

OnWisconsin

For University of Wisconsin-Madison Alumni and Friends



Author! Author!

*Lorrie Moore and Jacquelyn Mitchard
converse about the writing life.*

SPRING 2010

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VOLUME 111, NUMBER 1

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Cover

The latest novel by Lorrie Moore, a professor of creative writing, was published in 2009. Photo by Andy Manis

Great ideas



then.

Many workplace protections we count on came from the University of Wisconsin. At the turn of the past century, university economists helped redefine government's role in the workplace. Because of their guidance, Wisconsin had the nation's first worker's and unemployment compensation laws and led the country in enacting child labor and minimum-wage laws.

now.

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On Wisconsin SPRING 2010

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Please remember to recycle this magazine.

Tyler Knowles '05

headed to Hollywood after graduation to make movies, but he had to return to Wisconsin to realize the dream of directing his first film.

It was only fitting. As a communication arts major at UW-Madison, Knowles learned the basics of movie-making while shooting student films on campus, and along the way, he mastered the fine art of doing a lot with very little.

Knowles called on those skills throughout the making of *Go West Happy Cow*, a movie he conceived and directed. Filming started in Madison last September

and wrapped when the cinematic road trip ended in California just over a week later. (See story, page 36.) He had plenty to be nervous about from the get-go. He met one of his two lead actors for the first time the night before shooting started — and he wasn't sure if either of them could act. But along the way, he drew from both the academic and extracurricular experiences he had on campus.

When Knowles was weighing colleges as a high school student, he visited Los Angeles and looked at schools renowned for film studies, but found them lacking. When he chose the UW, it was for its atmosphere and opportunities, not because he thought it was a place he could learn how to be a filmmaker. But that's what happened.

While he was a student, Knowles was manager for the MadHatters, a UW men's a cappella group. He organized gigs, including a West Coast tour that followed almost the same route that his movie does, traveling through Denver and Las Vegas, and on to Los Angeles. As it turned out, keeping track of sixteen singers was far more difficult than leading the team making the movie. Knowles also managed the now-defunct University Square Theater during his last year at the UW, which helped him learn about the business end of film production and showed him firsthand how a filmmaker's vision can directly touch audiences.

But the most important message Knowles took with him from Wisconsin was the encouragement from professors, friends, and family to go west and pursue his dreams.



Tyler Knowles directs *Go West Happy Cow* on the first day of filming.

JEFF MILLER

Jenny Price '96



Monster Medical Bureaucracy

The selfless people who help patients make medical care decisions ("The Wayfinders," Winter 2009 *On Wisconsin*) are entitled to take pride in their work. However, it's outrageous that patients should need advocate teams to sort out the competing insurance claims and self-replicating bills that go with health care.

In the name of free enterprise, we have created a monster medical bureaucracy for the benefit of the insurance industry, whose skillful propaganda deceives the public and whose largesse corrupts our elected lawmakers. Our health care system has evolved to serve these commercial interests.

To get into a sensible system, I'd have to move to Canada. Thank goodness I'm not sick.

*Mary Ross Holbrow '55, MA '56
Cambridge, Massachusetts*

Heaps of Hillel Memories

Thank you for your article on the new Hillel building ["Hillel Encapsulated," Winter 2009].

I have fond memories of Hillel. I came to the UW as a freshman in 1957 and gravitated to Hillel to start my social and religious life. I made several lifelong Jewish friends from that freshman year, and also met my girlfriend and later my wife through Sherman Ansel, who was a fixture at Hillel, in the 1950s and '60s.

The new building looks much larger, and hopefully will give many Jewish students there today a lifetime of friends.

*Peter Hirsch '61, MS '63, PhD '66
Cupertino, California*

In addition to its spiritual ministry and service to the Madison Jewish community, Hillel was an important space for the entire campus community in its sponsorship of live music and dance performance during my years at UW in the early sixties. [It inspired a] great gathering of new artists and enthusiastic audiences.

*Chuck Kleinhans '64
Eugene, Oregon*

I appreciated the story on Hillel and its role in the growth of Jewish life at the UW. I was a graduate student in political science from 1949–52. As newlyweds fresh out of Brooklyn, my wife and I visited the State Street walkup, where we were greeted by the exuberant Rabbi Max Tickin, who provided both solace and advice on life in Madison.

Professor of economics Selig Perlman is mentioned twice in the article, stirring a strong recollection of a program at Hillel for graduate students featuring Perlman on the subject of Jews in academe. Perlman told the group that, as Jews, they would never become department chairmen, deans, vice presidents, or presidents, due to anti-Semitism being alive and well in universities. Unfortunately, he did not live to witness the numerous Jewish academics who assumed leadership roles throughout the academic world decades later, including numerous Jewish presidents at Ivy League schools.

*Milton Greenberg PhD '55
Washington, D.C.*

Don't Quote Us

My apologies for zeroing in on what is certainly the most insignificant of all the Badger words of wisdom compiled ("Houston, We've Had a Problem," Winter 2009) in which the cryptic phraseology of Steve Miller's line in his hit "The Joker" ("Cause I speak of the pom-patus of love") has been endlessly speculated upon.

The answer has actually been deciphered by humorist Dave Barry: simply put, the word isn't a derivation of anything. He made it up. That's why some people call him the Space Cowboy.

*Elizabeth Strand-Nevin '90
Elkhorn, Wisconsin*

Your repeated use of the word "quote" in your article on famous sayings from Wisconsin alumni brought to mind a fond memory of Professor John M. Cooper's senior history seminar, in which he would shout "quotation!" when any presenter was unfortunate enough to use the word "quote" as a noun.

Thank you, Professor Cooper, for insisting that your students use words correctly in both written and oral presentations. That attention to detail has paid off in my professional life!

*Rachel Gavelek Konkle '98
Kenosha, Wisconsin*

"On, Wisconsin!" the Song

The article in the Winter 2009 *On Wisconsin* ["Fight on for Her Fame," News and Notes] reminded me of my father's affection for the great Badger song.

Dad, who graduated from the UW Law School in 1911, was there when the new "On, Wisconsin!" was presented to the student body, and the song always provoked a strong emotional response in him. That was especially obvious on one occasion in the late 1940s when we happened to be on the [University of Minnesota] campus on a Wisconsin-Minnesota football weekend. We rounded a corner and unexpectedly encountered the UW Band marching down the street just as they started "On, Wisconsin!" It was one of the few occasions when I saw my father break into uncontrollable tears. Such can be the power of "On, Wisconsin!"

*David Strang '59, MD '62
Wilkes-Barre, Pennsylvania*

[The song "On, Wisconsin!"] brought to mind a letter we found among our family papers, written by my mother's cousin, Ellenwood "Jim" Halsted, UW circa 1915, to his parents.

The letter mentioned New York City's ticker-tape parade for Charles Lindbergh x'24 in June 1927, after he returned from his historic New York-to-Paris flight. The city's welcoming committee, mayor, and other politicians who all wanted to be seen with him had tightly scheduled Lindbergh's every minute.

I believe Halsted was an officer of the New York City alumni chapter at the time. Their regular monthly meeting coincided with Lindbergh's visit, and they were determined to get Lindy to their luncheon. Several of the

alumni knew that as a Wisconsin student, he had loved the fight song. Thus, they decided that Carl Beck (who wrote the lyrics for "On, Wisconsin!") would be the perfect bait to lure him to their meeting.

Halsted, Beck, and several other chapter members became the designated "kidnappers." They dressed in tuxedos, rented a limousine, and set out to catch their prey. Their tuxedos made them look official and gained them admission to one of the scheduled activities. They were able to introduce Lindbergh to Carl Beck and invite him to their luncheon. Lindy replied that he would love to escape the official folderol, but that he was closely guarded and didn't know if he'd be

intentionally put their animals in harm's way. An eye for an eye.

Carol Fix '76
Snoqualmie, Washington

Kudos for Fall Issue

This might well be the first time I've ever written to a university alumni journal, but your Fall 2009 issue moves me to let you know that all five feature articles were *very well done*.

Congratulations to all of you and thank you! I'm an alumnus of the University of Western Ontario in London, Ontario, and also of the University of Toronto, so when your magazine comes along, I think to myself that as emeritus professor, I know most of this

It was one of the few occasions when I saw my father break into uncontrollable tears. Such can be the power of "On, Wisconsin!"

able to slip away — whereupon the chapter leaders put on their most officious looks and walked him out of the meeting room and into their waiting limo.

It must have been a fabulous alumni meeting, and I'm sure they sang more than one chorus of "On, Wisconsin!" before, somehow, officialdom tracked Lindbergh down after several hours and whisked him away.

Evan Clingman '50, PhD '72
Kennett Square, Pennsylvania

Redux on Wolf Redux

While reading about wolves making their way back to Wisconsin ["Wolves at the Door," Fall 2009], I was struck by the irony of this situation. The hound in the article was not a pet nabbed off someone's porch. It was a dog used to chase, terrorize, and ultimately enable a human to kill a bobcat by shooting it out of a tree.

It is acceptable to use hounds to kill bobcats. It is seemingly acceptable for those same hounds to harass wolves. It is not, however, acceptable for wolves to defend themselves. Perhaps the DNR reimbursement should extend to the bobcat kits that will starve, with their mother killed so she can be skinned for vanity's sake. Perhaps DNR reimbursement should be limited to livestock losses and to pet owners who did not

local stuff, so I can skip over it quickly, but it sure didn't happen this time.

I enjoyed every minute (most of yesterday afternoon) reading it. Best wishes, and keep up your fine work.

Richard Steeves
UW Hospital and Clinics (Human Oncology)
Madison

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On Wisconsin Magazine welcomes letters related to magazine content, but reserves the right to edit them for length and clarity. You may e-mail your comments to onwisconsin@uwalumni.com; mail them to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax them to (608) 265-8771. We regret that we don't have space to publish all the letters we receive, but we always appreciate hearing from you.



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scene

Snow Foolin'

Snowboarder Peter Limberg boosts some phat air while freeriding at the Hoofers' flail and bail last November. What the heck are we talking about? We don't really have a clue. But evidently, in November the UW Hoofers outdoor excursion club hosted a freestyle skiing and snowboarding event called the Rail Jam. The event took place on the Memorial Union Terrace, where the Hoofers constructed scaffolding and then covered it in twenty tons of manmade snow. Wisconsin's winter hadn't yet set in, and the temperature was 42 degrees under mist and rain — tough sledding for the pros, but gentler on any grommet who cratered a lip trick. Or whatever. Photo by Jeff Miller



Rough Landing

After the quake, student group returns safely from Haiti.

When the students in the UW service group Engineers Without Borders (EWB) left for a brief trip to Haiti over winter break, they knew that they were going to the poorest nation in the Western Hemisphere. But they didn't know how bad conditions there would become.

On January 12, three days after the group arrived in Haiti, its capital, Port-au-Prince, was rocked by a massive earthquake. An estimated 170,000 Haitians were killed, and hundreds of thousands more were left homeless.

The UW students, however, were situated in the village of Bayonnais, about seventy miles from Port-au-Prince, and were

unharmed. That day they sent a message confirming their safety.

"We are ok!" **Eyleen Chou x'10**, one of the team members, posted on the EWB blog, noting that the quake "was a mere tremor here."

EWB's mission is to send engineering students to developing communities around the world to aid with construction projects. (See "Down from the Mountain" in the Fall 2005 issue for more.) It has been working in Bayonnais for three years, attempting to improve the village's water supply.

The buildings in Bayonnais did not suffer any structural damage, and the students were in no immediate danger. After repairing a pipeline, they returned to the



RANDI SCHIEBER

Tyler Lark x'10 (left) of Engineers Without Borders helps two Haitians repair a water pipeline in the village of Bayonnais.

United States as originally scheduled on January 15.

"Basically, it came down to a decision as to what was more burdensome [to the Haitians]," says Chou. "If we stayed, we would just have been more mouths to feed, and supplies there were already diminishing."

The Bayonnais project is scheduled to run at least five years, and EWB had intended to return in March. Chou notes that those plans are now uncertain, though she hopes to return to Haiti soon.

"After talking with other [EWB] members," she says, "we feel even more that we want to help."

John Allen

quick takes

Six hundred million collisions per second is cause for celebration by UW scientists playing central roles in a massive experiment to solve the biggest mysteries in physics. The Large Hadron Collider, featured in the Fall 2008 issue of *On Wisconsin*, is up and running three hundred feet below the French-Swiss border, allowing a broad range of experiments to begin.

UW leads the Big Ten — at number fourteen — in *Kiplinger's Personal Finance* ranking of the best values among public universities. The magazine reviews data from more than five hundred public four-year colleges and universities and bases rankings on academic measures, including graduation rates and costs.

Erin Conrad '09 is the UW's first Marshall Scholar in ten years, winning the chance to pursue a master's degree in philosophy, politics, and economics of health at University College London. Conrad, who plans to combine a medical degree with her policy training to become a medical ethicist, is one of thirty-five talented American students selected for the honor.

Badger Yearbook staffers roundly rejected the idea of producing a digital edition for their 125th anniversary. Instead, they'll produce a familiar cardinal-and-white hard copy that students can hold in their hands, with a theme based on the centennial of the UW's fight song, "On, Wisconsin!"

The work of UW flu researcher Yoshi Kawaoka may speed the delivery of influenza vaccines in the future. FluGen, a Madison-based start-up, is using Kawaoka's research to develop a new method for producing vaccines. Traditional production relies on chicken eggs and is time-consuming — one reason for H1N1 vaccine shortages in 2009. FluGen's process uses hamster cells, and proponents say cell-culture production will be faster than egg-based production.

A PBS science program airing in January featured UW research into happiness. A three-episode series titled *This Emotional Life* included the work of psychology professor Seth Pollack (on childhood experience and brain development) and

psychology and psychiatry professor Richard Davidson (on the neurology of happiness).

Bratwurst is a part of Wisconsin culture (especially at football tailgating parties), and now the UW is doing its part to make Wisconsin brats better. This spring, the university is developing a master meat-crafter training program as part of a state-sponsored specialty meat development center. The program will teach people to make artisanal sausage and cured meats. Yum.

The U.S. Department of Agriculture selected the UW's Institute for Research on Poverty to host a Center for National Food and Nutrition Assistance Research.

Walking Wounded

Can differences in the brain predict better treatment of post-war trauma?

The casualties of war are too great to count. Limbs lost. Lives ended. Loved ones left behind.

But many men and women who return home after serving their country with bravery suffer wounds that no one can see. The rate of post-traumatic stress disorder (PTSD) among soldiers who have served in Afghanistan and Iraq is estimated at 13 to 18 percent, and many consider that a conservative number. PTSD results in persistent and frightening memories of a terrifying emotional or physical event that make it difficult to hold a job or sustain a relationship. The disorder is also associated with higher rates of alcohol and drug abuse, as well as suicide.

Help is available in the form of medication and psychotherapy, but half of the veterans with combat-related PTSD don't get better after taking medication for eight weeks. **Jack Nitschke**, a psychiatry professor in the UW School of Medicine and Public Health, wants to know how brains differ at the start of treatment for those who get better and those who don't.

"What are the brain mechanisms that are involved in this disorder? We don't have a good idea of that, so there's just a lot of work that needs to be done," says Nitschke, who is studying brain differences, hoping to pinpoint the most effective treatment for individual soldiers.

Nitschke, who also treats patients with severe anxiety disorders, researches these differences at the Waisman Laboratory for Brain Imaging and Behavior. He decided that he could no longer ignore the crisis facing

many returning servicemen and women, nor the fact that soldiers redeployed a third or fourth time are at an even greater risk of developing PTSD.

"You have really a tremendous amount of suffering, and that's how I became interested in this," says Nitschke, who hasn't studied the condition before. To tackle the problem, he is combining his efforts with **Eileen Ahearn** and **Tracey Smith**, clinical UW psychiatry faculty practicing at William S. Middleton Memorial Veterans Hospital in Madison.

Very few studies have been done on how to treat combat-related PTSD, Ahearn says. "People spend a lot of time waiting for treatment to take effect, and we're not good at predicting which treatment is going to benefit which patient," she says. "[If] we can understand what's happening at the brain level ... it would save a lot of distress and time for patients. They could be directed to a particular type of treatment."

Hospital staff inform patients about available studies, and the researchers say there is no shortage of enthusiasm among veterans for helping fellow veterans. "We've actually had people who agree to try medication in part

because they heard that it might help another veteran," she says. "There is an unparalleled sense of altruism and camaraderie amongst veterans. They want to help each other."

Each participant in the study has a brain MRI done before and after beginning medication or psychotherapy for PTSD, allowing Nitschke to look for differences between the brains of people who have been exposed to combat and have the disorder, and those who don't develop any symptoms.

Nitschke has used this method to guide treatment for patients with generalized anxiety disorder. In one recent study, he found one medication was more effective for some patients with the disorder by looking at how their brains processed anxiety. He's hoping to do the same thing with PTSD, noting, "If we can find out what brain signatures there are prior to treatment, that can predict treatment outcome."

Half of the PTSD study participants receive anti-depressant



UW researchers say veterans in the study are enthusiastic about helping other soldiers struggling with post-traumatic stress disorder.

ISTOCK

medication while the other half undergo psychotherapy. After an eight-week period, Nitschke looks at brain differences between people who respond to treatment or medication and those who do not. His findings could help doctors decide — based on what a patient's brain looks like — whether medication or therapy is the best course of treatment.

"Part of the problem with PTSD is that there's very high avoidance. ... People try to avoid thinking about these terrible experiences, but the avoidance perpetuates the PTSD symptoms," Ahearn says. "So teaching

people not to avoid the trauma, but actually revisiting the trauma in a protected, therapeutic setting helps to diminish the symptoms overall and to provide relief."

Veterans hospital psychologists employ cognitive-processing therapy, a treatment specifically designed to address PTSD. Patients write about the traumatic event in detail and work with a therapist to reconcile the beliefs they held before it happened — such as, "I am safe" — with what they experienced in combat.

"How veterans interpret the trauma affects subsequent

reactions to their experience," Smith says. "Studies have found that trauma survivors who experience conflict between their prior beliefs and the trauma experience are more likely to have more severe reactions and more difficulty recovering."

After Nitschke finishes collecting scans from 120 subjects, which should take about three years, he hopes to launch studies to test the effectiveness of therapies based on any brain differences he identifies. Ultimately, he wants to find a way for all soldiers with PTSD to get better after a first attempt at treatment.

"You go over, and you experience all of this awful stuff. You come back, and you get a little celebration at first, [but] then you end up suffering — for some people, years and years and years. ... And a lot of that stuff, I think, really could be eradicated," he says. "Some of the treatments we have already are doing that effectively, and for those who we're not reaching, we need to find out how to reach them."

For more information, visit <http://www.waisman.wisc.edu/nitschkelab>.

Jenny Price '96

Contented Cows

A comfy space and familiar companions make for a healthier herd.

What's the recipe for a healthy cow? UW-Madison veterinarian **Ken Nordlund** found a relatively simple answer: keep her happy with enough space and a soft cushion, and minimize social turmoil.

Dairy cows are incredibly vulnerable to disease in the weeks following the birth of a calf, and conventional wisdom used to be that when more than a few animals got sick, it was time to change their complex feed rations. But Nordlund says what researchers needed was an objective measure of cow health that would allow them to compare management practices with other dairies.

Nordlund and colleagues in the School of Veterinary Medicine worked for four years, using records for a half-million cows, to develop a statistical model called the Transition Cow Index. The record-keeping tool predicts a cow's expected milk output during the first month after birthing a calf; the UW team used the

resulting scores to develop concrete suggestions to help farmers improve the health of their cows.

Dairies with deep sand stalls that give cows more room to feed — so they can all eat at once rather than in shifts — and that keep cows in stable social groups have the best scores. Cows are social animals, a fact not always considered in modern dairy barn design.

"It just requires a change in thinking," Nordlund says.

Since the index was first introduced in 2006, about two thousand dairy farmers, mostly in Wisconsin, have purchased the record system, patented by the Wisconsin Alumni Research Foundation and licensed to AgSource. A number of farmers even built brand-new facilities to meet the UW researchers' recommendations, and Nordlund says the difference in productivity and health is astonishing. Farmers who



Cows thrive best when they have deep sand stalls and can hang out with friends, UW researchers have found.

have adopted the suggestions have seen significant drops in expenses for antibiotics.

"In general, dairy farmers want to do their very best for their cows, and if our work suggests

that that's what's needed, many will say, 'Okay, we'll figure out a way to do that,' " Nordlund says. "It was more readily accepted than I ever expected."

J.P.

The Case of the Disappearing Mastodons

At the end of the last ice age, much of North America looked something like this — a vast savanna populated with many species of large animals, including mammoths, camels, horses, giant beavers, and mastodons (pictured here). But something happened that wiped out all these creatures, and a study published in November in the journal *Science* sheds some new light on just

when North America's megafauna disappeared. UW graduate student **Jacquelyn Gill MS'08, PhDx'12**, along with professor **Jack Williams, Katherine Lininger '08**, and researchers at other universities studied fossilized pollen, charcoal, and dung fungus to determine when the large animals were last present in central North America. Their findings indicate that the animals died out over the course of nearly two millennia, between 14,800 and 13,000 years ago. The decline of the animals appears to have been gradual — neither caused by rapid kill-off by humans nor by a sudden change in habitat.



Bully Pulpit

Certain friends can help kids who are picked on at school.

Parents may be quick to offer advice to kids who are being bullied, but **Amy Bellmore** is devoting her efforts to finding more realistic answers.

Bellmore, an assistant professor of educational psychology, is surveying sixth graders at two Wisconsin middle schools to learn how they cope with bullying. Students read a hypothetical situation and a checklist of options to indicate how they would respond, including standing up to the bully, ignoring the bully, or telling a teacher, a parent, or a friend.

But Bellmore is also asking kids to do something researchers haven't done before: describe an actual event from the recent past where they felt bullied and what they did in response.

"Most kids can readily recall an incident where they did feel picked on, which is the bad news," says Bellmore.

"I think one of the behaviors that flies under the radar is

calling kids names," she says. "We assume that that's okay or that's not going to be harmful to kids, but it's the most frequent event they report."

To develop strategies, Bellmore is determining the popularity of the kids in the study, if they have friendships, and what kind of friendships they are. "If the strategy is, 'I want to tell a friend,' you need to have a certain kind of friend — a friend who's empathetic, or who will listen or who could potentially go stand up to the bully," she says.

She figures that out by asking the students to tell them whom they hang out with and which peers are the most popular. "They take it very seriously. They are really methodical about telling us," she says.

Bellmore says the broad range of responses kids have to being bullied demonstrates what parents may not want to hear: "There's no one right coping strategy."

J.P.

STUDENT WATCH

Say cheese! If there is anything Wisconsin is famous for other than beer or bratwurst, it's cheese. Consider cheese curds, cheeseburgers, and cheeseheads. So it should come as no surprise that the UW has a student organization devoted to tasting, learning about, and experiencing this dairy delicacy.

The Badger Cheese Club, formed in fall 2006, is dedicated to spreading the word about one of the most significant aspects of Wisconsin culture. The club, which has about forty members, has tasted more than fifty cheeses, organizes club projects, and has a macaroni-and-cheese cook-off to end the academic year.

Educating members doesn't stop with simply cooking with and eating cheese. Club president **Jordan Walker x'11** brings in "cheese experts," such as a representative from the Wisconsin Milk Marketing Board, as guest lecturers. The club's Web site even features "cheese in the news."

Although cheese education is an important mission of the club, Walker says tasting different varieties of cheese is definitely the best part about participating. His favorite is Dubliner, a Cheddar-like Irish variety. The most original mac-'n'-cheese he's had? One made with beer. Only in Wisconsin.

Sam Oleson x'11

It Takes a Team

Students reach out to help a small island in east Africa.

A group of UW-Madison students working on isolated Lingira Island in Uganda's Lake Victoria knew they were making a difference when a member of the country's parliament came to check out the fledgling girls' soccer team they had helped organize.

Government officials in the east African nation often ignore the isolated island's residents. But after the high-ranking visitor's stop, one soccer player won a coveted scholarship that previously would have been out of reach.

"It's a huge deal that this member of parliament came to the island," says **Marissa Mommaerts '09, MIPAx'10**. "There's been attention drawn to the island and the living conditions there."

The students traveled to the island through EDGE (Empowerment through Development and Gender Equality), a student-run international development program launched by Mommaerts, **Michelle Mazzeo '09**, and **Farha Tahir '09, MIPAx'10**.

About fifty students in Madison — 7,800 miles from the island — researched potential projects for a smaller group that traveled to Lingira last summer. Once there, the students built a grain mill, set up a women's craft cooperative, and organized the girls' soccer team, among other projects.

Sustainability and education are essential to ensuring that Lingira residents will bene-



THE EDGE PROJECT

Thanks to UW students, isolated Lingira Island now has a joyous girls' soccer team.

fit from EDGE's work between the students' trips there, says Mommaerts. Under the watch of a young Ugandan woman hired to monitor the projects until the

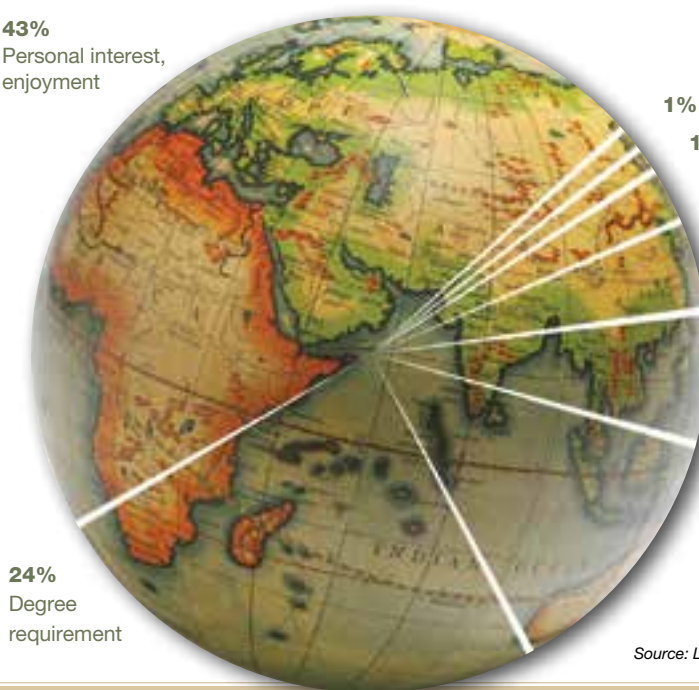
students' next trip, a farmers' association continues to meet, and Lingira's girls' soccer team is expanding to two squads.

Stacy Forster

What Motivates UW Students to Learn Foreign Languages?

Encompassing more than eighty modern and classical (ancient) languages, the UW offers students choices that span the globe. From Chinese to Quechua (a South American language originating in the Andean mountains) to Yoruba (spoken in Nigeria and other parts of western Africa), sixty modern language offerings help to prepare students to succeed in an increasingly interconnected world. To delve into ancient texts, students also get their fair share of language choices, with twenty-seven classical offerings, ranging from Old Norse to Biblical Hebrew. But why do students enroll in language courses? According to recent figures, many say simply for the fun of it.

43%
Personal interest,
enjoyment



Source: Language Institute, UW-Madison

ISTOCK

Driven to Distraction

How do we keep drivers' minds on the road?

John Lee knows that the most dangerous thing on the road is a driver whose eyes aren't.

Lee joined the industrial and systems engineering faculty in fall 2009, and brings an expertise in what he calls technology-mediated attention.

"It's a sort of vague label that I apply to my work," he says, "but basically I look at the dangers and benefits of technology" with respect to distraction.

Lee has studied both psychology and engineering, and he combines those disciplines to examine the ways that people pay attention to or ignore their surroundings. Before coming to the UW, he was on the faculty at the University of Iowa, where he worked with the National

Advanced Driving Simulator. There, he made a study of the things that keep drivers from watching the road. New technologies, it seems, offer new ways to drive poorly, and Lee notes that the most distracting thing drivers commonly do today is text-messaging.

"When people are texting," he says, "they're twenty-three times as likely to crash as when they're just driving. As a comparison, people who are intoxicated are four to eight times as likely [to be involved in an accident]."

Lee hopes to find ways to alert drivers to when they're being less than alert, and he believes that one answer might be to create cars that keep an eye on their own drivers' eyes.



Sending and reading text messages are the most distracting activities that drivers commonly engage in. According to John Lee, people are twenty-three times more likely to get into an accident while texting than non-texters. In comparison, intoxicated drivers are only four to eight times as likely to crash.

"We're trying to find ways to develop an attentive car," he says, "one that's attentive to the driver's state and attentive to the road."

Using video cameras in its dashboard, such a vehicle could monitor the driver's eyes to see how long he or she is looking away from the road, and then give a warning signal when it

appears the driver isn't paying enough attention.

Lee is collaborating on a study with engineers from the University of Washington and Virginia Tech to evaluate a system like this for use by long-haul truckers. The tests are scheduled to begin in 2010.

John Allen

Speakin' Palinese

Why the heck does Sarah Palin talk like a Midwesterner?

Though it was hardly one of the great controversies of the 2008 presidential campaign, one issue resonated with UW linguists: why does Sarah Palin sound like a Midwesterner?

Palin, the Republican vice presidential candidate, grew up in Wasilla, Alaska, far from the Great Lakes, and yet many media figures noted that her speech patterns made her sound like she came from northern Minnesota or Wisconsin.

"When she was first named John McCain's running mate, a lot of people in the popular press said she sounded like she was from the Midwest," says English professor **Eric Raimy**. "This made us wonder: what do people really know about dialects?"

Dialects are important to Raimy, who along with German professor **Joseph Salmons** and linguistics professor **Thomas Purnell**, runs a project called Wisconsin Englishes, a study of the linguistic traits that differentiate Midwesterners from those elsewhere in the country. In November 2009, the three professors published an article in the *Journal of English Linguistics* noting the characteristics of Palin's Wasilla dialect, which combines aspects of Midwestern and Western speech patterns, and hypothesizing how that combination came to be.

"We know that there was an influx of Midwestern migrants to the Wasilla area in the 1930s,"

says Raimy, and those migrants brought Midwestern dialect with them. "Although it's been seventy or eighty years, which is enough time for that dialect to differ from here, the echoes of Midwestern speech remain."

To analyze Palin's dialect, Raimy, Purnell, and Salmons examined her speech patterns during her October 2008 debate with Democratic vice presidential candidate Joseph Biden. While repeatedly viewing a digital recording of the debate, each scientist quantified different aspects of the way Palin spoke, comparing the numbers with Biden's speech patterns and with what they know about various American dialects. Purnell monitored Palin's pronunciation

of vowels, while Salmons tallied her dropped g's (pronouncing, for instance, the word *pronouncing* as *pronouncin'*), and Raimy followed her word usage (especially such informal euphemisms as *heck* and *darn* or the phrase *you betcha*, which became widely associated with Palin).

Raimy admits that Palin's speech patterns may not have much scientific import, but he says that popular views about her dialect shed interesting light both on language and culture. The campaign, he says, "offered a unique opportunity to talk about dialect identity and perception. It's interesting to look closely at a dialect and the ways people react to it."

J.A.

Michael Fiore

This anti-smoking advocate believes the battle against tobacco can be won.

On Wisconsin last featured Fiore, director of UW-Madison's Center for Tobacco Research and Intervention, in Winter 2005, not long after he testified in the federal government's landmark lawsuit against Big Tobacco. His efforts got another boost last summer, when new legislation gave the U.S. Food and Drug Administration authority to regulate tobacco. More recently, Fiore received a national award for his dedication to patient advocacy, and his center earned a \$9 million research grant from the National Cancer Institute to find new ways to help the 20 percent of Americans who still smoke to break free of the addiction.

Q: What's making it possible to eliminate tobacco use in America?

A: Two things — first, the recognition of tobacco use as a drug of dependence, and second, the recognition that when I smoke in your presence, it's not just a choice I'm making, but it's also putting your health in danger. These developments have totally changed the landscape.

Q: You're concerned about the rate of smoking among veterans. Do they need different support from civilians to quit?

A: We're investigating that. We have a young investigator [at the veterans hospital] — Jessica Cook — who is looking at post-traumatic stress disorder and smoking, because those two challenges that veterans face really run in parallel. ... Rates of smoking among returning Iraq and Afghanistan veterans in some surveys are above 40 percent — double the rate of the general population. That is an enormous legacy: we're asking these young people to serve our country and risk their lives. They make these sacrifices willingly, then return home addicted to a drug that's going to kill half of them prematurely.

Q: How can the new grant help tackle the ongoing challenges to helping people quit?

A: Virtually all of the treatments currently available for smokers are for those who are ready to quit that day — and that represents less than half of smokers. Our goal is to evolve a new set of treatments for people who aren't yet ready to quit, but are willing to take treatment that may motivate them to quit in the future while they continue to smoke.

Q: What will that include?

A: One approach is a new kind of counseling called motivational interviewing ... in essence, trying to engender motivation to make a quit attempt. The second one, paradoxically, is giving people over-the-counter nicotine replacement therapies like the patch or the gum, and saying, 'Listen, you don't have to quit, but just try this medicine for a



JEFF MILLER

couple weeks.' Some very provocative early results have suggested that this approach might help, because it lessens the power of nicotine addiction. The third approach is to address the issue of medical compliance. When we do succeed in convincing a person to make a quit attempt and put them on treatment, the sad reality is less than half of them take the treatment as prescribed. So ... with this new research effort, we're going to try innovative interventions to increase adherence to treatment.

Q: You have said it's possible to eliminate tobacco use in the United States by 2047. Is there a single change that would help us get there?

A: I'm going to mention three things I believe will make a difference. ... The first one's allowable under FDA regulation, and that is [to] gradually eliminate nicotine from cigarettes. ... The second thing is price — we know when the price of cigarettes goes up, many smokers think about quitting. ... And third, I believe we have an ethical and moral obligation to provide easy access to treatment if we are to continue to raise the price of cigarettes — an addictive product.

Q: What has it meant for your efforts to have a president who struggles with tobacco addiction?

A: For someone like that — of such extraordinary accomplishment — to [also] be dealing with tobacco dependence, speaks to me of the power of tobacco addiction.

Interview conducted, condensed, and edited by Jenny Price '96

Manga Mania

Students get serious about Japanese comics.

In **Adam Kern's** class, do not refer to *mangas*. The term *manga* takes no s, either in singular or plural. And if you describe a manga, do not call it a Japanese *comic*.

"A *comic* is a comedian," Kern says. If you're talking about a narrative form that uses graphics and language laid out in panels across pages — comic books, comic strips, and graphic novels — then "as a noun, the term is *comics*, whether singular or plural."

Terminology is important to Kern, an associate professor of East Asian languages and literature who's using his new course, East Asian 376: Manga, to examine this rising pop culture phenomenon.

Taught Tuesdays and Thursdays in Van Hise Hall, the course offers a survey of Japanese comic-book-style literature from the eighteenth century to the present, following the development of the form and examining its symbols and themes. His texts include such pop culture items as *Astro Boy* (originally a science fiction manga launched in the 1950s) and *Sailor Moon* (a super hero manga launched in the early 1990s and aimed at girls), as well as more mature works, such as *Barefoot Gen* (which describes life after the atomic bombing of Hiroshima, based on creator Keiji Nakazawa's personal experiences) and *Abandon the Old in Tokyo* (a collection of adult-themed stories).

Kern, who spent several years in Japan and briefly worked in the publishing industry there while completing his doctorate, notes that manga is a far more prevalent art form in Japan than most people realize. Manga account for nearly a third of all printed mate-

rials sold there, appealing to all ages and classes of Japanese.

However, though manga may have deep roots in Japanese culture, Kern notes that it draws from eclectic sources and owes a heavy debt to American pop culture.

In a class session discussing *Sailor Moon*, for example, he traces that popular series back to a 1960s manga called *Magical Witch Sally*, which in turn was inspired by the American TV program *Bewitched*.

"A lot of what we think of as quintessentially Japanese is actually appropriated [from other cultures]," Kern says. "This kind of hybridity runs throughout manga."

Afterward, the students closely examine *Sailor Moon's* text, trying to learn its visual and verbal themes and symbols. *Sailor Moon*, Kern notes, is part of a particular tradition, called *bishojo senshi manga*, or "beautiful girl team manga." Aimed primarily at a teenage, female readership, these books create a fantasy world to symbolize the transition of adolescence.

In *Sailor Moon*, the main character, Bunny, goes through a magical transformation to become the leader of a team of super heroes, the eponymous Sailor Moon. "It's a sort of wish-fulfillment," Kern says, "an answer to the question 'What will I be when I grow up?'"

But, Kern notes, the book delivers its message of female empowerment with a dose of commercialism as well.

When one student notes that one of the magical transformations takes place in a video arcade, Kern confirms that this is no accident.



KEIJI NAKAZAWA. COURTESY OF LAST GASP PUBLISHING

Kern's class includes serious and hard-hitting manga, such as *Barefoot Gen*, which recounts life in Hiroshima after its bombing at the end of World War II.

"It's good product placement, isn't it?" he asks. "Here's this highly stylized crystallization of a dramatic moment, and the industry is using it for product placement."

Over the semester, Kern leads his students through the many different forms of manga, showing them why this art form has been so popular in Japan for centuries. Manga, he says, offer deep insight into Japanese views

on romantic relationships, family, and politics.

But Kern has a larger purpose for the course than just to teach students to be better at reading comics. He hopes that it will help raise interest and awareness of East Asian studies. "I'd like to make manga a gateway course," he says. "I think it really ties in with our existing strengths in the department."

John Allen

TEAM PLAYER

Ben Feldman

Ben Feldman x'10 always knew he wanted to come to Wisconsin. Both of his parents and his sister are Badgers, making it, he says, “kind of a family tradition.” When he began playing Ultimate Frisbee as a sophomore at his high school in Minnetonka, Minnesota, Feldman also knew he wanted to play the sport for as long as possible.

Luckily, his family tradition and favorite pastime complement each other well. Wisconsin’s Ultimate Frisbee club, the Hodags, is among the nation’s best. The team has qualified for the national tournament the past nine seasons and has won the championship three times.

Ultimate Frisbee is a game in which a team tries to pass a Frisbee down a soccer-sized field without running if holding the disk. The UW sponsors the sport, but only to a certain extent. Feldman estimates that although the team receives a few thousand dollars in support, each player shells out around \$2,000 out of pocket each year to cover travel expenses and tournament entries.

However, the costs and time commitment — a few practices a week with weekend tournaments held as far away as California — are all worthwhile, Feldman says, especially with nationals coming to Madison (technically, Verona) in 2010.

Feldman, a receiver or “cutter” on the team, says that all the hard work they’ve done this year will pay off if they can win a championship in front of their own fans. “It’s very motivational for the team, knowing that what we’re working for during the season is going to be on our home turf,” he says.

Although being part of the Hodags has consumed much of Feldman’s college life, he’s grateful. “My whole college experience has revolved around the team, and my memories from college are going to be what I did on the Hodags,” he says. “It’s going to be an experience and a regimen that I’m going to miss.”

Sam Oleson x'11

“It’s very motivational for the team, knowing that what we’re working for during the season is going to be on our home turf.”



JEFF MILLER

Pedal Power

UW cycling team wins bid to host national championships.

In the world of bicycle racing, Madison is the real deal.

With miles of paved bike trails and low-traffic rural roads, the Madison area has long enjoyed a national reputation for bicycling. This year, UW-Madison's cycling team has parlayed that reputation into a two-year commitment to host the 2010 and 2011 Collegiate Road National Championships. The races are run under the auspices of the National Collegiate Cycling Association, a division of USA Cycling, and the UW team says the organization was impressed with the Madison area's topography.

"[This] part of the state has incredible riding — big hills and rural roads near a city, which is pretty uncommon — and scenery on top of that," says cycling club president **Jason Carr '10**. "That helped our position."

Sponsoring the events for two consecutive years is a coup that organizers hope will attract more U.S. cycling events to Madison. The championships

will be held in May, when nearly three hundred teams and eight hundred athletes are expected to participate in a road race; a "criterium," or short, closed-circuit race through downtown Madison; and a team time trial.

University cyclers last hosted the event in 2004. "We wanted to bring nationals back to Madison, but it's a lot of work for college students," Carr says. With encouragement from the Greater Madison Convention and Visitors Bureau, they found help in a partner: Team Sports, Inc., a Wauwatosa, Wisconsin-based company that will handle the event's logistics, from marketing and promotions to securing roads and setting up the courses, as well as covering the liability and financial risk.

The project was a perfect fit for **Jack Hirt '99**, director of cycling races and events for Team Sports. "My mission is to make Wisconsin known across the country and around the world as a place where anyone at any level can come and compete



PAUL MARKER

Collegiate cyclists speed past Wisconsin's Capitol during a 2009 road race. May's national championships, hosted by the UW, will include a criterium through downtown Madison.

in the sport of bicycle racing," Hirt says. "The sport has a huge potential for becoming a mainstream sport, and it also has great benefits from a tourism and business standpoint."

The League of American Bicyclists ranked Wisconsin as the second-most-bike-friendly state (after Washington), and America's Dairyland boasts a \$1.5 billion bicycle tourism industry.

Cycling is the largest club sport at UW-Madison, with about 120 dues-paying members, and it's the only club sport on campus that has its own endowed

scholarship. Part of the Midwest College Cycling Conference, the team participates in road racing in the spring and mountain bike racing and cyclocross — a rough-terrain race — in the fall.

"We generally attract people who were into cycling before they come to college and who love the outdoors," Carr says. "Every year we get a couple of people who have never seen a road bike or they've had the same bike since they were twelve." Any student with any bike is welcome to join, as long as he or she has a helmet and brakes.

Karen Roach '82



BADGER SPORTS TICKER

The outdoors provided a happy home for the Badger hockey team this winter. Both the men's and women's teams skated to victory in the Camp Randall Hockey Classic, held in February on the ice-covered surface of the UW's football field. The women's squad beat Bemidji State 6 to 1, while the men's team defeated the Michigan Wolverines 3 to 2 in front of a crowd of 55,031 very chilly fans — the largest crowd ever to watch a Badger home hockey game.

The Badger men's soccer team has a new head coach. John Trask, formerly of the University of Illinois-Chicago, was named to the post in January. He's the team's sixth head coach in its thirty-four-year history.

Badger fans may have to pay a little more to watch their teams in person. In January, the athletic department proposed a 2010–11 budget that would cut operating and support expenses 5 percent, but

may still require higher ticket prices as the department continues to deal with the effects of the recession. No decision on the budget had been made as of press time.

In January, men's basketball coach Bo Ryan won his hundredth Big Ten game with a victory over Penn State. By winning 100 of his first 140 games, he is the second fastest coach to reach that milestone, after former Indiana coach Bob Knight.

& Heads & Hearts



The humanities take many forms in helping us to understand and communicate being human.

On Wisconsin explores some of them.

ISTOCK



When you hear the word “humanities,” what comes to mind? For a certain cohort of UW alumni, this word-association game may prompt memories of a building on the central campus rather than a branch of learning.

Yet, *the humanities* encompass areas of study that allow humans to communicate what is in their heads, as well as convey what is in their hearts: languages, literature, classics, history, philosophy, law, religion, and both visual and performing arts, such as music, theater, film, and dance. As the Humanities Association, based in the United Kingdom, unabashedly boasts, “[The humanities are] about people: how people create the world they live in; how the world they live in makes them the people they are.”

When members of the *On Wisconsin* team first heard that 2009–10 was the Year of the Humanities on campus, it didn’t take long to recognize that the humanities play a central role in many of the stories we were researching and writing. And with Chancellor Biddy Martin, a champion for the humanities, now at the university’s helm, it made sense to take a closer look.

What we found was exciting. For example, students are still studying Shakespeare, but they are using digital technology to effortlessly tap into commentary on his work. Faculty choreographers in the dance program are collaborating with campus researchers to create performances inspired by science. And groundbreaking research into mindfulness marries neuroscience with meditation.

“The humanities emphasize, and also continually refine, critical thinking and discovery in the realms of human thought, expression, and culture,” Martin says.

BRUCE RICHTER



MICHAEL FORSTER ROTHBART



JEFF MILLER (2)



“Humanities scholarship preserves languages, cultures, and modes of thought, while also changing them through analysis and imaginative new perspectives. Humanists ensure the transmission of culture, but also contribute to its transformation. In both cases, their work draws on and builds communities of readers, thinkers, and consumers of culture.

“Scholarship in the humanities is focused on the heart of things — how we define, understand, and live our humanity; how we constrain and enable human expression and achievement; and what impact the wide range of human cultures has had in the past and has now,” she continues. “Humanists seek to expand our understanding and appreciation of different modes of thought and to introduce ever more capacious approaches to fundamental questions about what it means to be human.”

The stories featured in the following pages represent just some of the forms that the humanities can take as we seek to understand and appreciate being human. Rather than limit opportunities, a solid grounding in the humanities opens up possibilities, Martin says.

“People with humanities degrees go on to do every conceivable thing,” she says. “There is no better foundation for eventual careers or for satisfying lives. The abilities to think critically, synthesize information, make cogent arguments, communicate, and express oneself clearly and imaginatively are skills that every kind of work requires and that every person will be enriched by having.”

On Wisconsin Editors

Humanists ensure the transmission of culture, but also contribute to its transformation.

Chancellor Biddy Martin



Words, Wit, & Wild Hearts

A Conversation with Author Lorrie Moore

BY JACQUELYN MITCHARD Lorrie Moore, professor of creative writing at UW-Madison, is one of the premier authors of her generation, called variously “the maestro” and “the most irresistible” writer now practicing the art of fiction. Almost as though her life were a screenplay about being a successful writer, Moore, at nineteen, won *Seventeen* Magazine’s fiction contest, and then, after she completed MFA studies as a protégé of Alison Lurie, her first book of short stories, *Self-Help*, was published by Knopf in 1985, when Moore was just twenty-six.

In 1984, with a newly earned MFA from Cornell, Moore began teaching fiction at UW-Madison, although she commuted between New York and Madison for several years. She won the 1998 O. Henry Award for her short story “People Like That Are the Only People Here,” published in *The New Yorker* in 1997. In 2004, Moore was selected to receive the Rea Award for the Short Story, for outstanding achievement in that genre. In 2006, she was elected to the American Academy of Arts and Letters. Now a full-time Madison resident, she also is the divorced mom of a teenage son.

While Moore’s privacy is delicate, as a friend and a kindly fellow human being, she recently sat down with me to talk about books, publishing, and *A Gate at the Stairs*, her most recent novel — also her first book in eleven years and her first novel in fifteen. It tells the story of one year in the life of twenty-year-old Tassie Keltjin, a potato farmer’s daughter attending college in a fictional Madison immediately post-9/11, who is a nanny for the mixed-race toddler adopted by her beleaguered and eccentric employer, Sarah Brink. Besides being a coming-of-age story, the book is heartbreaking, rum, tragic, witty, and trenchant social commentary: the protagonist loses her virginity to a feckless lad who may or may not be a jihadist and then loses her only brother to the war in Afghanistan. *A Gate at the Stairs* also was a *New York Times* bestseller, and of it, notoriously choleric *New York Times* reviewer Michiko Kakutani wrote, “In this haunting novel, Ms. Moore gives us stark, melancholy glimpses into her characters’ hearts.”

Characteristically diffident, Moore, a native of New York state, plays down the novel’s enormous success while acknowledging that its “nightmare story” moved her to tears as she wrote. While the book owes some of its inspiration (and its final wry line) to the “governess” tradition of *Jane Eyre*, it is Moore at her crisp twenty-first-century finest, remembering all of us — for all of us — with characteristic and sardonic charm.

Besides *A Gate at the Stairs*, Moore’s oeuvre comprises four collections of short stories: *Self-Help* (1985), *Like Life* (1990), *Birds of America* (1998), and *The Collected Stories* (2008); and two novels, *Anagrams* (1986) and *Who Will Run the Frog Hospital?* (1994). *Anagrams* was optioned for a film by ... Madonna.

[Mitchard] This is fiction, but what about the choice to create a twenty-year-old virgin?

[Moore] Oh, so it's going to be *that* kind of interview! Interesting. You think twenty-year-olds would not be virgins the way the twenty-year-olds are in *Jane Eyre* and *Turn of the Screw*, the governess novels most on my mind here? I can easily imagine a twenty-year-old virgin. But the book's job, I guess, is to get you to imagine it, too. A lot of readers do a kind of reality-testing of fiction against their own experience and have quibbled with many aspects of this book (as in, "She would never listen to the band Modest Mouse!"), but you're the first to use the phrase "create a twenty-year-old virgin" as if I'd done it freakishly in a lab. I think many twenty-year-olds have proceeded slowly and uninspired through their teens. Am I wrong? It never occurred to me that this might be statistically unusual. Do you have the stats?

This book is not for everyone. No book is for everyone. The wider the audience you reach, the more disgruntled readers you create. ...

Writers do have to eat, however. But you are also trying to make literary art, which has a limited number of consumers.

Do you play the bass guitar? Tassie loves it. What makes you crazy about the bass guitar?

I don't play the bass. My niece does, though — or used to. I did borrow a version of her e-mail address. But mostly I had to make this all up and ask people — including Nick Moran, the terrific bass player here in Madison whom I quizzed one day when he was waiting lunch tables at his mom's restaurant; he allowed me to take notes. He also said he had always wanted my niece's e-mail address for his own, but it had been taken. I suppose here I should say, if you want to know what the mail address is, you'll have to read the book ...

Some quite horrific things in the book are handled in a darkly comic way — the horrible incident with the four-year-old at the highway picnic area, the shooting of the black teen by police called to his house with an alarm

system installed to protect him by his adoptive parents. Some critics say, 'Hey, girl, it's just not funny.' What do you say?

I would agree. Those parts aren't funny. At least they're not supposed to be. I never thought of this book as being very funny. And the parts you mention are horrifying to me, and so as part of the horror show that is the novel — its tragic and politically gothic components — I felt they needed to be there. I do have stories where I think horrifying events are handled with dark humor, but I don't think this new novel does that.

A person doesn't write directly about her kid, her life, her politics — that is, in fiction. Except we do. I do ... albeit in a less confessional way, maybe, some more than others.

When you write about a woman with a little mixed kid in a stroller, are you writing about you? Do your feelings about raising your own particular child inform this book? Are you examining questions you asked yourself as a young mom, or yearning to be that young mom or relive that experience?

No, nothing's me, but as you know, we get interested in certain things because of our lives and then travel with these things in a different direction. Such is storytelling.

This book has been a major, major bestseller for three months. Are literary fiction writers allowed to do this? Are you going to have the scarlet L ripped off your black sweater?

Darling Jackie, it was not a major, major bestseller for three months. It was a minor, minor one for three weeks. So the L stays on the sweater.

Was that part, the bestseller-ness, thrilling or vindicating or just plain nice and lucrative in some sense? Is a big-screen movie next? A soundtrack?

I love this experience you're inventing here, and I'm trying to have it along with you. In reality, however, it doesn't have any of the ingredients you suggest. The novel has had much the same trajectory as my last book, which was a collection of stories. The story collection got better reviews because people feel more sorry for you, but in general, the commercial narrative is the same. No movie, no soundtrack, and I'll share the sobering sales numbers with you when you turn off the tape.

You once told me it was fun to own a house — that it was like playing house, playing being grown. How do you see

that world of domestic dominion, a man and a woman and a house, at fifty?

Well, I am fifty-two and missing one of the ingredients you mention. Did I really say it was like playing house? Was I taking Claritin-D at the time? Perhaps I felt the fun-ness of it at the beginning. My first house was a sturdier house. The next house I moved to, which is where I still am, is a falling-apart house and requires emergency buttressing weekly to keep it from crashing down. There are squirrels in the chimney, raccoons in the walls, and bats throughout. The wiring blinks the lights on and off, as in *Gaslight*. It never had a proper owner — that is, someone who could really pour money into it. Oh, well. I'm avoiding your "domestic dominion" question because I'm not sure exactly what it means, though the alliteration is nice.

You're shy. What's that like, going out to flack a book? Has this tour been more intensive and exhausting than it should have been?

Yes. Luckily I'm on heart medication, so I can clutch the lectern and remain vertical. Mostly audiences have been very nice, though I've had my share of glowerers.

Would you like more of your books to reach this wider audience that has embraced *A Gate at the Stairs*, or is that not the point?

Yeah, I don't think that's the point. This book is not for everyone. No book is for everyone. The wider the audience you reach, the more disgruntled readers you create, so I don't know. Writers do have to eat, however. But you are also trying to make literary art, which has a limited number of consumers. You can grow that number only up to a point, I'm afraid.

We're of a generation, you and I (sounds like Kipling). In our adulthood generation, the "where were you when ..." experience is 9/11. Of course, that's not unique to our age group, just as the "where were you when President Kennedy was shot?" was not unique to our parents or our older brothers and sisters. Tassie Keltjin lives directly post-9/11, but seems unfazed by it and even has a maybe-Islamic-terrorist lover. Why?

I was interested in the "chickens have come home to roost" response to 9/11, and the very few Islamic studies courses here at the UW did fill up quickly after 9/11.

I think students were tremendously curious about the world that had suddenly landed here — or that, in reality, had been here all along. This was the response of non-Muslim students. Muslim students have had their own great diversity of response. One can be interested in understanding jihadism without being a jihadist. Susan Sontag wrote admiringly of the bravery of the 9/11 terrorists [in *The New Yorker*], which prompted much outcry. Understanding terrorism while also condemning it is an intellectual space that many people have entered. Perhaps young people, in their searching-ness, can get there more easily. I think that Tassie Keltjin is one of those, somewhat. The young man she falls for has lost his job due to the racial profiling on bridge and tunnel traffic after 9/11.

Which brings me to another question. If we write in the Common Era, as it were, are fiction writers obliged to give a nod to 9/11, as Bugs Bunny constantly referred back to World War II? (I regret the unfortunate example, but Warner Brothers cartoons were significant in my cultural anthropology.)

Hmmm ...

Is Tassie in any sense a sendup? She seems so made from contradictions — only twenty, yet referring to music and movies not just of her parents' generation, but back beyond that. Is she a Renaissance girl? She's never been on an airplane, yet she has parents who honeymooned in England. What's with her?

Tassie is not a sendup and is meant to be experienced on a realistic and intimate level. Her cultural references are a hodgepodge, the way I imagined a musician's would be, the granddaughter of academics would be, a bright but isolated girl growing up in the countryside would be. I don't think a writer's obliged to nod in any direction that the book doesn't want to go.

Some years ago, you told me you were late with the deadline on a pastoral novel. In what sense is *A Gate at the Stairs* a pastoral?

Well parts of it, I suppose, are. But Tassie's family in the country is viewed as a kind of ersatz farm family, and so the pastoral elements are engaged with almost touristically — until the end, I think, when Tassie is returned to the country and reconnects with her dad there in a new and appreciating way.

Coming of age is a recurring motif for you. What so captivates you about the threshold of adult life?

It's not a motif at all in my [short] stories. I don't think there's a single story that takes it on. But it is at the heart of two of my novels. Coming of age, of course, requires more time and space to depict. And I guess when I think of a long story, young women leaving their homes behind come to mind. The passage of time and looking back on youth from even a slight distance seems better for the larger canvas of a novel.

Negative reviews written by other writers are good for keeping house, since you get to take that writer's books out of your shelves and toss them, making room for other books that are just lying around in piles.

[Tassie's employer] Sarah is such a jerk — to me, anyway! She is such a Madison-Woman-of-a-Certain-Kind, but on steroids. She doesn't want the little girl. She wants her husband and some morels with a mustard-and-thyme reduction sauce. Tassie may be aimless, but her heart is pure. How can she stomach Sarah and the Wednesday evenings? How can she hold on emotionally after Sarah's dark revelation?

Oh, I don't think Sarah's so terrible. I keep imagining her being played nervously and wearily and comedically by Judy Davis. I see her as full of good intentions and living on the road to hell that is paved with them. But everyone's entitled to her own opinion. Someone in Santa Cruz stood up at a reading and told me the same thing, that she didn't like Sarah. And I said, "That's okay." A reader doesn't have to. Sarah's a mixed bag, and readers can have whatever response they want.

People do the strangest things for love. They revoke their dreams. They see the "other person's" point of view. The "other person" is always a guy and the revoker is always a woman. This is a thread throughout *A Gate at the Stairs*. Is it a vexing part of the human condition?

I try never to pronounce on the human condition. I do think in this book that women accommodate themselves to men a little

more than is ideal — but in a way that is not necessarily untrue to life. As we know, there's a great variety to couples. Which is why they make for good stories.

You don't sound like a very proficient housecleaner. Do you have help, now that you're on the bestseller list?

It's been eleven years between books. I don't have any extra money. Plus, I try never to discuss housecleaning.

I loved the potato parts of this book. I don't know why. Potatoes are so inscrutable, although they have eyes. Did you choose them because they take so much from the earth?

They have eyes, thin skin, and snappable roots. These are features of most of the novel's characters. Plus, they are a genuine Wisconsin crop. I know Idaho gets all the fame, but Wisconsin grows a lot of them.

My favorite exchange in the book was the social observation at the playground — in which Tassie rejects a mom's self-seeking wish to give her daughter Mary-Emma as an "African-American friend." I think that it's possible that ordinarily constructed families sometimes see families in which there is something different (adoption, mixed race) as fair game, as fuel for either self-righteousness or consciousness-raising. As a mom of some children who were adopted and some who weren't, that makes me crazy. Were you driven by those kinds of encounters in writing this book?

The book was primarily an update of the governess novel. But I was inspired to include various things I knew or heard about regarding trans-racial parenting.

Tassie doesn't believe in true love. Does Lorrie Moore? If so, what kind? For a friend, a man, an English garden, a breed of cat?

Tassie is trying to make her way toward an idea of useful love rather than one that is mere dream or fun intoxication. I personally don't see love as something you believe in. I don't think you get to choose. It happens to you and events ensue.

When you depart from short stories, a form in which you are an acknowledged maestro, it seems to bug people. Do you think this?

A lot of things bug a lot of people, and I'm lucky not to be privy

to it all, since, as I mentioned before, I have a heart condition. I try not to pay attention to the ways in which my fiction might irritate people, since — good grief — it is only fiction. Besides, it's a cliché of small communities that they bash their writers, and I'd rather think of this community as a larger one than that.

Do reviews in which your novel is called “utterly necessary” confuse you as much as those in which the critic complains about too many similes? Is fiction ever utterly necessary? Can there be too many good similes, even on a given page?

I don't think I saw the “utterly necessary” ones. That “utterly” is a strange word — don't you think? It suggests degrees of necessity. And then we are really off on another subject entirely. Can there be too many similes? Of course. With *A Gate at the Stairs*, Tassie is a bit of a lyricist and is in constant searching mode — sometimes even caught in verbal rhapsodies of emotions like disgust. I gave her free reign to have extra language when it suited, as it would be appropriate for her character.

I once admired Jill McCorkle for beginning a talk by saying, “Ladies and gentlemen, I now hate this book.” She said that because she'd plowed the same ground over and over, and in some places, simply could *not* reproduce the tune she heard in her head and she wanted to put it behind her. Do you ever feel that way about completed work? Or do you cherish it?

Well, when you go on a book tour, there comes a point where you do turn against the book. It's the part the publisher shouldn't learn about. It took me a while to get over keeping company with Tassie Keltjin — I did miss her for a while, but I'm over it. I'm eager to move on to the next thing.

Are you a natural, sure and swift, or a Very. Deliberate. Writer.?

I'm haphazard, ad hoc, and intermittent. Also I require coffee. In short? I'm slow, but there are bursts.

If you could write another kind of novel, what would that kind be? If you could be another kind of artist, what would you be?

I would be the intrepid sort of novelist who goes all over and writes from war zones — like Bill Vollmann, but without the prostitutes. Or at least with fewer prostitutes. I would also love to write a thriller or a detective novel. Wouldn't you?

Do negative reviews hurt you? Do you read them? Do glowing reviews send you dancing down the street like Gene Kelly in *Singin' in the Rain*? Do you read them?

This is really a housekeeping question! Negative reviews written by other writers are good for keeping house, since you get to take that writer's books out of your shelves and toss them, making more room for other books that are just lying around in piles.

When you teach, and I know you do love to teach, what do you tell your students over and over? Do you see yourself teaching always — that is, for the rest of your life until you're buggy?

I will die with chalk in my hands.

Why do we teach writing in the first place?

If you teach to undergraduates, you are just part of their college education, and you are teaching them composition and literature and what is psychologically and linguistically true and what is manufactured and shortchanging of the life of the mind. At the graduate level, one teaches the same things, really, but there are also discussions about agents.

Last one: You spoke once in an interview of feeling a sort of “Oh, dear ...” emotion while reading the proofs of stories written in your twenties. It's nearly thirty years later now. What do you know that you didn't know ... and I don't mean only about writing prose.

I'm not sure that one is wiser as one gets older. I don't really buy that. But one is better read, even if one has forgotten half of what one has read. So one can look at early work and think *I would never choose to write a story about that now*, et cetera. One's interests change. Also having only a typewriter back then made revision much more difficult. That you would just have to let a page go because you couldn't bear to retype it was a common condition back then that no one has to endure now. ■

Jacquelyn Mitchard is a journalist and author, most recently of No Time to Wave Goodbye (a continuation of her first novel, The Deep End of the Ocean). She teaches seminars at the free writers' residence she founded in 2007, One Writers Place (www.onewritersplace.com), and lives with her husband and nine children on a farm near Madison. Mitchard was a member of the UW's public affairs staff from 1989 to 1997.



Someone to Watch over Earth

Neil Armstrong, an American astronaut and the first man to walk on the Moon, once said of his journey, “It suddenly struck me that that tiny pea, pretty and blue, was the Earth. I put up my thumb and shut one eye, and my thumb blotted out the planet Earth. I didn’t feel like a giant. I felt very, very small.”

In many ways, the university’s Nelson Institute for Environmental Studies was created four decades ago to watch over that tiny pea. The institute has played a steadfast leadership role in this arena, from examining local concerns about Madison’s lakes to tackling the global issues of climate change. The institute adopted its current name in 2002 to honor the late Gaylord Nelson LLB’42, former Wisconsin governor and U.S. senator, and the founder of Earth Day.

As both the institute and Earth Day reach fortieth anniversaries in 2010, *On Wisconsin* looks at how compelling films can build awareness of environmental issues and notes the

UW’s remarkable connection to three of the most influential environmentalists in American history. To commemorate these milestones, the institute is sponsoring a public conference, Earth Day at 40, and an environment-themed concert at the Overture Center for the Arts, both in April. For more information, visit www.nelson.wisc.edu/earthday40.

In addition, a traveling mini-festival is planned to continue conversations about the environment that began during the 2009 Tales from Planet Earth, a festival that featured fifty films from around the world. (See *story, at right*.) This spring, the Wisconsin Humanities Council is hosting Making It Home film festivals in Baraboo, Dodgeville, Milwaukee, and the Ashland/Bayfield area in Wisconsin. Following the films, people will discuss what defines their homes and communities, their cultural and historical ties, and environmental and social-justice challenges they face. For more information, visit www.makingwisconsinhome.org/.

Making a Reel Difference

Take one environmental film festival, add two classes of enthusiastic students, and mix with community groups in need of partners.

BY GWEN EVANS '79

Gregg Mitman believes in the power of film to change lives. He should — he's living proof that a good tale, told with passion and heart, can influence the way an audience regards our planet.

As a youngster, Mitman MA'84, PhD'88 was enthralled by the 1960s television programs *The Undersea World of Jacques Cousteau* and *Flipper*. That early enthusiasm led to a degree in biology and graduate degrees in the history of science, and today, Mitman is interim director of the UW's Nelson Institute for Environmental Studies.

Ten years ago, he published an award-winning book, *Reel Nature: America's Romance with Wildlife Film*, and a second edition was published last year. The book was the first to examine the enormous impact of nature films on how Americans see, think about, consume, and protect animals across the planet. Mitman, who holds appointments in medical history, and science and technology studies, teaches courses on the history of ecology, and the history of environment and health. He decided to draw upon the lessons of history, saying he wants to "open up what we think is a good environmental film and how we might tell other types of stories to change our interactions and attitudes."

He had a chance to put those ideas to the test in 2007, when he organized a film festival, *Tales from Planet Earth*, as a project of the Nelson Institute's Center for Culture, History, and Environment. He coupled the festival with a class in

documentary storytelling, and students taking the course created short films that debuted at the event.

Judith Helfand, an award-winning environmental filmmaker and a UW-Madison Arts Institute artist-in-residence, collaborated with Mitman on the class and the festival. Helfand, too, was inspired by a story well told. After seeing "The Weavers: Wasn't That a Time" on television in the 1980s, she was motivated to create

documentaries that explore justice, equity, and the environment. In that film, Pete Seeger talks about art in the service of activism, and Helfand was smitten with his message and the power of nonfiction film. Today she is active with Working Films, an organization she co-founded that links nonfiction films with activism.

Tales from Planet Earth and its student films drew raves in 2007, Mitman says, but the audience was left with a *now*

JEFF MILLER



Jesse Mursky-Fuller x'11 (left) works with Maggie Flamingo PhDx'11 to edit a video project as part of a class offered last fall. Students learned how to use the artistry of film to convey messages about the environment, and to then spur audience members to apply what they've learned to tackle problems at the community level.

what? feeling. “There was so much enthusiasm from the last festival. We wanted to take that energy and turn it into community engagement and activism,” he says. “If you know something, you’ll care. And when you care, you’ll do something about it.”

With one festival behind them, Mitman and Helfand devised two courses that, together, could become a groundbreaking model. The first, a film production class, explores what constitutes an environmental film, then challenges students to create stories that use film’s artistry to engage an audience, create hope, and provide opportunities for action. The second class links storytelling with activism by partnering students with Madison-area nonprofit organizations that are dealing with issues raised in the festival’s films. Students are charged with linking one of the festival’s films with the needs of a community

partner, then building an outreach campaign that is beneficial and measurable.

“I was thrilled to come back to Madison and to be able to bring and wear my Working Films hat,” says Helfand. “There is a new level of community engagement and interest among students. They want to be engaged in the world where they live while they are in school. My filmmaker friends are so jealous.”

Together, the classes and the festival created a compelling focal point for environmental storytelling. Held last November, the festival presented the best examples of the craft from the world’s filmmakers. Student-produced trailers addressed issues raised in the films, and community program leaders were present to show the audience members how they could take next steps. Forums and special events held before and after the films channeled

new awareness into action. Students took big-picture topics raised by the film festival and turned them into local efforts. (See sidebar, page 35.)

Making all that happen — in just eight weeks or so — would send most people packing. But Mitman and Helfand viewed it as real-world experience, challenging the students to learn on their feet. During a boot camp held over two and a half days, students met their community partners, visited sites, and learned to listen to their partners’ needs and issues, while also being sensitive to the cultural and political dynamics in the organizations.

“Some of these students have lived in Madison for years, but have never left the campus. They are seeing that the issues raised in the films are very real, and real right here,” says Mitman. “They are also learning new ways to think about community service — where they learn

FERVENT VOICES

From its earliest days, the UW can claim strong connections to three visionary men who loved our planet.

They were three men, environmental pioneers, each with a distinct approach to a common cause: protecting the wilderness. John Muir x1864, a reverent appreciator, saw divinity in the forests, rivers, and mountains. Aldo Leopold, a forester, academic, and educator, applied scientific methods and study to protect the wilderness he loved. Gaylord Nelson LLB’42, a plainspoken politician and son of Wisconsin, maneuvered the halls of government, creating a national environmental movement along the way. The University of Wisconsin nurtured three of the country’s best-known environmentalists: Muir and Nelson were UW students and Leopold was a UW faculty member.

JOHN MUIR

Perhaps it was his childhood in Scotland or his years on a Wisconsin farm. Maybe it was the view from his room in the university’s North Hall.

Who knows what place or experience triggered Muir’s love of nature into a passion for its appreciation and defense? Whatever the cause, Muir’s vision and environmental resolve helped create the ecological conscience we have today.

Farmer, inventor, sheepherder, explorer, writer, and conservationist, Muir — through his writing and tireless advocacy — inspired many American conservation programs, most notably the establishment of national parks. Muir was also the founder and first president



UW-MADISON ARCHIVES

“I was only leaving one University for another, the Wisconsin University for the University of the Wilderness,” Muir wrote.

of the Sierra Club, and his work was featured prominently in Ken Burns’s recent six-part documentary, *The National Parks: America’s Best Idea*.



JEFF MILLER

Kevin Gibbons MSx'11 and Judith Helfand, artist-in-residence, (both standing) look on as Meridith Beck Sayre PhDx'11 describes her video project for a class taught by Professor Gregg Mitman (far right) and Helfand.

about doing things *with* people, not *for* them. That builds relationships, trust, and follow-through.”

In the film production class, students learned how to use a camera, frame shots,

edit footage, use sound and music, and truly understand the story — all while exploring how people shape and interact with the environment. It’s a tall order for neophyte filmmakers.

After learning the nuts-and-bolts aspects of hardware and software, the artistry enters. For a documentary to be effective, Helfand says, it must have high stakes: a relationship worth fighting for and a heart at risk of being broken. “Without heart and character, it’s just a lens and a camera. I want to teach the students to make *moving* moving pictures,” she says.

The student films explore topics ranging from the dairy industry’s dependence on Hispanic labor, to the story of an eighty-six-year-old woman from North Freedom, Wisconsin, who led a revolution in recycling plastics, to an example of how marketing food products for a housing organization can create jobs.

In turn, students in the community-engagement class had to quickly develop skills to broker real-world relationships, where the stakes are high. “This was not a typical class,” says Helfand. “The

Born in Dunbar, Scotland, in 1838, Muir immigrated to the United States with his family in 1849, settling on a farm near Portage, Wisconsin. He entered the university in 1860 and studied botany and geology. He left after three years to travel the United States, including a saunter from Indiana to the Gulf of Mexico and a sailing trip through the Panama Canal and up the West Coast. He then walked from San Francisco to the Sierra Nevada.

What he saw on his travels was transformative. He abandoned the pioneer attitudes from his youth, a homesteader’s ethos of subduing and controlling nature for the benefit of man. His self-described “baptism of nature” sparked a respect and reverence for the

interconnectedness of the environment and a lifelong mission of approaching nature with a deep, worshipful humility. For Muir, God was revealed through nature. Over the years, he published some three hundred articles and ten major books that detailed his travels and thoughts on environmentalism.

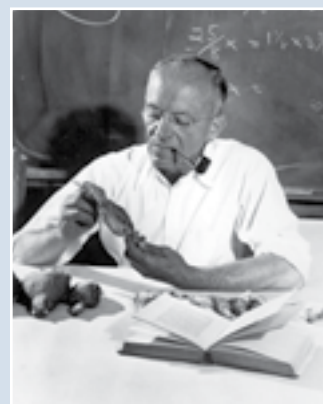
Although President Theodore Roosevelt usually gets the credit for establishing the country’s national parks, it was mostly Muir who did so. In 1903, Muir invited the president for a three-day camping trip in the Yosemite Valley. That trip sowed the seeds for conservation programs, leading to the establishment of the first National Monuments by presidential proclamation and Yosemite National Park by congressional action. Muir also

had a hand in the creation of Sequoia, Mount Rainier, Petrified Forest, and Grand Canyon national parks.

Although Muir once described himself as a “poetico-trampo-geologist-botanist and ornithologist-naturalist, etc., etc.!!!!”, history has bestowed more generous titles, including “The Father of Our National Parks,” “Wilderness Prophet,” and “Citizen of the Universe.”

ALDO LEOPOLD

Leopold is one of the most influential conservation thinkers of the twentieth century. An educator, philosopher, ecologist, and wilderness advocate, his “land ethic,” which articulated a new relationship between people and nature,



UW-MADISON ARCHIVES

“When we see land as a community to which we belong, we may begin to use it with love and respect,” Leopold wrote.

set the stage for the modern conservation movement. He believed that the land — its soils, waters, plants, and animals — should be protected and preserved, and that we

students were accountable to their [community] partners and learned lessons of tenacity, negotiation, and respect. What was hardest for them was also the most exciting. And best of all, they could see they had an impact.”

Knowing that people in the community were counting on them made students in both classes determined to commit significant time and energy. “[The students] were so respectful of the partners. ... In return, the students earned their trust,” says Helfand.

Jesse Mursky-Fuller x’11 knew what he was getting into after taking the first film production class in 2007. Even so, when he had the chance in 2009, he enrolled in both classes. “I understand and agree with Gregg’s teaching philosophy — that is, experience and hands-on training [offer] the best way to learn. Just like science courses have lab sections, Gregg’s classes

are labs for community engagement and film production,” says Mursky-Fuller, who is double-majoring in biology and life science communications.

His film, *More Jam, More Jobs*, demonstrates what can happen when the film, the classes, and the community cross-pollinate. It follows fellow student Jessica Halpern x’10, who — tray in hand — tries to convince twelve sororities to buy food items (such as fruit preserves) produced by Porchlight, Inc., a Madison housing advocacy group. After the festival’s screening of *More Jam*, there was standing room only for a tasting of Porchlight products.

Although he wasn’t sure what the community-engagement class would entail, Mursky-Fuller says he was happy as the experience unfolded. “That’s what’s nice about these classes — different issues and problems will present

themselves each time. It’s not textbook material,” he says.

Public engagement is a core mission not just of the Nelson Institute but also of the campus in general, says Mitman. And he sees film as the perfect catalyst not only to bring the university and the community together, but also for weaving together perspectives from the humanities, social sciences, and sciences. “It’s such an effective medium to see relationships — often hidden from view — in a new light and to harness the power of storytelling to effect environmental and social change,” Mitman says. “Environmental film festivals on college campuses are growing, and I wanted to create a model for others to follow. The classes are a true expression of the Wisconsin Idea.” ■

Gwen Evans ’79, a senior university relations specialist for University Communications, never turns down the chance to see a good film.

have a responsibility to ensure the health of the natural community. The land, for Leopold, was to be loved and respected as an extension of ethical behavior.

At the beginning of his career and with a degree in forestry in hand from Yale University, Leopold took positions with the U.S. Forest Service in the Southwest. He came to Madison in 1924 for a job with the U.S. Forest Products Laboratory. He joined the university in 1933 to lead game management studies; in 1939, he was named chair of the new Department of Wildlife Management. The department — a first for the university and the nation — launched an area of studies known as wildlife ecology.

Leopold is perhaps best known for *A Sand County Almanac*, a collection of essays on wild and manmade worlds that he wrote over a twelve-year period. He wanted to convey his observations and expertise on wildlife, and in doing so, convince readers that they should treat the natural world ethically. The book, published in 1949, describes, with heartbreaking eloquence and scientific rigor, the wonders of nature he saw at his famous “shack,” a played-out farm north of Madison along the shores of the Wisconsin River. More than 2 million copies of the book have been sold, and it has been translated into nine languages. Over the years at the shack, Leopold and his family planted thousands of pine trees and restored the land.

Leopold was also involved with another lasting restoration project. By the early 1930s, some 1,200 acres of land a few miles from campus, once cultivated farm fields and pastures, had fallen into disuse. With scientific and civic vision, and with years of hard work by crews from the Civilian Conservation Corps, the University of Wisconsin Arboretum has become an example of what at that time was a new ecological concept: returning a landscape to a more natural condition.

In 1935, along with other visionary conservationists, Leopold founded the Wilderness Society, an organization with a mission to “protect wilderness and inspire Americans to care for our wild places.”

GAYLORD NELSON

A boy from the northwestern Wisconsin hamlet of Clear Lake, Nelson went on to become the state’s governor, a U.S. senator, and the founder of Earth Day, launching a wave of environmental activism in 1970 that continues today.

Unlike Muir and Leopold, his fieldwork took place in government hallways and meeting rooms, most likely beneath the harsh glare of fluorescent lights rather than in sun-dappled meadows surrounded by pristine wildlife.

Still, his environmental contributions are every bit as significant as theirs, and his legacy endures on the

Going Local

Last fall, students in the community-engagement class taught by UW professor Gregg Mitman and documentary filmmaker Judith Helfand formed partnerships with Madison-area organizations and achieved significant results. For example:

Several Madison-area grocery stores have agreed to stock products made by Porchlight, Inc., a local organization that hires and trains homeless people to work in its kitchens. Sales of Porchlight's products, which include jams and pickled vegetables, baked goods, and salads, will spur more hiring and training. The Wisconsin Union is also now buying some of these items for its food-service operations, as are some campus sororities and a local restaurant.

Madison's Whole Foods Market has agreed to purchase food shares from the Madison Area Community Supported Agriculture Coalition to donate to food pantries, ensuring a steady supply of fresh vegetables for pantry shelves. Interstate

Books4School is donating children's books to the pantries.

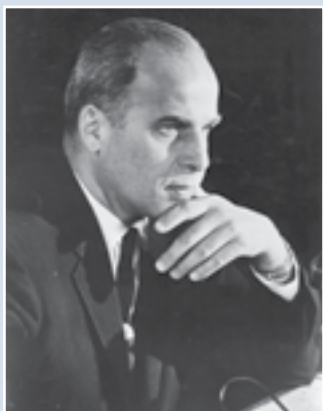
Madison Gas & Electric Company is donating \$500 to offset carbon emissions generated by the film festival through the purchase of green-energy credits.

Marling Home Works is donating materials for a kitchen at a community garden on Madison's north side, where children can learn to prepare healthy meals from the vegetables they help to grow.



ISTOCK

G.E.



UW-MADISON ARCHIVES

Earth Day, Nelson said, met his hopes — “a nationwide demonstration of concern for the environment.”

UW-Madison campus: the Institute for Environmental Studies, named for Nelson, is an incubator, a laboratory, and a model for collaborative

education, inquiry, and public service.

Nelson earned a law degree from the UW in 1942 and served in the Navy during World War II. Politics became his career, and he rose through the state's political ranks, serving first as a state senator and then as governor from 1959 to 1963, and U.S. senator from 1963 to 1981.

Land protection, wildlife habitat, and environmental quality were always priorities in his legislative agenda. Among the landmark legislation he sponsored and saw through to enactment are the Wilderness Act, the National Trails Act, the National Wild and Scenic Rivers Act, and the National Environmental Education Act. He was also

the first to work toward federal mandates on automobile fuel efficiency, the control of strip mining, and bans on the use of phosphates, the pesticide DDT, and the defoliant 2,4,5-T. In response to Nelson's advocacy, Congress created the Environmental Protection Agency and passed legislation to protect air and water quality.

But among his many accomplishments, he is perhaps most remembered as the founder of Earth Day, a seemingly crazy notion he had to organize environmental teach-ins. The idea, borrowed from the anti-war movement, called for a day on college campuses to discuss environmental issues, increase public awareness of problems, and work for solutions.

The first Earth Day was held on April 22, 1970. An estimated 20 million people participated in demonstrations across the country, and thousands of schools, colleges, and communities were involved.

Nelson received the Presidential Medal of Freedom in 1995. “As the founder of Earth Day, [Nelson] is the grandfather of all that grew out of that event — the Environmental Protection Act, the Clean Air Act, the Clean Water Act, the Safe Drinking Water Act,” said then President Bill Clinton. “He also set a standard for people in public service to care about the environment and try to do something about it.”

G.E.

Mooooovie Making

Producing an independent film means taking risks, calling upon friends, and — in this case — **a cow costume.**



By Jenny Price '96

It's a near-perfect autumn morning on State Street, and Tyler Knowles '05 is about to direct his first movie.

"We're behind — it's 9:01," he says with a nervous smile, clutching a cup of coffee as he awaits the arrival of his actors and crew. He's about to lead the group on a more than two-thousand-mile, eight-day road trip from Madison to California in his quest to turn a dream into reality on a \$10,000 budget.

Everyone involved in making the mockumentary-style, improvisational film is either a UW-Madison alumnus or has strong ties to the state, giving Knowles the perfect team for a project that is, more than anything, intended as a love letter to Wisconsin, with all of its quirks and kooky traditions.

Go West Happy Cow is the story of two childhood friends from Wisconsin who make their way to California in an effort to impress a potential employer, win back the girl (in the case of one of the characters),

and promote a beer known as "Happy Cow" that is only available in their home state. Or, in industry parlance, it's *This Is Spinal Tap* meets *Strange Brew* and *Road Trip*, with a little *Tommy Boy* mixed in.

"It was a bona fide road trip. It's seven guys, two vehicles," says producer Derek Hildebrandt '93. But here's where it gets really interesting: Knowles and Hildebrandt, a former Bucky Badger, decided to harness the power of UW alumni networks to secure shooting locations and to provide extras for scenes filmed at stops along the way.

Before shooting a single scene of *Go West Happy Cow*, Knowles built a Web site (www.gowesthappycow.com) that explained the premise of the film, its characters, and its inspirations. The production team also used Facebook and a startup Web site called Eventbrite to give people the chance to attend parties connected to each stop along their route: Madison, Chicago, Kansas City, Denver, Las Vegas, and Los Angeles.

"We were able to build some buzz," Knowles says. "We were able to connect with Wisconsin people primarily and get them to show up at these events."

The social networking strategy also yielded a mailing list of participants Knowles and company can keep updated on the status of the movie, letting them know where to watch clips and, eventually, how to buy a DVD or catch a local screening.

"It's really amazing, the technology that's out there now that just lets a little film ... become something bigger," Knowles says.

Paternal Assist

Knowles moved to L.A. to follow his dream of directing immediately after spending his final UW semester abroad in London. But it didn't happen right away. He first worked as a temp for E! Entertainment Television before finding a job leading lessons and workshops at the Apple store in Century City. He then spent six months singing a cappella

on a cruise ship — he'd been a member of MadHatters at UW — before returning to California and to Apple, while also doing freelance work, including editing several low-budget feature films. "I've had friends who have really been broken down and ended up leaving L.A., because they just work like crazy and they're not appreciated. They're kind of a gofer ... go for this, go for that," Knowles says.

Knowles came up with the idea for his film in 2008, during a Christmas trip home to Richland Center, Wisconsin, and his father, Jack, agreed to put up the budget for the project. Jack Knowles earned the title "utility stunts," along with executive producer, for driving the truck and trailer loaded with Wisconsin beer, bratwurst, and cheese for 90 percent of the trip — a task that included parallel parking the forty-five-foot rig in Kansas City. Knowles hopes the movie will be successful enough to return his father's investment in the project.

Take One!

Several months before last fall's shoot, Knowles worked with Hildebrandt, whom he met through the Wisconsin Alumni Association chapter in L.A., and with other cast and crew members to finalize the story and production details.

On the first day of filming, the lead actors arrive: Mike Tiboris '02, a PhD philosophy student at University of California-San Diego, and Kurt Jensen '04, a laboratory technician support supervisor in Madison who is using furlough days to take on the role of "Kurt the Cow." It's one of the few times Jensen will be in street clothes for filming; he spends about 90 percent of the movie in a cow costume — surprisingly comfortable attire, given that he, too, was a Bucky Badger during his college days.



Troy Vosseller (center) gets direction from Tyler Knowles (right) and some advice from director of photography Ben Simms (left): "Even if you think you screw up, just keep going."

The set for the morning's shoot is the Scennie Nation store, owned by Troy Vosseller '06, MBA'09, who is providing the wardrobe for the movie and acting the part of an entrepreneur who is sending the pair across the country on the promotional tour for Happy Cow beer.

While Knowles and crew work to set up the shot and prep Vosseller for the scene — a telephone call with Kurt the Cow — Jensen huddles with Tiboris at the front of the store. They keep cracking up as they plot out his side of the conversation using a piece of cardboard and a marker.

When the scenes at the store wrap and the crew begins packing up, Jensen and Tiboris run across the street to buy a Cheesehead hat that Tiboris will wear in a scene to be shot later that day at University Ridge Golf Course. He hands the receipt for \$21.05 to Knowles, who says there is room in the film's limited budget for the key piece of headgear.

Pulling It Off

Back in his L.A. apartment after shooting *Go West Happy Cow*, Knowles spent two months working furiously to create a rough cut to submit to the Wisconsin Film Festival, paring down more than thirty hours of digital film footage into a ninety-minute movie. Seeing the story emerge from days filled with little sleep,

bad eating, and endless hours on the road between locations was a relief, but mainly, it represented progress toward his main goal, which Knowles describes as "being able to say we pulled this off."

And pulling it off required Knowles and his team to be resourceful — and flexible. When they realized that renting a sport utility vehicle to follow the truck and trailer would cost \$1,800, they instead bought a minivan with 130,000 miles on it for \$1,000.

After an actor who was to play the role of the "mad beer scientist" dropped out, Knowles called his former high school band and drama teacher, Chris Simonson MS'92, the night before filming started and asked for help. Simonson provided his own wardrobe and borrowed a fog machine from the Riverdale High School student council to use in his scenes, which took place in a "mini-brewery" rigged up in Jack Knowles's workshop.

"Whatever road blocks came up, they would just find a way around them," Simonson says. "I have such admiration for kids like Tyler who throw caution to the wind. ... This was really, really what he wanted to do, and I admire him for sticking with that and saying, 'This is my dream.' " ■

Jenny Price '96 is a big fan of the brew that served as the inspiration for Happy Cow beer.



The Changing Face of Publishing

BY JOHN ALLEN

Once a day, sometimes more often, William Drennan sits down at his computer, directs his Web browser to Amazon.com, and punches in the title of a book he does not intend to buy: *Death in a Prairie House*, by William Drennan, published by the UW Press in 2007.

"I like to check its status," he says, and he's seldom disappointed. "It's consistently the number-one nonfiction book on Frank Lloyd Wright."

Death in a Prairie House tells the story of the brutal murders of seven people — including Wright's mistress, Martha Borthwick Cheney — who were hacked to death with an ax at Taliesin, Wright's home near Spring Green, Wisconsin, in August 1914. At the beginning of 2010, the book was not only Amazon's

top nonfiction seller on Wright, but its twenty-fourth-best-selling biography of an artist or architect, its fifty-first-best-selling true crime book, and number 31,200 among sales overall.

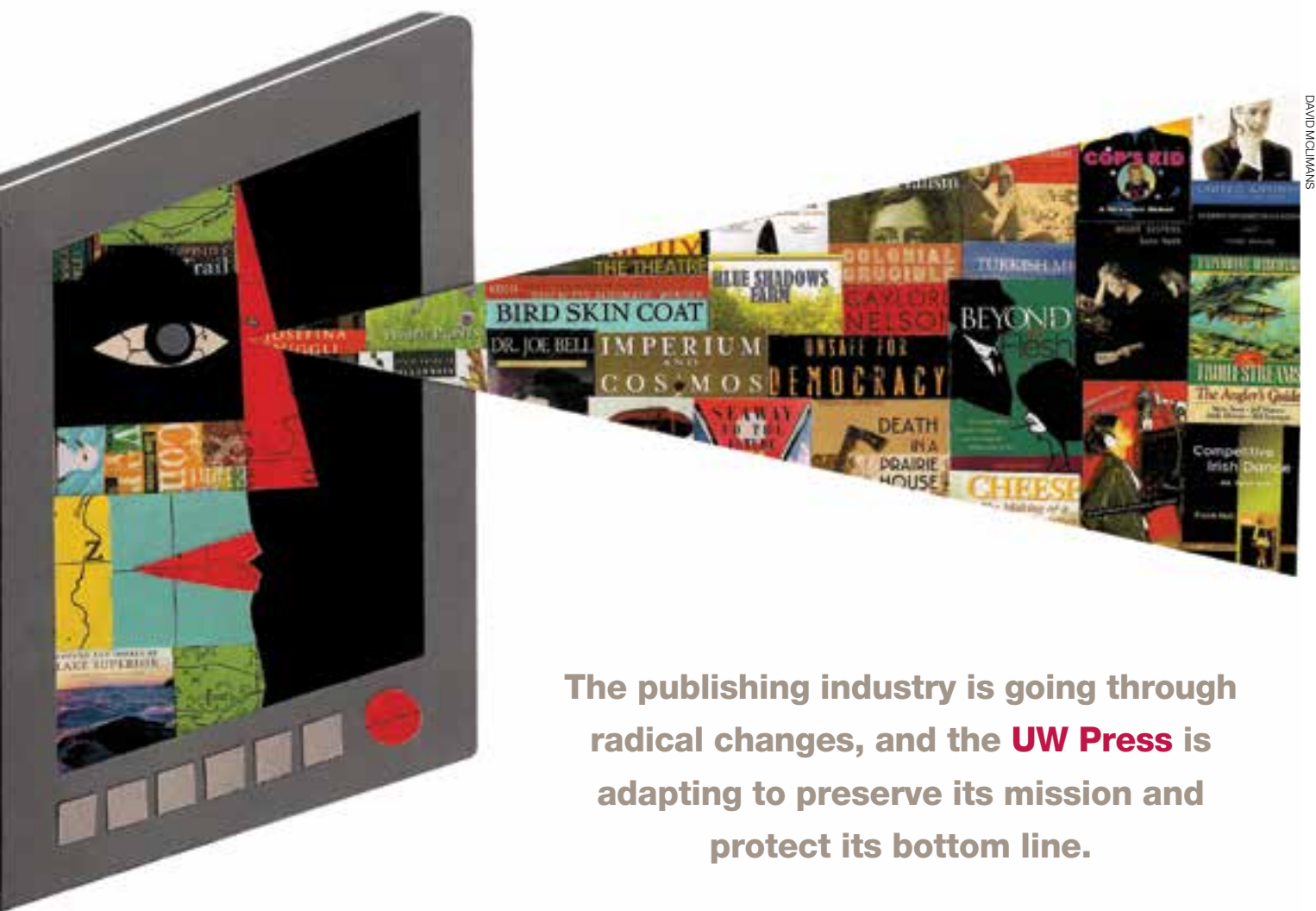
And one other thing: it's the top-selling book the UW Press published in this decade.

Drennan uses Amazon to check on his book not only because it's convenient — it's also authoritative. Amazon sells more books than any other store, chain, or outlet on Earth. Amazon's dominance of the book-selling world is a sign of the new age of publishing. An industry once based in paper and blue editorial pencils has been transformed by digital sales, digital warehousing, and digital books. To survive, those who create books — especially small publishers such as the UW Press — must explore new methods and new formats.

"Scholarly presses are going through a transition," says UW Press director Sheila Leary. "Not only is there more electronic publishing, but the ways that classes are being taught are changing. The ways libraries operate are changing. The retail book business is in a radical transformation. We have to try a lot of new things and figure out what works. To survive, we need to publish many different kinds of books, deliver them in a lot of different formats, and sell them through a lot of channels."

If you didn't know the UW has a press — let alone what it publishes — you're not alone.

"It's funny," says Raphael Kadushin '75, MA'78, "but some of the press's books may be better known nationally than here in Madison."



DAVID MCILMAN

The publishing industry is going through radical changes, and the **UW Press** is adapting to preserve its mission and protect its bottom line.

Kadushin knows the press's reputation better than almost anyone. His time on the staff spans three decades, and as one of its two acquisitions editors, he's something of a guardian of that reputation — he seeks out the manuscripts that the press publishes, and he nourishes relationships with authors and reviewers.

Kadushin acquired *Death in a Prairie House* for the UW Press. "It's in some ways typical of our regional list," he says, "which really explores the history and culture of Wisconsin."

These are the books that are best known locally — regional-interest titles, such as James Norton '99 and Becca Dilley '02's *Master Cheesemakers of Wisconsin*, a photo-and-essay collection covering some of the state's top dairies, or Jerry Apps '55, MS'57, PhD'67's Wisconsin-based novel, *Blue Shadows Farm*. In

the publishing world, these are classified as *trade* books, ones that are written for and marketed to the general public.

Though the UW Press may have a low profile on campus, it's been part of the university — or of the Graduate School, specifically — since 1937. Over three-quarters of a century, the press has built a reputation for producing deeply researched scholarship. It's in this role, Leary feels, that the press serves its most important purpose.

"University presses fill a vital role in the academic world, and particularly within the humanities," she says. "Professors need to publish their research, and they need textbooks for their classes, but a lot of those books wouldn't be published by anyone else. They're too narrow in focus, or aren't likely to make enough money to interest commercial publishers."

Like most university presses, the UW's is mission-driven, meaning it defines success not just by its financial statement but by its goals, which Leary says are threefold: to publish scholarship for a worldwide audience, to document the cultural heritage of the state for its citizens, and to publish books that contribute to a literate culture and an informed citizenry.

This wasn't always the press's mission, however. When it was founded, its purpose was to get the work of the university's own researchers — and particularly its scientists — into print. This is why it's part of the Graduate School. The first book it published, by chemistry professor Homer Adkins, was titled *Reactions of Hydrogen with Organic Compounds over Copper-Chromium Oxide and Nickel Catalysts* (ranked number 5,482,944 in sales at Amazon).

But over the decades, the UW Press found its niche primarily within the humanities and social sciences. There, it can publish books that might not sell a lot initially, but which have staying power. Thus the focus on the humanities — in the sciences, medicine, and technology, many publications have a short shelf life.

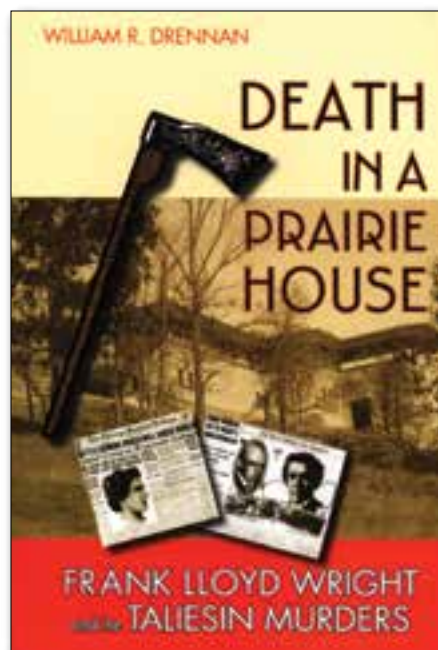
“University presses exist by being very specific and knowing their niches very well,” says Leary. “In science and medicine, it’s difficult to be competitive. The information changes rapidly.”

Though the press does publish in some science niches, such as regional field guides and UW professor Bassam Shakhshiri’s *Chemical Demonstrations* volumes, its established expertise today is in other subjects, where Kadushin and his fellow acquisitions editor, Gwen Walker MA’93, PhD’06, work with UW faculty to find authors and evaluate works.

In 2009, the press published seventy-nine new or revised books, and it plans to publish about the same number this year. Subject areas include two distinct series in African studies, one general and one on women in Africa; Slavic and Eastern European studies; studies in American thought and culture; Southeast Asian studies; environmental studies; Jewish studies; European intellectual history and culture; Irish history; classical studies; history of dance; folklore; film studies; gay and lesbian studies; memoir and autobiography; and human rights.

In these areas, Leary notes, a book “is likely to be as relevant in fifty years as it is the day it’s first published.”

At first glance, the UW Press doesn’t seem like it’s facing digital upheaval. It occupies a warren of rooms in the Monroe Building, about a mile south



of central campus, where every desk, shelf, closet, and cubicle is buried in piles of paper. Chairs there aren’t for sitting in but rather for stacking on: books, manuscripts, reviews, sales reports — the paraphernalia of nearly three-quarters of a century in the paper-usage industry.

But the value of the press isn’t found in its paper — it’s in that three-quarters of a century.

“Our biggest asset is our intellectual property,” says Russell Schwalbe ’88, the press’s business manager. “Our goal is to leverage the backlist and get as much value as we can out of it.”

The backlist is the collection of books — now about three thousand — that the press published in the past, as opposed to new books (i.e., its “front list”). To see the backlist’s value, consider Paul MacKendrick’s *Classics in Translation*, volumes I (ancient Greek) and II (Latin), first printed in 1959. By Amazon’s standards, neither book is hot stuff, with sales rankings of 457,478 (volume I) and 929,673 (volume II). But together they’ve sold some 119,958 copies over the course of half a century, making *Classics* the press’s number-one title.

The point is not that UW Press titles sell poorly on Amazon — they do, but only because Amazon is just fifteen years old. The point, rather, is that the

UW Press expects its books to sell very nearly forever, because the longer they sell, the more likely they are to become profitable.

“We expect our books to have a very long tail,” says Krista Coulson MA’06, the press’s electronic publishing manager.

Coulson’s office at the UW Press has nearly as many stacks of paper as anyone else’s, but it has one thing the others don’t — a Kindle. The Amazon e-book reader — which is loaded with a few titles, including Drennan’s *Death in a Prairie House* — serves a variety of purposes: it’s something of a curiosity, an experiment, a toy. And it’s a time bomb.

Amazon is using its dominant position to foster the growth of e-books, and 2009 was a banner year for digital readers. Amazon saw Kindle become its most-popular product, and industry analysts estimate 2 million units were sold last year. Other companies, including Sony and Barnes and Noble, launched competing e-book devices, and Apple joined the fray in 2010 with its iPad.

Amazon’s push to sell the Kindle in particular and e-books in general has the potential to wreak havoc across the publishing industry, and it’s Coulson’s job to find ways for the UW Press to harness that chaos, not be blown up by it.

Relatively inexpensive to produce, warehouse, and ship, e-books present new possibilities for academic publishers, especially with the classroom market. Consider UW history professor Jeremi Suri, for example. During the fall 2009 semester, he experimented with assigning a Kindle to every student in one of his classes, so that they had to carry only one device instead of eight weighty tomes.

Further, e-books offer the possibility that professors can tailor their own textbooks by loading a reader with chapters

or sections of various books. Called *disaggregation* in the industry, the process offers a new way to gain revenue from books by licensing parts of them.

"It really gets into the idea of the long tail," says Coulson.

She was hired into her current position in 2006, and so far, the UW Press has just begun to explore e-publishing. *Death in a Prairie House*, for example, has sold more than 18,000 copies in hard cover and paperback. But its sales as an e-book, while tops among UW Press titles, are more modest: 278.

"We have very little data so far," says Coulson, "but what we're seeing seems to show that the books that sell best in traditional formats are also the ones that sell best digitally. These aren't academic books but rather bestsellers."



Her initial work has been to go through the press's backlist to select titles that are likely to sell well. So far, the press has made digital versions of some 350 of its books, focusing on the ones that have sold the best over the last decade.

In fall 2009, the press published electronic versions of many of its books at the same time that it released paper versions.

Still, Schwalbe puts digital sales expectations in the hundreds, not the thousands.

The relatively small numbers and the press's tight finances mean that Coulson and her colleagues have to be careful about following where electronic publishing — and any experimentation — leads.

"Whenever you're talking about a new distribution channel, people get nervous," she says. "We have to be sure that e-books don't just cannibalize our paper books. The thing about university presses is that there's not a lot of room for risk. In general, we're strapped for cash."

For Sheila Leary, this risk is necessary, and may give the UW Press more options for fulfilling its mission. Her take is positive: "Let a thousand formats bloom." ■

John Allen is senior editor for On Wisconsin.

Journal-ism

The UW Press produces more than books. It also publishes eleven journals, some of which are older than the press itself. *Monatshefte*, a quarterly on German literature and culture, ran its first issue in 1899.

Other publications include:

- *The American Orthoptic Journal*, the press's only medical periodical, on issues relating to the eyes
- *Arctic Anthropology*
- *Contemporary Literature*
- *Ecological Restoration*
- *Ecquid Novi*, a journal studying African journalism
- *The Journal of Human Resources*
- *Land Economics*
- *The Landscape Journal*
- *The Luso-Brazilian Review*, an interdisciplinary publication concerning Portuguese-speaking peoples
- *SubStance*, a journal of literary criticism

Like the press's academic books, its journals fill a function in the scholarly world of disseminating research, though they are also successful financially.

"The press itself doesn't profit [from journals]," says journals manager Pamela Wilson. "Rather, our financial surplus goes back to the editorial offices."

Six of the journals are edited at UW-Madison, with the other five edited at other universities. Wilson says that her division returned some \$500,000 to campus entities in the last fiscal year. But the journals division is also leading the press into the digital age. Although all eleven periodicals come out in paper, they're also produced digitally, a move that's being driven by the press's leading customers: university libraries.

"Many libraries aren't really interested in a journal if it's not electronic," says Wilson. "Online access allows them to save money, save space, and make the journal available to thousands of people. Electronic is where the real growth is."

J.A.

the people's poet

one of the
leading poets
of his generation,
martin espada
speaks for those
whose voices are
rarely heard.

By Eric Goldscheider

As his undergraduate career in Madison drew to a close, Martín Espada '81 found himself simultaneously filling out applications for welfare and for law school.

The welfare forms were much more difficult, he says, because "they required me to document where I had been for years and years." The others basically boiled down to one question: 'Why do you want

to go to law school?' That answer was easy: to get off welfare.

Now Espada's business card identifies his profession with one word: poet. He is also a professor of English at the University of Massachusetts-Amherst and a member of the Massachusetts bar. Along the way, he has had many jobs. His colorful resume includes dishwasher, bouncer at Madison's now-closed Club de Wash, door-to-door





encyclopedia salesman, bindery worker in a printing plant, and patient advocate for the mentally ill, to name a few.

All of these positions have informed his understanding of the world. He grew up in a rough section of Brooklyn, New York, and in a working class town on Long Island, the son of a Puerto Rican father and a Jewish mother who converted to become a Jehovah's Witness.

As a Latino, Espada has felt the sting of racism and assaults on his dignity. And he inherited from his father, documentary photographer Frank Espada, "a set of political values and a sense of struggle."

Widely considered a leading poet of his generation, Espada is unabashedly political in his life and letters. The cultural commentator Ilan Stavans calls him "a poet of annunciation and denunciation,

Martin Espada was invited back to campus last spring to give a poetry reading.

a bridge between Whitman and Neruda, a conscientious objector in the war of silence." Espada joins causes, heralds everyday heroes, chronicles the travails of the downtrodden, and casts his eye on world events. He also brings music to his cadences and revels in fresh and often surprising images and words. His

appreciation for literature starts with content. “I am primarily interested in what people have to say, whatever the poet feels must be urgently communicated to the world,” he says during an interview in his home in Amherst.

Espada was in Madison last spring at the invitation of Steve Stern, the university’s vice provost for faculty and staff who is also a professor of Latin American history. Espada gave a reading attended by two hundred people and spoke with students about the influential Chilean poet Pablo Neruda, to whom he is often

compared. Stern calls Espada “one of our most distinguished alums,” not only because of the prizes he has won and the fact that top publishers seek him out, but because of the Latin American tradition of melding politics and literature that he embraces with alacrity and profundity.

Espada’s Puerto Rican heritage is an important part of his identity. Yet his themes, often prompted by vignettes from his life, range widely. He has written about tending animals in the UW primate lab; the nightlife in San Juan seen through a historical and political lens; the

cruelty of Augusto Pinochet’s dictatorship in Chile; the plight of evicted tenants; and the felling of the World Trade Center (see “Alabanza,” below).

Stern frames Espada’s importance in terms of the impact Latino authors have had on world literature over the last half century. “Latin America has historically been a region in which writers have not assumed a disconnect between a sense of political obligation to society and a sense of artistic drive and ethos,” he says. “We’re most familiar with that in the realm of novels and movies because

Alabanza: In Praise of Local 100

*for the 43 members of Hotel Employees and Restaurant Employees
Local 100, working at the Windows on the World restaurant,
who lost their lives in the attack on the World Trade Center*

Alabanza. Praise the cook with a shaven head
and a tattoo on his shoulder that says *Oye*,
a blue-eyed Puerto Rican with people from Fajardo,
the harbor of pirates centuries ago.
Praise the lighthouse in Fajardo, candle
glimmering white to worship the dark saint of the sea.

Alabanza. Praise the cook’s yellow Pirates cap
worn in the name of Roberto Clemente, his plane
that flamed into the ocean loaded with cans for Nicaragua,
for all the mouths chewing the ash of earthquakes.

Alabanza. Praise the kitchen radio, dial clicked
even before the dial on the oven, so that music and Spanish
rose before bread. Praise the bread. *Alabanza.*

Praise Manhattan from a hundred and seven flights up,
like Atlantis glimpsed through the windows of an ancient aquarium.
Praise the great windows where immigrants from the kitchen
could squint and almost see their world, hear the chant of nations:

Ecuador, México, República Dominicana,

Haiti, Yemen, Ghana, Bangladesh.

Alabanza. Praise the kitchen in the morning,
where the gas burned blue on every stove
and exhaust fans fired their diminutive propellers,
hands cracked eggs with quick thumbs

or sliced open cartons to build an altar of cans.

Alabanza. Praise the busboy’s music, the chime-chime
of his dishes and silverware in the tub.

Alabanza. Praise the dish-dog, the dishwasher
who worked that morning because another dishwasher
could not stop coughing, or because he needed overtime
to pile the sacks of rice and beans for a family
floating away on some Caribbean island plagued by frogs.

Alabanza. Praise the waitress who heard the radio in the kitchen
and sang to herself about a man gone. *Alabanza.*

After the thunder wilder than thunder,
after the shudder deep in the glass of the great windows,
after the radio stopped singing like a tree full of terrified frogs,
after night burst the dam of day and flooded the kitchen,
for a time the stoves glowed in darkness like the lighthouse in Fajardo,
like a cook’s soul. Soul I say, even if the dead cannot tell us
about the bristles of God’s beard because God has no face,
soul I say, to name the smoke-beings flung in constellations
across the night sky of this city and cities to come.

Alabanza I say, even if God has no face.

Alabanza. When the war began, from Manhattan and Kabul
two constellations of smoke rose and drifted to each other,
mingling in icy air, and one says with an Afghan tongue:

Teach me to dance. We have no music here.

And the other says with a Spanish tongue:

I will teach you. Music is all we have.

From *Alabanza: New & Selected Poems* (Norton, 2003)



Espada's father, the documentary photographer Frank Espada, made many portraits of his children over the years. This one depicts Martín as he was about to leave for the University of Wisconsin.

of the presence of immigrant and racial themes." Espada is widening that lens to include his art form, Stern says, adding, "We have failed perhaps to notice how powerfully this literary tradition has inflected poetry."

Espada crosses cultural and artistic boundaries in ways that bring that ethos home to North Americans. Though his social conscience is obvious, he can't be pigeonholed as a political or a Latino poet, because his devotion to his art defies such simple categorization. "I'm alien in two lands and illiterate in two languages," he quips, referring to the fact that he did not master Spanish until he was an adult.

It was while working at a string of low-status jobs after high school that Espada was first inspired to begin writing poetry. He had noticed that he was essentially invisible to the bosses and

customers he served. They would do and say things in his presence that were often astonishing for their insensitivity. Recalling his job pumping gas in Maryland, Espada still grimaces. "I can't tell you the number of times someone would light up a cigarette standing next to me — I could have been blown sky high."

In response, he took notes, becoming in his mind a "poet spy" on the doings of people who had an internalized sense of privilege. "I don't think it's a coincidence that we talk about the 'invisible man' as a trope in American literature," says Espada with a nod to Ralph Ellison's 1952 book of that title. "When you are a laborer, when you work with your hands, you are only seen for what your hands can do ... and that can have its benefits if it so happens that you are writing things down."

He came to Wisconsin, a state he had barely heard of and couldn't locate on a map, on the strength of a passing comment by a high school English teacher, who said that it had a good university where he might have a realistic chance of being admitted in spite of lackluster grades during a false start at the University of Maryland. "I was one of those twenty-year-old kids who do what twenty-year-old kids do — they make momentous life decisions on impulse based on very little information," he says. "I had no idea how cold it was — when I showed up, I didn't have an overcoat; I didn't even have boots."

After arriving as a sophomore in 1977, somewhat to his surprise, Espada thrived academically, but he was forced to drop out after one semester due to lack of money. He went back to menial jobs

for a year while establishing residency so he could pay in-state tuition. “I was like a rubber ball, bouncing in and out” of school, he says.

The university and the city shaped him in many important ways. At one point, he moved into an apartment in the building that housed WORT-FM radio, and soon he was spending late nights in his bathrobe spinning discs. “I did a lot of that — I was the mystery midnight programmer,” he says.

At the radio station, Espada developed a close relationship with fellow DJ and poet Jim Stephens, who was active in poetry circles. “Jim, to his eternal credit, was wildly enthusiastic about my work, and this was not a guy who was wildly enthusiastic about things as a rule. He was very laid back, as befits a jazz programmer,” Espada says. He gave his first reading of original work at Club de Wash. Through contacts Stephens gave him, Espada published the first of his seventeen books, *The Immigrant Iceboy’s Bolero*, in 1982 with Madison’s Ghost Pony Press. It is a collection of observations from his youth in New York illustrated with his father’s photographs.

Espada delved deeply into the history of U.S. domination of Latin America, choosing courses based on his passions. He decided to major in history when he tallied up his credits one day and saw that it offered the quickest path to graduation. Madison was “all about education,” says Espada. “By some miracle, some of the education actually happened on campus, and the rest happened in the street.”

He calls his time in Wisconsin “five of the most valuable years I’ve ever spent anywhere.” He became active in the Latin American solidarity movement, and he also happened upon Pablo Neruda’s work in a used book store on State

Street, an encounter that would grow in meaning as his own poetic voice developed. It was a book with both the Spanish originals and English translations. “I read Neruda the way I still read, which is with one foot in each language,” he says.

Espada discovered his penchant for the law in what he calls “an accidental job” with the Wisconsin Bureau of Mental Health. He had been hired as a clerk soon after the legislature mandated that mental patients were entitled to a grievance procedure. After he began his new

“I had no legal training,
I was twenty years old
and in my first semester
at UW, yet I was doing
legal work represent-
ing committed mental
patients at administra-
tive hearings at hospitals
throughout Wisconsin.”

job, “the patient rights advocate quit and there was a hiring freeze on, so I became the patient rights advocate by default,” he says. “I had no legal training, I was twenty years old and in my first semester at UW, yet I was doing legal work representing committed mental patients at administrative hearings at hospitals throughout the state of Wisconsin.”

He got a second dose of paralegal experience toward the end of his time in Madison when he went to the Dane County Welfare Rights Alliance to obtain emergency food stamps for himself. He

subsequently landed a job with the organization as an advocate for its clients.

But he credits his father and the late Herbert Hill, a former labor director of the NAACP and professor of Afro-American studies at the UW, for his ultimate decision to study law. Hill was a mentor who “saw something in me that other people didn’t see at the time,” Espada recalls. He applied to several law schools, and Northeastern University in Boston awarded him a full scholarship.

Throughout this time and then at law school, Espada never stopped writing poems. “I wrote about everything that was going on around me,” he says, and many of his experiences in Madison became grist for later work.

Espada learned more about social and legal priorities while representing poor people in Chelsea, a city in the Boston area with a large immigrant population. “When you are a tenant lawyer, what you are dealing with by definition is the legal system’s clear preference for property over people,” he says. His legal training sharpened his impulses to speak for those whose voices are rarely heard and refined the role that advocacy plays in his poetry.

His career as a lawyer also, as planned, lifted him out of chronic poverty. But while Espada was practicing tenant law in Boston, budget cuts put his job in jeopardy. Instead of playing hardball office politics to squeeze out a more junior member of the legal staff, he applied for an opening in the English Department at the University of Massachusetts in Amherst, and began teaching there in 1993.

He and his wife, Katherine Gilbert-Espada, had a son, Klemente, who is now a high school senior. But several years ago, Gilbert suffered a massive stroke,

and she has since been susceptible to debilitating seizures. Though they have insurance through his university position, all the attendant expenses of her illness have pushed Espada to spend more time on the road to give readings. “They pay me to go away,” he smiles ruefully.

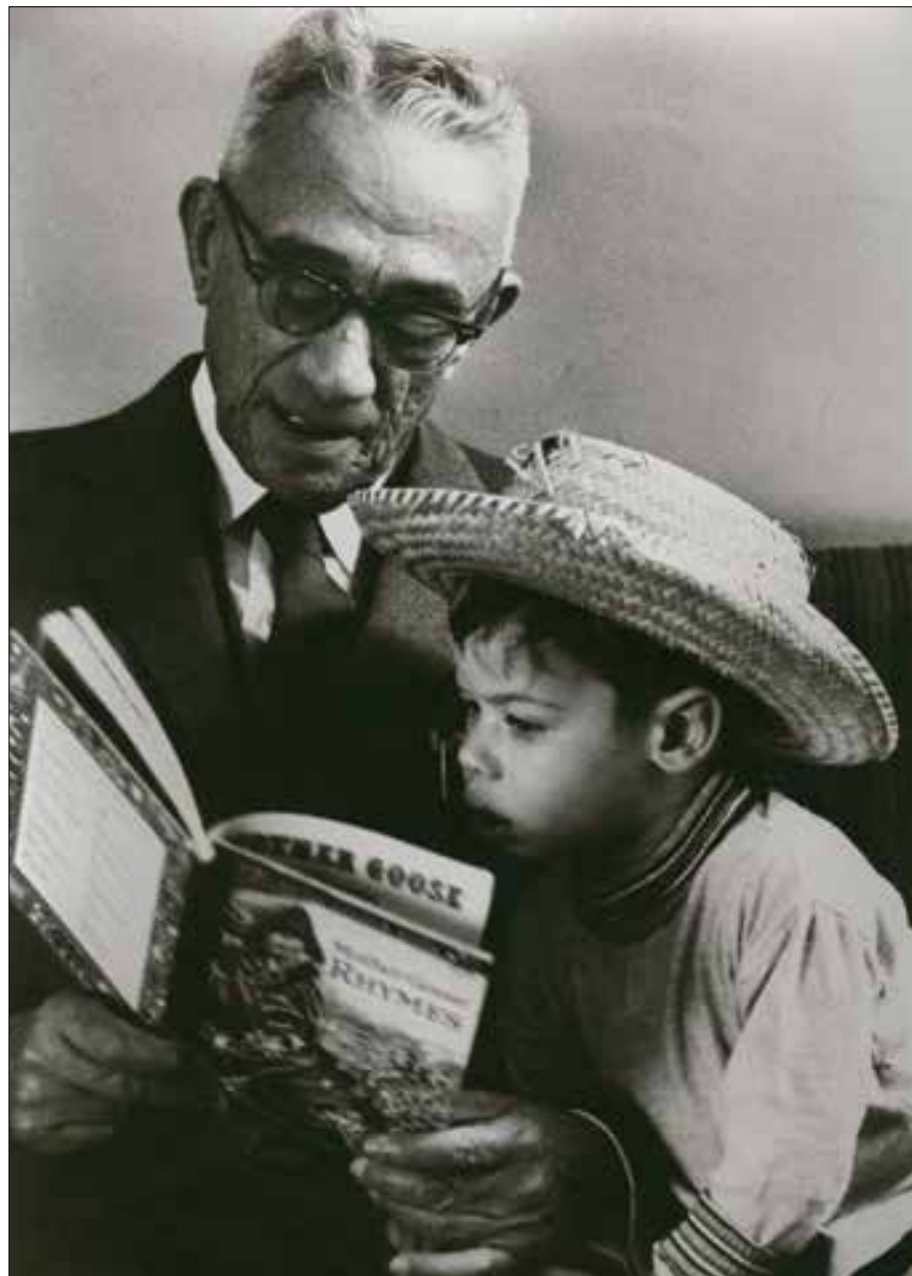
The mementos Espada surrounds himself with in his home office include an envelope with the face of the poet Julia de Burgos exquisitely painted on the front. A gift from an inmate at a Connecticut prison where he gave a reading, it became the subject of a poem. There is also a platter honoring Espada as the 2007 winner of the National Hispanic Cultural Center Literary Award.

It is one of many accolades, including the Robert Creeley Award, the Paterson Poetry Prize, the Gustavus Myers Outstanding Book Award, the American Book Award, two NEA Fellowships, and a Guggenheim Fellowship.

In his office there are also countless knickknacks. The short list includes a photo of a downed boxer; a bust of Charles Dickens; a vejigante mask, which is a Puerto Rican mythical figure that fuses elements of African, Spanish, and Caribbean cultures; and a political button for Eugene V. Debs, the Socialist Party candidate who, Espada notes, won a million votes in his run for president of the United States from a jail cell.

Also in what he calls a “little museum that reflects the traveling life,” Espada keeps some of the cremated ashes of his dear friend and mentor Sandy Taylor, a co-founder of Curbstone Press and one of Espada’s early publishers.

Espada has never sought to banish sorrow from the things and people he surrounds himself with. On the contrary, he embraces pain with a spirit guided by



FRANK ESPADA

Espada’s paternal grandfather, Francisco Espada, planted a seed by reading nursery rhymes to the future poet at the family apartment in Brooklyn, New York.

the possibilities of his craft to clarify and heal. Of his approach to poetry, he writes:

“[T]he unspoken places in poetry [are] hidden or forgotten places and the people who inhabit them: prisons, psychiatric wards, unemployment lines, migrant labor camps, borderlands, battlefields,

lost cities and rivers of the dead ... poets continue to speak of such places in terms of history and mythology, memory and redemption, advocacy and art. They make the invisible visible.” ■

Eric Goldscheider is a freelance writer based in Massachusetts.

Abraham Lincoln Statue

For one hundred years, it has watched over campus from atop Bascom Hill.

And during that time, UW-Madison's Abe Lincoln statue has worn a lot of hats — literally and not voluntarily — to mark various holidays and protests. The looks have ranged from red earmuffs to a Santa cap to a St. Patrick's Day topper.

For some student athletes, a quick tap on Abe's foot powers them up and down the hill during exhausting workouts. As one former crew member says, the gesture is "a little nudge from the big guy to keep on keepin' on."

In other situations, memory conjures a bawdy legend about what it means if Abe remains seated when someone walks in front of him. Consider the case of one then-undergraduate who ran into his soon-to-be stepmother at the top of Bascom Hill. Abe did not stand up for either of them, an implication they both understood — awkwardly — but still laugh about to this day.

But for most, a visit with Abe is a high point of graduation weekend, when camera-toting families tread up the hill, and graduates clad in caps and gowns clamber up into his lap. While they're there, they whisper their hopes and dreams into his bronze ear, sometimes capping the one-sided conversation with a peck on his well-worn cheek for luck.

Some don't wait for graduation day, opting to climb up after a last exam — and fueling the debate over the right time to bend Abe's ear. Another legend says you won't graduate if you visit Abe too early.

So why is Abe such a magnet for graduates? Perhaps it's because the entire time they've been on campus, he's watched as they found their way around, transitioned from undecided to majors and back again, or took solace in a game of Frisbee on the grass after a bad exam. Abe is a constant in the UW experience, and when life as you know it is about to change, that's pretty comforting.

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.

A visit with the Abe Lincoln statue is a high point of any UW commencement weekend, when graduates — not deterred by caps and gowns — clamber up into his lap for photos.



BRUCE RICHTER

Great People

Helping medical students with debt allows them to serve where the need is greatest.

Maybe it just comes with the territory — the impulse to care for others, that is.

For **Jeffrey Rosengarten '80, MD'86** and his family, providing for coming generations of students is just part of the caring equation. Rosengarten is the president and founder of Global Medical Imaging. He and his wife, Marcia, of Northbrook, Illinois, have established the Rosengarten Family Great People Scholarship. Their fund will benefit UW undergraduates and students in the School of Medicine and Public Health (SMPH).

"I firmly believe that over the course of your life, there are certain people and institutions who do good things for you, and it is then your moral obligation to return the favor in whatever way you can," Rosengarten says. "Wisconsin decided to take a chance on me, and it laid the foundation for my life and career."

Robert N. Golden, SMPH dean, praises the gift. "We are committed to educating future physicians who will serve where the need is greatest," he says. "Unfortunately, many of our students take on very high levels of debt, which can make it difficult for them to pursue their original intentions. Dr. Rosengarten's family gift, coupled with the Great People Scholarship program, will help our medical students pursue their dreams of public service."

Rosengarten, who spent his boyhood in the Milwaukee area, attended UW-Milwaukee for six semesters while working full time. "I tell my children, 'My

biggest advantage while growing up was being financially disadvantaged,' " he says. "I quickly learned the value of hard work."

In his young adulthood, two close friends died, including one who was murdered. "Those tragedies taught me how fragile and precious life could be," Rosengarten says. He looked up his college adviser and expressed interest in being a physician — but was told that his grades weren't good enough. Undeterred, he transferred to UW-Madison, applied himself, and was added to the wait list for the School of Medicine before finally being accepted. He took out loans and worked for a siding and roofing company and as a pharmacy technician his first two years of medical school.

After finishing his internship and residency requirements, Rosengarten joined Michael Reese Hospital and Medical Center, serving as an assistant professor of radiology, then as an associate professor, and as director of MRI and body imaging from 1991 to 2000. He left to form Global Medical Imaging and Gurnee Radiology Centers in Lake County, Illinois, a practice that now operates many centers in multiple states.

The Rosengarten family is deeply connected to the UW: their eldest son, **Zach**, is a senior; daughter **Mikala** is a freshman; and Joshua, a high school junior, hopes to be a Badger, too.

For third-year medical student **Joe Lazar '07**, a scholarship is making a big difference.



JOHN WINGREN

Gathering in the Health Sciences Learning Center before a Badger game last fall were, from left, Bob Zemple, second-year medical student and president, Medical Student Association; first-year medical student Carly Kuehn; Jeffrey Rosengarten '80, MD'86; and John Kryger '88, MD'92, president, Wisconsin Medical Alumni Association. Rosengarten and his wife have established the Rosengarten Family Great People Scholarship to benefit UW undergraduates and students in the School of Medicine and Public Health.

After starting his life in Slovakia, Lazar spent his early years in the Washington, D.C., area; moved with his family to Brookfield, Wisconsin, for his senior year of high school; and became a U.S. citizen. After earning his undergraduate degree at the UW, he says, "I loved it so much I decided to stick around another four years."

Lazar is grateful for the scholarship that has eased some of his financial strain. "The cost of tuition keeps going up every year — and our tuition is reasonable, compared with many schools of the same high caliber across the country," he

says. An American Association of Medical Colleges study found that 80 percent of medical students graduating in 2008 had student loans totaling more than \$100,000.

"It's most important to be grateful and give thanks to these enormously generous people," Lazar says of donors such as the Rosengartens. "I also think the donors would be proud of the people who are receiving these awards. As a student body and as individuals, we have provided some remarkable service to the community and made gifts of our own."

Chris DuPré

Badger connections

JEFF MILLER



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Cramming and Crashing

Jian Li Zheng x'11 (right) hits the books while Jim Liu x'11 hits the sack in the School of Library and Information Science in Helen C. White Hall. The long days and nights of studying and sleep deprivation have only just begun for UW-Madison students — finals don't start until May 9, meaning there's a long haul yet to go.

Making UW-Madison More Affordable

Alumni chapters step up need-based scholarship efforts.

As 2010 gets under way, Wisconsin Alumni Association chapters are expanding their efforts to award need-based aid, a priority in Chancellor **Biddy Martin PhD'85's** Strategic Framework, which calls for the university to improve access for students in need.

"Need-based aid is an integral part of the campus's vision to increase access to the UW for students of all backgrounds," says **Paula Bonner MS'78**, WAA president and CEO. "We're confident that our chapters will play an important role in advancing this strategic priority."

The chapter efforts dovetail with a larger push by the UW Foundation — the Great People Scholarship campaign — to increase gifts to support students who might not otherwise be able to afford UW-Madison.

Many chapters are working to incorporate a need-based component in their scholarship programs, and WAA tips and guidelines help them to identify eligible students in their communities.

Chapter leaders are encouraging all students to fill out the Free Application for Federal Student Aid (FAFSA) form, and

are making efforts to talk with guidance counselors, be present at college fairs, and reach out to local community centers and civic organizations.

WAA chapters awarded \$617,000 in scholarships to 357 students from Wisconsin and nineteen other states in 2009 as part of the Matching Dollar Scholarship program, through which the UW Foundation matches alumni donations dollar for dollar. WAA chapters have awarded more than \$10 million since the program began in 1967.

Each year, WAA recognizes chapters that excel at support-

ing incoming students and local alumni as Bascom Chapters, a designation that entitles them to a \$1,000 award for a local student via WAA's Matching Dollar Scholarship account. Starting in 2011, the awards must include a need-based component.

If your local chapter has a Matching Dollar scholarship program and you'd like to donate, visit tinyurl.com/waascholarship.

If there is no local chapter in your area, you can learn more about need-based scholarships and make a contribution at uwgreatpeople.org.

Ben Wischnewski '05

Paying It Forward

WAA honors third group of outstanding young alumni.

At seventeen, **Angela Rose '02** was kidnapped near her home, bound, and sexually assaulted — a crisis that would have broken many people. But she took that pain and turned it into a movement. As a UW-Madison student, she sought out student organizations that work to combat sexual assault, and though she found a variety of services, she didn't find the group she was looking for.

"There was a lot of great one-to-one counseling for victims, but nothing that did grassroots organizing or that tried to engage men in the effort to stop sexual assault," she says.

In response, Rose founded Promoting Awareness, Victim Empowerment (PAVE), a grassroots organization that spreads awareness of sexual assault and promotes measures to aid victims. Ten years later, PAVE has now established chapters in fifty-five cities in three countries.

Rose is one of twelve UW-Madison graduates honored with 2010 Forward under 40 Awards. These outstand-



ing graduates live the Wisconsin Idea — the 106-year-old guiding philosophy behind UW outreach efforts to help people in Wisconsin and throughout the world. Rose is joined by **Aaron Bishop '94, '95, MS'00; Phillip Chavez '94, JD'98; Jerry Halverson '94, MD'99; Megan Johnson '00; Britt Lintner**

'92; Brian Riedl '98; Elsworth Rockefeller MA'06; Susanne Rust MS'99; Ahna Skop PhD'00; Chad Sorenson '99, MS'01, MBA'02; and Nelson Tansu '98, PhD'03.

Ever since the Wisconsin Alumni Association created the Forward under 40 award two years ago, great things continue to happen: 2008 and 2009 award winners have heard from former classmates and professors inspired by their stories, and some have returned to campus to speak with students.

One of them is 2009 honoree **Neil Willenson '92**, founder and CEO of One Heartland, a charitable organization for children and families affected by HIV/AIDS and poverty. Willenson was invited to be the featured speaker at the 2009 winter commencement ceremonies. Another 2009 recipient, **Leslie Goldman '98**, was so moved by the efforts

of fellow honoree **Janet Olson '92** to rescue animals that she wrote an article about Olson and got it published in a national magazine.

Current award winners are being featured in *Forward under 40* magazine, mailed in March 2010 to eighty thousand UW-Madison alumni. The publication is part of a special issue combined with *Badger Insider*, the magazine exclusively for Wisconsin Alumni Association members. In addition to receiving *Forward under 40* and *Badger Insider*, WAA members can take advantage of a variety of benefits such as access to the UW Libraries database, event discounts, and more.

For profiles and photographs of this year's winners, and for information on nominating a UW graduate for next year's awards, visit forwardunder40.com.

B.W.

Badgers for Life

WAA prepares students of today to become alumni of tomorrow.

With academic responsibilities to contend with and Badger games beckoning, today's UW-Madison students are focused on being, well, students. At the same time, however, WAA gives them a glimpse of what it will feel like to carry their Badger spirit into the world as alumni.

Thanks to a variety of WAA student initiatives, these future alumni get to experience firsthand the value of being a Badger — on campus and beyond. That was definitely the case when WAA's registered student organization, the Wisconsin Alumni Student Board (WASB), held the first-ever Bare It All for Charity 5K Run/Walk in November 2009.

The run, which encouraged participants to donate gently used clothing instead of paying a

registration fee, drew nearly three hundred participants who donated an estimated five hundred pounds of clothing to the Society of St. Vincent de Paul.

"We weren't sure what to expect with this being a new event," says WASB member **Tom Laurado '11**. "But alumni and members of the Madison community really stepped up and made the run a great success."

Senior Week, held in early April, is another way that WAA lets students know that their connections to campus never end.

The week is filled with educational, financial, and career-related events designed to prepare seniors for life after the UW.

Outside of campus, WAA alumni chapters across the country hold student sendoffs each



ANDY MANIS

Bucky Badger was on hand to help students at Gordon Commons celebrate UW-Madison's 161st birthday on February 5. Each year, WAA staff serve cake to students in the residence halls to raise awareness of Founders' Day, which commemorates the founding of the university.

summer that bring together incoming students, their parents, and local alumni to learn about the university and share some Badger traditions in a casual atmosphere.

These are just a sampling of

the programs and events that WAA sponsors to motivate students to stay involved with the university. You can learn more about WAA's student initiatives by visiting uwalumni.com/students.

Brian Klatt

A Taste of the Future

Food Summit headlines changes to Alumni Weekend.

Maybe this means there will be snacks.

When Alumni Weekend 2010 kicks off in April, it will do so with a new event — the Food Summit — and a headline speaker: former senator (and 1972 Democratic presidential nominee) **George McGovern**.

Held at the Memorial Union, the Food Summit offers a series of lectures and discussions on a wide variety of topics surrounding food. McGovern, who was instrumental in passing federal school lunch legislation, will deliver the keynote address. Other speakers at the daylong event include UW faculty (such as biochemist **Dave Nelson**, food scientist **Scott Rankin**, nursing professor **Susan**

Riesch, and consumer science professor **Lydia Zepeda**) and Madison food writer **Michelle Wildgen '97**.

The summit is just one of the new events at this year's Alumni Weekend, which will also include the launch of Crazylegs World, an effort to get Badger enthusiasts everywhere out and running in support of UW athletics. The Crazylegs Classic has been an annual road race and fundraiser for the athletic department since 1982. This year, WAA is working with alumni to create parallel races in cities around the globe.

Alumni Weekend will also include traditional events, such as the Distinguished Alumni Awards ceremony. WAA's high-

est honor, these awards go to UW grads who have shown particular devotion to the university and whose careers have exemplified the Wisconsin Idea. This year, five graduates will receive the award: **Robert Barnett '68**, a leading representative of authors, television news professionals, and government officials; **Rita Braver '70**, an award-winning senior correspondent at *CBS News Sunday Morning*; **Haynes Johnson MS'56**, a Pulitzer Prize-winning author and commentator;

Kathryn Oberly '71, JD'73, an associate judge on the District of Columbia Court of Appeals; and **Arnold Weiss '51, LLB'53**, a retired investment-bank attorney and decorated World War II veteran whose efforts led to the capture of Hitler's last will, now in the National Archives.

Alumni Weekend kicks off on April 22. For more information, visit uwalumni.com/alumniweekend.

*John Allen and
Kate Dixon '01, MA'07*



Continuing to Keep Badgers Connected
uwalumni.com/sustainability

Bring out Your News!

Please share with us the (brief, please) details of your latest achievements, transitions, and major life events by e-mail to papfelbach@waastaff.com; by mail to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to (608) 265-8771. Our submissions far exceed our publishing space, but we do appreciate hearing from you anyway.

Please e-mail death notices and all address, name, telephone, and e-mail updates to alumnichanges@uwalumni.com; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; fax them to (608) 262-3332; or call them in to (608) 262-9648 or toll free to (888) 947-2586.

Most obituary listings of WAA members and friends appear in Badger Insider, WAA's member publication.

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

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

'40s-'50s

How and why medicine has changed during the sixty years that **Norman Makous '45, MD'47** has been delivering "personal-care cardiology" is the subject of *Time to Care: Personal Medicine in the Age of Technology* (TowPath Publications). The Coatesville, Pennsylvania, resident was on the faculties of the University of Pennsylvania Medical School and Thomas Jefferson Medical University.

Patrick Lucey '46 of Milwaukee, the Badger State's governor from 1971 until 1977, has a new tribute: the Governor Patrick Lucey Historical Marker was dedicated in September at the River View Park observation area in Ferryville. Among his proudest gubernatorial accomplishments, he says, was the merger of the two university systems.

A reminiscence titled "My Stay at the University of Wisconsin in Madison," sent to us by **Elmer Junker '48, MS'52** of Big Rapids, Michigan, echoed fond and familiar Badger memories: World War II army service; running on the UW track team; his roommate Art Omholt, "one of the funniest men at the school"; marriage during his senior year; summer school on the GI Bill; and life in Badger Village.

In January, Milwaukee's Yeshiva Elementary School bestowed its Builders of Community Award upon **Sheldon '51, LLB'53** and **Marianne x'54 Lubar**, hailing them as "two of our longest-standing and most generous supporters." Sheldon is chair of Lubar & Company, an investment and capital-management firm, and he has served as president of the UW System's board of regents. Marianne is an active community leader in Milwaukee.

Whether you love or hate Madison's blue federal courthouse, its metallic UW Foundation building, or its cement-centric St. Paul's University Catholic Center, you must give the visionary, modernistic architect **Kenton Peters '54** his due for creating some of the city's most recognizable and controversial buildings. And he's showing no signs of stopping: Peters told a *Wisconsin State Journal* reporter this fall, "I've never had so many interesting thoughts, such a rich flow of visions, sort of culminating after fifty years of practice."

"I've never had so many interesting thoughts, such a rich flow of visions ..."

— **Kenton Peters '54**

The honor that's known as the "Nobel of the East" — the Shaw Prize in Life Science and Medicine — has gone to **Doug Coleman MS'56, PhD'58** of Lamoine, Maine. The Jackson Laboratory emeritus professor and retired researcher traveled to Hong Kong in October to accept half of the \$1 million award for his pioneering work in obesity and diabetes research. That research led to the discovery of leptin, a hormone that regulates food intake and body weight, by the Shaw Prize's co-recipient, Jeffrey Friedman.

'60s

In his youth, **Theodore Cohen '60, MS'61, PhD'66** of Langhorne, Pennsylvania, was an accomplished violinist who also felt a strong pull toward a career in engineering and science in the defense industry. Then, after a fifty-year hiatus, he returned to the instrument and has now written *Full Circle: A Dream Denied, A Vision Fulfilled* (AuthorHouse), based on the events of his life.

Class of '61, who among you is a California Artist of the Year? It's **Clayton Bailey '61, MA'62** of Port Costa, who received the Golden Bear Award that goes along with the title during the state fair in August. Bailey is a professor emeritus of ceramics at California State University-Hayward.

It was a fond farewell, but not goodbye to **Judy Thielmann Fraser '61** in October as the popular Champaign, Illinois, WCIA-TV weathercaster made her last regular appearance on the 6 p.m. news before retiring

after thirty-three years with the station. She began her career at Madison's WMTV as the *Romper Room* lady and as hostess of the afternoon movie. And — long story — Monaco's Prince Albert used to babysit for her kids.

Charles Leroux '63 surely takes the prize for the shortest Class Notes submission of this issue, reporting simply that he has "retired as senior writer for the *Chicago Tribune* after a forty-two-year career in journalism." Leave it to a seasoned newspaperman to be so succinct.

Attorney **Joel Hirschhorn JD'67** has been elected to fellowship in the Litigation Counsel of America, an honorary society for trial lawyers. He's in practice with Hirschhorn & Bieber in Coral Gables, Florida.

The 2009 Abraham Lincoln National Agricultural Award for Education has gone to **Mike Hutjens '67, MS'69, PhD'71** of Savoy, Illinois, for his work as a University of Illinois Extension dairy specialist. His award nomination called him "... truly a legend who will be long

Remembering Earth Day

Filmmaker **Robert Stone '80** remembers crushing cans in his suburban New Jersey hometown during the very first Earth Day forty years ago. "Twenty million Americans took to the streets demanding action that day," he says. "If that happened again today, you could get anything you want done." In his new documentary *Earth Days*, airing April 19 at 9 p.m. EST on PBS, Stone revisits the eco-activist movement that took root in the sixties and led to the formation of the Environmental Protection Agency.

Stone's film features interviews with veteran advocates, including former Secretary of the Interior Stewart Udall and *Population Bomb* author Paul Ehrlich. On camera, astronaut Rusty Schweikart remembers his green-planet epiphany as he gazed at the Earth while floating above the surface of the moon, and Stewart Brand describes the rooftop LSD trip that inspired him to create the Whole Earth Catalog.

Earth Days serves as a sequel of sorts to Stone's *The 1930s: The Civilian Conservation Corps*, which aired last fall on PBS and is now available on a five-DVD package titled *The 1930s*. Illustrated with stellar black-and-white footage from the National Archives, *Corps* is narrated primarily by former CCC workers, now in their nineties.

Introduced by President Franklin Roosevelt in 1933, the public-works program represented a new approach to environmental stewardship, Stone says. "Beyond preserving wilderness areas, Roosevelt created the Corps to address how we work the farms and manage forests. That, in turn, begat what I think Earth Day is really about: a broader understanding of our relationship to the ecosystem."

Stone traces his passion for activist filmmaking to a life-changing UW history course taught by the late **Harvey Goldberg '43, PhD'51**. "I fell under the spell of Harvey Goldberg, who was this brilliant, extremely left-wing history professor. His classes were outrageous, incendiary, and just fantastic."

In place of term papers, Stone and classmate Paul Holahan produced a Super 8-format short film, *Wake Up!*, as their final project for Goldberg's course. Stone recalls, "We snuck cameras into an assembly line, and we broke into Standard Oil headquarters in Chicago and tried to see the executives — it was like Michael Moore's *Roger and Me*, but way before that film came out."

Already immersed in Madison's film-society culture, Stone routinely watched three movies a day. Creating his first short documentary transformed him from audience member to filmmaker. "We'd stay up all night editing, had a great time, showed it to Goldberg's class of five hundred people, and got a standing ovation," he recalls. "I knew right away, making that movie, that I never wanted to do anything else."

After graduating with a degree in history, Stone used his senior thesis about atomic-bomb testing in the South Pacific as the foundation for his first feature-length documentary, *Radio Bikini*. Nominated for a 1988 Academy Award, it inaugurated a body of work, including *Guerrilla: The Taking of Patty Hearst*, and *Oswald's Ghost*, focused on twentieth-century American culture. Stone says, "There's a common thread running through all my films. I take subjects that people might have heard of, but turn them around a little bit. My fascination with history, my love of cinema, and my kind of oddball view of America — it all comes together."

Hugh Hart



Robert Stone films shots for *Earth Days* on a wind farm outside of Seattle, Washington.

HOWARD SHACK

his life trying to change that through recruiting and mentoring minority students. President Obama has recognized Kutzko's efforts with a 2009 Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring — as did former President Bush, with the same award, in 2005.

'70s

After more than thirty years as a faculty member and administrator at Virginia Commonwealth University, **Joe Seipel '70** has made a move to the Savannah [Georgia] College of Art and Design to become its vice president for academic services. A sculptor who has exhibited worldwide, he's also a member of the UW School of Education's art board of visitors.

Coincidence, destiny, or just plain talent? **Chris Core '71** of Chevy Chase, Maryland, wrote his senior thesis on broadcaster Edward R. Murrow, and now he's won one of radio's most prestigious honors: the 2009 National Edward R. Murrow Award for Writing. Core's *Core Values* program is heard on WTOP Radio in Washington, D.C. "Had I not gone to the UW," he says, "I would not be where I am today ... for sure."

Let's hope that the altruism of **Paul Liegeois '72** is contagious. Retiring in 2005 from his executive position with a Wisconsin utility after thirty-three years, along with living with Parkinson's disease, he spearheaded the effort to build a special, rubber-surfaced baseball field and to found a baseball league exclusively for children with mental or physical challenges in the Green Bay, Wisconsin, area. The inspirational tale is told in Liegeois's new book, *The Making of a Miracle ...*

remembered." Quite so: Hutjens's previous honors include the 2008 World Dairy Expo Industry Person of the Year and the

2009 American Dairy Science Association Honor Award.

Growing up in an interracial housing project in New York City,

Philip Kutzko MA'68, PhD'72 sensed that the world is not equitable for all, so the University of Iowa math professor has spent

League: The Miracle League of Green Bay Story (iUniverse).

Congratulations to these Badgers who have been named Teachers of the Year: **Maureen McGilligan-Bentin '72** is a Wisconsin co-elementary winner for her work at Marquette Elementary in Madison, while **Rachel Rydzewski '05** of Waunakee Community Middle School is the state's middle/junior high recipient. Both have received \$3,000 awards from U.S. Senator **Herb Kohl '56** (D-WI) through his educational foundation. Meanwhile, **Michael Fryda '99** was named Nebraska Teacher of the Year for his science instruction at Omaha's Westside High School.

Glenn Silber '72 made a return home of sorts when he visited Madison in October to attend a thirtieth-anniversary screening of *The War at Home*, the iconic, Vietnam-era film that he co-directed. While in town, Silber also attended the world premiere of his new feature documentary, *Labor Day*. In 2007, he left the TV series *20/20* after thirteen years of producing for ABC News to found Catalyst Media Productions in Bloomfield, New Jersey.

Sharon Gallagher '73, JD'76 of Oshkosh, Wisconsin, has been inducted into the National Academy of Arbitrators, an organization of labor-management and workplace-dispute arbitrators. Now in private arbitration and mediation practice, she had spent the last twenty-five years with the Wisconsin Employment Relations Commission.

The November inaugural exhibition at the new Florida Museum for Women Artists in DeLand included a work in sterling silver and vitreous transparent enamel, titled *Dawn Beach Walk*, by **Kristin Anderson MFA'74** of Apalachicola, Florida.

Pioneering Journalism's New Frontier

The blog called Talking Points Memo (TPM) is forging new pathways in online journalism, and **Eric Kleefeld '04** is part of the revolution. Most mornings, the staff reporter is at his desk in a room full of computers in midtown Manhattan in time to post a roundup of top political stories by 9 a.m. He devotes the rest of the day to tracking and commenting on the interplay between events and how the media are covering them. At the same time, Kleefeld does original reporting: cultivating sources, following up on leads, and bringing fresh information to bear on news that may not be news until TPM breaks it.

Until recently, the blogosphere was little more than an echo chamber for stories generated by established media outlets and then endlessly recycled by people with axes to grind.

Now, TPM is at the forefront of breaking that mold, according to **Charles Franklin**, a professor of political science at UW-Madison and a founder of pollster.com. "[TPM] represents a major move in new media with an actual staff, and Eric is one of the earliest staff members there," says Franklin. "It is really taking on the role of the traditional investigative newspaper." Created by Josh Marshall in November 2000, TPM has become a "must-read for news junkies," as Franklin describes himself. He visits the site several times a day.

Kleefeld admits to being "obsessive" when he gets his teeth into a story — something that the Internet, with its low overhead, makes possible. He's always looking for details that other journalists have either overlooked or minimized. "If I find something that should be enlarged," he says, "I'm going to post on that; I'm going to make some calls; I'm going to get a comment."

On any given day, Kleefeld may solicit perspectives on a politician's outlandish statements, bore into the inner pages of a legislative bill, monitor a hearing on C-SPAN, and observe how a breaking story is being spun. When he has something to add to the national conversation, he does it with lightning speed. Within minutes, thousands of people will read his words.

Kleefeld chose the UW in part because his father, **Kenneth Kleefeld '65, MS'67, PhD'72**, has a great affection for the school. The younger Kleefeld's time in Madison prepared him well for a vocation in political intrigue. "The UW was a great place to learn about politics," he says. "I could have an apartment that was three blocks from the [Wisconsin state] capitol and three blocks from campus. I was in the middle of a lot of action."

It also helps that, as Franklin says of his former student, Kleefeld "has an amazing memory for every political name and event he's ever heard of — he's like a human database."

Kleefeld combines that talent with what he calls his "eye for the weird." Part of his niche in the blogosphere, he says, is "a matter of finding what you can do within this landscape."



Eric Kleefeld says the TV cable news is always on at TPM's office in Manhattan.

JASON REIF

Mandolin Uff Da! Let's Dance: Scandinavian Fiddle Tunes & House Party Music is just the latest of nearly fifty books, CDs, and DVDs that **Dix Bruce '74** of Concord, California, has authored for Mel Bay Publications. It's a collection of mandolin arrangements of old-time tunes that have been played by upper-Midwestern immigrant farmers at gatherings since the 1880s.

President Obama has chosen five seventies grads for

posts in his administration. He's nominated **Susan Carbon '74** as director of the Department of Justice's Office on Violence against Women and **Marvin Johnson MS'74** as a member of the Federal Labor Relations Authority's Federal Service Impasses Panel; and tapped **Alexa Posny MS'76, PhD'88** as the new assistant secretary for the Office of Special Education and Rehabilitative Services. As well, Obama has nominated **Louis**

Butler, Jr. JD'77 as U.S. District Judge for the Western District of Wisconsin, and **David Nelson '78** as ambassador to Uruguay.

New to the CEO's seat at Church Mutual Insurance Company in Merrill, Wisconsin, is **Michael Ravn '74**. He's been its chief operating officer since 2007.

Charles Schudson JD'74 of Milwaukee has received a five-year senior specialist Fulbright fellowship teaching law abroad. He's a Wisconsin reserve judge

Eric Goldscheider

and an adjunct professor of law at both the Marquette University and UW law schools.

The Thurgood Marshall College Fund, an education organization dedicated to preparing new generations of leaders, lauded **Mary Evans Sias MS'74, PhD'80** and **Charles Merinoff '80** at a gala dinner in October. Sias, who's president of Kentucky State University in Frankfort, received the educational leadership award, while Merinoff earned the community leadership award. He's vice chair and CEO of the New York-based Charmer Sunbelt Group, a distributor of wines, beer, and spirits.

As the CEO of Goodwill Industries of Kentucky, over the last quarter-century **Roland Blahnik '75, MBA'76** of Louisville has grown it into one of the nation's most successful Goodwill operations, and it ranks fourteenth in the world in donated goods. Blahnik has also been instrumental in shaping Goodwill's national movement.

The "one-man landscape project" is how **Jeff Everson '75** is known around his part of Woodland Hills, California, because he's transformed the intersection of Topanga Canyon Boulevard and Mulholland Drive into four lush, horticultural oases. A former weight lifter, Everson is also the publisher of *Planet Muscle* magazine, which has evolved into a program on the E! cable TV network.

The Federal Reserve Board has appointed economist and senior adviser **Patrick Parkinson '75, MA'79, PhD'81** of Potomac, Maryland, as director of its Division of Banking Supervision and Regulation. He had previously served as deputy director of the Fed's Division of Research and Statistics, and as a principal staff adviser to the Fed chair.

After a long career in radio management in L.A., Cleveland, Chicago, Detroit, and now St. Louis, Missouri, **Dave Ervin '76** has become the executive director of Rebuilding Together-St. Louis. Its mission is to bring volunteers and communities together to improve the homes and lives of low-income homeowners.

Congratulations go to **John Leslie MS'77, PhD'79**, who's received two recent honors. The Kansas State University professor of plant pathology has been named a fellow of the American Phytopathological Society, as

"Had I not gone to the UW, I would not be where I am today ... for sure." — Chris Core '71

well as the first adjunct professor in the College of Agriculture and Life Sciences at Seoul National University in South Korea. Leslie's research interests have led him to travel to more than forty countries to collect the fungus *Fusarium*.

Gerald Peary PhD'77 has created something truly novel: he's the writer-director of a new feature documentary, *For the Love of Movies: The Story of American Film Criticism*, that's the first work to offer a history of film criticism. Since its March 2009 premiere, it's been traveling worldwide. Peary ran the Tar and Feather Films movie society while on campus, and is now an author, film critic, and professor at Suffolk University in Boston.

In 2007, **Pat Killingsworth '79** of Weeki Wachee, Florida, was diagnosed with multiple myeloma, a cancer of the bone marrow for which there is no cure. Since then he's dedicated his life to helping other cancer patients by writing a book, *Living with Multiple Myeloma* (Mira Digital Press of St. Louis), and daily blogs at HelpWithCancer.org and

multiplemyelomablog.com.

Those of us "of a certain age" remember that September day in 1979 when a thousand or so plastic pink flamingos flocked to Bascom Hill. So iconic did that event become that, thirty years hence, Madison alderperson **Marsha Rummel '79** sponsored a resolution to make the plastic pink flamingo Madtown's official bird. The city council voted 15-4 in favor.

Sharing a personal loss publicly is what **Jim Swenson '79** did after losing his first wife, Jane, to breast cancer. A columnist and the features editor of the *Telegraph*

Herald in Dubuque, Iowa, he and the newspaper have published a book of his columns, reflections, and readers' responses called *A Man in Mourning: God, I Hope I Did It Right*.

'80s

Studies of human and animal cancer viruses at the molecular level have earned **Patrick Green '80, PhD'88** the Distinguished Scholar Award at Ohio State University in Columbus. He's a professor, the director of the Center for Retrovirus Research, and the co-director of the Comprehensive Cancer Center Viral Oncology Program.

Quanterix Corporation in Cambridge, Massachusetts, has welcomed **David Okrongly '80** as president and CEO after twelve years as senior vice president of Siemens Healthcare's Diagnostics Division. Quanterix applies single-molecule analysis in the fields of clinical diagnostics, drug development, and life-science research.

This summer, the World Dairy Expo's Dairy Woman of the Year

Award — one of four top honors presented annually — went to **Daphne Johnson Holterman '81**. She and her spouse, **Lloyd Holterman '80**, own the progressive dairy operation Rosy-Lane Holsteins in Watertown, Wisconsin. Daphne has served on the UW College of Agricultural and Life Sciences' board of visitors.

Barry Lipsett '81 has been tasting success despite a down economy: he's recently moved his company, Charles River Apparel, to new headquarters in Sharon, Massachusetts, to accommodate its growing operations. He and spouse **Deborah Franks Lipsett '81** support the UW through donating active wear that the company manufactures and hosting sendoffs for Bay State Badgers. In May they were in Madison to celebrate the graduation of their son, **Aaron Lipsett '09**.

Jay Ralph '81 has gone from leading the UW Marching Band onto the field for four years as one of its "front four," to leading the worldwide insurance company Allianz. Ralph holds a board of management position and has moved from Switzerland to Munich to oversee the company's operations in all of the NAFTA countries.

Hilary Apfelstadt PhD'83 is Ohio State University's associate director of the School of Music, a professor of choral studies, and its director of choral activities. She's also become only the second woman to join the advisory board of the production company Distinguished Concerts International-New York. Apfelstadt will guest-conduct at Carnegie Hall in April when the Ohio State Chorale performs there.

Middleton, Wisconsin-based entrepreneur **Linda Wortmann Remeschatis '83** received coverage in both the October *U.S.*

News & World Report piece “Entrepreneurship Is the New Retirement” and one of its June articles, which also named Madison in its top-ten list of entrepreneur-friendly cities. In 1998, at age fifty, Remeschatis left her position as an assistant district attorney to launch Wisconsinmade.com, an online store selling food and gift products made in the Badger state.

“Ripley’s Believe It or Not! just purchased several pieces of my recycled art for two of its museums,” began a message from **Ingrid Goldbloom Bloch ’85**. A bustier, garter belt, and other uncomfortable-looking unmentionables made out of woven soda cans — and aptly titled *Trashy Lingerie* — will eventually go on display in Ripley’s Hollywood museum, its new venue in Australia, and its 2010 book. The Needham, Massachusetts-based artist is also a career-development counselor who owns Mosaic Careers.

We applaud **Paul Lambert ’85**: he’s the first person to hold the position of national practice director at Point B, a management-consulting firm. From its Seattle office, he’ll oversee the company’s seven practices nationwide.

China, Indonesia, East Timor, Afghanistan, Iraq, Pittsburgh, and now Iowa City, Iowa: such has been the geographic — and often dangerous — progression that **Lisa Weaver ’86** has taken to pursue her career in broadcast journalism. She’s now funneling her myriad experiences into teaching international journalism at the University of Iowa.

You might say that **Henry “Heinie” Lund ’87** of Fort Lauderdale, Florida, is “flying on his strengths.” The former UW cheerleader and varsity letter winner in diving is now a

Delta-Northwest flight attendant (and trapeze teacher) who’s put his acrobatic skills to work: in October, Lund raised money for breast-cancer research — as part of the airline’s campaign — by performing back flips in the aisles of planes before take-off.

The Natural Sciences and Engineering Research Council of Canada celebrates R&D partnerships between academia and industry through its Synergy Awards for Innovation — and **Christopher Swartz PhD ’87** has earned one for 2009. He’s a pro-

fessor of chemical engineering at McMaster University in Hamilton, Ontario, as well as the director of the McMaster Advanced Control Consortium, on behalf of which he accepted the award.

Gloria Materre ’88 is the new executive director of the Chicago-based Illinois Housing Development Authority. Most recently the deputy chief of staff for Illinois Governor Pat Quinn, Materre’s work in that post also created an opportunity to form the Minority Business Task Force, which she will chair.

BodyMedia in Pittsburgh has welcomed **Christine Moore Robins ’88** to the position of CEO. She was formerly president and CEO of Philips Oral Healthcare and VP of Philips Electronics. BodyMedia manufactures wearable body-monitoring systems for improved health, fitness, and performance.

After a career in business, **Scott Barbeau ’89** followed his passion for music and is now the keyboardist and back-up singer for the Chicago-based band 16 Candles. What’s more, a vaca-

tion to Zambia led Barbeau and two friends, including Chicagoan **Danny Marcus ’88**, to found Spark Ventures. It’s a nonprofit that helps vulnerable children in impoverished conditions by helping their communities to become self-sustaining.

Are you ready for a whole new cranberry? **Jonathan Smith MS ’89, PhD ’93** — whose PhD is in cranberry plant physiology — sells the fruit through his Nekoosa, Wisconsin-based business, Alpine Foods, and has devised a way to preserve the

tartness, but lose the bite. Look for Smith’s mildly tart Berry Bit cranberries in stores and in baked goods, yogurt, sausage, and turkey products.

’90s

Serge Dedina MS ’91 is a hero: one of nine 2009 California Coastal Heroes, according to *Sunset* magazine and the California Coastal Commission. He’s the executive director of WILDCOAST, an Imperial Beach-based coastal and marine-conservation organization, and the author of *Saving the Gray Whale: People, Politics, and Conservation in Baja California* (University of Arizona Press).

The new associate dean of instruction for Harry S Truman College in Chicago is **(Audrius) Vilius Rudra Dundzila PhD ’91**. An ordained Unitarian Universalist minister, he was previously a professor of humanities and comparative religion at the college, and is also an adjunct faculty member at Chicago’s Roosevelt University and the Starr King School for

Ministry in Berkeley, California.

The sit-ski — a device for physically challenged skiers — is a UW collaboration. **Jane Sartori Feller ’91**, part of the sales engineering team at Madison’s Isthmus Engineering & Manufacturing, writes that some of the firm’s engineers, including **Don Becker ’73, MS ’76, JD ’82**, have been working with UW engineering professor **Jay Martin** to create the sit-ski and to connect with the U.S. Paralympic Team. Isthmus is a worker-owned cooperative that manufactures custom automation machinery and incorporates philanthropy into its mission.

The American Board of Medical Microbiology has certified **Alan Junkins PhD ’91** as a diplomate — the highest credential that a doctoral-level clinical microbiologist can earn. He’s chief of microbiology at Norton Healthcare System in Louisville, Kentucky.

The next time you visit the Memorial Union’s Rathskeller, look for the organic burger and cheese supplied by **K. (Kemper) Bartlett Durand, Jr. ’92**, the managing partner of Black Earth [Wisconsin] Meats. The company focuses on certified organic, heirloom, and locally sourced meats, and has achieved humane certification as well. Durand’s parents-in-law, Rosemarie and **Gary ’68 Zimmer** of nearby Otter Creek Farm, are partners in the business. Gary is an expert in sustainable agriculture and a pioneer in “mineralized balanced agriculture.”

Kerri Martin ’92 is the chosen one at Coda Automotive — the car company’s first chief marketing officer, hired as the visionary who will make its products hip and desirable. Her first task will be the launch of Coda’s four-door, five-passenger electric sedan. The Sausalito, California, resident was previously one of the

marketing brains behind the BMW Mini and Volkswagen brands.

Erasing the Distance, a Chicago-based nonprofit that sheds light on mental illness through professional theater, has elected **David Strauss JD'93** as its new board president. He's also VP, head marketing group counsel, and head IP counsel for Experian, based in Schaumburg, Illinois.

Dennis Hong '94 and **J. (Jonathan) Adam Wilson MS'05, PhD'09** were named as two of the "Brilliant 10" in *Popular Science* magazine's November issue. Hong is an associate professor of mechanical engineering at Virginia Tech in Blacksburg, where he also develops robots with artificial intelligence as the director of its Robotics and Mechanisms Laboratory. He was named one of WAA's Forward under 40 honorees in March 2009. Wilson researches brain-computer interface technologies at the Wadsworth Center in Albany, New York. In April 2009, he demonstrated an application of his work by posting an update to Twitter using only his thoughts.

Badger attorneys **Jonathan Strauss '94** and **Andrew Noel '97** — both with Flynn Gaskins & Bennett in Minneapolis — have received the Minnesota State Bar Association's most prestigious award, the Professional Excellence Award, for their pro bono work representing victims of the city's I-35W bridge collapse.

A MacArthur Fellowship — also known as a "genius grant" — has gone to photojournalist **Lynsey Addario '95**, one of twenty-four recipients for 2009 who will receive \$500,000 over five years. She's based in New Delhi, India, where she works for the *New York Times*, *National Geographic*, and other publications. Addario also earned a

Pulitzer Prize in 2009, when her photos were part of a *New York Times* team prize for international reporting.

"My recent accomplishments include being deployed to Iraq for the past year," writes U.S. Army master sergeant **Ross Bagwell '95**, where he's been part of a staff that's in charge of counter-IED efforts for nine thousand soldiers throughout the country. "When I return home in 2010," he adds, "I plan to focus on my civilian life as a GIS manager for Global Capacity in Chicago."

Climbing a mountain in someone's honor is quite a tribute. The climber in this case was **Darin Harris MA'95**, a consultant and facilitator in the UW's Office of Quality Improvement, and the peak was Mount Whitney near Lone Pine, California — the tallest in the lower forty-eight states. Harris scaled it on his fortieth birthday to honor his mother's triumph over ovarian cancer and to raise funds for the Ovarian Cancer Orange County Alliance.

Adam Reinstein '95 is the owner of Heartpath Community Acupuncture, a donation-based clinic in Madison. He's recently completed his master's degree in acupuncture and Oriental medicine at the Academy of Oriental Medicine at Austin [Texas].

As part of an initiative called PAG-ASA, created by Madison oncologist Felipe Manalo in 1997, a group of Badgers has been making annual humanitarian medical missions to serve residents of the Philippines. The trip this past fall marked the last one, however, says hospice nurse **Leon Bernido '97, MA'00**. Along with Bernido, the other Madison-area participants include **Glenda Boyd Denniston MA'66, PhD'73; Dorothy Mendenhall Blobner MS'73, MA'98; Maria Manalo**

PhD'78; and Anna Maria Manalo '89.

The State University of New York in Oswego has bestowed its 2009 President's Award for Scholarly and Creative Activity on **Robert Card PhD'97**. A specialist in biomedical ethics and an associate professor of philosophy, Card recently served as a visiting associate professor of medicine and a fellow in clinical ethics at the University of Rochester [New York] Medical Center.

Gregg Hammann EMBA'97 has left the helm of the Nautilus fitness-equipment company and is now the global chief executive officer of Power Plate International in Irvine, California. Its fitness equipment incorporates "advanced vibration technology" at programmed frequencies during exercise.

We think we detected some well-deserved excitement in the tone of **Matt Vokoun '98** when he shared that he's joined Google's Mountain View, California-based Strategy and Business Operations team as a project manager. Previously, he was a manager with Bain & Company.

Following his UW years playing in a band called Left Undone, **Danny Chaimson '99** became a professional keyboardist in L.A. and has performed on national TV and with many artists, including Etta James and the Neville Brothers. He and his band — Danny Chaimson & the 11th Hour — hit it extra-big in 2008 with a record deal for their first solo album, *Young Blood, Old Soul* (Cold Classic Records).

Congratulations to **Eden Langerman Shaffer '99**: she was the first Chicago mother to be featured on TLC's *A Baby Story* when her family's experiences welcoming their second child were broadcast in

September. Thanks to Shaffer's sorority sister, former UW roommate, and fellow Chicagoan **Leslie Goldman (Alter) '98** for sharing the happy news.

2000s

October 8 was a huge day for singer and composer **Steven Ebel II '01**. That's when he gave a world-premiere performance of his work *The Diary of a Young Poet* at London's Royal Opera House, where the tenor is part of the Parker Young Artist Programme. He was the first singer in the opera house's history to perform his own composition under its auspices.

Janelle Ward '01 has been busy — in the Netherlands, no less — since she earned her UW degree. She moved to Amsterdam to pursue a master's at the International School for Humanities and Social Sciences, and she's since completed a PhD in political communication at the University of Amsterdam. Ward is now an assistant professor teaching media and communication at Erasmus University Rotterdam.

Studies in the history of science in Western civilization are richer because of the work of **Paul Erickson MA'02, PhD'06**, and in an August ceremony in Budapest, he was honored for it. An assistant professor of history and science in society at Wesleyan University in Middletown, Connecticut, Erickson received the 2009 Prize for Young Scholars from the International Union for the History and Philosophy of Science. It's awarded every four years.

Paul Tyree-Francis '04, co-director of the Golden Parachutes contemporary art gallery in Berlin, included the work of **Cassie Thornton '04** of Fox Lake, Illinois; the Little Friends of

Printmaking (**Melissa '04** and **J.W. [James] '04 Buchanan**) of Milwaukee; and UW assistant professor of art **John Hitchcock** in his October exhibition, *Get Free %*. The exhibit experimented with artists bartering their work.

It wasn't so long ago that **Kevin Wright '04** was making beer in his home, and now he's won one of the brewing industry's highest honors, the J.S. Ford Award. It's issued to the top scorer in the general certificate exam that's given by the London-based Institute of Brewing and Distilling. A graduate of the UC-Davis Master Brewers Program, Wright works his magic at Hangar 24 Craft Brewery in Redlands, California.

Nathaniel "Chet" Liedl '06 has shared what he and a group of other teachers who are working in Ho Chi Minh City (HCMC), Vietnam, did during November: they cycled more than twelve hundred miles from Hanoi to HCMC to raise money for their organization, H2H: Ride for Vietnamese Children. Among the cyclists were three other Badgers: **Tina (Kristina) Kjolhaug '05**, **Katarina Kobor '07**, and **Justene Wilke '07**.

This has to be a first: news of a Badger grad excelling in harness racing. **Jessica Schroeder '06** has been lauded by the United States Harness Racing Writers Association as one of two 2009 "USHWAns" of the Year. A third-generation horsewoman and licensed trainer, she works for the U.S. Trotting Association in Columbus, Ohio, as its assistant fair liaison.

Zambia has been home to **Joe Lassar IV '07** for the last two years while he's been serving the Lunda Tribe with the Peace Corps's medical staff and the Zambian Ministry of Health. He now hopes to attend medical

school at St. George University in Grenada.

"**Ned [(Edward) Meerdink '08]** is a great example of how students from your university are making a difference world-wide," beamed a fall news release from the Washington, D.C.-based Advocacy Project. Meerdink, one of the group's 2009 peace fellows, is partnering with the human-rights organization Arche d'Alliance to advocate for at-risk youth and victims of gender-based violence in the Democratic Republic of the Congo.

Among the elite few who've been chosen to work with Teach for America — during a record-setting applicant year — is **Crystal Crowns '09**, who's gone to New Orleans to teach third grade. The program is a national corps of recent college grads who commit to teaching for two years in urban and rural public schools.

More healthful sleep and increased productivity through an iPhone application? That's the goal of **Daniel Gartenberg '09**; **Justin Beck '09**; their software company, Proactive Life; and their app, Proactive Sleep, which took first place in UW-Madison's Schoofs Prize for Creativity engineering competition in 2009.

Who was the first ice hockey player to receive the Women's Sports Foundation's international Sportswoman of the Year award? It was goalie **Jessie (Jessica) Vetter '09** of Cottage Grove, Wisconsin. Determined by fan vote, she was fêted for her stellar accomplishments with both the Badger women's team and the U.S. women's national team.

Class Notes compiler Paula Wagner Apfelbach '83 could do without mushrooms, monster trucks, and most shades of blue.

Calendar

Ongoing

Wednesday Nite @ the Lab

Explore the latest work of UW researchers in the life, earth, and social sciences at this free, weekly program held on campus. uwalumni.com/wednitelab

April

15-17 UW Varsity Band Concerts

Join music lovers at the Kohl Center in Madison for a live performance by Mike Leckrone and the Badger band. (608) 265-4120

15-18 Wisconsin Film Festival

Take your pick of more than 150 films at the twelfth annual Wisconsin Film Festival. www.wifilmfest.org

22 Distinguished Alumni Awards

Help honor this year's four distinguished alumni at a program in the Wisconsin Union Theater, followed by dinner. uwalumni.com/DAA

22-25 Alumni Weekend

WAA invites all grads back to campus for a memorable weekend among friends. uwalumni.com/alumniweekend

May

8 Made in Wisconsin: Birds and Bombs

Take an informative, behind-the-scenes tour of the Badger Ammunition Plant in Baraboo, Wisconsin, before bird-watching on the complex's recently restored prairies. uwalumni.com/learning

Ending May 16 Imaginary Architecture: Photographs by Filip Dujardin

Explore the art of Belgian photographer Filip Dujardin, whose work combines photographs of numerous buildings into eclectic, fictional structures, at this Chazen Museum of Art exhibit. chazen.wisc.edu

Founders' Days

Commemorate UW-Madison's beginnings and celebrate your Badger heritage at one of more than fifty Founders' Day celebrations scheduled across the country this spring. Visit uwalumni.com/foundersday to find an event in your area.

For more information on these events, call (888) WIS-ALUM or visit uwalumni.com.



■ **Enough to Go Around: Searching for Hope in Afghanistan, Pakistan & Darfur** (SelectBooks) is the inspiring product of photographer and filmmaker **Chip (John) Duncan '77**, whose volunteer work with Save the Children in Afghanistan and Relief International in Pakistan and Darfur prompted him to create the book. He founded the Milwaukee-based Duncan Group — a non-fiction documentary company — in 1984, and since then, has captured a great diversity of subjects on film.

■ With **Gold Fish: A John Austin Adventure** (iUniverse), you get “adventure, mystery, romance, and murder, all at play over a mentor’s millions” — and all wrapped up in the first novel in a projected series by **John McDermott '69** of Madison.

■ Brookes Publishing calls **A Is for “All Aboard!”** “the first alphabet book created with children with autism in mind.” It’s a colorful, uncluttered, engaging book about trains by the sister team of **Victoria Kluth '90** of St. Kilda West, Australia, and **Paula Kluth '92, PhD'98** of Oak Park, Illinois.

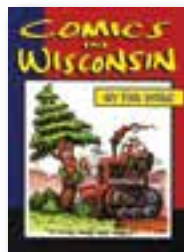


■ Family issues are central to two works by **Barbara Taylor Blomquist '54** of St. Louis, Missouri: her novel **Randy's Ride** (Tate Publishing), about a young man's search to find where he belongs; and **Insight into Adoption: Uncovering and Understanding the Heart of Adoption** (second edition, Charles C. Thomas Publisher).

■ **You Can't Not Communicate: Proven Communication Solutions That Power the Fortune 100** (Little Brown Dog Publishing) shares how everything that

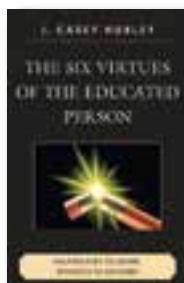
a leader does conveys a message, so those actions and words must be effective. Author **David Grossman '87** is founder, president, and principal “thoughtpartner” of dg&a, a Chicago-based communications firm.

■ **Comics in Wisconsin** (Borderland Books) traces the history of this “important center of comic art experimentation,” as one contributor called it — a “glimpse at the richness of a neglected political and artistic counterculture.” Author **Paul Buhle PhD'75** of Madison is a retired senior lecturer at Brown University.



■ In reading **The Nature of Being Human: From Environmentalism to Consciousness**, Johns Hopkins University Press promises “sweeping, interdisciplinary, and sometimes combative essays” that will “change the way you think about your place in the environment.” The author, **Harold Fromm PhD'62** of Tucson, is a visiting scholar at the University of Arizona and the co-editor of the *Ecocriticism Reader*.

■ In **The Six Virtues of the Educated Person: Helping Kids to Learn, Schools to Succeed** (Rowman & Littlefield), **J. (John) Casey Hurley MS'78, PhD'89** offers an alternative schooling model that emphasizes understanding, imagination, strength, courage, humility, and generosity. He teaches educational foundations, leadership, politics, and ethics at Western Carolina University in Cullowhee, North Carolina.



■ **Mad about Trade: Why Main Street America Should Embrace Globalization** (Cato Institute) “challenges the populist critics of trade on their own turf,” explaining how expanding trade and foreign investment benefits America and the world. Its author is **Daniel Griswold '79**, director of the Center

for Trade Policy Studies at the Cato Institute in Washington, D.C.

■ **Bucky Badger** leads kids on an action-packed adventure past many beloved Madison landmarks in search of the lost — oh, no! — game-day football in the children's book **The Big Bucky Badger Mystery**. Author **Chris Newbold '93** is the president and CEO of its publisher, University Pride Publishing of Missoula, Montana.



■ **The Selma of the North: Civil Rights Insurgency in Milwaukee** (Harvard University Press) chronicles the racial-justice movement in Milwaukee during the 1960s — particularly the efforts of African Americans, led by a white Catholic priest named Jerome Groppi, to secure access to housing. Its author is **Patrick Jones MA'96, PhD'02**, an associate professor of history and ethnic studies at the University of Nebraska-Lincoln.



■ **The Master Cheesemakers of Wisconsin** (University of Wisconsin Press) profiles forty-three active masters who share the tradition, technology, and artistry that go into the more than six hundred varieties of cheese produced in the state. The book is a collaboration between Minneapolis foodies **James Norton '99**, a columnist for *Chow* magazine and editor of Heavytable.com; and photojournalist **Becca (Rebecca) Dilley '02**.

■ “The history of sexuality is always a history of politics, the economy, and culture,” writes one reviewer of **Infectious Ideas: U.S. Political Responses to the AIDS Crisis** (University of North Carolina Press), adding that author **Jennifer Brier '92** “disrupts conventional historical narratives” in exploring the subject. She’s an assistant professor of gender and women’s studies and history at the University of Illinois-Chicago.

Rules of the Road Revisited

By Tina Merwin '92

For nearly a decade, I have lived in downtown Milwaukee. By *lived*, I mean resided, worked, played, and shopped.

I have relied on my feet to accomplish these things. It was my destiny, I suppose, to become a pedestrian after the self-inflicted marathon training I practiced on the Madison campus. Climbing Bascom Hill and hurrying from one end of campus to another — in all kinds of weather — is not only the stuff of great memories, but also was preparation for my lifestyle today.

Because I pound the pavement for a minimum of thirty minutes each day, I come in contact with a lot of traffic, and a lot of other adventures, too. I have been flipped off, honked at, hit on, threatened, and nearly run over. Instead of becoming discouraged, I view these experiences as a challenge, a game, or a learning tool, depending on the day. Here are some lessons I have learned on the sidewalks of life.

Think before you act. One snowy morning, I angrily smacked a car with the heel of my hand because the driver stopped on the sidewalk directly in front of me after exiting a driveway. I was forced to walk into the street to avoid being hit. Needless to say, the driver did not appreciate my reaction. She followed me for a block and a half until I reached my destination and we traded strong language. It was not a pleasant way to start the day, and I regretted letting my emotions take over. Sometimes people will not allow you the right of way because of distraction, self-involvement, or some other reason. Don't harbor ill feelings that will affect your blood pressure and spoil your day. Be the bigger walker (and the bigger person).

Be observant. Drivers have so many other things to focus on — cell phones, kids, and lunch from the drive-through — that they sometimes do not pay attention to the people using the crosswalk in front of them. Be on guard and use your instinct to protect yourself.

Pleasant surprises can make your day. When a careful driver gives me the right of way, even when it isn't my turn, I feel great. That driver usually gets a big smile. Nice, unexpected little things get you through the bad days more easily, and give you some hope for tomorrow.

Defend yourself. But do so in a respectful way, and always keep your personal safety in mind. Advocate for pedestrian rights by reminding drivers to watch their speed and make complete stops. Even if your request is ignored, at least you made the effort to stand up for yourself.

Dress for success. Wear a hat when it is cold. Layer clothes so that you can add or remove them according to your comfort level. Be prepared for changing weather conditions. Following these guidelines can mean the difference between a bearable fifteen minutes and regretting climbing out of bed.

Choose your battles. If you are aware of a blind corner, cross to the other side of the street. Or, take another route to avoid it altogether. Let the little things go. You'll stay in one piece and be happier.



RENEE GRAEF

Notice the scenery. A pretty patio garden, a cute dog, and a rainbow are all art exhibits to which you don't have to pay admission. Even the urban jungle contains natural beauty. Step outside of your thoughts to appreciate your surroundings and make discoveries. Just watch out for bees, and wear sunscreen.

Keep moving. We all know that exercise, even simple walking, is good for us. It is better for the environment, saves gas, and helps us break in our shoes. Why not use the sidewalks instead of the car? Your body, your pocketbook, and your planet will thank you.

Adults need recess, too. Shuffle through crackly autumn leaves. Sing. Run. Use your commute to reconnect with your inner child. Who cares if other people are around? You may inspire them to play. The road to happiness is sometimes a sidewalk.

My last lesson isn't mine. Ralph Waldo Emerson said this about walking: "Few people know how to take a walk. The qualifications are endurance, plain clothes, old shoes, an eye for nature, good humor, vast curiosity, good speech, good silence, and nothing too much."

I'd say Ralph was right. Lace up your shoes, everyone. Walk proudly and without fear. Establish your own pedestrian commandments during your journey through life.

Tina Merwin '92 resides in Milwaukee, Wisconsin, where she works as a technical writer for an insurance company.

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

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Badger Beauty

Last fall, Buckingham U. Badger passed his sixtieth birthday — six full decades as the sole official mascot for the UW. That's a long time to be alone. Why, we wondered, has Bucky never had any feminine companionship?

It turns out, we were wrong to assume he hadn't. This photo, shot circa 1980, proves that there once was a female badger mascot running around Camp Randall Stadium. Who was this fetching creature in the miniskirt and hair bow?

Her name was Becky Badger, a legendary — some might say mythical — figure on campus. Some say she was Bucky's girlfriend. Others claim she was his sister. Let's hope they're not both right.

One reason for the mystery surrounding Becky Badger's origins is that she was never an official UW mascot. She was the creation of Madison's Park Bank. Bob Gorsuch, former president of Park Bank,

says that in the 1970s and 1980s, the firm gave away Becky dolls to patrons when they opened new accounts. It also dressed an employee (usually a student) as Becky and sent her out to football games to promote financial services.

Becky quickly caught on. Capital City Comics declared she was "the Campus Mascot for the Seventies" and sold T-shirts with her image. The Wisconsin Alumni Association and the National W Club included her at their official, annual tailgate party, called the Badger Blast, where she received billing right alongside Bucky.

But bank mascots don't last forever, and Becky disappeared sometime in the 1980s. She's not entirely gone, though. A mascot-supply company called Facemakers still sells this very costume, keeping alive the legacy — and mystery — of Madison's Mascot for the Seventies.

John Allen



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