula Bonner**. "He and the other Korean alumni are extraordinary examples of the commitment and service to this institution that exist no matter where alumni are in the world."



Standing from left are: Jeehoo Hur; Ja-Kyung Kim, wife of Dong-Soo Hur; Dong-Soo Hur, and Jaehyung Bark. Seated are emeritus professor of chemistry Hyuk Yu and his wife, Gail Yu. The Hurs and 11 other South Korean alumni and friends visited campus in July.

ANDY MANIS

BADGER TRACKS

WAA's new chair of the board of directors is Jay Sekelsky '81, MBA'87. He succeeds Nancy Ballsrud '75. His term began on July 1, 2013, and will run until June 30, 2014. "There is a tremendous sense of pride with having a connection to such a great university," he says. "I really have a strong sense of ownership about the Wisconsin Idea. The more you can get people from Wisconsin and beyond to understand and embrace the Wisconsin Idea — I think we're all going to benefit from that."

The Sixth Edition of WAA's The Red Shirt generated more than 8,000 votes as alumni and students turned out in record numbers to choose its design. Since The Red Shirt program began in 2008, WAA has sold 20,862 T-shirts, raising \$200,000 for 74 scholarships. Visit uwalumni.com/TheRedShirt for more information.



WAA gave out free cream puffs at the state fair on August 7. The first 100 takers who visited the association's booth and showed their WAA member cards were given vouchers for the sweet treats. Alumni were also encouraged to bring school supplies to benefit Milwaukee-area school children. The event marked the fifth time that WAA has participated in UW-Madison Day at the Wisconsin State Fair.

A record 1,352 participants from 33 states and six countries (including Australia, Slovakia, Brazil, Israel, and Canada) attended the thirteenth annual Grandparents University (GPU) this summer. They brought the total number of "degrees" awarded to participants to 8,934. Jaimie Krueger x'14 and Erika Krueger x'15, who were themselves GPU attendees back in 2002, served as student guides for the program. Highlights were a new major in cartography and the introduction of GPU's Amazing Race as an evening activity, inspired by the television show of the same name.

Did You Say Something about News?

We thought so. Just forward the (brief, please) details of your latest accomplishments, transitions, changes of hair color, and other important life happenings by email to classnotes@uwalumni.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. Wouldn't it be great if we could publish all of the submissions that we receive? It sure would, but those pesky space limitations prevent it. We still appreciate hearing from you, though, so keep the news coming.

Please email death notices and all address, name, telephone, and email 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 (WIS-ALUM).

Virtually all obituary listings of Wisconsin Alumni Association (WAA) members and friends appear in our triannual publication for members, the Badger Insider. If you're not already a WAA member, we'd love it if you'd join us at uwalumni.com/membership.

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

The Wisconsin Alumni Association® (WAA) encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of UW-Madison in its activities.

early years

In February, **Carlyn Strauss Ungar '35** and **Irv Ungar '35** had the rare opportunity to wish each other a happy *seventy-fifth* anniversary and reflect on their Valentine's Day nuptials in 1938. In an article about the ninety-nine-year-old Chicagoans, the *Chicago Tribune* described them as music lovers, theatergoers, and devoted members of Temple Shalom who are "in full possession of their highly enjoyable wits." Carlyn sums up their practical relationship wisdom in this way: "Marriage isn't 50/50; it's 60/40. If you stop at 50/50, there's a gap. If everybody gives 60/40, there's overlap."

"Marriage isn't 50/50; it's 60/40. If you stop at 50/50, there's a gap. If everybody gives 60/40, there's overlap." — Carlyn Strauss Ungar '35

40s–50s

UW Professor Emeritus **Ed Daub '45, MS'47, PhD'66** of Madison reminisced that the lone piper whom he saw at an Edinburgh tattoo (a festival of martial music and exercises) reminded him of his experience "as head cheerleader in 1945, leading 'Varsity' and the 'steam locomotive' at the center of Camp Randall field." He's also edited a publication of lectures in Japanese on key events in the history of chemistry by a Tokyo University professor emeritus.

The Navy Distinguished Civilian Service Award — the highest honor that the secretary of the navy confers — belongs to **Jack Schmidt '48, MS'50, PhD'52** for directing its medical research and development programs from 1974 to 1982. He lives in Rockville, Maryland.

If you've ever felt that you didn't quite belong in this Class Notes section, take solace from **Robert Varney '49** of Lakeland, Florida, and his late wife, **Elaine McCarthy Varney '43**, who left for Florida the day he graduated. "Neither Bob nor Elaine has

academic acknowledgments to report or high-level career titles to list," he writes. "They did have a happy, loving marriage. Retired now, Bob regularly sails his boat on Tampa Bay and vacations abroad frequently. Four children keep track of their ninety-two-year-old father."

Richard Bates MS'50 says it was a privilege to learn from some of the "giants of geography": UW Professors **Vernor Finch**, **Glenn Trewartha**, and **Arthur Robinson**. He used his education during a long career at Baraboo [Wisconsin] High School, where he initiated the state's first high school earth-science class. Bates often spoke to history

classes about his World War II experiences, and he's published *Memories of Military Service: A Teenager in Burma* (AuthorHouse).

If you have a Wisconsin Lions Foundation license plate, thank **Ed Hida '53** of Wauwatosa for his work to bring it to fruition. He's also received the Wisconsin Lions Foundation's highest recognition — the Birch-Sturm Fellowship — for extraordinary service to the West Allis Central Lions Club.

60s

The Instream Flow Council (IFC) has honored **John Orsborn PhD'64** with its Honorary Lifetime IFC Membership and its 2013 Making a Difference Award. They recognize his sixty-plus years of contributions to "the science of quantifying instream flows and water levels required to sustain natural resources and other ecological services," with an emphasis on fish-passage design. Orsborn is a professor emeritus of civil and environmental engineering at Washington State University and lives in Port Ludlow.

The Hall of Fame at Virginia Tech's College of Agriculture and Life Sciences shines all the brighter with the induction of **George Russell PhD'64**, who holds a BS from the college. He made dramatic progress as the Virginia Tech Alumni Association's (VTAA) director of alumni affairs, retiring in 1995, and is now the vice president emeritus for alumni relations. VTAA's chapter awards and the alumni center's fountain are both named for Russell.

When Chicagoan **Niles McMaster '65** writes that he was a member of the 1963 Rose Bowl team and also "had a successful career as a film and TV actor," he's being a little modest. After all, he played Dr. Clay Jordan on the soap opera *The Edge of Night* and has appeared in movies, TV series, and more than eight hundred television and radio commercials. McMaster is also a lifelong artist, ever searching for "the synthesis of composition, color, and emotion" in his work.

Jim Hawkins '66 is an immortal in his hometown of Superior, Wisconsin, where he's been inducted into its Academic and Athletic Hall of Fame and has received its Lifetime Achievement Award. Hawkins retired recently after a sportswriting career that spanned six decades, produced eight books, and earned him many awards, including the 2013 runner-up for the Baseball Writers Association of America's top honor: the J.G. Taylor Spink Award. Hawkins now enjoys the warmer clime of St. Petersburg, Florida, where he's a member of WAA's Tampa Bay chapter.

Take a big breath before reading about **Harvey Sweet MS'67, PhD'74**. During his twenty-three years of teaching theater technology and design, he worked on more than one hundred and fifty productions. He's also written three textbooks, founded the Sweet Studios theatrical supply business, served as the U.S. Institute for Theatre Technology's education commis-

sioner, managed theatrical lighting at Tokyo's Sanrio Puroland theme park, drafted the Walt Disney Company's rigging standards, and more. (Phew!) Sweet retired from Electronic Theatre Controls in December, and we wish him some well-deserved relaxation in Waunakee, Wisconsin.

John Henz '68 is a new fellow of the American Meteorological Society for his contributions to hydro-meteorology, operational meteorology, and applied climatology. He specializes in predicting, alerting the public to, and responding to flash floods as the senior meteorologist and technical leader at the Denver office of Dewberry, an architectural, engineering, and consulting firm.

For his achievements in preservation outreach, disaster planning and response, and archives security issues, **Gregor Trinkaus-Randall '68, MA'73, MA'80** has earned the New England Archivists' 2013 Distinguished Service Award. He's the preservation specialist at the Massachusetts Board of Library Commissioners in Boston. He was also the 2011–12 president of the Society of American Archivists and was a key coordinator of its response to Hurricanes Katrina, Rita, and Wilma.

The Partnership for Public Service collaborates with the *Washington Post* on its Federal Player series: profiles of federal employees who have made big impacts. In January, the series featured **Neil Buckholtz MS'69, PhD'71**. As director of the Division of Neuroscience at the National Institute on Aging in Bethesda, Maryland, he's been the driving force behind the Alzheimer's Disease Neuroimaging Initiative. In March, it was **Forrest Jehlik MS'00's** turn. A research engineer at the Argonne National Laboratory's Advanced Power Train Research Facility near Chicago, he works with the Green Racing initiative, which promotes innovations to

make race cars more environmentally friendly and transfers those advances to the commercial market.

Meteorologist **Ed Cohen MS'69** and his sidekick, Mark, have begun hosting a humorous (yet informative) half-hour TV show called *Weathering the Weather with Ed* (westfordcat.org), for which viewers pose questions about meteorological phenomena, and the fearless duo answers them. Cohen, of Westford, Massachusetts, donates the net proceeds of the meteorology study guide that he's written to the Michael J. Fox Foundation for Parkinson's Research.

"The value of looking at things historically is putting it into some context."

— Harry Miller '71, MA'76

Holly Zanville MA'69 says that she "owes a debt of gratitude to Professor **[B. Dean] Bowles**, who taught her first educational administration course at the UW." Bowles encouraged Zanville — the only female in a class of fifty-plus men — to "hang in when so many others were discouraging her to enter the administration field." Well, she showed *them*: Zanville spent three decades in higher-education administration posts in Colorado, Oregon, and Washington. Today she's a strategy director at the Lumina Foundation in Indianapolis and a children's book author.

70s

In a March *Wisconsin State Journal* tribute to **Harry Miller '71, MA'76**, columnist **Doug Moe '79** called him the "gatekeeper to a treasure trove of great stories," but Miller's official title was senior reference archivist at the Wisconsin Historical Society, from which he retired recently after forty years. "The value of looking at things historically is putting it into some context," says Miller.

We're never surprised, but always gratified, to hear about alumni who are perched at the top of their fields. **Louis Uccellini '71, MS'72, PhD'77** — the new director of the National Weather Service and a gent who has a longstanding affection for the UW — is certainly one of them. Uccellini previously headed the National Centers for Environmental Prediction and was president of the American Meteorological Society in 2012. He lives in Columbia, Maryland.

With a time of 3:37:39, **Jay Jacob Wind '71** completed his one-hundred-and-fiftieth marathon in April in Boston and was

two blocks from the finish line when the bombs at the Boston Marathon exploded. "I covered the marathon for the *Washington Post* and *Arlington Sun Gazette*," he writes, "so I went to the press room at Copley Plaza Hotel, where we were locked down for the next three hours." Wind directs marathons and shorter races for the Safety and Health Foundation of Arlington, Virginia, and other charities.

The work of freelance writer **Hugh Hart '72** was nominated for a 2013 Mirror Award: the top honors for excellence in media-industry reporting, presented by Syracuse University's Newhouse School of Public Communications. The Studio City, California, writer's piece in *Wired* called "Fast-Frame *Hobbit* Dangles Prospect of Superior Cinema, but Will Theaters Bite?" was nominated in the Best Single Article/Digital Media category. Hart has contributed numerous profiles to Class Notes, including the one on page 58 of this issue.

The Iowa State University (ISU) Alumni Association encourages ISU graduates to laud those who influenced their lives as

students through the Faculty-Staff Inspiration Award. This year, **Kim Smith '74, MA'76, PhD'78** of Ames — who retired from ISU in 2009 after a thirty-year career teaching journalism — earned the honor. He's authored three books since retiring, the latest of which is *Plagiarized* (Ludus Publishing).

The American Marketing Association's 2013 Irwin/McGraw-Hill Distinguished Marketing Educator Award has gone to **Robert Lusch PhD'75**. Currently a professor of marketing and the executive director of the McGuire Center for Entrepreneurship at the University of Arizona in Tucson, Lusch was previously dean of the Neeley School of Business at Texas Christian University, as well as a faculty member and dean at the University of Oklahoma.

To **James Curtis III MS'76**, the purpose of the global, nonprofit Urban Land Institute (ULI) is nothing less than lofty: to "help people live better lives by building a better world for them" through leadership in responsible land use and the cultivation of thriving communities. ULI accomplishes this through the vision of supporters and the work of Curtis, who chairs its philanthropic arm, the Washington, D.C.-based Urban Land Institute Foundation. He's also a co-founder and managing partner of the Bristol Group in San Francisco.

When the UW's School of Journalism and Mass Communication honored its own in April, four grads took home Distinguished Service Awards: **Ginnie Kultgen Roeglin '76** of Sammamish, Washington, senior vice president of e-commerce and publishing at Costco Wholesale; Wisconsin Public Television reporter and anchor **Frederica Runge Freyberg '82** of Madison; Los Angeles screenwriter and producer **Philip Johnston '94**; and **Carrie Johnson MA'96**, a Washington, D.C.-based justice correspondent for National Public Radio. The Nafziger Award for achievement

within ten years of graduation went to **Daniel O'Brien '04**, strategy director of the Starcom MediaVest Group in Milwaukee.

On Wisconsin's Spring 2013 feature on forgiveness prompted **Terry Swartzberg '76** to share an article from Germany's *Süddeutsche Zeitung* about an experiment he'd been conducting: wearing a kippa, the traditional Jewish skullcap, in public in Munich, with the simple goal of proving that "Germans are truly open to the world." The result of his nine-week test? In the country he's called home since 1980, Swartzberg experienced "what I always maintained: that Jews don't have to live in fear in Germany." And for the foreseeable future, he planned to keep on wearing his kippa.

Did you know that there's a Badger overseeing all IT security at the U.S. Department of Commerce? In December, **Rodney Turk '76** of Burke, Virginia, was named the federal agency's chief information security officer, with oversight of the Patent and Trademark Office, Census Bureau, National Institute of Standards and Technology, and National Oceanic and Atmospheric Administration. Turk retired as a navy captain in 2002 after serving for twenty-six years.

From special-education teacher to engineer to director of the Crimea River Limited global brand consultancy in London: this has been the career trajectory of **Teresa Lenz Alpert '77**. In April, she brought her experiences back to the UW when she delivered the annual lecture honoring the late journalism professor **Robert Taylor '38**. Her topic? "Empathy Rules: Opening Hearts, Minds, and Markets."

Longtime-journalist-turned-novelist **John DeDakis '77** of Washington, D.C., took two "whirlwindish" tours through Wisconsin this spring to give his presentation "From Journalist to Novelist (or How I Learned to Start Making It Up)." He retired in

March after twenty-five years at CNN, most recently as the senior copy editor for *The Situation Room with Wolf Blitzer*, and became a writer in residence at the Callanwolde Fine Arts Center. His third novel and a self-help memoir on grief are in the works.

Walter "Chip" Donohue '77, PhD'88 is the new dean of distance learning and continuing education at the Erikson Institute of Chicago, as well as the director of its Technology in Early Childhood Center. He's also a senior fellow at the Fred Rogers Center for Early Learning and Children's Media. His daughter, Madisonian **SarahMaria Donohue '11, MDx'17**, says

"I decided that if the senior class ... wants me to come speak, I'll do whatever they ask me. I love that school." — **Anders Holm '03**

that her father is always "placing children at the forefront."

The next time you're in Monte Sereno, California, look up the mayor: he's **Curtis Rogers '78, MS'80**, who worked up to the post by first serving on the city council. He's also the president and CEO of CKR Interactive, a marketing agency with offices coast to coast. "I love living in California," says Rogers, "but do miss Wisconsin." He claims for Monte Sereno what no other city can: it's where John Steinbeck wrote *The Grapes of Wrath*.

Working in the newly created position of chief administrative officer at the Chicago Institute for Psychoanalysis is **Jeffrey Tapper '78**. He was formerly the practice group administrator for the George Washington University Medical Faculty Associates.

Honoring her "amazing depth" of industry experience, organizational and leadership skills, lobbying involvement, and extensive volunteer efforts with the Wisconsin Child Care Administrators Association, the organization has bestowed its Recognition Award on **Beverly**

Anderson '79 of Waukesha. She's served as executive director of the Ebenezer Child Care Centers since 1992.

80s

If you were not in a Chicago restaurant this spring, immersed in a storytelling meal called *My Dinner with Ronnie*, which used an exhibit of organic works called *Dumpster Love* as a backdrop, and featured host and performer **Ron Bieganski '81**, who used a cement table as his stage ... then you missed something very interesting about his "great highs and lows while starting over as a fifty-

three-year-old man." Bieganski is the co-director of Chicago's NeuroKitchen Arts Collective and the designer/builder of the award-winning fine-arts and design firm Studioworksbieganski. You may also recall him as a Madison street performer between 1978 and 1985.

This spring, the mayor of Springfield, Illinois, presented a Mayor's Medical Innovation Award to **Steven O'Marro MD'84** for his clinical trials of hepatitis C. He's a partner in the Springfield Clinic's Division of Infectious Diseases, a clinical assistant professor at Southern Illinois University's School of Medicine, and the medical director of infection control at Memorial Medical Center and Kindred Hospital.

Tomislav Kuzmanovic '85, JD'88, a partner at the Hinshaw & Culbertson law office in Milwaukee, has received the Croatian American Bar Association's 2012 Vinodol Code Award in recognition of his distinguished legal career and contributions to the Croatian-American community. Cool fact: the Vinodol Code is the oldest

legal text in Croatian, dating back to 1288, and it was written in Glagolitic letters (the oldest known Slavic alphabet).

REP. magazine toasted Chicagoan **Cheryl Washington '85** in its February issue as one of the Top 50 Wirehouse Women in 2013. She's been with Merrill Lynch Wealth Management since 2004 and is currently a VP and senior financial adviser.

Based in London, **Amy Krohn James '86** leads nine thousand cabin-crew members as head of the worldwide cabin crew for British Airways, while her sister, U.S. Navy Captain **Katherine Krohn Mayer '87**, is the commanding officer of the U.S. Naval Computer and Telecommunications Station/Far East and its staff of six hundred-plus in Yokosuka, Japan. She's deployed to the Arabian Gulf in support of Operations Enduring Freedom and Iraqi Freedom.

Fred Haberman '88 is in on the ground floor of a new aquaponics facility in East St. Paul, Minnesota, called Urban Organics. He and two co-founders plan to raise fish sustainably using dozens of 3,500-gallon fish tanks and to grow organic greens to the tune of 1 million-plus pounds per year. Speaking of tune, the company is housed in the former Hamm's Brewery building (so those of a certain age are now singing, "From the land of sky-blue waters ..."). Urban Organics will supply restaurants, the local school system, businesses, and a small retail operation. Fred's spouse is **Sarah Bell Haberman '88**.

90s

The call that WAA made in a recent *Badger Voice* e-newsletter for advice from alumni to new Badger grads prompted **Christine Hinrichs Schultz '90** of Kenosha, Wisconsin, to let us know that *She's Graduating!*, a new Hallmark book offering post-commencement wisdom to

Sweet and Scary: Leigh Henderson MBA'07

When it comes to baking cakes, **Leigh Henderson MBA'07** is good — scary good.

Whether she's creating a sugary sculpture for a friend or competing in a Food Network challenge, this PhD student in the UW's theatre and drama department has turned her love for Halloween into a tasty, unusual pastime.

"It's a fun hobby because people love cake," she says. "I started [making cakes] on a whim in 2000, and then a friend bought me a book on cake decorating. It kind of spiraled out of control from there."

Growing up, Henderson and her sister shared a love for horror movies and, as a token of their admiration for the genre, blogged reviews of the spookiest flicks. Today, horror films often serve as a muse for Henderson's cakes, while her blog tells tales of her spooky adventures in baking.

That blog is how Food Network found her for the show *Halloween Wars*, which aired in fall 2012. "I got an email asking [me] to submit an audition tape after seeing my website," explains Henderson. "It was totally out of the blue and awesome."

The four-episode series featured five teams of highly skilled cake decorators, sugar artists, and pumpkin carvers competing against each other — and the clock — to create the best edible Halloween display. The team to survive all four episodes was awarded \$50,000.

As the cake decorator for team Paranormal, Henderson worked with candy maker Ruby Carlsruh and pumpkin carver Ray Brown. Although they were not crowned the champions of *Halloween Wars*, the team made it to the penultimate episode before being eliminated, which is certainly nothing to boo at.

"It's as crazy as it looks," Henderson says of the show's chaotic appearance. "It is not exaggerated."

The hectic nature of a timed cooking competition can be intimidating on its own; throw in cameras and a national audience, and it's even more stressful. Luckily for Henderson, she adapted quickly. "It's weird — once you start concentrating on what you're doing, you can tune out the cameras," she says. "When you're doing something you love and know how to do, it's easy to forget you're on national television."

And there is no doubt that Henderson knows what she's doing. Using everything from mechanical and sculpting kits to paintbrushes, airbrushes, and more, she's able to build edible masterpieces out of cake, complete with moving parts.

Henderson enjoyed *Halloween Wars* so much that she agreed to be featured on another Food Network reality show, *Sugar Dome*, which aired in December 2012. Her team, the Sweet Maniacs, won the episode titled "When Toy Stories Come to Life at Night."

Since her television debut, Henderson has returned to creating cakes as a hobby, averaging five per year for friends and family. For more photos of her cakes, see www.doitmyself.org.

Libby Blanchette



Leigh Henderson MBA'07 works on a creation during her appearance on Food Network's *Halloween Wars*. She and her team competed to build the best edible Halloween display.

FOOD NETWORK / SCRIPPS

of history at Michigan State University in East Lansing and became the interim coordinator of its Muslim studies program. She also published her first book, *Empire and Education under the Ottomans: Politics, Reform and Resistance from the Tanzimat to the Young Turks* (I.B. Tauris).

Siri Delwiche Carpenter

'95 of Madison is making it big: after earning a PhD in psychology at Yale, she began crafting award-winning freelance science journalism. Now she's a senior editor at *Discover Magazine* and the co-founder and co-executive editor of The Open Notebook, a nonprofit dedicated to advancing the art of science journalism.

Through Sophia's Promise, the nonprofit that **Sam Veit '95** has founded, he seeks to raise funds to find a cure for juvenile diabetes and to support families as they navigate the difficult transition that comes with this diagnosis. Veit also lectures in the UW's consumer science department; owns Veit Direct Marketing in Muskego, Wisconsin; and was a four-year starting punter for the football Badgers.

The tornado outbreak on April 27, 2011, was historic. And now a study of its debris has made the lead investigator, **John Knox PhD'96**, very popular with the national and international media. Knox and his team analyzed the takeoff and landing points of 934 objects because knowing where debris is likely to fall can help to protect the public if a tornado were to suck up hazardous substances. Photos of the objects were posted on Facebook, and their owners claimed them later. Knox is an associate professor of geography and undergraduate coordinator at the University of Georgia in Athens.

The husband-and-wife team of **Joe Kuipers '97** and **Sam Swift Kuipers '97** of Nokomis, Florida, are "trying to change the face of fundraising with an innovative, practical, and extremely family-friendly approach that

young women, includes two of her submissions. Our favorite is "Never, never, never quit."

When Korean-born **Jason (Yong) Shin '91** was a UW engineering student, he knew that expanding his language skills would expand his career oppor-

tunities, so he decided to study Japanese. Today he runs his own company, the Tokyo-based Takamoto Electric, which designs and produces LED lamp modules for many Japanese car models. Shin has made two campus visits, and the internships that

he's established hosted their first two interns this summer: UW students **Matt Reagan** and **Elisa Yanagihashi**.

Last year was a decidedly good one for **Emine Onhan Evered MA'94**: she was promoted to associate professor

works through the sale of paper towels and toilet tissue.” We bet you didn’t see that coming. Their company, PaperFunds, partners with nonprofit organizations across the U.S. and in Canada.

The annual Sports Licensing and Tailgate Show has honored retailer The Name of the Game in Wauwatosa, Wisconsin, with a Rising Star award for its impressive marketing and merchandising. Madisonian **Brent Ruhland '98** is the store’s general manager and oversees nine other Name of the Game locations, as well as the Bucky’s Locker Room and Insignia stores.

The world’s largest nuclear cleanup program — the Office of Environmental Management (EM), part of the U.S. Department of Energy — can boast **David Sheeley '98** as the editor and writer of its *EM Update* newsletter.

Working on the border between organic and organometallic chemistry, University of Houston [Texas] associate professor of chemistry **Olafs Daugulis PhD '99** explores the functionalization of carbon-hydrogen bonds: groundbreaking basic research and related teaching that have earned him this year’s \$100,000 Hackerman Award in Chemical Research from the Welch Foundation.

Following his days as a TV exec at New Line Cinema, **Jaret Keller '99** has become the founder, president, and creative director of Key Group Worldwide, a PR agency in New York City that specializes in the culinary and hospitality industries — and he works with some of their luminaries. **Rachel Lansing '09** is Key Group’s PR manager.

And the winner of the Best Religion Weblog in the latest international Weblog Awards is ... **Karl Seigfried MMusic '99**. This is even the *second* consecutive win for his Norse mythology blog. Seigfried teaches both music and religion at Carthage College in Kenosha, Wisconsin, and he appeared as a Norse mythology

Andrew Stoltmann '94: Defending Investors

As a child, **Andrew Stoltmann '94** witnessed the cruel effects of fiscal crime when his father was swindled in a real estate deal, losing \$80,000. That experience motivated Stoltmann to spend his career exacting his own form of payback in the courtroom, going after brokerage firms that he believes have defrauded clients.

A frequent commentator on Bloomberg TV, CNBC, and Fox Business, the attorney is now zealous about his chosen mission, but he was intent on a career in business when he enrolled at UW-Madison. As an undergraduate, Stoltmann also joined the speech team and picked up rhetorical skills that later proved invaluable in the courtroom. “I learned how to put an argument together in my head and to speak persuasively, without notes,” he says.

After graduation, Stoltmann began work at a Milwaukee brokerage firm. He imagined himself conscientiously analyzing business stocks that would deliver honest profits for clients, but ended up spending his time cold-calling to recruit new business. Following what he viewed as an equally demoralizing stint at a similar firm, Stoltmann decided to try to remedy abuses he’d witnessed at the very companies he’d once dreamed of working for. He moved to Chicago and earned a law degree at DePaul University.

Stoltmann set out to become an expert at deconstructing risky investments. Eventually, his phone started ringing off the hook as investors sought legal recourse for misleading practices. He says that some 80 percent of his clients are middle-class investors, such as retirees and small-business owners, but 20 percent have substantially higher net worths. “Many wealthy people do get taken advantage of, because they have the larger sums of money,” he says.

Of course, some brokers operating in good faith simply pick stocks that don’t work. “Not all investment losses are actionable,” Stoltmann says. To make his legal arguments stick, he needs to satisfy at least one of four criteria to prove that brokers did not have their clients’ best interests at heart.

First, investments must be suitable for investors. A relatively high-risk penny stock, Stoltmann explains, is “not suitable for 20 percent of a 70-year-old, retired client’s portfolio.” Excessive trading activity and unauthorized trading are also grounds for legal action. Finally, brokers must not misstate or omit risks associated with investments.

At its peak in 2008 and 2009, Stoltmann Law Offices handled about 200 cases a year. Now the firm oversees some 125 clients annually. Stoltmann believes that the worst is yet to come for retirees and others who have been encouraged to invest in junk bonds, which tend to plummet in value when interest rates rise. “Brokers get paid nothing for recommending a government bond,” he explains. “They make up to ten times as much for recommending a junk bond. So take a wild guess what’s in these retirees’ portfolios? It’s a ticking time bomb.”



KRIS GREENE

Chicago-based attorney Andrew Stoltmann '94 is a frequent commentator on CNBC, Bloomberg TV, and Fox Business. He left the brokerage industry for a career in law.

Hugh Hart '72

expert on the History Channel’s *Ancient Aliens* program in April. Seigfried’s also a popular and critically acclaimed bassist and guitarist in Chicago’s music scene who’s performed and recorded in virtually all musical styles.

“I have been living in Beijing since August 2012, studying Chinese full time,” writes **Neal Vermillion MA '99**, who recently celebrated his ten-year anniversary as a foreign service officer. In June, he took on his next

diplomatic role: helping to manage one of the world’s busiest visa sections at the U.S. embassy in Beijing.

2000s

What’s up with some of our 2000s attorneys? **Michael Dahm '00** has joined Whyte Hirschboeck Dudek’s Milwaukee office, while **Patrick Whiting '01** is new to Fredrikson & Byron in Minneapolis. Also in Minneapolis,

Faegre Baker Daniels has presented one of its inaugural Baker Benson Pro Bono Awards to **David Snieg '02** for his work representing a four-year-old child with special needs. **Michael Strand '02**, who practices law in the Denver office of Snell & Wilmer, was named one of the *Denver Business Journal*’s 40 Under 40 for 2013. And Quarles & Brady has welcomed associates **Christopher Zdarsky '05** to its Chicago office and **Alyssa**

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Dowse '06 to its Milwaukee practice.

Kyle Schneider '00 sent photos from the February poetry evening that the Wisconsin Alumni Association's France chapter held in a cozy, macrobiotic restaurant in Paris to celebrate Founders' Day: the commemoration of the first UW class, held on February 5, 1849. From **Patricia Kessler '74's** poem for the gathering, "Tonight, we were a body of converted poets, in communion with each other / and the word." As they say in France, "On, Ouisconsin!"

Madison third-grade teacher **Marc Kornblatt '01** and his former student teacher, **Kyle Walsh '12**, have teamed up in Walsh's Verona, Wisconsin, first-grade classroom to create a YouTube music video called *Mathematical Humdingers*. Kornblatt is also on a one-year leave to focus on filmmaking and screened two works at this year's Wisconsin Film Festival: *Because It's Small*, about the Little Free Library movement [see *On Wisconsin's* Winter 2012 issue]; and *Street Pulse*, a documentary about the homelessness of Madison.

Jack Newman PhD'01, a co-founder and the chief science officer of the Emeryville, California-based biotech firm Amyris, was interviewed on NPR in April about advances in an anti-malaria medicine.

Would you give a kidney to a stranger? Newport Beach, California, veterinarian **Kelly Wright DVM'02** would — and did. In January, a Massachusetts man named Eddie Beatrice who was in end-stage renal failure found Wright's post on the Living Kidney Donors Network's Facebook page: she had decided to donate a kidney. After both pulled through the transplant operations in April, Beatrice said, "She saved my life. She's a hero. We'll be family for life now." He and Wright hope to inspire others through eddieskidneykampaig.n.com.

What was *Workaholics* creator, writer, and actor **Anders Holm '03** of Los Angeles doing in Madison in May? Speaking at commencement, naturally. Though he initially worried that he lacked the appropriate wisdom, Holm says, "I decided that if the senior class ... wants me to come speak, I'll do whatever they ask me. I love that school." In the end, he succeeded at offering relevant advice and reminiscences from his Madtown days: "more or less the perfect college experience." Holm is married to **Emma Nesper Holm '04**, whose father, **Larry Nesper**, is a UW professor of anthropology and American Indian studies.

The online sports magazine *ChicagoSide* brings together the city's best sportswriters each day to supply features, profiles, opinion pieces, video, and more. It's the creation of journalist **Solomon Lieberman '03**, who co-founded the site in 2012 and serves as its creative director.

Nicholas Lemke '05, MS'08 is one of those guys who's both brainy and athletic. A clinical research coordinator in the University of New Mexico's Department of Psychiatry, he's an author of a recent paper on response to electroconvulsive therapy in major depressive disorder that was published through *Frontiers in Neuropsychiatric Imaging and Stimulation*. He's also a UW bike team alumnus who continues to race over the mountains of the Southwest through USA Cycling.

The Brooklyn Youth Sports Club (BKYS) is going strong thanks to co-founders, co-executive directors, and brothers **Harris Friess '06** and **Lyle Friess '08**. Their Brooklyn Badgers and Lady Badgers traveling basketball teams are highly competitive, and BKYS's Beyond Basketball program provides tutoring, college-admissions guidance, and study halls. A March fundraiser generated more than thirty-six thousand

dollars and so much buzz that the *Wall Street Journal* covered it.

An ATHENA Award, which honors women who achieve, give back, and inspire, went to **Jennifer Román MS'06** in March. She's a career lieutenant and paramedic with the Madison Fire Department, a twenty-five-year Girl Scout volunteer, and the founder of CampHERO, a summer program that Girl Scouts USA has selected to join its national Destinations program.

Troy Vosseller '06, MBA'09, JD'10; Joe Kirgues JD'08; and Jon Eckhardt — a UW associate professor of entrepreneurship and the executive director of the UW's Weinert Center for Entrepreneurship — are the co-founders of gener8tor, a start-up accelerator program that provides funding, training, mentoring, and networking for high-tech entrepreneurs. Its twelve-week programs culminate in Launch Day, when the entrepreneurs pitch their businesses to potential investors.

The Angelman Syndrome Foundation has awarded **Angela Mabb PhD'07** its Wagstaff Postdoctoral Fellowship: a two-year award of \$110,000 that will fund her further evaluation of an FDA-approved drug for individuals with Angelman syndrome — a rare, neurogenetic disorder similar to autism. Mabb conducts her research at the University of North Carolina-Chapel Hill.

Lauren Silberman '07 of New York kicked a football through a glass ceiling of sorts in March when she participated in the NFL's New Jersey regional combine: her attempt to become the first female NFL player, courtesy of a 2012 NFL rule on gender equity. Silberman is the founder of Double Play Media, a consulting company that helps athletes to train by using video games.

Social entrepreneur **Stephanie Koczela '08** is doing important work in Kenya as the co-founder of Penda Health, a chain of women's clinics

whose business model ensures high-quality care and provides access to family-planning services. **Annie Ingebritson Erdmann '08** of Cambridge, Massachusetts, shared this news.

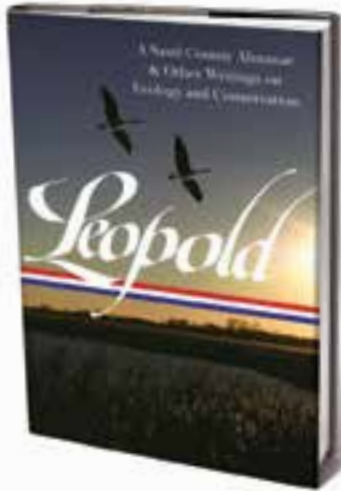
The online world was mad for "Snow Fall": a long-form piece that appeared on the *New York Times's* website in December. Its astounding images, raw video, interviews, animated graphics, and 3-D simulation fleshed out an in-depth story about a deadly avalanche in Washington's Cascade Mountains. But these things take time: back in July 2012, **Jeremy White MS'09** — a PhD student in the UW's geography department and a graphics editor at the *Times* — was the first graphics editor to get involved.

2010s

In 2010, **Michael Fishman '11** and **Austin Stoffers '11** were UW seniors shopping for a bicycle. Not finding one they liked for under a thousand dollars, they entered their business plan for Pure Fix Cycles — a company to design and sell very cool, fixed-gear bikes — into a business school competition, won seven thousand dollars, and launched their firm. Today Fishman runs the finance and operations areas, while Stoffers heads up manufacturing and sales at Pure Fix in Burbank, California. **Shelby Fox '09** of Los Angeles let us know.

Congratulations to **David Miller EMBA'12**, the new senior VP for administration and fiscal affairs for the UW System — its chief operating officer. Since 2003, Miller has been the System's associate vice president of capital planning and budget, responsible for facilities planning and development throughout the twenty-six System campuses.

Class Notes compiler Paula Wagner Apfelbach '83 assures you that this page was intentionally not left blank.



■ **Aldo Leopold** is among the university's most cherished citizens, but the late, visionary environmentalist and UW professor is perhaps the most important American thinker many people have never heard of. **Curt Meine MS'83, PhD'88** of Prairie du Sac, Wisconsin, wants to change that. He's the editor of **Leopold: A Sand County Almanac & Other Writings on Ecology and Conservation** (Library of America), a large collection of Leopold's essential contributions — some hard to find and others previously unpublished — gathered in a single volume for the first time. Meine serves as senior fellow for the Center for Humans and Nature and for the Aldo Leopold Foundation, as well as the on-screen guide for and contributor to the award-winning documentary *Green Fire: Aldo Leopold and a Land Ethic for Our Time*.

■ **Nobody Asked the Pea** is a deliciously illustrated picture book that cleverly retells Hans Christian Andersen's *The Princess and the Pea* by giving everyone a say — even the pea! It's



John Warren Stewig '58, MS'62, PhD'67's eleventh work published by Holiday House. The Glendale, Wisconsin, author founded the Center for Children's Literature at UW-Milwaukee, where he's an emeritus professor, and has also published fourteen books for adults.

■ **Christopher Kolenda MA'96** has written a most timely, in-depth, educational, and engaging work titled **The Counterinsurgency Challenge: A Parable of Leadership and Decision Making in Modern Conflict** (Stackpole Books). It blends storytelling, theory, history, and the lessons that he learned in the "crucible of combat" about the counterinsurgency challenges that modern

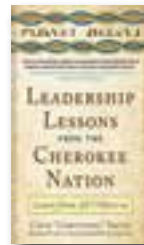
armies face. Kolenda, of Bowie, Maryland, is a retired U.S. Army colonel who pioneered innovative approaches during his three tours of duty in Afghanistan and has provided critical input and leadership in policymaking. David Petraeus called him a "tactical genius and strategic thinker ... [with] an unparalleled understanding of counterinsurgency principles."

■ **Caroline Beckett '73, MA'77, MFA'78; Frank Sandner III '74;** and their Itchy Cat Press in Blue Mounds, Wisconsin, have published a real gem: **A Little More Line:**



A Kite's View of Wisconsin & Beyond by Madison photographer Craig Wilson. This full-color photo book is replete with more than 230 images of iconic scenes around the Badger state and the Midwest, including many of the UW and Madison — all taken from a remote-controlled kite.

■ As the principal chief of the Cherokee Nation from 1999 until 2011, Chief **Chad "Corntassel" Smith MS'75** was instrumental in transforming his nation of three hundred thousand people from an organization in turmoil and disarray into a functional, progressive business/government entity. In **Leadership Lessons from the Cherokee Nation: Learn from All I Observe** (McGraw-Hill), Smith details his leadership model, which is based on a traditional Cherokee prayer that encourages learning from different perspectives as the sun moves across the sky. Smith, of Tahlequah, Oklahoma, is also a sought-after speaker and consultant.



■ Moving from poetry to fiction, debut novelist **Dale Kushner '78** of Madison explores love in "all its bewitching and terrible aspects" and the "mechanisms of emotional survival" in **The Conditions of Love** (Grand Central Publishing). This three-part, coming-of-age tale begins in rural Wisconsin in 1953 and follows the fearless Eunice on her quiet, epic journey of making her way in the world — navigating great loves and losses, yet remaining determined to keep an open heart. Kushner is a core faculty member of the Assisi Institute, a Jungian think tank in Vermont.



■ **Ed Pavlić II '89, MA'92**

is a distinguished scholar and one of the most prominent African-American poets publishing today, tracking American characters through situations "both mundane and momentous." His latest collection is the musically infused **Visiting Hours at the Color Line** (Milkweed Editions), which was selected as a National Poetry Series award winner. Pavlić is an associate professor of English and director of the MFA/PhD program in creative writing at the University of Georgia in Athens.

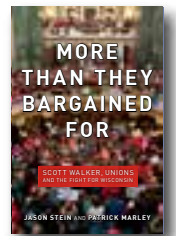


■ **Barrett Dowell '98** of

Portland, Oregon, is carrying on the work of his wife: librarian, lifelong writer, and first-time novelist **Bridget Zinn '99, MA'05**, who died of colon cancer in May 2011. That work is promoting her young-adult novel — a "sweet rom-com of a fantasy that is great fun" called **Poison** (Hyperion/Disney) — which, by all accounts, would have been the start of a stellar career. As a library-studies student, Zinn worked at the UW's Cooperative Children's Book Center; in August 2012, the center's director, **KT (Kathleen) Horning '80, MA'82**, was instrumental in establishing the Bridget Zinn Film Festival as part of a middle-school literacy program.



■ Wisconsin was in the national and even international spotlight during the spring of 2011 and well beyond. That's when a battle raged between organized-labor supporters and the state's Republican governor over a provision to end most public-sector collective bargaining, ultimately sparking a recall election. **More Than They Bargained For: Scott Walker, Unions and the Fight for Wisconsin** (University of Wisconsin Press), co-authored by *Milwaukee Journal Sentinel* state capitol reporter **Jason (Dawdy) Stein MA'03**, offers new, unbiased insights on the turmoil; sheds light on behind-the-scenes stories; and chronicles the unprecedented public and political maneuvers that played out.



Book lovers! Please peruse much more book news at onwisconsin.uwalumni.com.

Reporting on Rand

By Marilyn Leys '63

Conservatives, including Wisconsin Congressman Paul Ryan and Wisconsin Senator Ron Johnson, have cited the novelist Ayn Rand as a major influence.

In the early 1960s, Rand came to campus as part of a symposium series, and I was the *Daily Cardinal* reporter who grabbed the assignment to cover her speech and report on the small-group session that followed the next afternoon.

Naïf that I was, it struck me as strange that more-experienced staff members hadn't jumped at the chance to hear an actual published writer speak in person.

In those days, I was a political tabula rasa, the product of a public high school where current events were merely newspaper clippings that students brought to class to earn extra credit. But we did read fiction. Voraciously. And we recommended books that we'd enjoyed, always including page numbers of sex scenes, if any. Before arriving in Madison, I had read both *The Fountainhead* and *Atlas Shrugged*. I had skipped most of John Galt's speech — Rand's magnum opus and the crux of her philosophy — partly because I found it too long-winded, but mostly because the friend who'd recommended the book said I didn't have to read that to get the good parts.

I checked in at the *Cardinal* office before I left for the speech to see if anyone hanging around that night wanted to keep me company. As I recall, the phrase *ten-foot pole* was used to explain why no one else would touch her. Puzzled, I left for the Union Theater alone.

Rand's appearance didn't match what I'd come to expect from somebody who could create such a stable of romantic hunks, as I saw them then. It was the unflattering, no-nonsense haircut that surprised me the most.

She was speaking from a prepared text, flipping one piece of paper after another. Five minutes in, I was lost: the ideas were flying too thick and fast. As soon as the speech was over, I sprinted for the door. I had friends who ushered that night, and they were more than happy to let me backstage.

Rand was alone, so I started right in with my request. She was reluctant; I was adamant. I wanted to do a good reporting job, I told her, but I couldn't do that without seeing her text to back up the notes I'd taken. At last she gave in, but with this caveat: she'd made revisions while flying to Madison. If I wanted to quote from those sections, I had to use the handwritten revisions, not the typed originals.

Today I wonder what I would have learned about her thinking if I hadn't been too naïve to see the benefit of comparing her original words with her revisions. Had she been warned that a hostile audience awaited her, a crowd of people only a little less liberal than most of the *Cardinal* staff? Had she soft-pedaled some original ideas to avoid

being booed? Or, had she revised her typed words to come across as even more clear, audience reaction be damned?

But that night it was not political apathy that drove me to ignore everything except her revisions; it was a deadline. I came back to the *Cardinal* office with a thirty-page speech and half an hour to write the story. Each page of my story was being ripped out of the typewriter just as I finished typing it — by staff members who had refused to honor the speaker by attending the speech, yet were hungry to know what she had said.

Before the follow-up session the next day, my story had been published. As I handed back the speech, Rand commended me for the story's accuracy. At the time, I considered it a compliment to my writing. But nowadays, I consider the person it came from, whose ideas I had condensed without ever editorializing.

The small-group session contained some drama, which was easier to write about than dense philosophy. Someone asked, "What about love? Doesn't love matter?" Rand said it didn't; her tone seemed to suggest that the questioner was a fool. He popped up from his chair and stalked out.

These are the things that stay with me from the days before too many politicians got their ideas from writers like Rand — novelists who, by definition, manipulate their invented worlds to achieve successful outcomes resulting from their philosophies. They were also the days when the *Daily Cardinal* was staffed mostly, though never entirely, by liberals like the one I became, the days before the paper leaned so far left that it spun off the *Badger Herald*.

In addition to freelance writing, Marilyn Shapiro Leys '63 taught journalism and English in the Milwaukee Public Schools and journalism at UW-Richland. Now retired, she lives in Prairie du Chien, Wisconsin.



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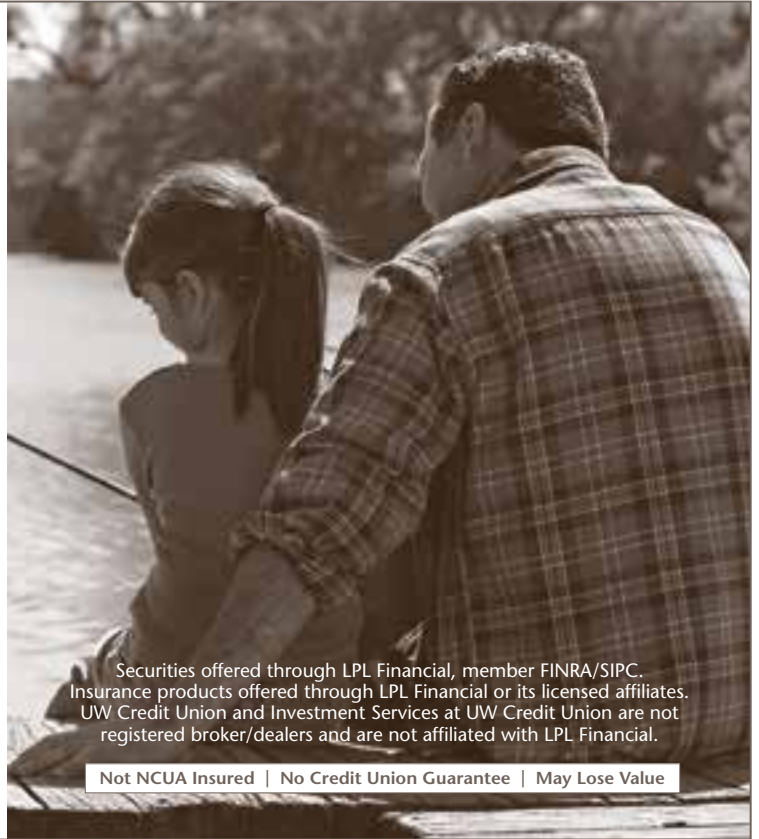
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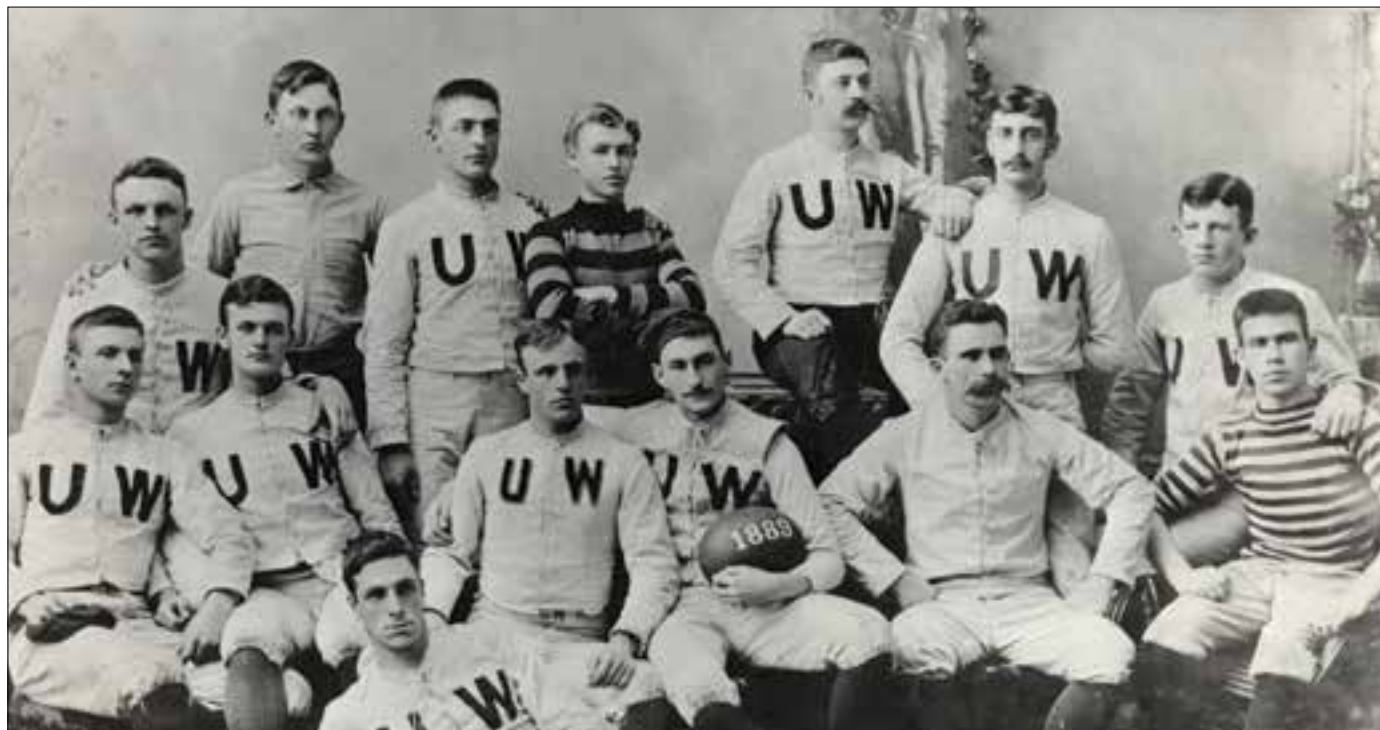


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Kletsch's Klunkers

As the football Badgers prepare to begin a new era under a new coach, we can only hope that Gary Andersen has better luck than Alvin Kletsch. Not many fans remember Kletsch. Not many should. But he was the coach of the UW's first recorded football team, and back in 1889, he led the squad you see here to a winless, pointless season.

Literally pointless: that year's team didn't score even once.

In Kletsch's defense, the 1889 season was only two games long, and neither was played in Madison. The first took place on November 23, in Milwaukee, against that city's Calumet Club, a social organization for men. The Calumet Club's team included former athletes from

eastern colleges, and it beat the UW 27-0. Wisconsin's second game, at Beloit College, was a 4-0 loss.

In the ensuing years, the Badgers gained a measure of revenge against Beloit. They played the Buccaneers in sixteen more games and beat them every time. But they never played the Calumet Club again.

Kletsch didn't coach another game for the UW — or, evidently, for any other college or university.

Good luck, Coach Andersen — we're confident you'll have more success than Kletsch.

John Allen



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