

On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

SPRING 2013

Making Introductions
Students, this is college.

Olympic Financial Fails
Hosting mega sports can backfire.

Control Freak
In the movie biz, it's a good thing.

A Long and Winding Row
An alum paddles across the ocean.

Forgiveness and Dignity

*Can these powerful
concepts help people and
nations in distress?*





YOUR LEGACY. THEIR FUTURE.

We can shape how we're remembered. Remembering the University of Wisconsin-Madison in your will is an investment in the future. For our children. For our university. For the world.

To discuss your legacy, contact Scott McKinney in the Office of Gift Planning at the University of Wisconsin Foundation at scott.mckinney@supportuw.org or 608-262-6241.

supportuw.org/gift-planning



UNIVERSITY OF WISCONSIN
FOUNDATION

Features

22 Uniquely Human *By Jenny Price '96
and Maggie Ginsberg-Schutz '97*

A UW professor guides those who have been seriously harmed by others along a path to forgiveness. And a UW alumna encourages leaders to take a new approach to conflict: honoring dignity.

32 College 101 *By Vikki Ortiz Healy '97*

A special partnership with the UW introduces ninth-graders to the notion of a degree following high school.

36 Getting Torched? *By Eric Goldscheider*

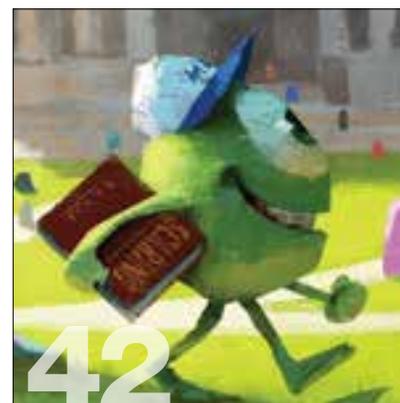
Economist Andrew Zimbalist '69 argues that big-time sports and big-time stadiums are not necessarily a boon for cities.

42 Imagination, Inc. *By Jenny Price '96*

The devil's in the details, as a young grad has discovered in her job with the animation studio Pixar.

44 Rowing to Extremes *By John Allen*

Oceans, mountains, car accidents, continents — über-athlete Sonya Baumstein '07 has yet to meet the obstacle that can stop her.



Departments

- 5 Inside Story
- 8 Posts
- 10 Scene
- 12 News & Notes
- 18 Q&A
- 19 Classroom
- 20 Sports
- 48 Traditions
- 51 Badger Connections
- 63 Sifting & Winnowing
- 66 Flashback



Cover: Looking within yourself is a necessary first step on the journey to forgive or to treat others with dignity.
Illustration by Edel Rodriguez.

I N N O V A T I O N



The Chicken or the Egg?

For UW–Madison Professor **Mark Cook**, it's both. He combined two lines of his research — how chickens transfer natural antibodies to eggs, and how eggs added to livestock feed could enhance growth. The results: more than 20 patents, the creation of Wisconsin-based agricultural biotechnology, and chickens, pigs, calves, cattle, and even fish around the world benefiting from this UW innovation.



Photo of Mark Cook, courtesy of WARR. Egg photo by iStock.

UW-MADISON ARCHIVES

YEAR OF
INNOVATION
yearofinnovation.wisc.edu

On Wisconsin SPRING 2013

Publisher

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

Co-Editors

Niki Denison, Wisconsin Alumni Association
Cindy Foss, University Communications

Senior Editor

John Allen, Wisconsin Alumni Association

Senior Writer

Jenny Price '96, University Communications

Art Director

Earl J. Madden MFA'82,
University Communications

Production Editor

Eileen Fitzgerald '79,
University Communications

Class Notes Editor

Paula Apfelbach '83, Wisconsin Alumni
Association; **Editorial Intern:** Aimee Katz x'13

Design, Layout, and Production

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

Campus Advisers

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

Advertising Representatives

Madison Magazine: (608) 270-3600

Big Ten Alumni Alliance

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

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

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

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

Printed on recycled paper.

Please remember to recycle this magazine.



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

George Washington had the right idea.

“Every Action done in Company, ought to be with Some Sign of Respect, to those that are Present,” he wrote in a journal when he was a teenager, putting to paper more than one hundred rules of civility.

We’re saying the same today, albeit with different words. Calls for civility came daily during the recent American campaign season, it seemed. It was within that milieu that featuring a UW professor’s research and a former student’s work on two human qualities — forgiveness and dignity — had particular appeal to us at *On Wisconsin*.

When I turned to online sources to confirm that treating others respectfully was a trending topic, I was richly rewarded. I discovered the National Civility Center, the Civility Project, the Institute for Civility in Government — even the Civility School (although that link took me to a web page that mentions cotillions and mastering chopsticks).

Then I saw a news headline reporting “Grandmothers Seek More Civility from Congress,” and I knew this was serious business.

These days our discourse can devolve into an exchange more combative than civil. We are so determined to use our mouths to argue that we forget to use our ears to listen to other points of view. Apparently powerful forces, such as grandmas and hurricanes, are needed to convince us to work through our differences.

As we struggle with these differences, our coverage of Robert Enright and Donna Hicks (see page 22) explains how they are finding ways to deal with tremendously difficult circumstances: helping those who have experienced horrific personal injury and entire countries that are at war.

Conflict has always been part of humankind, but thanks to Enright and Hicks, we see a way forward. We can apply their lessons to our own lives, pledging to forgive, to value dignity, and to demonstrate civility as we navigate our complex world.



EDEL RODRIGUEZ

During times of pain and uncertainty, forgiveness and dignity offer a way forward.

Cindy Foss
Co-Editor

MIDDLETON

wisconsin it's **better** here.



What makes Middleton better?

It's **snazzier** here.

100+ shops & galleries

It's **tastier** here.

70+ restaurants

It's **greener** here.

Award-winning trail system

It's **cozier** here.

Six Travel Green Certified hotels



 **800.688.5694 • visitmiddleton.com**

Stay in Middleton!



Minutes from downtown Madison

ENVISION IT

A new world class research park is coming into focus.



The internationally recognized University Research Park's Phase 2 development at Junction Road and Hwy M on Madison's West side is well under way.

This carefully choreographed expansion will feature:

- + New Urbanist design, which aims for environmentally friendly, walkable neighborhoods where people can both live and work
- + 64 sites for science and technology buildings and will include a mix of commercial and residential development
- + Upwards of 8,000 new employees

Share your vision with us.

visit: universityresearchpark.org

email: urp@mailplus.wisc.edu

call: 608.441.8000

Helping invent a better world.



Photos: courtesy of UW-Madison and WARF.



Protecting and licensing University of Wisconsin-Madison technologies since 1925.

warf.org



Library Love

Loved the article by Erika Janik ["It's a Mailbox ... It's a Bird House ... No, Wait, It's a Library," Winter 2012]. Those who fill the unique Little Free Library boxes around the world may be motivated by the words of William A. Wood: "Who gives a good book gives more than cloth, paper, and ink ... more than leather, parchment, and words. He reveals a foreword of his thoughts, a dedication of his friendship, a page of his presence, a chapter of himself, and an index of his love."

*Thayer (Ted) Thompson '60
Sedalia, Missouri*

The article about the Little Free Libraries is really informative, interesting, and inspiring. I have read stories in the local media about Little Free Libraries popping up in the Twin Cities. This summer I saw one in Berlin, Germany, housed in an old phone booth. It's interesting to know that this movement had its start in Madison, where I got my master's degree in library

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

Be Social

Connect with us on your favorite social media sites for more frequent updates from *On Wisconsin* and UW-Madison. We welcome your tweets and comments.



Facebook
Facebook.com/
OnWisconsinMagazine



Twitter
@OnWisMag

science. After reading your article, I felt inspired and would like to see one in Woodbury, where I live now. I want to help build a better neighborhood and a better community.

*Qin Tang MA'94
Woodbury, Minnesota*

I just finished reading the Winter 2012 issue, and I was moved by the challenge to put up a Little Free Library in the Philippines in Barangay del Carmen, Iligan City, where my youngest son lives. When I went to UW-Madison in 1964 for my MS program in rural sociology, I was a Filipino Fulbright-Hays scholar and a U.S. Agricultural Development Council fellow. Now I reside in Juneau, Alaska, but I know I can collect some books here in Juneau and ship them or bring them whenever I go there for a vacation. My son can manage the project.

*Eulalio "Loy" Maturan MS'66
Juneau, Alaska*

"Thread of Hope" Is Food for Thought

"A Thread of Hope" [Winter 2012] aroused my interest in many ways. Its referencing of "a living wage" recalled Monsignor John Ryan's classic *A Living Wage* (1906), in which he argued that a Christian society claiming to support "family values" should accept that only living wages can underpin them.

Then there is Adam Smith's generally ignored critique of the unbridled capitalism he supposedly endorsed in *The Wealth of Nations*. As a moral philosopher, Smith abhorred the impoverishment of labor through the selfishness of those who only served themselves and cared nothing for others.

Finally, the story of Alta Gracia Apparel shows how the Wisconsin Idea is being produc-

tively implemented in the way it was intended, enriching the lives of others.

*Charles Wetzel PhD'63
Chester, New Jersey*

An Indian Perspective on "Black Gold"

Thanks for weaving the story of India's locks-for-luck tradition into the Winter 2012 edition ["Black Gold"]. For the past two years, I've seen another side of the practice, from behind the visa windows at the consulate in Hyderabad [India]. Some of the more auspicious-minded applicants we see every day arrive straight from Tirupati with freshly shaved heads. Rest assured, though, that all the outstanding engineering students we send to Madison are confident enough in their academic qualifications without feeling the need to add that particular act of devotion.

*Jeremy Jewett '03, JD'09
Hyderabad, India*

Paisan's, by Any Other Address ...

We enjoyed the Traditions column about Paisan's [Winter 2012]. I graduated from Madison West High School in 1960, and during my high school years, we frequented Paisan's at its location on University Avenue. A special treat back then was the Champale served in red plastic cocktail glasses. They moved into the basement of Portabella while University Square was being built, then moved back to University Square. The new location on West Wilson is beautiful and retains all the old charm of the former locations.

*Elaine Statz Penpak
Egg Harbor, Wisconsin*

Flashin' on Flashback

Your photo of George Holmes [Flashback, Winter 2012] brought

back many great memories. My husband, John T. (Tom) DeYoung '49, was chairman of Homecoming in 1948, and George was a member of his committee. Tom and I had been married just three months, and it was a thrill for me to be Homecoming queen.

That was some weekend, with Fred Waring and his huge choir performing Friday night at the Field House. Then there were two proms in the Union Saturday night with Tommy Dorsey's band and Vaughn Monroe (I think). The football team didn't do too well, but it was fun to watch anyway, and to be introduced on the field at halftime as king and queen.

*Jill Floden DeYoung '47
Stanwood, Michigan*

Online Comments

[RE: "An Elephant Never Begets," Winter 2012]: I think this is fantastic and very interesting. Better than culling and leaving young elephants without their mothers.

Nicky Weitendorf

I think this is a fantastic solution to the elephant "problem." Killing of elephants in any way is wrong, and [sterilization] must be very traumatic ... but as the article says, they are getting better and quicker at it all the time. I say good luck and keep up the great work — especially in South Africa, where they want to start culling again.

Jill Mortimer

I grew up in Madison. So excited to see this article ["It's a Mailbox ... It's a Bird House ... No, Wait, It's a Library"]. There is a Little Free Library here in West Chester, Pennsylvania, on a main street with heavy foot traffic. I think I'll put in an old Hardy Boys mystery.

Ginger Gathings

A friend passed this article to me ["See Spot Itch," Winter 2012 News & Notes]. Thank you! I have a dog that has allergies; she has to get two shots a week and is also on allergy meds. Immediately after I saw this, I called the [UW] vet school and got her an appointment. Since we're between regular vets, I'd likely not have heard of this new allergy approach if not for this article.

Mary Jo

Thank you so much for this marvelous article ["A Variation on Camelot," Winter 2012 Sifting & Winnowing]. I share your sentiments about this wonderful place, although I haven't ever been able to express them nearly so well. I will save it to reread in February if my enthusiasm ever wanes, and to show others — although selfishly, I'm not really sure I want to convince too many.

Steve Sprague

CORRECTIONS

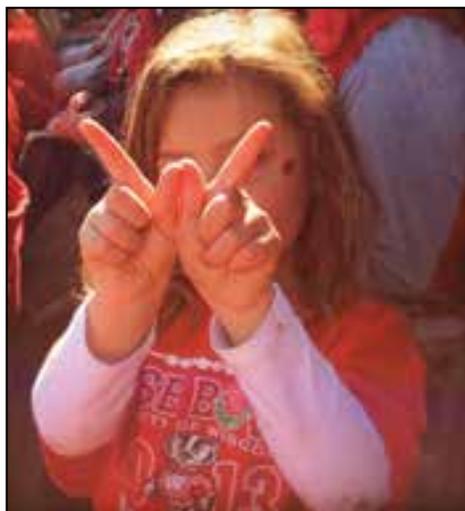
In "Out with the Old, In with the Older" in the Winter 2012 News & Notes, the accompanying blueprint shows the Fredric March Play Circle Theatre, not the Union Theater.

The Winter 2012 Sifting & Winnowing column should have stated that author Jackie Reid Detloff first came to campus forty-eight years ago.

instagram

#uwmadison

shiftyg



mscosmochic



viasupercoop



racheltaylor



tweets

@buckybadger:

Wis alum's bucket list for @UWMadisonstudents MT @ziegs25: Top 3: Survive, kiss Lincoln on Bascom & cheer on Badger football frontrow Sec O

@schwartzbwitchu:

Sometimes, I wish I went to an easier school. Then I remember I go to @UWMadison and there's no better place than here.

@mschmit:

Just walked Bascom Hill for the 1st time in 11 years. @UWMadison I think it's gotten steeper!

@badgers15:

Hearing Varsity on the radio while milking cows this morning. #Wisconsin @UWMadison

@sierrajo03:

Accepted to @UWMadison ❤️ #happiestgirlintheworld #bestnewsver

@UWHWOODBADGERS:

Had a blast w/ @ericstone-street @itsJulieBowen @SteveLevitan on set of #modernfamily yesterday. Thx for talking to us

@jasonjwilde:

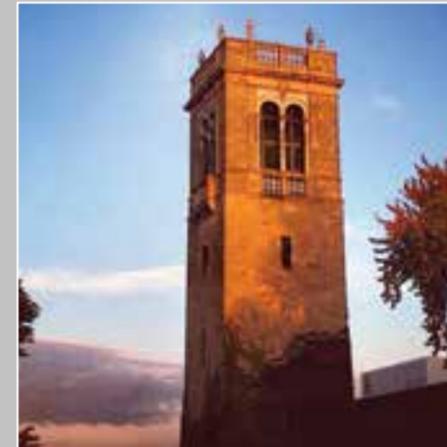
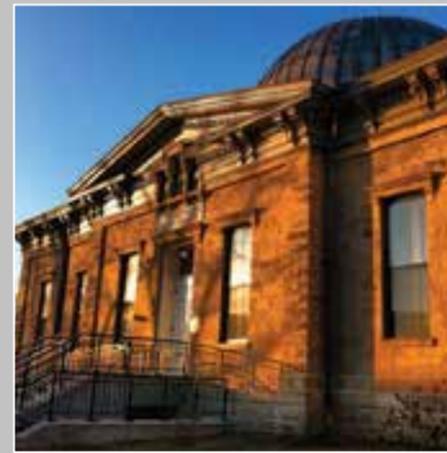
Love when my time in the car coincides with @MattLepay calling a @UWMadison sporting event on the radio.

@akuehn:

Walked into my first class of the semester and my prof has the Rocky theme playing. I love @uwmadison. #motivation

scene

Images from UW-Madison's account on Instagram, an online service for viewing and sharing photos: *On Wisconsin* selected this batch on January 22, 2013. See more at <http://instagram.com/UWMadison>.



An Ill Wind

Superstorm Sandy shows the capacity of UW satellite science.

Last October, as Superstorm Sandy bore down on the coast of New York and New Jersey, national weather services relied on the UW's Space Science and Engineering Center (SSEC) to get the satellite data that would help them analyze the storm's behavior. Because meteorologists expected the storm to be so severe, SSEC asked the National Oceanic and Atmospheric Administration (NOAA) to activate an offline satellite to follow Sandy exclusively, and send back minute-by-minute images. The result was an unprecedented dataset of a single storm's lifecycle.

"We anticipated this potentially epic event coming up," says senior scientist **Christopher Velden**. "So we asked NOAA if we could put one of our existing satellites into a special, rapid-scanning mode. They smartly agreed, and now we've documented this historical storm with continual, one-minute image sampling that provides a fascinating account of Sandy's evolution."

SSEC hosts the Cooperative Institute for Meteorological Satellite Studies (CIMSS), formed in partnership among the UW, NASA, and NOAA. CIMSS scientists conduct meteorological research using images and information from satellites. "Minutes after a satellite picture is taken, it's downloaded at SSEC and made available to the scientists here," Velden says. The CIMSS team is then able to process the images into products that can help forecasters better predict what storm systems will do — such as charting the path that Sandy took out into the North Atlantic, and then back onto the shores of New York and New Jersey.

"We took the satellite imagery and turned it into hard data to help the Hurricane Center analyze the storm in real time," Velden says. "We use the images to derive wind shear, steering currents, things like that. And that's also the type of data that our [meteorological] computer models assimilate to predict the future storm track and intensity."

Sandy also provided an opportunity to show what the satellites of the future will be able to do. Velden says the next generation of satellites — scheduled to launch in the next two to three years — will be able to routinely transmit such images at any time. This will enable meteorologists to home in on the factors that shape and direct severe weather systems, making forecasts more accurate.

John Allen



quick takes

UW researchers helped achieve the second-biggest scientific breakthrough of 2012, according to the journal *Science*. Physics professor Karsten Heeger led a team that made precise measurements of anti-neutrinos, nearly massless subatomic particles, and this work may help researchers understand why the universe is dominated by matter rather than antimatter. The number-one discovery, according to *Science*, was the Higgs boson, another finding for which UW scientists played a key role.

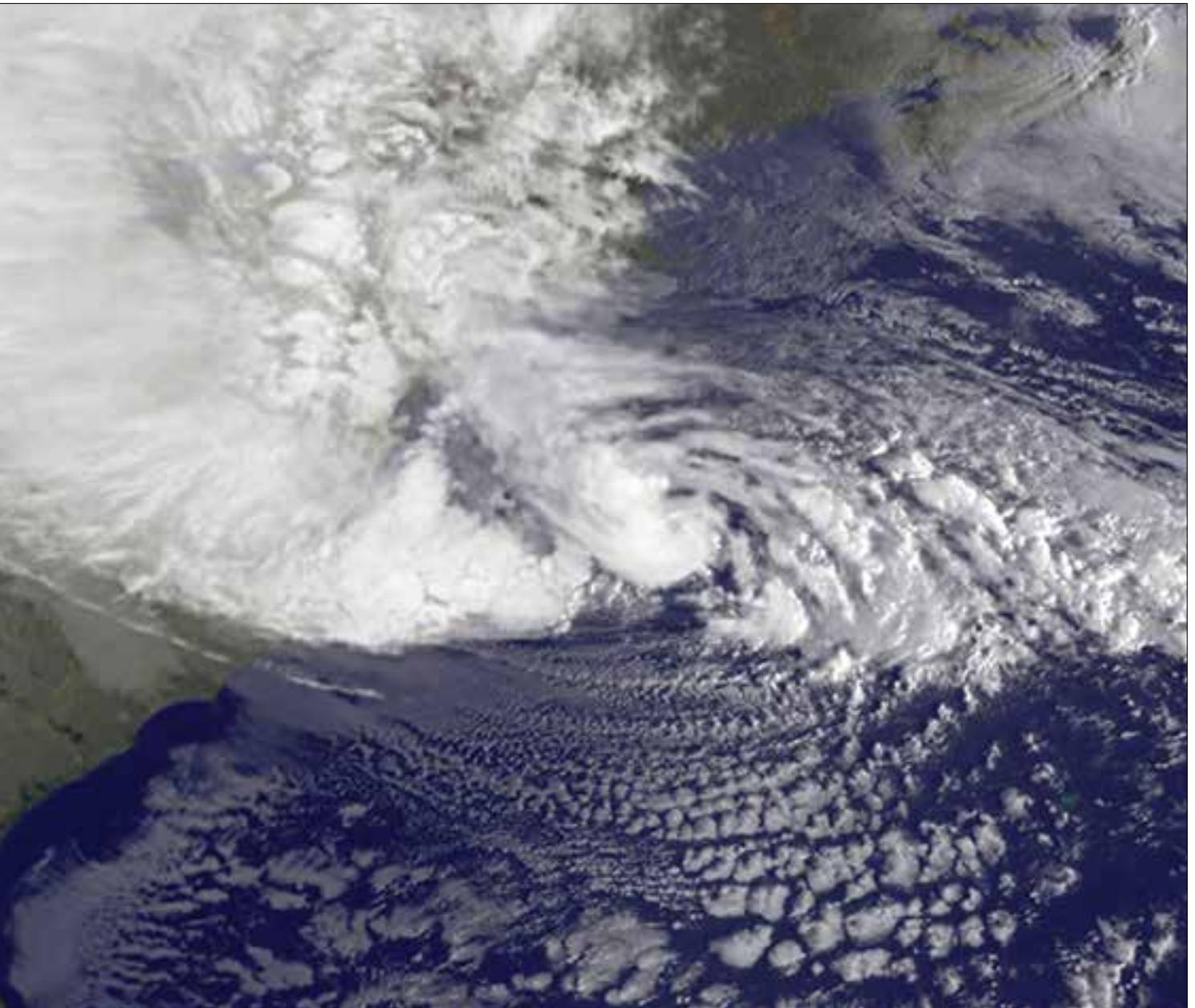
The UW's College of Engineering has named Ian Robertson as its new dean. Formerly a professor at the University of Illinois, Willett succeeds Paul Peercy, who served as dean since 1999.

The Class of 2012 has given the UW a gift to honor the Wisconsin Idea: a boulder proclaiming that university tradition of service. The boulder, which is located

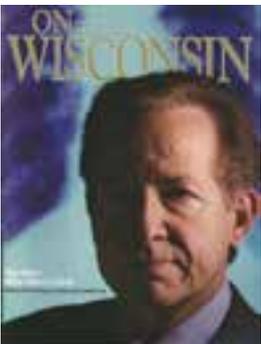


between North Hall and Bascom Hall, has a plaque with a quotation from former UW President Charles Van Hise: "I shall never be content until the beneficent influence of the university reaches every home in the state."

Barbra Streisand and Kris Kristofferson may have had a hit with *A Star Is Born*, but UW researcher Alyson Brooks has topped them. She's created a video that shows the birth of an entire galaxy. The NASA computer model of the creation of a disk galaxy is available online at youtube.com/watch?v=_Ssc1GsqHds.



This image of Sandy was taken by one of NASA's Geostationary Operational Environmental Satellites on October 29, as the storm neared the coast of New York and New Jersey. To see a time-lapse view of the storm's development, visit www.youtube.com/watch?v=jgrlIVs2DDw.



Michael Fiore, director of the UW's Center for Tobacco Research and Intervention, has been elected to the Institute of Medicine, one of the nation's premier scientific organizations. Fiore was featured in the Winter 2005 issue of *On Wisconsin*.

The magazine *Kiplinger's* ranks

UW-Madison thirteenth among the top 100 universities for best value. National Taiwan University ranks the UW twenty-second in the world for research output.

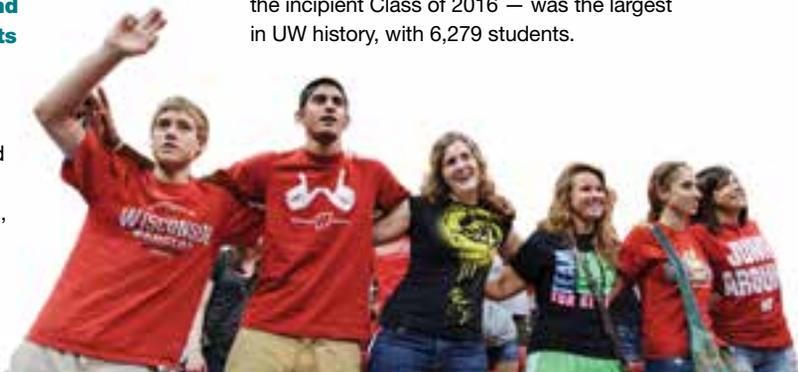
The UW's annual fund campaign reached its

financial goal of raising \$10 million in 2012 — and even surpassed it. The campaign, called Share the Wonderful, brought in \$10.2 million,

nearly doubling the \$5.4 million raised in 2011. Annual fund dollars are unrestricted and can be spent on what the university deems its areas of greatest need.

This year's incoming freshman class —

the incipient Class of 2016 — was the largest in UW history, with 6,279 students.



Flat-Screen Rivalry

TV competes with children for parental attention.

It seems that little Bobby and Suzie don't need to worry about the new baby taking Mom and Dad's attention. They should worry about Alex Trebek, instead.

Heather Kirkorian, an assistant professor in the School of Human Ecology, has found that when a television is on, parents — whether watching it or not — become far less interactive with their children than they

would be in a room where the TV is off. This is significant, as children spend, on average, four hours a day with television on in the background.

Kirkorian studies childhood development, particularly with respect to parent-child interaction and video-based learning. In one study, she and colleagues looked at how young children — between one and three years

old — played in a room with and without television, and how their parents interacted. The children and parents were observed for an hour. For thirty minutes, the television was turned off; for the other half-hour, the television was on, airing programs such as *Jeopardy!* Though the children paid little attention to the TV, the parents found it hard to ignore, and interaction with children

dropped significantly.

“Until they're two, two-and-a-half years old, kids aren't very interested in most types of television,” Kirkorian says. “So they didn't really look at the TV all that often, about 5 percent of the time it was on. But for the parents, there was a robust effect on the quantity and quality of interaction.”

John Allen

STUDENT WATCH

The clink of glasses and the smell of garlic fill the senses as you walk into this house during the lunch hour. In the dining room, students and community members are sharing a meal with a twist: no one in the room is speaking a word of English.

La Maison Française, or the French House, is home to twenty students, both those studying French and native speakers. **Julissa Oquendo x'13** lived there for a semester before she studied abroad in Paris. “I didn't know I was so fluent until I came [to French House],” she says. “Mixing native speakers and interaction with French culture makes this a really special community.”

Andrew Irving MA'91, PhD'97, French House director, oversees French 301/302, a one-credit class for which students go to the house weekly for lunch. **Colin Delannoy x'14** of Marseille, France, chose to live in the house to speak French and learn more about American culture, and he says that he loves the time he spends with fellow francophones and exploring the city.

Irving says that participating in lunches and conversation at the house is an effective complement to what's taught in French classrooms. “I really enjoy seeing my students communicate in real-life situations,” he says. “Students have the unique opportunity to talk genuinely and follow where conversation takes them. It's physically tiring at first, but seeing the students' confidence in natural and spontaneous conversation by the end of the semester makes it all worth it.”

Aimee Katz x'13



“Leopold had done something that, as far as I know, no one else even attempted, and that was to take detailed enough notes on the sounds that he was hearing that you could use them as a score to re-create that sound.”

The Sounds of Aldo

Ecologists re-create the sound of a morning with Leopold.

The world remembers **Aldo Leopold** as one of history’s great ecologists: a teacher, author, forester, and founder of the science of wildlife management. But the former UW professor was also a meticulous — almost compulsive — note-taker. His habit of jotting down data on early morning birdsong has enabled **Stanley Temple** and **Chris Bocast PhDx’14** to re-create the soundscape Leopold woke to in 1940, even though the environment has changed significantly since his death.

Just as the term landscape refers to the totality of a place’s geography — its hills, valleys, forests, waterways, and buildings — a soundscape is a place’s total auditory experience: the compilation of the noises made by wind, water, birds, animals, people, and machinery.

In the 1940s, Leopold was working on a hypothesis that birds sing in response to daylight — that each species begins to sing when light reaches a certain brightness. To test the idea, he went to his shack in rural Sauk County, Wisconsin. In an era before tape recorders were available, he would wake before dawn, take his journal and a light meter outdoors, and write down the time and brightness when each species began to sing. He also noted the frequency of calls and where they came from.

Leopold died before he could publish the results of that study, but his journals were archived at the UW’s Steenbock Library.

Decades later, Temple, a UW professor of forest and wildlife ecology, examined those journals. He worked with Bocast, a graduate student at the Nelson Institute for Environmental Studies and an audio engineer, to bring Leopold’s notes to life. Working with digital recordings of birdsong from Cornell University’s Lab of Ornithology, the two created the soundscape at Leopold’s shack on the morning of June 1, 1940. Each species of bird sings in the order Leopold recorded.

“I realized that he had done something that, as far as I know, no one else even attempted,” Temple says, “and that was to take detailed enough notes on the sounds that he was hearing that you could use them as a score to re-create that sound.”

The notes are so exact, in fact, that Bocast could use stereo recording to give an approximate location for each bird species.

UW-MADISON ARCHIVES



“If you listen in stereo,” Temple says, “the birdsongs that come from the left are the birds associated with the fields and prairies. On the right are the birds associated with woods and forests. The birds in the middle are the birds associated with the edge between them.”

The area around Leopold’s shack is much different today than it was seven decades ago. There are fewer farms, and Interstate 90 runs nearby. As a result, the bird populations are different, and there’s much more human-generated noise. To get background sound that was free of the roar of cars and trucks, Temple and Bocast had to record wind and water at rural property that Temple owns near Mazomanie.

A five-minute selection of the soundscape is available online at news.wisc.edu/21058, and it has generated considerable interest.

“I think people are increasingly aware of how pervasive human-generated sound has become,” he says, “so it’s refreshing to be able to hear a more natural soundscape from the past.”

J.A.

Destination Troy

UW experts in classics, physics, and more will explore the ancient site.

Although continuously occupied for more than four thousand years until its abandonment in the thirteenth century, the fabled city of Troy was lost in time and myth until rediscovered in the 1870s by the eccentric and worldly Heinrich Schliemann, a German businessman and amateur archaeologist. The outlines of the lost city have emerged from the dust through a series of archaeological expeditions, mostly German, mounted off and on since Schliemann's day.

But Troy and its environs remain, for the most part, unexplored. The Troy site, in modern-day Turkey, is actually a layer cake of cities, with at least ten ancient metropolises superimposed one atop the other. Some bear evidence of violent destruction, giving heft to the idea that Homer and Virgil were writing about actual historical events when they wrote about the adventures of Achilles, Odysseus, and Aeneas.

Beginning this year, Troy may give up more of its secrets as UW scholars launch a broad, interdisciplinary expedition to the ancient site and deploy a suite



ISTOCK

of powerful, new scientific techniques to wring more information from artifacts and the very ground of Troy itself.

“Although the site has been excavated in the past, there is much yet to be discovered,” explains **William Aylward**, a UW

classics professor and the organizer of the new expedition, which will be conducted under the auspices of Turkey's Çanakkale Onsekiz Mart University.

The foray to Troy, which will be covered in a future issue of *On Wisconsin*, promises to be

the most comprehensive yet. Wisconsin researchers — from fields such as physics, medical microbiology, soils, and biochemistry — are aligning to explore the fragmented physical record of an ancient crossroads.

Terry Devitt '78, MA'85

by the numbers

54

The number of applicants for the job of head coach of the Wisconsin football team.

The list includes a Fed Ex driver, a pharmacist, an attorney who has excelled in fantasy baseball and football leagues, and a candidate who candidly wrote in his application, according to sports website Deadspin, “I have no football coaching experience at any level. It would be a huge mistake to hire me for this position.” The group includes former Utah State coach Gary Andersen, who was ultimately offered and accepted the job in December.



Something Old, Something New

Taking advantage of peaceful surroundings, students settle in to study in a third-floor space near a roof terrace in Nancy Nicholas Hall. Opened last fall, the hall represents a renovation and expansion of the School of Human Ecology building on Linden Drive. The 200,000-square-foot project incorporates significant nods to the past: features include old wood flooring and a fireplace salvaged from the colonial house (featured in *On Wisconsin*, Spring 2009) that once served as a lab for the home economics department and later as offices for the Department of Human Development and Family Studies.

70

The number of applicants for the job of UW-Madison's next chancellor.

A search-and-screen committee (*see related story, page 53*) is recommending finalists to UW System President Kevin Reilly and a special committee of the board of regents. The full board is expected to vote in April on its selection to succeed Interim Chancellor David Ward MS'62, PhD'63.

David Krakauer

This research institute director's recipe for success? Collaboration and a dash of humor.

David Krakauer compares the university's Wisconsin Institute for Discovery (WID) to a greenhouse, a transdisciplinary place to experiment with hybrid ideas not cultivated elsewhere. And while some of these risky ideas may thrive as transplants outside the university, others may not. WID is an environment where success, failure, and learning are all in the mix.

"A lot of our projects may not work," he says. "If everything we do is playing it safe, I'm probably not doing my job."

Since taking over in December 2011 as the first permanent director at WID — the public half of a partnership with the privately run Morgridge Institute for Research — Krakauer has focused on building a culture of collaboration that engages creative minds on and off campus, including some unconventional events and programs. For example, a film series kicked off last year with movies about cloning, apocalyptic zombies, and "mad scientists," exploring the paradox of a culture that is suspicious about science, yet loves movies about the subject. WID is also home to "distinguished scholars," including Emmy-award-winning travel journalist **Peter Greenberg '72**, who helps researchers communicate their work to wider audiences.

You've said we need to move into a world where we don't think about science as an isolated enterprise. How does WID embody that philosophy?

The big picture is that universities and their structures, departments, and disciplines were invented long before we were born, and they were invented to solve problems — many of which have since been solved. In fact, you could argue that many of the big problems, [the] big challenges, are compounded by the structures that we have in place. For instance, we don't think you can talk about energy without talking about physics, chemistry, economics, sociology, and so forth. That's really the approach we're creating here.

What's the most important thing you've learned about breaking down those barriers at the university?

The university is so large and excels in so many areas that it's not always easy for people with similar interests to connect. What if you could use the university's enormity and scope to its own advantage? We're learning that so many people on campus want to collaborate, but don't necessarily have a place to plug into. We're trying to be that network for them.

One community leader says you bring both intellectual vigor and humor to WID. Why humor?

One of my advisers in England, a very prominent scientist, once said, "There's only one reason you do anything, and it's for fun." I think humor, a sense of playfulness, allows you to explore possibilities that you couldn't otherwise. It allows you to challenge authority without being offensive. There's something in human playfulness that allows



BRUCE RICHTER

you to push at boundaries, and also it just makes you happier. I want to break down [the notion of], "Work is where I'm serious, and home is where I get to play."

What can a researcher do with WID's space that just isn't possible in another campus lab?

At a place like this that is early in the life cycle of research, or ideas, we want to reward collaboration. So we're trying to make it known to the [campus] community that we want people working together. We're even building rituals that support that goal. For example, the first thing I did when I arrived was have a tea every day at three [o'clock] that everyone in the building goes to. [Otherwise], you're in a big building, you don't see anybody. You go in, you sit in your room, you go to lunch on your own, and then you go back to your room and you go home. That's not what this is.

What is your dream for WID for five years from now?

Imitation is the most sincere form of flattery, and so we want to measure that. If other universities, other companies, are coming to us and [asking], "How do you build a truly transdisciplinary institute?" — that is success for me, because you're having an influence, you're making a mark. Why would they do it? I think they would do it because we're doing science better than anyone else. We [also] want to crack the science-humanities problem. Success for us would be having those communities working together seamlessly, never referring to themselves as scientists or humanists. In five years' time, there would be a number of very effective programs, widely emulated, that have changed the way courses are taught on campus, that have engaged business and other academic institutes in our culture. That's the five-year horizon, and I think we'll hit it in three.

Interview conducted and edited by Jenny Price '96

Complicated Compounds

The cruelest course on campus may not live up to its legend.

Harder than teaching a dog how to “Bucky,” more terrifying than losing Paul Bunyan’s axe, able to crush dreams in a single semester. The most infamous class on campus is now ... *not that bad?*

For decades, generations of Badgers have lived in fear of one class in particular: organic chemistry (or “Evil O. Chem,” as it is not-so-fondly called).

Attending a fifty-minute lecture three days a week, UW students in introductory organic chemistry (Chemistry 341 and 343) learn the basics about carbon compounds. A prerequisite for many majoring in a science or medical field, this course also coordinates with a lab and weekly discussion sections.

After hearing nothing positive about organic chemistry from fellow students, **Alex Kelsey x’14**, a psychology major at UW-Madison, believed the course’s infamous reputation. “I was absolutely terrified to enroll in organic chemistry,” he says. “I actually considered changing career plans to avoid taking the class.”

But some things aren’t as bad as rumored. Perhaps the hellish reputation this course has is outdated — rooted in ways of teaching that are now obsolete.

“Students have been afraid of organic chemistry for forever,” explains lecturer **Matt Bowman**. “Maybe it’s because of the way it used to be taught, where it was memorize this, memorize that; it’s not taught that way anymore.”

Bowman attributes this change in part to the addition

of discussion sections led by teaching assistants (TAs). In the past, students had only one option for getting help outside of the regular lectures: attending professors’ office hours. The discussion sections allow students to meet with a TA and ask questions, review problems, or get tips on how to solve equations.

The online tool Learn@UW is another resource today’s students can use to understand organic chemistry. “I can post my TAs’ notes from my lecture and my own notes so students can see different examples,” explains Bowman.

“The truth is that, yes, it’s a difficult class, and some people are more adept at understanding the concepts than others. But there are plenty of resources available to help students,” says **Alexandra Douglas x’13**.

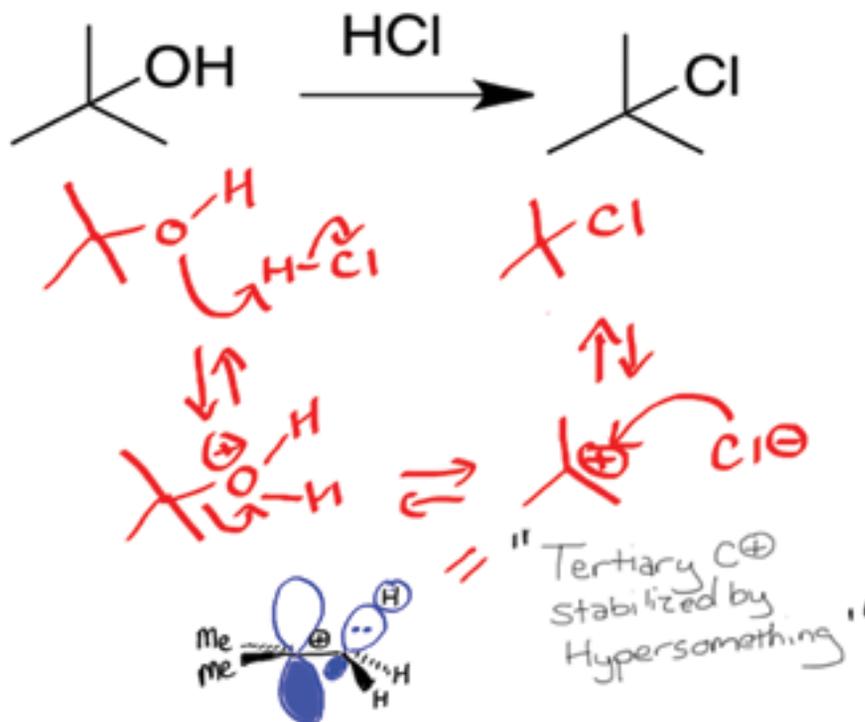
Bowman realizes that most students come to an organic chemistry class believing it is going to be awful, thanks to all the negative hype that surrounds it. And, despite added resources to help students succeed, most chemistry classes maintain a retention rate of only 80 percent — a fact that he attributes to the

class’s bad rap.

“[Students] come in expecting to have a bad time,” explains Bowman. “And because of that, some of them are not surprised — they have a bad time.”

Perhaps the secret to success in organic chemistry is to not believe its reputation. “The class did not live up to the hype, and it is actually my favorite class to date,” says Kelsey. “My opinions of organic chemistry now are drastically different from what they were before I took the class.”

Libby Blanchette



A student’s answer on an organic chemistry worksheet: this is a depiction of a reaction mechanism (an S_N1 reaction, for those in the know) with curved arrows showing how electrons “move” and change from one compound to another. Not every notation (e.g., “Hypersomething”) is correct.

TEAM PLAYER

Daria Kryuchkova

When a growth spurt takes you to new heights at six feet three, and your mother played professional basketball in Russia, your sport of choice is pretty obvious, right? Not for **Daria Kryuchkova x'14** (KRY-ooch-ko-va). "I loved swimming," she says. It wasn't until the age of thirteen, after one of her mom's former teammates convinced her to take up the game, that Kryuchkova finally hit the hardwood.

"I had pretty good statistics during my high school years," she recalls. But her first big shot came while working at a hotel in Moscow. "The coaches from Jacksonville College in Texas randomly found my online profile and called me at work to ask if I wanted to come and play for them," she says.

Even though she was reluctant to leave Moscow ("When you watch Russian movies about the United States," she says, "it's all gangsters and stuff"), Kryuchkova went on to play forward at the junior college, averaging 4.8 points and 7.7 rebounds per game as a sophomore in 2011–12. She was also a member of the President's List at Jacksonville, posting a 4.0 grade point average.

Numbers like those caught the eye of Badger head coach **Bobbie Kelsey** as she was putting together her first recruiting class. The only problem was, Kryuchkova had never heard of UW-Madison, and wasn't sure about transferring.

"Everyone I mentioned it to told me I had to visit Madison because it's such a prestigious school," she says. After that initial visit, she adds, "Something clicked. I felt right at home here."

There was an adjustment, however, going from playing in Russia and at the junior college level to playing in the Big Ten. "In high school, I was taught just to rebound," she says. "But here, coach Bobbie is teaching me to be more mobile. I love that the coaches are trying to make me better."

Brian Klatt

"Everyone I mentioned it to told me I had to visit Madison because it's such a prestigious school. Something clicked. I felt right at home here."



Sound Minds, Sound Bodies

Longtime trainer takes a holistic approach with Badger student athletes.

Going to work every morning is hardly a chore for **Henry Perez-Guerra**, an athletic trainer for the UW Badgers. After growing up around his father, a physician, it felt natural to Perez-Guerra to combine medicine with his love of sports.

As he works with student athletes each day, his role in their lives is not limited to maintaining strength and caring for athletic injuries. "I think athletic training is a multi-faceted position," he says. "I'm dealing with students who are eighteen, nineteen, twenty years old, and you have to help them out like any other college students. ... They have other issues going on."

Now in his twenty-first year as a UW athletic trainer, Perez-Guerra is known for caring about students' physical and mental health. "Most of the people I work with are very competitive individuals," he says. "You have to help them integrate athletics with school and taking care of their bodies."

When senior forward **Mike**

Bruesewitz x'13 suffered a serious injury during a basketball team workout in October 2012, Perez-Guerra demonstrated how he has earned the reputation as a compassionate figure in athletes' lives: by saying the very thing they don't want to hear.

"Part of our job is to say no or to slow them down and speed them up," says Perez-Guerra of student athletes, acknowledging that it's one of the most difficult aspects of his profession. "[Bruesewitz] wants to be on the floor and help his teammates, so I had to tell him he had to back down a bit to get better."

Putting on the brakes in a situation when an athlete is highly motivated to compete requires Perez-Guerra to build a relationship — and doing so also builds trust that lasts long after college.

"It's always a pleasure when [student athletes] come back to say hi," he says. "You spend four years of your life with them and they move on, but I get to see what they've accomplished in life, [and



BRUCE HOCHTER

Perez-Guerra builds relationships with student athletes to ensure they will listen when he tells them they need to slow down to heal.

hear about] their families and that everything is going well for them."

The relationships he develops over time is the most rewarding part of the job, he says, adding that he sees himself as someone who is available to student athletes, whether they need help with athletics or their personal lives.

"[Perez-Guerra] is unbelievable," says **Bo Ryan**, head coach for men's basketball. "If he isn't in the [Badger] Nation, I don't know who is. I've seen him handle so many things well. He does so much for our student athletes, and we're lucky to have him."

Aimee Katz x'13

W BADGER SPORTS TICKER

Basketball journalist Andy Katz '90 is the host of new ESPN program *Katz Korner*. Katz has been with the ESPN family of networks since 1999, and his weekly show airing on Tuesday afternoons features interviews with analysts, coaches, and players. ESPN is a cable network that focuses entirely on college athletics.

The UW football team ended the 2012 season ranked seventeenth nationally in financial value. The estimate comes from a finance professor at Indiana University-Purdue University Columbus, and combines revenues, expenses, growth projections, and other data. With an estimated worth of \$296.1 million, the Badgers came in sixth in the Big Ten and nearly half a billion dollars behind national number-one Texas's value of \$761.7 million.

The UW set a record for the sale of trademarked merchandise last year. In fiscal 2011–12, the university received gross royalties of more than \$3.7 million, a 12.8 percent increase over the previous high.

An online poll for *Sports Illustrated* declared the UW's "Jump Around" the number-one tradition in college football. At the start of the fourth quarter of home games, students jump up and down while the stadium plays the song "Jump Around" by House of Pain.

The Badger men's cross country team won its fourteenth-consecutive Big Ten title last October. That's the longest streak of conference championships that any Big Ten team has ever won. Coach Mick Byrne earned his fifth-straight coach of the year award.

Uniquely Human

The scholarship of Robert Enright and Donna Hicks is like the branches of a family tree. Enright, an educational psychology professor renowned for his exploration into the role of forgiveness, was Hicks's adviser while she worked on her doctoral degree at UW-Madison. As Enright continued his groundbreaking work on forgiveness, Hicks began studying the equally complex and emotional topic of dignity. While their work may have taken root at different times, their subjects are unquestionably connected within the context of human experience. *On Wisconsin* talks to this teacher and his student, now peers, both of whom demonstrate a willingness to **examine the dark places within us**, and a commitment to bring them into the light.





EDEL RODRIGUEZ

Personal Peace

Robert Enright believes that
learning to forgive
is not a weakness at all – but a powerful act
that brings healing and happiness.

BY JENNY PRICE '96

Robert Enright is locked in an existential battle with a dead, but very influential, German philosopher.

Friedrich Nietzsche equated forgiveness with weakness, calling it “sublimated resentment.” That way of thinking persists today in our culture, where power and winning are celebrated, and showing mercy to those who have done us wrong is seen as condoning their crimes. But that thinking is quite the opposite of what drives Enright, a UW-Madison professor of educational psychology.

“It takes great strength to be merciful toward someone who has wounded us,” he says.

Enright has spent more than twenty-five years researching and proving a hypothesis some colleagues thought lacked academic merit: that forgiveness is an achievable virtue and a powerful act that can help people let go of anger toward those who have caused pain, allowing them to embark on a path to healing and happiness. Time and again, with different people in different circumstances, his research — supported in part by private donors — has shown that forgiveness works.

“There’s so much injustice in the world, so much imperfection, and just living in the world means people disappoint us and people will be unfair to us,” he says. “And we need a response to that, and it shouldn’t always be to fight them.”

Enright’s work resides in the most difficult places of human experience, where there is endless pain, loss, and suffering. He has worked with and studied adult survivors of incest and schoolchildren on opposite sides of deep-seated religious conflict in Belfast, Northern Ireland. His more recent efforts focus on making forgiveness part of everyday life — not just when something unspeakable occurs — and a lens through which we can view the world.

A Twenty-Step Program

Marianne Rosen was a communication arts graduate student at the UW in the 1990s when she spotted an ad in the *Daily Cardinal* seeking participants for a blind study. Whoever wrote it, she thought, knew what she had been through.

Were you a victim of abuse, and do you still harbor anger at your perpetrator?

The question jumped from the pages of the newspaper, because it tapped into feelings that still weighed heavily on Rosen more than twenty years after the death of her father, who sexually and emotionally abused her as a child. “I was just tired of hating him, and I didn’t know any other way to react to what had happened to me,” Rosen says.

She was happily married with two young children and enjoying her work as a teaching assistant, but the past still got in the way of the present. One

What does it mean to live the forgiving life?

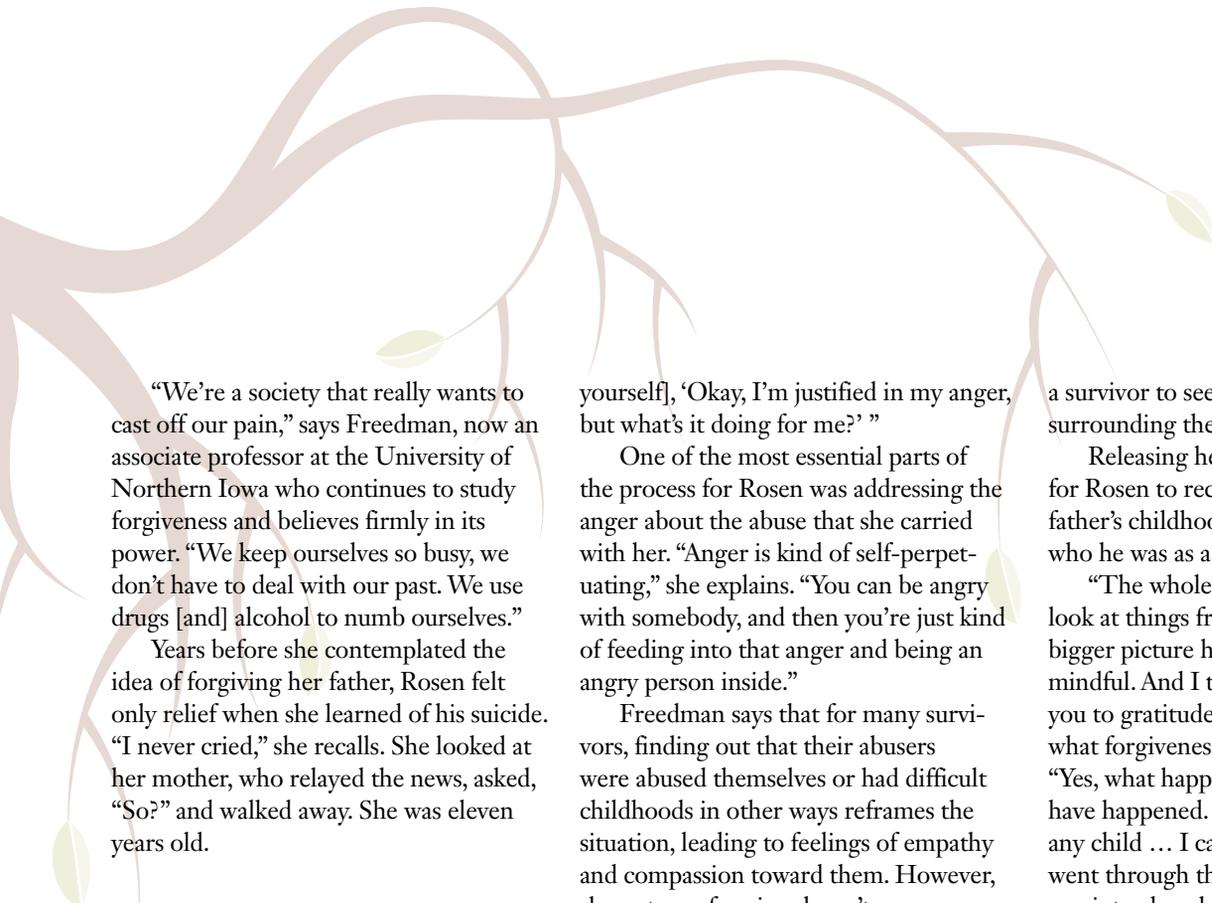
“You realize this: most people walking around are the walking wounded,” says Robert Enright, an expert on the practice of forgiving. “Almost every human being on this planet has significant emotional wounds or scars from being treated unjustly. And when we realize that, we end up respecting others more for what they have been through. And let’s face it, most of us don’t see that deeply into the psychology of people we meet casually, or even people we work with or even live with. And so, as you lead the forgiving life, you realize we’ve all been wounded on some level ... which softens us toward others, because we appreciate the struggle each person is going through today.”

evening, Rosen was giving her one-year-old daughter a bath and had a severe panic attack. Her mother, visiting from Chicago, had to take over. “I was suddenly remembering what it was like to be a very young child and to have been abused by my father. It was just overwhelming for me,” she says. “That certainly wasn’t an isolated incident.”

With hope for a better way forward, Rosen joined a fourteen-month forgiveness intervention program for incest survivors designed by Enright and then-graduate student Suzanne Freedman MS’91, PhD’94, who was conducting the study as her dissertation research. The women in the study were experiencing depression, low self-esteem, and high anxiety.

Rosen met weekly with Freedman for hour-long sessions to work through her pain, grief, and anger over the abuse — early steps in the forgiveness process. At one of those meetings, Freedman asked Rosen to draw herself at age eight or nine. The resulting portrait showed a girl in a bed with two eyes and a nose, but no mouth, while another girl, her facial features intact, floated above. “It’s very common for children who have been abused to sort of disassociate themselves from what was happening,” Rosen says. “I just felt so sorry for that little girl and everything that she had gone through. It was one of the most powerful experiences I had had.”

The forgiveness education program has twenty steps, divided into four phases that represent a road map to forgiveness: uncovering anger, deciding to forgive, working on forgiveness, and discovery and release from emotional prison. (See sidebar, page 27.) None of the steps are quick or easy. Admitting the injury and dealing with the emotional pain that resulted — both steps in the process — are some of the biggest roadblocks to forgiveness.



“We’re a society that really wants to cast off our pain,” says Freedman, now an associate professor at the University of Northern Iowa who continues to study forgiveness and believes firmly in its power. “We keep ourselves so busy, we don’t have to deal with our past. We use drugs [and] alcohol to numb ourselves.”

Years before she contemplated the idea of forgiving her father, Rosen felt only relief when she learned of his suicide. “I never cried,” she recalls. She looked at her mother, who relayed the news, asked, “So?” and walked away. She was eleven years old.

A Powerful Act

The concept of forgiving someone for an unthinkable act is not without its detractors. Critics who don’t understand how the process works call it a quick fix, and some suggest that forgiving somehow condones the wrongdoing or promotes reconciliation.

“We don’t develop moral amnesia. ... I’ve never worked with anybody who forgets the atrocities that have been perpetrated on them,” Enright says. “You can forgive someone you don’t trust. You can forgive someone you don’t trust and not let them babysit your children. ... When you forgive, you don’t throw justice out the window.”

Others have gone as far as calling forgiveness anti-feminist, arguing that it makes women give away their power by asking them to let go of anger. But anger is critical to forgiveness. In fact, confronting anger is one of the earliest steps in the lengthy and arduous process.

“Research talks about how debilitating anger is,” Freedman says. “At first, it feels powerful, because you know you’re in the right and the person hurt you. But after a while, it gets old. [You ask

yourself], ‘Okay, I’m justified in my anger, but what’s it doing for me?’ ”

One of the most essential parts of the process for Rosen was addressing the anger about the abuse that she carried with her. “Anger is kind of self-perpetuating,” she explains. “You can be angry with somebody, and then you’re just kind of feeding into that anger and being an angry person inside.”

Freedman says that for many survivors, finding out that their abusers were abused themselves or had difficult childhoods in other ways reframes the situation, leading to feelings of empathy and compassion toward them. However, she notes, reframing doesn’t mean excusing behavior or saying that what happened was okay. Instead, it allows

Who is the most difficult to forgive?

“You know [who] is the hardest to forgive? Hands down, yourself,” says Robert Enright, forgiveness researcher. “Forgiving oneself is the roughest, because we tend to be hardest on ourselves. When we let ourselves down, our conscience, of course, keeps whispering, and we don’t want to let ourselves off the hook. My counsel to people is this: ask, ‘Have you forgiven others?’ The answer almost always is, ‘Yes.’ What does that involve? Well, it involves gentleness toward the other. It involves seeing them as having worth ... and having mercy on [them], because they are special, unique, and irreplaceable — not *because* of what they’ve done, but *in spite* of it. So then I say, ‘Now go and do for yourself what you have done for others. Turn that gentleness on yourself.’ ”

a survivor to see the greater context surrounding the injury.

Releasing her anger opened the door for Rosen to recognize the events in her father’s childhood that had contributed to who he was as a person and how he acted.

“The whole process of learning to look at things from a distance and see a bigger picture has allowed me to be very mindful. And I think mindfulness can lead you to gratitude, which is also, I believe, what forgiveness is about,” Rosen says. “Yes, what happened to me should not have happened. It shouldn’t happen to any child ... I can’t say, ‘Oh, yay, so glad I went through that.’ But thank goodness I was introduced to this concept.”

Before the study, there was no specific acknowledged treatment in the field of psychology for helping victims of incest to heal, Enright says. After completing the intervention program, members of his experimental group were no longer clinically depressed and no longer highly anxious. They had hope for the future, their self-esteem rose, and their relationships with others improved — and that was still the case in a follow-up study conducted fifteen years later.

Right after completing the program, Rosen drove from Madison to her father’s burial site in Chicago. In the Jewish tradition, she placed a pebble on top of his gravestone to signify her visit.

“I sat there and I just sobbed, and I said, ‘I understand, I understand, and I’m so sorry that happened, I wish we’d had a chance to talk.’ I haven’t been back since,” she says. “But that’s the power of forgiveness, of putting things in perspective and moving on.”

Today, Rosen works as a high school teacher and debate coach in southern California. “I don’t think it’s merely coincidental that I teach children how to have a voice,” she says.

Forgive Daily

Enright has successfully tested his program with a number of groups, including third-graders in Milwaukee's central city and Belfast; college students; drug rehab participants; and adult children of alcoholics. More recently, the curriculum he developed for schools to teach kids about forgiveness has been adopted by the government of Ellen Johnson Sirleaf, president of Liberia and Nobel Peace Prize winner, in an effort to move the country beyond a fourteen-year civil war.

Enright believes forgiveness is a virtue that should be embraced — not just by people who have endured grave injustice and suffering, but also in smaller moments where we feel slighted, overlooked, or even annoyed by spouses, parents, or friends. It takes time and commitment to be what Enright calls “forgivingly fit.” He compares it to rehabbing a blown-out knee, because he wants people to understand that work — and pain — are involved.

“Anyone who practices rigorous, physical exercise regularly will tell you that it is part of their identity. It's part of who they are, and if they cannot exercise for a while, it's uncomfortable,” he says. “It's the same thing with the forgiving life. As you make it part of the exercise of your life, it gradually becomes part of who you are.”

So what does that mean in a practical sense? It means that you must learn to forgive daily, Enright says.

“It does not make you weak,” he says. “The love you cultivate and develop in your heart is stronger than any injustices anyone can ever throw against you. And once you live that, you realize how very, very strong you can be, because that's a buffer against all of the poison that unfortunately visits us just by being alive.” ■

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

FORGIVENESS: The Twenty Steps

Robert Enright and his graduate students at the time developed this four-phase, twenty-step program, which he regards as essential for achieving the *forgiving life*.

Preliminary questions

Who hurt you? How deeply were you hurt? On what specific incident will you focus? What were the circumstances at the time? Was it morning or afternoon? Cloudy or sunny? What was said? How did you respond?

PHASE ONE — Uncovering your anger

- How have you avoided dealing with anger?
- Have you faced your anger?
- Are you afraid to expose your shame or guilt?
- Has your anger affected your health?
- Have you been obsessed about the injury or the offender?
- Do you compare your situation with that of the offender?
- Has the injury caused a permanent change in your life?
- Has the injury changed your worldview?

PHASE TWO — Deciding to forgive

- Decide that what you have been doing hasn't worked.
- Be willing to begin the forgiveness process.
- Decide to forgive.

PHASE THREE — Working on forgiveness

- Work toward understanding.
- Work toward compassion.
- Accept the pain.
- Give the offender a “gift” [a merciful act, such as a smile, phone call, or prayer].

PHASE FOUR — Discovery and release from emotional prison

- Discover the meaning of suffering.
- Discover your need for forgiveness.
- Discover that you are not alone.
- Discover the purpose of your life.
- Discover the freedom of forgiveness.

Source: *The Forgiving Life: A Pathway to Overcoming Resentment and Creating a Legacy of Love* (2012), by Robert Enright



EDEL RODRIGUEZ

World Peace

Donna Hicks has found that the simple concept of
honoring human dignity
has the power to achieve reconciliation
when nothing else can.

BY MAGGIE GINSBERG-SCHUTZ '97



On a steamy tropical morning in a Latin American country in 2003, Donna Hicks PhD'91 entered a room packed with government and military leaders in crisis. She was there to lead the participants, entrenched in intractable conflict, in a communications workshop. The president of the country hadn't planned to stay until Hicks, acting on instinct, suddenly asked his permission to shift the focus to another topic altogether, one she'd been theorizing about for years: dignity. The president canceled his meetings and pulled up a chair.

Afterward, one high-ranking general told Hicks she not only helped the people in the room, but she also saved his marriage. As Hicks recalls, that was the day the dignity model was born — a tool for conflict resolution that she would eventually outline in a book titled *Dignity*, which was published in 2011 by Yale University Press.

Since then, Hicks, who spent fifteen years in Madison and earned her PhD under UW Professor Robert Enright before taking a job with Harvard's Weatherhead Center for International Affairs, has applied the model successfully everywhere from Northern Ireland to corporate board rooms, always eliciting the same, awed reaction. "It's not just a political issue that I uncovered," says Hicks. "This is an issue that every single human being, no matter where I am in the world, says, 'That's it!'"

The premise is deceptively simple: the human brain experiences dignity violations in the same way it interprets a physical threat. With an awareness of how we violate the dignity of others and how our own dignity is violated, we can resolve even the most lengthy, brutal, seemingly hopeless conflict. Sound hyperbolic? Not according to Archbishop Desmond Tutu, the South African human-rights activist, who wrote the foreword to Hicks's book — and called her a prophet.

"Far more significant than any advice given is the driving awareness that permeates this book," writes Tutu, "that in the concept of human dignity we have in our hands, as it were, the key to the conundrum of the ages: How can peace on earth be found?"

In an interview with *On Wisconsin*, Hicks talks about the dignity model — where it came from, why it works, and what it's like to now count Tutu as a friend.

Naming It

Dignity is one of those words most of us have a gut feeling about, but when asked to define it, we can't quite pin it down — a concept Hicks explores in her book. She draws a distinction between similar words such as *respect* or, conversely, *humiliation*. "Dignity is an internal state of peace that comes with the recognition and acceptance of the value and vulnerability of all living things," writes Hicks.

While it's not a new concept, Hicks's model seems to have slid neatly into an unexpectedly large void. "At the time I was writing this book, there was nothing else written on dignity," she says. One of the biggest challenges was "unlearning how to write like an academic," which she combatted with narrative nonfiction courses over the seven years she spent writing. Drawing from psychology, neuroscience, evolutionary biology, and decades of observation and experience in the international conflict field, Hicks has identified ten essential elements of dignity — and the model has catapulted her conflict-resolution work into a whole new stratosphere. [See sidebar, page 30.]

"I feel like I've opened up a door that had been previously closed, yet every single one of us knows what I'm talking about," she says. "The major contri-

bution that I feel I made around this work is to name something — to name something that each and every one of us knows deep in our soul, but we rarely talk about it."

Fight or Flight

Citing research by neuroscientists, Hicks asserts that the human brain experiences dignity violations in the same way it interprets a threat from a knife-wielding attacker, triggering the fight-or-flight response that prompts us to react with overpowering emotion. This explains the shaking, the sweating, the rapid breathing, and the other symptoms triggered by emotional abuse or a heated argument with a loved one. When our dignity is violated, we are physically incapable of moving forward, unless that violation is acknowledged.

"The evolutionary part, that is probably the biggest bonanza," says Hicks. "When I was doing my research, I came across evolutionary psychology and evolutionary biology. So much is being written about it now, but it's not in the schools. I teach a class at Columbia every semester, and half of the students aren't even aware of what it is I'm writing about. That's why we're so sensitive and we so easily hurt one another: because we have a twenty-first-century human experience with hardware that was meant for our early ancestors one hundred thousand years ago."

Not Just for Women

In the male-dominated world of global leaders and warring parties, the dignity model could be dismissed as ... well, feminine.

However, says Hicks, "The thing that I never expected was how much men are gravitating to this. I think women might have a better grasp of it, you know, a

more intuitive grasp of it. But the men feel it, I'm telling you."

As a psychologist, Hicks had always been sensitive to the emotional undercurrents raging through every negotiation she'd ever facilitated; she also knew it didn't work to walk into a room of tense, embattled higher-ups — especially men — and ask them to talk about their feelings.

"One day, I remember thinking, 'If we could only get people talking about those emotional experiences that they're stuck in,' " says Hicks. "I could see that these were really brilliant people, and yet, when they sat down at a negotiating table, it was as if that part of them just vanished."

But when Hicks began to reframe the discussion from feelings to dignity, the wall of silence instantly crumbled.

"If I said, 'Tell me a time when you felt your dignity was violated'. ... Everybody had a story," says Hicks. "Everybody had a million stories. So there was something legitimizing about using that word. ... They didn't feel the shame of admitting that they were emotionally incapable of solving this problem."

Encouragement from Tutu

Back in 2005, Hicks was recruited by the BBC for a three-part television documentary, *Facing the Truth*, which brought together Catholic and Protestant victims and perpetrators of conflict in Northern Ireland for face-to-face encounters. It was an opportunity to flex the muscles of the dignity model on a televised stage. Filming took place at an estate outside Belfast, and Archbishop Tutu chaired a small team of project facilitators. The two quickly developed what Hicks today calls "such a deep bond."

DIGNITY: The Ten Essential Elements

Donna Hicks has identified ten essential elements that help define dignity, and encourages others to become aware of them in order to honor the dignity of others. "Treating others with dignity, then," writes Hicks, "becomes the baseline for our interactions." Most dignity violations involve a combination of several overlapping elements.

Acceptance of Identity

Approach people as neither inferior nor superior to you.

Recognition

Validate others for who they are. Give them credit and be generous with praise.

Acknowledgment

Validate and respond to people's concerns and what they have been through.

Inclusion

Make others feel that they belong.

Safety

Make people feel comfortable, both physically and psychologically.

Fairness

Treat people justly, with equality, and in an evenhanded way.

Independence

Empower people to act on their own behalf so that they feel in control of their lives.

Understanding

Don't rush to judgment; seek a deeper understanding of others' perspectives.

Benefit of the Doubt

Treat people as though they have a good reason why they do what they do.

Accountability

Apologize when you have wronged others and change the hurtful behavior.

Copyright © 2008 by Donna Hicks

The human brain experiences dignity violations in the same way it interprets a threat from a knife-wielding attacker, triggering the fight-or-flight response that prompts us to react with overpowering emotion. This explains the shaking, the sweating, the rapid breathing, and the other symptoms triggered by emotional abuse or a heated argument with a loved one.

When our dignity is violated, we are physically incapable of moving forward, unless that violation is acknowledged.

“He is a moral authority for the whole world,” says Hicks. “In terms of dignity, he just seems to embody it for me.”

Hicks and Tutu have continued to work together during the years since. The two email and call, they’ve been guests in each other’s homes, and he helped her with the book before writing the foreword. “When the book was finished, he said, ‘Look, this is your baby, and you have put this out into the world,’ ” says Hicks, who does not have children. “You gave birth to a beautiful thing, and I want you to feel proud of it.”

In 2012, news photographers captured a pivotal moment when Queen Elizabeth II of England shook hands with Northern Ireland’s deputy first minister, Martin McGuinness, a former IRA commander. “We — including the BBC producers — like to think that *Facing the Truth* might have played a little role in paving the way for this handshake to happen,” says Hicks.

Afterward, a spokesman for Sinn Fein, the political branch of the IRA, released the following statement: “[McGuinness] emphasized the need to acknowledge the pain of all victims of the conflict and their families.” Perhaps without realizing it, McGuinness was affirming that one of the ten

essential elements of the dignity model — acknowledgment — was in play during the public reconciliation.

Dignity and Forgiveness

It’s only with hindsight that Hicks can see how brilliantly her dignity model harmonizes with the forgiveness work of Robert Enright. “I was interested in international conflict, but I was also interested in how people create meaning around conflict,” says Hicks, who worked closely with Enright in the late eighties before earning her PhD. “I was drawn to his exploration of the deeper philosophical meaning behind conflict. Looking back on it, he was such a mentor, because he really understood this stuff in a way I didn’t.”

Twenty years and a lifetime of experience would pass between the time when Hicks worked with Enright and the year she published *Dignity*, but the intersections between their work then and now are undeniable. Hicks says both dignity work and forgiveness work focus on the desire to understand the context of the perpetrator, the larger life experience that led a person to act out. She says they’re both “paths to reconciliation” — tools to help people put the past

to rest rather than seek revenge.

“They’re first cousins, dignity and forgiveness,” says Hicks. “In fact, I feel like one of the greatest dignified acts one can do is to forgive.”

As for her early mentor, “[Enright] had such integrity,” she says. “Looking back, what I am just so grateful to him for is that now I have the words to describe it: he had such dignity.”

A Dignity State?

Hicks is now in high demand as a speaker and facilitator, addressing and working with people across the globe — not only in the political context, but also within corporations, schools, churches, nonprofits, and other organizations. She’s developing a training manual so that other dignity advocates can continue her work. And she has written a short document, “The Declaration of Dignity” (declaredignity.com), that essentially asks everyone to pledge to live consciously in a way that honors the dignity of all people to end suffering in the world. She would also like to develop a dignity-based curriculum for school systems.

“I’m a bit overwhelmed, to tell you the truth,” Hicks says. “I never imagined it would have such an impact. This book basically has a life of its own now.”

On Christmas Eve 2011, John Mitchell, an Episcopalian priest in Manchester, Vermont, gave a sermon on the dignity model, then invited Hicks to visit and address the town. He invited everyone, including the local rabbi and the headmasters of the area schools. He signed the pledge and is attempting to get everyone else to sign it, too.

“He’s decided that he wants to create a dignity community,” says Hicks, grinning. “Who knows, Vermont may become the first Dignity State. Isn’t that fabulous?” ■

Maggie Ginsberg-Schutz is a Madison-based freelance writer.

College 101

In a unique arrangement, a high school's **entire freshman class** sees a campus for the first time — and envisions **what's possible.**



BY VIKKI ORTIZ HEALY '97
PHOTOS BY JEFF MILLER

Most of the high school students trailing behind Alex Longo x'13 had never set foot on a college campus before, so she explained UW-Madison's landmarks in terms she knew they would understand.



A student union is like a campus living room, Longo told the group, which began its walking tour on a sunny day last fall on the sprawling patio outside Union South. Camp Randall Stadium is where the Badgers play football, she continued, pointing to its massive concrete frame in the backdrop as they crossed University Avenue. It's also where the entire student section jumps up and down on the bleachers during the song "Jump Around" by House of Pain, she added, bouncing her head cheerfully for a visual.

"You're going to see a lot of things that are different," said Longo before leading students through Henry Mall, past Agricultural Hall, up to Observatory Drive, and down Bascom Hill.

And that is exactly what administrators at Addison Trail High School in suburban Chicago have counted on since 2006, when they began sending their entire freshman class — some five hundred students — to the UW for a glimpse of what's possible after graduation.

The giant class trip, spread over five visits in September, is the largest group tour conducted by Visitor & Information Programs each year, and it has become a campus tradition of its own. Students working as campus tour guides feel honored to be chosen to show the Illinois teens around for a day, says Jessica McCarty '05, visitor relations coordinator. The guides see it as a unique chance to reach high school students long before the stress of taking the SAT and sending college applications begins.

"It's always fun to see the energy that comes off the bus," McCarty says. "Not everybody rides two and a half hours on the interstate to get here."

The partnership between Addison Trail and UW-Madison was formed when the high school's administrators returned from a trip to Boston, where they had learned about the value of smaller learning communities and saw promise for their students. Once a



Taking part in a long-standing campus tradition (left), students from an Illinois high school rub a foot on the Abraham Lincoln statue on Bascom Hill. A second tour group, led by Alex Longo x'13 (at right, above), stops on the hill while learning more about life in college.



I've never seen such buildings before. I thought the campus would be more close together.

ALONDRA ESTRADA

predominantly white student body, today's two thousand students are 55 percent Hispanic/Latino, 35 percent white, and 52 percent low income, says Adam Cibulka, Addison Trail's principal. But the 2010 census statistic that really captured the attention of officials was this: only 21 percent of the school's surrounding community aged twenty-five and above had a bachelor's degree or higher.

Administrators in Addison, a middle-class community not far from O'Hare International Airport, knew that if they wanted their students to aspire to continue their education past high school, they needed to show them not only what college looks like, but also what it requires to get there.

"Many of our students are going to be the first in their families to go to college, so the importance of getting them on a college campus and understanding the requirements and the steps necessary to get into college is imperative," Cibulka says.

It's a conclusion that more and more of those working with young people have drawn in recent years, as college admissions offices have come to expect applicants to demonstrate tireless extracurricular involvement and volunteer work along with good grades and test scores.

Evidence of this, McCarty says, can be seen in the way requests for customized tours — coming from Boy Scout troops, day care centers, and other groups not immediately college bound — have spiked recently. Just six years ago, her office welcomed nearly nineteen thousand visitors annually. As the end of 2012 neared, she estimated that campus visitors participating in customized tours would surpass thirty thousand for the year.

Some of this growth can be traced to increased marketing, coupled with practical changes in the logistics of student tours, now launched from the expansive and newly opened Union South instead of smaller offices near Bascom Hill. But requests from those who want to give young people access to a college setting are also a primary driving force for the growth, McCarty says.

"A lot of schools and after-school clubs and community organizations are calling us and saying, 'We want our schools exposed to higher education in some way,' " she says. "They're kind of planting the seed that if this is a place where you want to come, then this is what you have to do."

Addison Trail administrators originally tried to find a Chicago-area college or university to host its freshman class for a day, but local colleges repeatedly said they couldn't accommodate such a large group. So when Kurt Haberl, a now-retired teacher at the high school,



I wished to just become successful in life and to go to a good college.

RYAN ZYGOWICZ

suggested that they try UW-Madison — where his daughter attended school and worked part time as a tour guide — they figured it was worth a try.

Each year, Addison Trail has sent a caravan of yellow school buses filled with one hundred freshmen at a time to UW-Madison for a ninety-minute custom tour, followed by lunch at the Memorial Union. Even in times of budget cutbacks, the visits remain a high priority for the school. While the tours are free, the bus fees are paid for with the school district's foundation funds and a contribution of ten dollars from each student, Principal Cibulka says.

On the crisp fall morning when fourteen-year-old Alondra Estrada stepped off one such bus, she looked

the part of a seasoned college student in her gray fleece zip-up jacket, jeans, and comfortable white tennis shoes. But her wide-eyed surveillance of her surroundings as she crunched through the leaves along campus paths gave away her true background.

The daughter of Mexican immigrants, Estrada had never visited a college campus before. Her father, who owns a cleaning service, didn't attend college. Her mother, a clerk at a department store, received an associate's degree from the community college a few miles away from the family's home in Addison.

"I've never seen such buildings before," said Estrada. "I thought the campus would be more close together."

Her classmates viewed the campus with similar awe, peppering tour guides with a wide range of questions: How much time do they give you in between your classes? Is living in a dorm just like a big sleepover? How much do you have to study? What's that building with the columns?

Alondra Avitia and Jacara Mackley, both fourteen, giggled as they observed students lounging with open textbooks on Bascom Hill.

"Me and my friend, we're like, 'They have really nice grass' — and I love grass," Avitia said.

"And [the students are] really fashionable," Mackley chimed in. "They make sweatshirts look really pretty with jewelry and stuff."

Addison Trail officials say they already see the partnership with UW-Madison making a difference: in 2012, 88 percent of the graduating class went on to college, compared to approximately 80 percent before the program started.

Longo, who expects to graduate from UW-Madison in the spring with a degree in communications, is considered another success story. She was a member of the first Addison Trail freshman class that toured UW-Madison. At the time,



“

Me and my friend, we're like, 'They have really nice grass' — and I love grass.

ALONDRA AVITIA (left)

The students are really fashionable. They make sweatshirts look really pretty with jewelry and stuff.

JACARA MACKLEY (right)

she knew nothing about college life, and she hadn't given any thought to what it would take to be admitted to a university. Today, she wears her red tour guide attire proudly, giving two or three campus tours per week, scheduled around her classes.

When she graduates this spring, she hopes to land a job in public relations.

"I was exactly in you guys' shoes," Longo told the Addison Trail students on the fourth of five visits scheduled last fall. "They take you on this field trip so you can start with an end in mind."

School officials know of at least six students since 2006 who enrolled at UW-Madison after graduation.

Based on the success of the partnership, Addison Trail expanded its required college visit program this year. Now, in addition to the freshman trip, sophomores at the high school take a mandatory field trip to Illinois State University as a contrast to a large public university. Juniors and seniors at the college are invited to join smaller groups touring campuses that include Northwestern University, the University of Chicago, the University of Iowa, and Elmhurst College.

But the UW-Madison visit remains the flagship field trip for the high school, with no plans for change in the near future.

At one of the last stops

on a recent tour, a cluster of Addison Trail students stood in front of Bascom Hall as tour guides explained the history and legend behind the Abraham Lincoln statue. When a guide explained how some students believe that rubbing Abe's foot brings good luck, the high schoolers' faces brightened. Several took off running at full speed to jump up and touch the statue in a quest for good fortune.

Addison freshman Ryan Zygowicz reached the statue first and rubbed Abe's foot purposefully before climbing down to catch his breath and share his hope.

"I wished to just become successful in life and to go to a good college," he said. ■

Vikki Ortiz Healy '97 is a reporter and columnist at the Chicago Tribune.



Getting Torched?

Andrew Zimbalist '69 has an inside track on the finances that drive Olympic bids and stadium deals. But are they a **boon or a bust** for the host cities?



The Olympic Stadium in London's Olympic Park is pictured prior to the 2012 Games. As an example of the sums of money that nations can spend on the worldwide contests, the opening ceremony alone for the 2014 Olympics in Sochi is expected to cost Russia about \$52 million.

BY ERIC GOLDSCHIEDER

Andrew Zimbalist '69 will never forget the time that National Basketball Association Commissioner David Stern accused him of single-handedly trying to destroy the American sports industry. It was part of a rant that erupted, Zimbalist recalls, when he was advising the National Basketball Players Association opposite Stern at a negotiating table at the Waldorf-Astoria Hotel in New York City.

In 1998, NBA owners and players were battling in a lockout that slashed the regular season to fifty games. Zimbalist, an economics professor, had a reputation for sharp analyses that often shattered accepted wisdom. He and his group arrived early for the meeting and were sitting with their backs to high-rise windows in a room with commanding views of midtown Manhattan.

The last to enter was Stern, and the commissioner's eyes remained fixed on the floor as he took his place at one end of the table. Billy Hunter, the players' union chief, suggested they begin, when Stern intoned, "I see you have a new member on your side of the table." After Hunter introduced "our economist," Stern went into a diatribe that impugned him and a colleague, and, according to Zimbalist, culminated in a twenty-second crescendo during which Stern stood up and pumped the air with his arm, practically yelling, "If Zimbalist is on your side of the table, we might as well all take off our clothes, get on horses, and march down Fifth Avenue."



This 2012 photo shows discarded fencing outside the Olympic indoor pool and the OAKA sports hall, leftovers from the 2004 Olympic Games in Athens, Greece. It's not unusual for such facilities to fall into disrepair when cities can't afford to maintain them.

The room went silent and Zimbalist felt like he had fallen into an alternative universe. “I’m saying, ‘Holy Toledo! What’s going on here?’” He later learned that Stern was known to berate individuals as a strategy to divide the opposition. “I’m sure he was trying to intimidate me,” says Zimbalist, adding, “David and I get along now. He is a brilliant commissioner, and I have great respect for him.”

Zimbalist, the Robert A. Woods Professor of Economics at Smith College

in Northampton, Massachusetts, is no stranger to the ire of powerful people. In the two decades since his career took a sharp turn toward analyzing the enormous lucre surrounding sports, the field of sports economics has grown considerably. As one of its preeminent members, Zimbalist often testifies as an expert witness in court cases, acts as a consultant, and serves as a media expert. He has published at a prodigious rate on topics ranging from the commercializa-

tion of college sports, to how Title IX has affected society, to the internal dynamics of leagues.

It began in 1990, when a clash between baseball players and owners led to a thirty-two-day lockout that all but eliminated spring training. American fans were riveted, and Zimbalist’s eleven-year-old son Jeff was no exception. “I’m putting him to bed, and he says, ‘Dad, I don’t think I’m going to play Little League this year,’” Zimbalist recalls.

Because the pros weren't playing, Jeff assumed the lack of a season extended to his team.

"I didn't know a heck of a lot about baseball economics, but I knew that wasn't true," Zimbalist says. From there ensued a discussion about the distinctions between the Major and the Little Leagues.

Then Jeff said, "Hey, Dad, you're an economist, you like baseball, you just finished your book on Panama. Why don't you write a book on the economics of baseball?" That was a Thursday night, and Zimbalist didn't teach the next day, so he went to the basement of Smith's Neilson Library and discovered two things: first, nobody had written about baseball economics in an accessible way, and second, "baseball had an antitrust exemption they got from the Supreme Court in 1922," he says.

The realization started a churning process in Zimbalist's mind. An acquaintance had recently spoken highly about Steve Fraser, an editor at Basic Books who liked the confluence of academic and popular writing. Zimbalist knew he had stumbled on a story about how powerful interests were leveraging an anachronistic privilege to profit handsomely from the national pastime.

"On a lark," he recalls, he dashed off a two-page book proposal that afternoon, thinking he would never get a response. Three weeks later, he had an advance to write *Baseball and Billions*, which became a business best seller.

The book clearly hit a nerve. Within minutes after Zimbalist did a public radio interview in New York to plug it, someone came into the studio holding up a sign saying that a big international law firm was on the phone. Weil, Gotshal & Manges was looking to enlist Zimbalist as an expert witness on behalf of Jets running back Freeman McNeil and the NFL Players Association in an antitrust suit against the league. At stake were

the rules surrounding free agency. The players won.

In time, Zimbalist was called to testify before Congress and state legislatures on public policy issues relating to sports, encountering people such as George W. Bush (then a baseball team owner), then-baseball commissioner Fay Vincent, and U.S. Senator Howard Metzenbaum. He got into tangles with powerful owners and politicians, including then-New York City Mayor Rudy Giuliani, who was leading the charge for a new Yankee Stadium and was incensed by Zimbalist's number crunching.

Sports economics was a brand new field, and Zimbalist's models showed that more often than not, stadiums and arenas built at public expense ended up wreaking havoc with local budgets. The enormous

If Zimbalist is concerned about the effects of such sports mania on cities, he's even more concerned about the effects on entire nations. His critique of mega sporting events — notably, the Summer and Winter Olympic Games and the quadrennial World Cup, governed by the Fédération Internationale de Football Association (FIFA) — is biting. In economic terms, he sees both organizations as monopolists that use that position to fuel bidding frenzies among cities vying for a turn on the world stage.

The way this tends to play out, he says, is that local organizing committees form that are initially made up of construction firms joined by labor unions and architects. Soon lawyers and bankers come on board, and together they grow

Zimbalist knew he had stumbled *on a story about how powerful interests were leveraging an anachronistic privilege to profit handsomely from the national pastime. "On a lark," he recalls, he dashed off a two-page book proposal that afternoon, thinking he would never get a response. Three weeks later, he had an advance to write Baseball and Billions.*

hype around stadium projects — especially when owners threatened to leave one city in favor of another — muddied rational evaluation of the real costs and benefits.

"Sports is this massive thing in our culture and in many cultures around the world, and it gets an enormous amount of media attention," says Zimbalist. This helps create what he calls "a natural, uncritical expectation" that wooing teams is "an unquestioned boon to the community."

into a big enough coalition for politicians to become enamored of their lustrous plans. This core group stands to gain a great deal from a civic project that requires the construction of massive sporting facilities, as well as infrastructure improvements capable of housing, feeding, transporting, protecting, and communicating with fans and media expected to flood the city for seventeen days.

At this stage, Zimbalist maintains, the International Olympic Committee



DICK FISHER/SMITH COLLEGE

Andrew Zimbalist became a sports economist when the field was in its infancy.

(IOC) or FIFA play the role of glamorous sophisticate, challenging suitors to keep upping the ante by adding big-name architects to build dazzling structures in an attempt to outdo their rivals. This adds up to even more temptation for the moneyed interests who stand to profit mightily, whether or not the games ultimately benefit the community as a whole. In the meantime, the suitors spend lavishly on making a case based on civic pride and the virtue of sports, on a public relations campaign, and on hardball backroom dealings. The city of Chicago, Zimbalist says, spent \$100 million on a losing Olympic bid.

The problem is that a dispassionate and honest economic analysis — not the kind of slick puff pieces dutifully produced by name-brand consulting firms at a hefty price — shows that, except under rare circumstances, these mega sporting events end up hurting the city or the country as a whole. The Athens Summer Olympics in 2004 may have contributed to the current finan-

cial turmoil in Greece, according to Zimbalist. Initially budgeted at about \$2 billion, he says, the cost of the games ended up at \$16 billion. Most of the venues built for the games now stand as decaying and eerily forlorn monuments to the hangover from a party that turned out to be too good. Plans to turn the Olympic Village into a community were never brought to fruition, says Zimbalist, and money to convert athletic facilities for local use evaporated.

The most plausible argument for hosting a mega event is that it brings in money from outside the country or region that can — in theory — boost the local economy. The problem is an irrational bidding process, says Zimbalist, that is driven by a monopolist on one side and local organizing committees that have successfully “hijacked” the political process on the other. Good economic models don’t look only at the upsides of these events; they also weigh them against the downsides.

Zimbalist and others in the field he helped to pioneer look at aspects such as whether the imperative to build quickly drives up labor costs, in turn leading to cost overruns and compromises that result in shoddy construction that ends up requiring significantly higher maintenance expenditures over time. The actual cost of the 2008 Beijing Olympics was \$40 billion; the original budget was \$5 billion to \$6 billion.

Then there is the less tangible benefit a host city derives from projecting an image and gaining more prominence. “They all say that,” scoffs Zimbalist, but in reality, the cities have limited control over the impact of the publicity. A worst-case scenario is Munich 1972, which ultimately branded the city as the site of an atrocity when terrorists took Israeli athletes hostage in the Olympic village and later killed them.

Zimbalist ticks off a list of less dramatic discrepancies between

aspirations and results. “The overriding impression left as a result of the Beijing Olympics is that it’s an impossible place to live and that they have unbearably thick pollution,” he says.

A city must also consider whether the influx of sports tourists drives away those who might otherwise have visited. Zimbalist cites studies showing that skiers avoided Utah during the 2002 Winter Olympics and that passenger traffic at the Atlanta airport during the 1996 games was on par with previous and subsequent years. The theater district in London this past summer was “like a ghost town” while the Olympics were happening in another part of the city, he says.

There are also significant land-use issues that must be added into the analysis. What could have been built in East London instead of an Olympics complex? Prime urban land is a scarce commodity, and a thorough economic analysis must encompass questions about opportunity costs, such as whether an arts complex, office buildings, or even a public park might be more beneficial in the long run.

“Leakage” is another consideration, Zimbalist notes. The postmortem on the Atlanta games showed that in spite of flat overall tourism, hotel prices went up. But rather than benefiting the local economy, that money mostly went to large concerns not based in the city.

Zimbalist doesn’t mind being pilloried by tycoons, instead treating the outbursts directed at him as a badge of honor. But it wasn’t always that way. From the time he earned his degree at Wisconsin until that bedtime chat with his son, Zimbalist mainly concerned himself with comparing economic systems. He did his

Harvard University doctoral dissertation on enterprise management in Salvador Allende's Chile, a country he chose based on a tip from one of his undergraduate professors, UW economist John Strasma, that it had the most reliable and comprehensive statistical data in Latin America. He had also published a book measuring economic performance in socialist Cuba.

While at UW-Madison, Zimbalist originally intended to major in French, until he enrolled in a literature class in which he was the only male among forty-two students. And when he discovered that he was the only male student to apply for a study-abroad program in Aix-en-Provence, France, he quickly backed out. "The thought of going abroad with thirty-five or forty females was too intimidating for my young soul at the time," he says.

In his first sixteen years, his academic focus was on global macroeconomics, systems, and development. His interest in athletics was just in passing. "I can't say I was the biggest sports nut going, but I was an American male who paid attention to that stuff," Zimbalist says. But he found that he enjoyed the new direction his career took: "As somebody who had basically studied the economies of the rest of the world all my life, I got very turned on to the idea of studying the U.S. political economy through the lens of sports."

While on campus, he briefly became a history major before being captivated by a lecture given by Robert Lampman '42, PhD'50, an economics professor who had worked for President Kennedy's Council of Economic Advisers. "He was a lovely man who became a role model for me," says Zimbalist. He promptly changed his major and became president of the Economics Student Association.

These days, Zimbalist has been working on projects such as an initiative with Commissioner of Baseball Bud

Selig '56 to sort out issues of revenue sharing. "Sports leagues are always trying to have some balance between the big city teams and the small city teams, so there's ongoing interest in the competition," Zimbalist explains. "The question

bidding processes, Zimbalist responds, "The ability of the private interests to co-opt the public interests, I think, is more limited when the public sees that there is no strong evidence of an economic payoff." At the same time,

The Athens Summer Olympics in 2004 may have contributed to the current financial turmoil in Greece. Initially budgeted at about \$2 billion, the games ended up at \$16 billion. Most of the venues now stand as decaying and eerily forlorn monuments. Plans to turn the Olympic Village into a community were never brought to fruition.

is, 'How do you structure that transfer of money in a way [so as] not to blunt the incentives?' " The economist also wrote a book on his fellow alum called *In the Best Interests of Baseball? The Revolutionary Reign of Bud Selig*.

Zimbalist co-edited his most recent book, *International Handbook on the Economics of Mega Sporting Events*, with Wolfgang Maennig, an economist at the University of Hamburg and gold medalist in rowing at the 1988 games in Seoul. The publication may have an impact on the decision now facing the IOC over which of the remaining contenders — Istanbul, Madrid, and Tokyo — will host the 2020 summer games. Zimbalist believes Brazil has taken on too much economic risk in seeking and winning both the 2014 World Cup, which will take place in seven cities, and the 2016 Summer Olympics in Rio de Janeiro.

Asked whether he thinks his scholarship will have an effect on future

he hopes that members of FIFA and the IOC can be moved not only by the lures of grandiosity, but also by moral considerations.

"One would hope that they get the message and downscale some of this crazy bidding that goes on," he says. "There are some smart people and sensitive people who have a sense of social responsibility and responsibility to humanity. They know that there are sustainability issues when they build like crazy things that are not going to last. ... Maybe members of the IOC executive committee will step forward and say, 'We should be re-evaluating our model; we could still be a bureaucracy and be socially responsible, and that will be our source of kudos, that will be our source of gratification.'

"Maybe," says Zimbalist, "but I wouldn't predict that." ■

Eric Goldscheider is a freelance writer based in Amherst, Massachusetts.

imagination,



Before a **Pixar** movie hits the theaters, a **Badger** is working behind the scenes to help bring those animated characters to life.

inc.



COURTESY OF PIXAR ANIMATION STUDIOS

BY JENNY PRICE '96

Mike and Sully. Lightning McQueen. Buzz and Woody.

These characters are real to moviegoers who become deeply invested in their onscreen journeys, as much as they would with protagonists played by flesh-and-blood actors. And when that happens, it means that Allison Nelson '08 has done her job.

Nelson works on the production team at Pixar Animation Studios, the force behind movies such as *Toy Story* that are wildly popular among both children and their parents. Behind the artistry and imagination, each shot of a Pixar film is a “giant math problem” of many layers that have to be put together, she says.

When she started as an intern at Pixar in January 2009, just weeks after graduation, Nelson expected a to-do list of ordering lunches and making coffee. But on her first day, she was handed a spreadsheet and thrown into the technical aspects of making *Toy Story 3*.

“I was so surprised and grateful that they were trusting me with things that were actually relevant to the film,” she says.

Pixar has features that many workplaces don't, including a soccer field, basketball court, and cereal bar. “They know that you're here and you're going to get work done,” she says. “But they also understand that you're human and you need to blow off steam sometimes.”

Nelson moved into a permanent position after only three months, working as a production coordinator on *Cars 2*. Her current project, *Monsters University*, is a prequel to *Monsters, Inc.*, and tells the story of how Mike and Sully (voiced by Billy Crystal and John Goodman) became friends during their college years.

During her own college years, Nelson made live-action movies as a film and television production student and worked as a production assistant on Wisconsin Public Television documentaries. For her, campus

was a proving ground. “It was a little bit overwhelming for me to be thrown into this forty-thousand-[student] university,” she says. “No one's holding your hand.”

A self-described “control freak,” Nelson appreciates how animation allows filmmakers to avoid issues such as the weather. “Everything is in the computer; you can control everything, for the most part ... as opposed to if you're doing live action and it rains one day,” she explains.

So it's not surprising that her favorite Pixar character is Edna Mode, the exacting designer of “super suits” for the superhero characters in *The Incredibles*. To make an animated film, one has to be like Mode: focused on the details and relentless in pursuing a vision.

A ninety-minute film averages about 1,600 shots built using computers. Each shot of the film travels — often simultaneously — through multiple departments, including sets, characters, effects, animation, simulation, and crowds. “It's a giant checklist,” Nelson says.

She works in the place where all the pieces ultimately come together — the sweatbox, so named during the early days of animated films, when Walt Disney crammed his team into a tiny, hot room to critique rough shots of movies.

Nelson works daily with each department, ensuring that the shots are on time, artistically and technically correct, and that they maintain continuity, before moving on to the director to finalize the film.

She'd love to become a producer someday. But, for now, she's focused on learning the roles that are critical in the process of making movies.

“Some of my friends and roommates now are changing jobs all the time, and they don't really know what they want to do,” she says. “I'm pretty happy doing what I'm doing now, and I realize that that's very rare for people my age.” ■

Jenny Price '96 is still waiting for a sequel to The Incredibles, her favorite Pixar movie.

Shades of Bascom Hill? Allison Nelson '08 can feel right at home working on Pixar's next release, *Monsters University*.



ROWING TO EXTREMES

Sonya Baumstein's rowing career didn't end when she was hit by a car — it just became a lot less conventional.

BY JOHN ALLEN

If everything goes according to plan, fourteen months from now Sonya Baumstein '07 will be somewhere east of Tokyo, afloat on the Pacific Ocean, pulling with all her

strength to row a tiny boat to safety in San Francisco and trying not to die.

Now, things don't always go according to plan with Sonya, but I'm confident she will be on that ocean, because she's shown a knack for getting

herself into and out of extreme situations. This will be the second ocean she's rowed — she crossed the Atlantic in an open boat in the winter of 2011–12. Then she biked across the United States. Then she kayaked up the Inside Passage,



COURTESY OF SONYA BAUMSTEIN

Sonya Baumstein takes a turn at the oars in the *Limited Intelligence* during her row across the Atlantic. The craft was decorated with inspirational quotes such as a line by the French writer André Gide: “In order to discover new lands, one must be willing to lose sight of the shore.”

fies me. This stuff is dangerous. She could die. But she won't be stopped. Once she decides to do something, she's on a powerful mission.”

So why suffer pain and risk death in pursuit of something so unnecessary? After all, if one wants to cross an ocean, there are easier, faster, and less dangerous ways, including standing on shore and hoping a cyclone will come along and blow you across. Maybe, I thought, Sonya does this because she is crazy. When I spoke with her, I floated that theory, and she objected — kind of.

“I guess people who do this sort of stuff have a compulsive personality to some extent,” she says. “I don't think I'm obsessive-compulsive by any means. But I can't explain it, because it's not fun all the time.”

Still, she believes that confronting danger gives her life meaning. “[That's] probably a huge reason why I want to do it,” she says. “It's still an open challenge to conquer. Sure, I may be homeless, broke, and physically incapacitated for months once [the ocean row is] all over, but accomplishing that will be one of the biggest highlights of my life.”

Broken and Mended

In another age — in the days when George Mallory was trying to scale Mount Everest, for instance, or Robert Scott was racing to the South Pole, or Amelia Earhart set out to fly around the globe — people would have treated Sonya as a hero, marking down her words for inspiration.

But what were once great adventures are commonplace today. In the eighty-nine years since Mallory famously told the *New York Times* that he was trying to climb Everest because it is there (then went off and died during his attempt), more than three thousand people have successfully reached the world's highest peak, some more than once. Cruise ships stop in Antarctica, and so many people have flown across so many oceans that no

one keeps count. These days, it's hard to find an adventure in death-defiance that retains novelty.

Ocean-rowing could be that adventure, though more people have done it than you might think. The website ocean-rowing.com documents 331 boats that have been rowed from one side of a sea to the other without the assistance of sails or machinery between 1896 and 2012. Some have been solo efforts; others have been veritable galleys with crews of a dozen.

But most of those people spend years training for their effort. Sonya trained for the Talisker Whisky Challenge for about ten months. Still, it was hardly her first time in a boat. She fell in love with rowing at a young age — with, that is, the normal, competitive rowing one sees on college campuses, the kind with sculls and shells and coxswains keeping time. That's what made this Orlando, Florida, native a Badger.

Despite all the attention that the football and basketball Badgers receive, rowing is the UW's oldest sport, and arguably its most successful, with nineteen national championships won by the men's and women's teams. And rowers are arguably the most passionate about their sport. (See pages 48 and 63.)

Sonya rowed in high school and, though she was recruited by Princeton, chose UW-Madison, where she enrolled in fall 2003. The women's rowing team won national titles in Varsity 8 in 2004 and 2005 and in lightweight in 2004, 2005, and 2006. But Sonya wasn't destined to be part of that success.

On July 18, 2004, in the summer after her freshman year, Sonya was at home in Orlando. That night, she was out with two friends, and while walking across a six-lane road, a car bore down on the three of them. Sonya managed to push one friend out of the way, and the other took only a glancing blow. The car, traveling at forty-five miles an hour, hit Sonya square on. She bounced up over the hood, shattered the windshield, and then was thrown thirty feet.

from Seattle to Juneau. So the Pacific row, which she plans to do with just one person (British captain and author Lia Ditton) for company, is just another leg on her long, improbable journey.

It was Sonya's mother, Debra, who called and alerted me to Sonya's first nautical adventure while she was still at sea. Sonya, Debra told me, was a former UW athlete and was taking part in the Talisker Whisky Challenge, a race from La Gomera in Spain's Canary Islands to Port St. Charles in Barbados. Knowing that *On Wisconsin's* readers like learning about Badger athletes, I said I'd be happy to speak with Sonya.

After I hung up, however, I wondered: why would someone do this? It certainly wasn't to please her parents.

“To be honest,” Sonya's father, Darryl Baumstein, told me later, “that girl terri-

Sonya's 400 Challenge began with a row across the Atlantic, from the Canary Islands to Barbados. She then flew to California, biked to Washington, and kayaked to Alaska. She intended to hike south through the Cascade Mountains but ran out of time.

"We got a call in the middle of the night telling us to come to the Orlando Medical Center," says Darryl. "I'm terrified. Her mother is terrified. And all they'll tell us is she's not dying. We start walking down the hall toward the room where Sonya is, and I hear her shout at her friend, 'Would you stop crying? You didn't even get hit!' And that's when I knew she was going to be fine."

Still, *fine* is relative. Sonya had a collapsed lung and thirteen broken bones, including her skull, tibia, and fibula. Surgeons had to implant a rod in her leg and insert forty staples to hold her flesh together, plus eighty stitches in her head alone. So much shattered glass was embedded in Sonya's arm that it took five years before it all came out.

Her parents told her to take a year off and recover. Instead, Sonya returned to Madison in August. She studied art history. She worked out with the athletic department.

"I got great physical therapy from Wisconsin," she says. "I did a lot of water therapy — I never want to aqua-jog again. But if I hadn't had that option, I don't think I would have healed as well as I did — the team at Wisco was great."

The accident finished her collegiate rowing career, but not her competitive drive. So Sonya decided she would take part in an Ironman triathlon — a combination running, swimming, and biking race. She jogged every day. But whereas before her accident, a ten-mile run was easy, afterward it seemed impossible.

"I found that I was hitting a wall at eight miles," she says. "And I was falling spontaneously — it felt like my knee was breaking backwards. It turned out I had no ACL [anterior cruciate ligament] in my knee. I had to go through three progressive surgeries over the next three years — three years of being on crutches pretty much constantly did a lot of nerve damage to my arms and back."

The triathlon never materialized. After graduation, Sonya went to the University of Central Florida, where she earned a master's degree in — and then taught — nonprofit and volunteer management. And she coached high school rowing. It was a fellow rowing coach who told her about the Talisker Whisky Challenge, and that opened Sonya's eyes to what she wanted to do with her life: she would become a professional adventurer. She made plans for what she calls the 400 Challenge, attempting four extreme adventures (rowing the Atlantic, biking from the Mexican border to Seattle, paddling a kayak up the Northwest coast from Seattle to Alaska, and hiking the Pacific Crest Trail) within four hundred days. She formed a website to follow her quest, and called it Epoch Expeditions.

"I chose the word *epoch*," she says, "for its definition of a period of time marked by extreme change. That's what this was going to be for me and what I wanted it to be for others."

The Voyage of *Limited Intelligence*

"The hard thing about all this," Sonya says, "was convincing people that I [could] do it. Nobody believed that a girl like me could do any of these things."

When she told me this, we were sitting in the Rathskeller. It was the end of September, and she was in town to visit a friend — all of her friends, she said, were getting engaged, married, pregnant. She, however, had just brought an end to the 400 Challenge, having successfully completed three parts — the row, the ride, and the paddle. She'd had to give up on the hike down the Pacific Crest Trail. Each stage had taken longer than expected, and the weather was no longer favorable for a five-month-long walk in the mountains.

"I had to make a decision," she says. "It was either cut the kayak [trip] in half

or skip the hike, and the kayak was something I was really looking forward to. I felt a sense of completion doing that."

And so we sat, and she told me about her adventures, describing them as "a lot of monotonous work highlighted by awesome moments."

She told me how to train for a row across the ocean.

"Beer," Sonya said, "and bacon."

Pushing calories is important when one is preparing to row approximately 2,550 nautical miles (or 4,700 kilometers, if you prefer), especially when one anticipates spending that time eating nothing but lightweight, easily stored foods: dried potatoes, stuffing, oatmeal, nuts, granola, and pudding.

But there's also practice. Sonya says she jogged, lifted weights, and swam, and spent two hours a day on an "erg," a rowing machine, set to the highest resistance level to simulate the weight of the craft she'd use on her voyage. Two hours a day may sound like a lot. But what she was about to attempt was to spend *twenty-four* hours every day in a rowboat. While she wouldn't be pulling at the oars continuously, she'd be on them half of each day, or six times what she was practicing.

"The reality is you can't train for an ocean row," Sonya says. "You can do your best, but the only way to prepare for an ocean row is to get in a boat and start rowing. It's just preparing mentally, because it hurts the whole time. And when you think it might get better, it just hurts more."

She told me how difficult it was to line up sponsors to defray the cost of the adventures, and how she'd had to sink the money from her accident settlement into the plan, using it to buy a used ocean-going rowboat — a thousand-pound, twenty-seven-foot-long vessel with two tiny cabins. Its previous owners, members of the British military, had called it the *Limited Intelligence*, a name Sonya felt was fitting and kept.



She told me how she'd gone online and recruited near strangers for her crewmates: Oliver Levick and twin brothers Chris and Jonathan Crane.

"I think we developed a strong mutual respect for each other," she says of her fellow adventurers, "though I'm only really on speaking terms with one of them right now. [The ocean row] was really stressful on all of us. You're sharing a twenty-foot space with three other people for fifty-six days, after all."

In total, it was fifty-six days, nine hours, and twenty minutes that they spent at sea — time that the little crew had divided into 682 two-hour shifts, Sonya and Levick rowing while the Crane brothers slept and vice versa.

She told me about navigation in forty-foot waves and in calm seas; about seeing only six other vessels, none closer than five miles; about the sharks and whales that came within fifteen feet of the boat; and about the death of batteries and hand-pumping a desalinator for an hour each day just to make two liters of drinkable water.

And she confessed that the four-some didn't wear life jackets, or much else — continually sprayed by waves, clothing collected salt as the water evaporated. Because of the endless, repetitive rowing motion, their clothes scraped them raw, and then literally rubbed salt in their wounds.

She told me about the tendinitis she suffered after the trip, so severe she couldn't stand for a week without pain, or open her hands for a month.

Afterward, Levick and the Crane brothers decided they'd had enough, but Sonya carried on. She found new companions and then lost them: she biked with Florida friends, paddled with a man from Omaha who'd never been in a kayak, and then replaced him with a man she met along Canada's Pacific coast. Ultimately, she finished alone.

She told me about having bikes stolen in San Francisco and waiting a month for replacements. She told me how the cyclists she'd met called her — with a mix of respect and derision — a "NoBo," meaning a north-bounder. The prevailing winds along the coast blow north to south at an average of twenty miles per hour, making a NoBo's ride extra difficult.

She told me of the people she met along the coast when she started paddling — "I don't think there's a single bad person who's a boater," she says. But it wasn't just people she met: she heard bears at night while she was kayaking through the islands of British Columbia, and one morning while she was camping alone, she was awakened by a pod of whales passing by. All the while she was driven by a satisfaction found in experiencing intensity, in driving her body and mind beyond their limits.

"I never had patience before I tried something like this," Sonya says. "At the risk of sounding cheesy, I didn't know how much I could learn about myself."

Preparation

The last time I spoke with Sonya, she was in the mountains of Washington State taking wilderness EMT training — pretending to rescue people who were pretending to be hurt. She believes it will help with her next enterprise, Epoch Expeditions. She's turning her desire for adventure into a nonprofit business helping others experience their own extreme challenges or just teaching them how to camp.

She'd already set up ten short treks for 2013 — hikes, bike rides, kayak paddles, and even a two-week extreme row across the Gulf of Mexico. Her EMT training, naturally, would give her the skills to handle a medical emergency, should one come up. And it would prepare her for an illness or injury that might occur on her Pacific row, which may take six months to complete, triple the time she spent on the Atlantic.

Prepare within limits, anyway — she'd still be miles at sea, far from doctors and hospitals and help of any kind. But the prospect of mortal danger doesn't deter Sonya, who aims to be the first American to row the Pacific (and depending on whether she or Ditton sits in the front of the boat, the first woman).

"You can die doing anything at any moment," she says. "I was walking across a road in the center of town and could have died. People have died after sustaining much less injury than I did. If I'm going to die, I hope it's doing something that's exhilarating and inspires others to do the same." ■

John Allen, senior editor of On Wisconsin, keeps his limited intelligence on shore.

Early Morning Rowing Practice

For five years, six days a week, Bryan Hanson '88 relied on the same Timex Ironman watch alarm to wake him up at 5:30 a.m. He walked to rowing practice in the dark, encountering students still making their way home wearing yesterday's clothes.

Early morning practices are the stuff of legend for UW rowers, who bond with Lake Mendota, and one another, during the hours logged on the water at dawn. Crews began hitting the lake before sunrise more regularly in the 1970s, when the introduction of women's teams led to gridlock at the boat-house and on the docks. Joel Berger '01 proudly notes that before most students had hit the snooze button, he and his teammates had "already put in a day's worth of pain and suffering."

The grueling sessions are emblematic of the sport: athletes pushing their physical and mental limits to little or no fanfare. The good days, when bodies synchronize and boats glide evenly across the water, offer moments that help crews forget the bad days, when the water and the ride are choppy. (See *related essay, page 63.*)

On the coldest mornings, the oars cut through skim ice, cracking the surface "like crème brûlée," recalls Tessa Michaelson Schmidt '00, MS'05. For some rowers, including Matthew Tucker '98, a certain olfactory memory remains strong: the "meat goo" aroma wafting from Oscar Mayer. "I will never forget that smell," he says.

From the team's docks near the Lakeshore residence halls, coaches direct the coxswains to steer boats using landmarks, including the governor's lakefront mansion. In the 1950s, a governor reading the morning newspaper on his terrace called to complain, taking issue with the harsh language a coach was using to instruct a rower.

Some years later, Langdon Street fraternity members who didn't appreciate having their slumber disrupted used rubber-band launchers to fire full beer cans at startled rowers, including Mark Rowell '84. In return, Rowell says, then-men's coach Randy Jablonic '60 was fond of blaring John Philip Sousa marches over his bullhorn, "just to let the students know we were enjoying our morning row."

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.

The sacrifice? Heading to practice long before the campus comes to life. The reward? Seeing the sun rise and knowing you've done your best.



JEFF MILLER

Alexander
Company

CAPITOL
WEST

BADGER FAN LIVING
IN DOWNTOWN MADISON
from **\$199,900**

HIGH RISE
PENTHOUSES
TOWNHOMES
LOFTS

Model Open
Sundays 1pm-4pm
or by appt:

608.268.0899

309 W. Washington Ave
Madison, WI

www.capitol-west.com
info@capitol-west.com

DINES INCORPORATED

Real Life Savings

You're parents planning for your family's future. You're a college student embarking on a new journey. You're newly retired and taking time to enjoy the things you love. No matter what you're saving for, you can count on us to be your trusted partner through life's journey. That's because at UW Credit Union, your best interest always comes first.

Your best interest always comes first.SM

FEDERALLY INSURED BY NCUA
© 2013 UW Credit Union



uwcu.org | 800.533.6773

Badger connections

JEFF MILLER



52 Alumni Association
News

54 Class Notes

61 Bookshelf

63 Sifting & Winnowing

Warm Hearts, Warmer Climate

A couple enjoys the benefits of record warmth near the Union Terrace. This photo was taken on March 20, 2012, a spring equinox that felt more like mid-summer. Temperatures soared into the eighties, more than thirty degrees above normal.

Having a Ball at the Bowl

WAA tour gives Badger fans that rosy feeling.

Loyal Badger fans made the trek to California to re-paint Pasadena red over New Year's, as the UW football team won its third straight Big Ten title and became the first squad in UW history to reach the Rose Bowl for three years in a row. Many of those fans traveled on the Official Badger Bowl Tour, presented by WAA and Wisconsin Athletics.

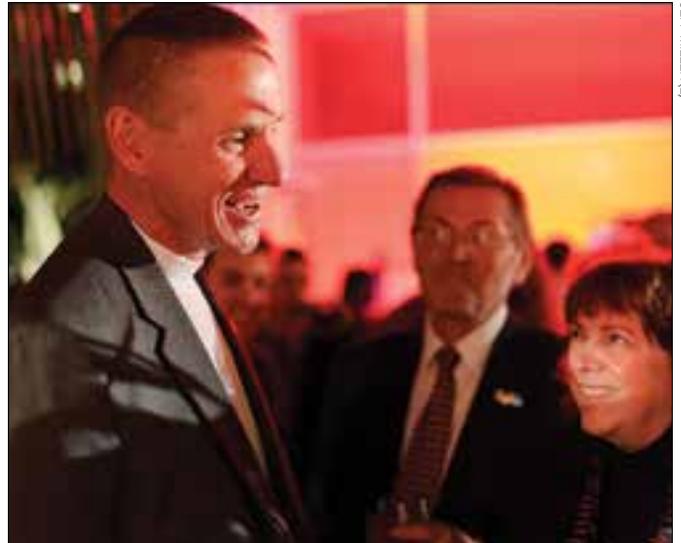
Cumulatively, WAA has taken nearly 5,000 alumni and friends to Rose Bowl games since 2011. And though a rose by any other name might smell as sweet, a Rose Bowl victory would have been sweeter — but the 2013 team lost to Stanford, as the previous teams had lost to Texas Christian and Oregon in 2011 and 2012, respectively.

“Despite the game, I think this was the best of the Rose Bowl trips I’ve been on,” says traveler **Jack Hinnendael '80**. “WAA did a wonderful job, and [its representatives] were great hosts.”

This year's WAA travelers had a more immersive experience than in past bowl trips. In addition to the Tournament of Roses Parade and the game, participants in the official tour stayed at the team hotel, giving them the opportunity to mingle with players and coaches in the days leading up to the game. At a New Year's Eve reception, attendees had a chance to meet incoming football coach **Gary Andersen**, who succeeds **Bret Bielema**.

It was enough to have fans California dreaming — and hoping a fourth time will be the charm.

Brian Klatt



JEFF MILLER '20

Above: The football Badgers' new coach, Gary Andersen, meets with alumni at a reception the night before the Rose Bowl game. Below: Fans cheer as the Badgers try to push the ball across the goal line. The Badgers came up short on this drive and in the game, losing 20-14.



How to Choose a Chancellor

A member of the search committee explains what the UW needs.

After UW-Madison Chancellor **Biddy Martin PhD'85** departed in 2010, former Chancellor **David Ward MS'62, PhD'63** stepped in on an interim basis. **Dave Florin '92**, recent Wisconsin Alumni Association board chair, is serving as an alumni representative on the search committee appointed to recommend a successor. He recently talked with *On Wisconsin* about what the UW wants — and needs — in its next chief executive.

What unique perspective do you bring to the search committee?

As a UW-Madison alumnus, I am looking at the process as a representative of a broad community of 396,000 of my fellow graduates all over the world.

Why do you feel it's important for alumni to stay connected and aware of the search for the next UW-Madison chancellor?

The university is at a critical juncture right now, and plays an incredibly impactful role within the entire state, if not the country. ... We're also at a point where, as a percentage of revenue, state support is at its lowest levels in history. This chancellor will have to navigate through some really challenging times that require a dynamic



CHRIS PHOTOGRAPHY

Dave Florin served as chair of the Wisconsin Alumni Association in the 2011–12 academic year.

leader, and a tremendous amount of vision to maintain the level of leadership the people of this state demand.

What qualities are you looking for in these candidates, and ultimately,

the next leader of the University of Wisconsin?

It's an incredibly complex job, so he or she has to have a vision for how the Wisconsin Idea will come to life in the future. ... The ideal candidate will possess tremendous leadership skills; the collaborative communication style needed to build trust both on and off campus very quickly; a great amount of physical and mental stamina, as this is not an easy job by any means; and an open mind to find the solutions required for continuing to deliver the world-class academic and research experience we are known for.

What's next?

After narrowing the field of top candidates, the search committee is presenting the finalists to a selection committee of the University of Wisconsin System Board of Regents. That committee and UW System President Kevin Reilly will recommend a final candidate to the full board of regents. A board vote to appoint the next chancellor is expected in April 2013, with a start date of July 1.

Interview conducted and condensed by Wendy Krause Hathaway '04

BADGER TRACKS

Are you part of a multiple-generation Badger family? If so, WAA would like to hear about it. Send stories and photos of you and your UW kin to insider@uwalumni.com for a chance to be included in a future issue of *Badger Insider*, WAA's member magazine, or online at uwalumni.com.

Paula Bonner MS'78, WAA president and CEO, has been named president of the Council of Alumni Association Executives, which is made up of the leaders of alumni organizations supporting institutions of higher education.

It's what every Badger needs: a Bucky cake pan. You can order your personalized baking pan at the Badger Marketplace at uwalumni.com/marketplace. You can also buy Babcock ice cream, brats, and a

variety of other items ranging from diploma frames to alumni apparel and a doorbell that plays "On, Wisconsin!"

Share your news with fellow Badgers. If you'd like to report on a major life achievement, or simply give a status update, send a brief email to classnotes@uwalumni.com for consideration in the Class Notes section. (See *next page*.)

Correction: In the Winter 2012 issue, the article "Can You Dig It?" incorrectly stated that Wisconsin's Department of Natural Resources is funding the \$4 million Lake Mendota shoreline restoration. The UW suggested the plan to clean up the shoreline, the DNR approved it, and the state's Department of Administration provided the funds.

We're in the News Business ... Wouldn't you like to share some? You can direct the (brief, please) details of your recent accomplishments, significant goings-on, and life transitions by email to classnotes@uwalumni.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. We'd love to publish all of the submissions that we receive, but space restrictions prevent it. Don't be dissuaded, however — we'd love to hear from you.

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

The vast majority of obituary listings of Wisconsin Alumni Association (WAA) members and friends appear in our triannual publication for members, the *Badger Insider*. If you're not already a WAA member, we look forward to welcoming you aboard. Just visit uwalumni.com membership.

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

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

40s–50s

At a November 2011 ceremony in Washington, D.C., to honor Japanese-American veterans, **Togue Uchida '41** received the Congressional Gold Medal for his service as a staff sergeant with the 442nd Regimental Combat Team. He owns Uchida Photography in Nashville, Tennessee, where he's lived for sixty years.

John Kasper '47, MS'49, a St. Cloud [Minnesota] State University professor emeritus, sent this reminiscence and update: "Playing for [baseball coach] Dynie [Mansfield] in 1942, I won the Big Ten Conference batting title with a .431 average. On October 24, 2012, celebrated with my wife, Evie, our seventieth wedding anniversary!"

This year the Wisconsin Conservation Hall of Fame inducted two brothers who have dedicated a combined sixty-nine years of service to the state's Department of Natural Resources as wildlife biologists: **Richard Hunt '50, MS'58** of Fall River and **Robert Hunt '58, MS'59** of Waupaca. Richard is esteemed for his work with waterfowl and wetlands, while Robert was hailed during the induction ceremony as "Wisconsin's preeminent trout stream biologist." We thank **Cyndy Hunt Luzinski MS'92** of Windsor, Colorado, for letting us know.

Rudy Cherkasky '54 expanded on a point we made in our Winter 2012 piece about Milwaukee cheesemaster **Bob Wills MS'81, PhD'83, JD'91** founding and running Wisconsin's first urban cheese factory. Cherkasky and his family made cheddar at Quaker Dairy (these days, a bakery) in Appleton in the 1950s and '60s.

This year's \$10,000 Pais Prize for History of Physics, established by the American Physical Society and the American Institute of Physics, is in the hands of **Roger Stuewer '58, MS'64, PhD'68**. He's a University of Minnesota professor emeritus of physics and history of science and technology. Stuewer was lauded for his

"pioneering historical studies of the photon concept and nuclear physics," as well as for his leadership in bringing physicists into writing the history of physics. He lives in St. Paul, Minnesota.

60s

Now leading the Lasell College board of trustees as its new chair is **Richard Blankstein '60** of Newton, Massachusetts — also home to the college. He's a founding partner of the Boston law firm of Posternak Blankstein & Lund, a lecturer on legal topics, and an adjunct faculty member at Boston University Law School.

In recognition of his abilities as a "distinguished arbitrator providing dignity, fairness, and

gone to **John Anderson '66** for his dedication to promoting Japanese culture and cultivating Japan-U.S. friendship. The senior partner of Anderson Enterprises, he's also the founder of the Anderson Japanese Gardens in Rockford, Illinois — widely considered to be the finest of their kind in North America.

When professor emeritus **William Oltman '66** retired in 2009 after thirty-five years with the Seattle University School of Law, it honored his legacy by creating the William C. Oltman Professorship of Teaching Excellence. He's the co-author of the leading treatise on wills and trusts under Washington law.

"Since its founding by John Adams, James Bowdoin, John Hancock, and other scholar-

**"I never forget that the UW trained me well."
— Viveca Chan '76**

cooperative processes in collective bargaining," Chicagoan **Charles Fischbach '60, JD'67** has received an Award of Distinction from the Federal Mediation and Conciliation Service. He's also recently completed his service as commissioner of the City of Chicago's Commission on Human Relations, which resolves civil-rights discrimination complaints.

Milwaukeean **Dennis Lange '60, MA'67** writes that the years 1956 through 1960 were "probably the best time of my life." He's shared some short stories and a memoir called *Badger Boxers* about his adventures — both in and out of the ring — with his apartment mate **Al Hansen '59**. Lange dedicates *Badger Boxers* to **Charlie Mohr**, a UW boxer whose 1960 death after an NCAA tournament bout caused the UW to abolish boxing as a sport, with the NCAA following suit. Lange retired in 1994 after thirty-four years of teaching art in West Allis, Wisconsin.

The Order of the Rising Sun, Gold and Silver Rays — an honor bestowed by the emperor of Japan, and one of the highest given to foreign nationals — has

patriots, the American Academy has elected leading 'thinkers and doers' from each generation." So says the American Academy of Arts and Sciences, and its most recent inductees are no exception. They include **James Lake PhD'67**, a distinguished professor of molecular, cell, and developmental biology and human genetics at UCLA; **David Blight PhD'85**, a professor of American history and director of the Gilder Lehrman Center for the Study of Slavery, Resistance, and Abolition at Yale University; and **Matthew Wilson MS'86**, an MIT professor of neuroscience. All signed the book of members — a tradition since 1780.

Hearty congratulations are due **Donald Leo Bach '68, JD'74** on several counts: he received the 2011 Goldberg Distinguished Service Award from the Wisconsin Law Foundation; he's now joined its roster of fellows; and his article "The *Rapanos* Rap: Grappling with Plurality Decisions" was recently published in Bloomberg BNA's *The United States Law Week Case Alert & Legal News*. Bach, a partner in the Madison office of DeWitt Ross & Stevens, has assisted the Wisconsin state

Rich Varda '75: A Sustainable Target

When you want to reduce your energy consumption, you might swap an incandescent light bulb for a more efficient compact fluorescent. But **Rich Varda '75** thinks bigger — much bigger.

As the senior vice president of store design for the retailer Target, green design is a critical component of his work. “We’ve retrofitted the bulk of our stores — about ten square miles in building area — with lamps that reduce energy consumption by 10 percent,” he says.

With a staff of 280 to maintain and modify Target store prototypes, Varda has helped to develop Chicago stores with green roofs and has added solar photovoltaic installations (technology that converts sunlight to energy) to 25 stores. This year, when Target opens 135 stores in Canada, he expects more than 80 percent of the buildings to receive the rigorous Leadership in Energy and Environmental Design (LEED) certification. Under Varda’s watch, Target has also become a member of the steering committee for the U.S. Department of Energy’s Retail Energy Alliance, which nudges manufacturers toward more sustainable practices and products.

Before beginning this post in 2001, Varda was a principal at the Minneapolis architectural firms of Ellerbe Beckett and RSP Architects, where he designed an array of award-winning buildings, including the Musical Instrument Museum in Phoenix. When Target recruited him, he saw an opportunity to make a difference on a massive scale.

Next on his to-do list is finding more efficient refrigeration methods, an opportunity that has become more critical as Target has added a wider selection of groceries to many of its stores. Because current refrigeration technologies gobble up vast amounts of energy, the company has invested heavily in research and development, and has also teamed up with the U.S. Department of Energy and the Environmental Protection Agency to test out new refrigerants and refrigeration methods.

While sustainability has become a hot topic in the past decade or so, Varda says he’s long had an edge over his contemporaries, because he was steeped in its practices as a landscape architecture student at the UW more than thirty-five years ago.

“The landscape architecture department was way ahead of its time in philosophies that reflect the ideas of sustainability,” he says. “The department’s approach to everything — to use what is sustainable and natural, and to understand the science behind it — wasn’t something you found in a lot of schools. Now it’s a buzzword. But for me, it just made sense.”

Erin Peterson



Rich Varda is helping the Target retail chain adopt green design. He sees his position as a way to make a difference on a large scale, given the company’s 1,800 stores.

government in many capacities.

After **Robert “Mills” Miller '68** drew on his Vietnam War experiences as a decorated combat engineer officer to write *Warrior, Wayfarer* (CreateSpace) — a “historical fiction account of a civilian-at-heart thrust into the futility of war ... in turn satirical, lyrical, visceral, and humorous” — he shared with the *Racine Journal Times* how he became interested in writing: “I squeezed through

the University of Wisconsin by writing term papers.” Now retired in Pensacola, Florida, Miller held many domestic and overseas assignments during his thirty-six years with John Deere.

If you’ve ever seen **Ken Werner '68**, you’d remember him: he’s the gent who was married on the fifty-yard line of a 1991 Badger football game and has worn his highly decorated wedding tuxedo jacket,

a kilt, a British pith helmet, and sometimes a sword to hundreds of Badger sporting events. So outstanding is this Mukwonago, Wisconsin, resident that he was a contender this fall for the inaugural ESPN Hall of Fans contest. Our super fan wasn’t inducted in 2012, but we hope to see him back in the running next time.

Best wishes to **Cynthia Davis MA'69, PhD'72** as she carries out a new challenge: she’s been

named acting vice provost and dean of the undergraduate school at the University of Maryland University College in Adelphi. Davis has been the school’s associate dean for academic affairs since 1999, overseeing the development of more than thirty bachelor’s degrees.

Anssi Siukosaari MS'69 sent warm greetings recently to “the famous Wisconsin Alumni Association” (aw, shucks) from Espoo, Finland, where he’s been “so happy and blessed” with his “second life”: the chance to switch his profession from agricultural engineering to journalism, PR, and communication. He thanks his late Professors **Scott Cutlip MPh'41** and **Richard Powers MS'52, PhD'57** for their inspiration. Now retired from Drum Communications, which he founded in 1987, Siukosaari has been teaching communications and PR in the public and private sectors and at the University of Helsinki and the Helsinki School of Economics. He was also delighted to attend the UW’s 2008 commencement ceremony.

70s

Attorney **Neal Cohen '72** has gone west. Previously with Bryan Cave, he’s a new partner with Fox Rothschild and part of a team that’s establishing a Denver office for the law firm. Cohen has also competed on two national-champion foil-fencing teams.

Gordon Govier '73, a board member of Madison’s professional chapter of the Society of Professional Journalists (SPJ), alerted us to an upcoming summer event to commemorate the centennial of SPJ’s second national convention, held in Madison in 1913. At that gathering, SPJ chose **Chester Wells 1913** — whom the *Wisconsin State Journal* called “one of the most conspicuously honored and active men of his class” and “the leader in all journalistic activities” — as its second national president while he was a UW senior. Wells died a few months later, but his influence continues: SPJ’s

highest honor for service to the society is the Wells Memorial Key.

The law firm of Quarles & Brady has honored a partner in its Chicago office, **Janine Landow-Esser '73**, with its President's Lifetime Volunteer Service Award in partnership with Keep Chicago Beautiful. She's also been named one of the Power 100 Advocates by *On Being a Black Lawyer*, a social media, news, and resource center. These advocates are non-black attorneys who are powerful voices for diversity in the legal profession. Landow-Esser has co-chaired the firm's Diversity and Inclusion Committee with Quarles & Brady chair **John Daniels, Jr. MS'72** since 2008.

New to the Ashland [Wisconsin] County Board is **Jim Oakley MA'75**, a retired teacher who still substitutes and provides Spanish instruction at the Wisconsin Indianhead Technical College. He's a former president of the Wisconsin Association For Language Teachers and a member of Madison's chapter of the Returned Peace Corps Volunteers of Wisconsin.

As one of *Advertising Age* magazine's 100 Most Influential Women in Advertising — luminaries past, present, and future — **Viveca Chan '76** says she is "very honored to be listed amongst icons including Coco Chanel, Oprah Winfrey, Evelyn Lauder ... and the only representative from an Asian-based company!" Chan founded WE Marketing Group in 2005, and now, as its chair and CEO, she oversees four offices in mainland China and one in Hong Kong. "I never forget [that the] UW trained me well," she notes, "to help me become a 'Groundbreaker' [her award category] in the industry."

Richard Heuser MD'76, the chief of cardiology at St. Luke's Medical Center in Phoenix and a professor of medicine at the University of Arizona College of Medicine, was the first to describe a catheter treatment for mitral valve leakage and the use of balloon angioplasty in cardiogenic shock. Heuser also co-developed a hydrophilic wire that's used in 20 percent of angio-

Carolyn Smith '87: Pushing the Limits

Carolyn Smith '87's calves have powered her through more grueling miles than most people can even fathom. She ran her first marathon while a student at UW-Madison, and now she's a record-setting ultramarathoner who can clock more than eighty miles in half a day.

"I like pushing myself," she says. "How far can the body go, how much can it endure?"

In her case, it's a lot. In a twelve-hour ultramarathon in 2011, she set the national age-group record and won the overall race, beating her competitors by nearly twenty miles. She was part of the U.S. team that won gold medals in the 100-Kilometer World Championship in 2009 and 2012, and once raced across Death Valley in blistering, 120-degree heat that actually melted her running shoes.

Smith's addiction to the sport started at age thirteen, and she later ran cross-country and track at UW-Madison under legendary coach **Peter Tegen**. In 2002, she tried her first ultramarathon, which is defined as any race over thirty-one miles. She has since run more than two dozen.

"One thing I'm most proud of with my running is not necessarily my success, but my longevity," she says. "I've been doing it for this long, and it's still fun."

A seven-time member of the U.S. running team who competes all over the world, she recently co-authored the book *Running for Women: Your Complete Guide for a Lifetime of Running* (Human Kinetics).

Running isn't just for the young, says Smith, who is forty-seven. "If you look at the statistics, the number of older women who are participating in running is increasing exponentially. There are women in their sixties and seventies who are having tremendous success. They're setting age-group records and doing these pretty phenomenal things. ... We've come a long way since women could participate only in the half-mile [event] in the Olympics." In terms of numbers of competitors, women now dominate every category of races except marathons, she says.

Smith's own daily schedule is a bit of a marathon. She's executive director of Marquette University's Student Health Service, the head medical team physician for the university's nearly three hundred intercollegiate athletes, and an instructor in the Department of Physical Therapy. By the time she pulls on her running shoes, it's often 8 or 9 p.m., except when she runs the 26-mile round-trip route to and from work. And then Smith tries to fit in two or three ultramarathons a year. It's no wonder her running shoes wear out every six to eight weeks.

Next, she's hoping to compete in the world championship in South Korea in October 2013. "I'm getting close to where I'm ready to stop international competition, but I'd like to go out on a race that I'm proud of," she says.

And Smith is eager to achieve another goal before hanging up her sneakers for good. "My finale event will be running from one end of the continent to the other," she says with a smile. That means racing from Washington state to Delaware, 30 to 50 miles a day, for 80 days. Until then, she will continue to ponder the question that has fascinated her for most of her life: what are the limits of human endurance?

"I don't think we know," Smith concludes, "but I'm going to keep testing."

Nicole Sweeney Etter



ANDY MANNIS

A record-setting ultramarathoner, Carolyn Smith can run more than 80 miles in 12 hours.

plasty procedures worldwide, and he co-invented the covered stent that's used in every cath lab that performs angioplasty and stenting. He's recently edited his fifth textbook, *Mitral Valve Disease: Diagnosis, Treatment and Future Therapy* (Nova

Publishers).

Olha Holoyda '76 of Toronto has received a 2012–13 U.S. Embassy Policy Specialist Program fellowship to provide technical, legal, and business guidance in Ukraine in areas that will enhance economic

development: legislation, regulation, transparency, corporate governance, public-private partnerships, and more.

When you read about **Tom (E. Thomas) Smiley '77** — a researcher with Bartlett Tree Research Laboratories in

Charlotte, North Carolina; an adjunct professor at Clemson University; and one of the most sought-after experts in the industry — it becomes clear how much he cares about trees and educating others about them. It's only natural then that the International Society of Arboriculture has honored Smiley's deep commitment with its Shigo Award for Excellence in Arboricultural Education.

American Red Cross senior vice president **Charley Shimanski '79** of Washington, D.C., appeared on the Weather Channel in advance of Superstorm Sandy this fall. He offered tips on planning ahead and shared news about the Red Cross's weather-emergency phone app.

80s

Mark Gilbertson '81 of Arlington, Virginia, has a key leadership role in the world's largest nuclear cleanup program as the deputy assistant secretary for site restoration in the U.S. Department of Energy's Office of Environmental Management. To reduce the inherent risk and uncertainty of the department's projects, Gilbertson and his staff provide solutions where none exist, improve existing solutions, or create alternatives.

Beth Zupiec-Kania '81 of Elm Grove, Wisconsin, is a registered dietitian who advocates globally for the Ketogenic Diet, which has been extremely effective in curing epilepsy and is now showing positive signs for treating brain tumors, early-onset Alzheimer's, and autism. Film director **Jim Abrahams '66** created the Charlie Foundation in the 1990s after the diet cured his son Charlie's epilepsy when other treatment options had failed. Zupiec-Kania created a keto program at Milwaukee's Children's Hospital in 1993, invented the Keto Calculator to help people correctly administer the diet, and today is the Charlie Foundation's diet consultant and chair of its scientific advisory board.

Three decades after graduating from one UW, **Vicky Scharlau '82** has graduated from another: she completed her master's in public administration at the University of Washington's Evans School of Public Affairs and was a class speaker for convocation. Scharlau owns 501 Consultants in Cashmere, Washington, a firm that offers management services to the nonprofit sector.

In November, UCLA's Hammer Museum hosted "Strangers in a Strange Land: Art, Aesthetics and Displacement," a

"It's a food whose time has come as an ornament." — Paula Zanger '84

two-day symposium that brought together renowned humanities scholars to "consider questions of dispossession, displacement, and the exilic imagination in modern art and aesthetic thinking." Among them was **(Muhammad) Iftikhar Dadi '83**, an associate professor and art department chair at Cornell University in Ithaca, New York.

Which Badger did the American Public Works Association name as one of its Top Ten Public Works Leaders of 2012? He was **Tom Grisa '84**, who earned this national award for his professionalism, expertise, and dedication to improving the quality of life in Brookfield, Wisconsin, where he's the city's director of public works. Grisa is also a fellow of the American Society of Civil Engineers.

After years spent as an English professor and department chair at the University of North Carolina-Charlotte, **Malin Goodman Walther Pereira '84, MA'86, PhD'92** is the new executive director of the university's Honors College and collaborates with Chancellor **Philip DuBois MA'74, PhD'78**. Pereira's latest book is *Into a Light Both Brilliant and Unseen: Conversations with Contemporary Black Poets* (University of Georgia Press).

Macaroni inspires **Paula Zanger '84**, who's lived in New York City since she graduated. As

a new offering of Orange Howell, her design, jewelry, and giftware business, she started with actual pasta in many shapes — tapping into childhood memories of gluing pieces together — to create models and then molds to cast ornaments in lead-free pewter plated with silver and gold. "It's a food whose time has come as an ornament," she says, and hopes that nostalgia will keep her O.h. Macaroni collection going strong.

Miriam Lonski Falk JD'85 is fighting sexual assault as an assistant district attorney in the Sensitive Crimes Unit of

the Milwaukee County District Attorney's Office, and she's been doubly honored for her work. Falk has been named the Wisconsin District Attorneys Association's (WDAA) 2012 State Assistant District Attorney of the Year and has earned the Wisconsin Coalition Against Sexual Assault's Voices of Courage Award for 2012 in the criminal justice category. She tried a staggering twenty jury trials last year. **Daniel Cary JD'94**, Monroe County's district attorney, was WDAA's choice for its 2012 State District Attorney of the Year. He served in the U.S. Marine Corps from 1972 until 1992, rising to the rank of captain.

Unlike some conferences you've been to, the eighth annual Collaboration Innovation Summit was probably very interesting indeed: Mashable proclaimed it to be "one of the top seven places to see great minds in action." Hosted this fall by the Business Innovation Factory, which believes in the power of stories, the two-day "storytelling jam" featured thirty-two presenters from around the globe, including our very own **Tom Yorton '85**, CEO of The Second City Communications, and **David Stull MMusic'03**, dean of the Conservatory of Music at Oberlin [Ohio] College and Conservatory.

The Wisconsin Green Industry Federation has inducted the first woman into its Hall of Fame.

She's Milwaukeean **Melinda Myers MS'86**: a certified arborist, former radio host of *The Plant Doctor*, past TV host of *Great Lakes Gardener*, author of more than twenty books, and long-time horticulture instructor. She also educates through her eponymous company's print columns, *Melinda's Garden Moment* broadcast segments, and speaking engagements. One Hall of Fame committee member declared, "Melinda Myers is the face and voice of horticulture in Wisconsin."

Tae-Je Seong MS'86, PhD'88 holds a very influential post as the new president of the Korea Institute for Curriculum and Evaluation in Seoul. The government-supported entity oversees the national curriculum, textbook authorization, educational achievement assessment, and nationwide testing programs.

Lori Popkewitz Alper '87 of Bedford, Massachusetts, describes herself as a "green-living enthusiast and lifestyle writer, consultant, mother, borderline vegan, and recovering attorney." Indeed, after many years of practicing law, she now provides eco-living consultations and has founded a green-lifestyle blog called Groovy Green Livin'. She's also initiated petitions asking major corporations to remove toxic chemicals from their products.

Among the new Certified Martha Beck Life Coaches is **Nancy Kalina '87**, the owner of Safe Space Life Coaching in Bloomington, Indiana. She works with a diverse set of issues in person and by phone, and says, "I love my life coach practice."

The journal *Labor History* has awarded *The Trial of the Haymarket Anarchists: Terrorism and Justice in the Gilded Age* (Palgrave Macmillan) its prize for Best Book in Labor History for 2012. The work by **Timothy Messer-Kruse '88, MA'90, PhD'94** — a Bowling Green [Ohio] State University professor, chair of ethnic studies, interim vice provost for academic programs, and dean of the Graduate College — has "revised a century of interpretations on one of American

labor history's most significant events." The author adds that his most recent work, *The Haymarket Conspiracy: Transatlantic Anarchist Networks* (University of Illinois Press), "should continue to stir the pot."

As a lifelong chain smoker who lost his parents to smoking-related causes, **Steve Milin '88** had an epiphany in 2008: he realized that his cigarettes, plus the medications he was taking to combat the health issues they caused, were costing him \$30,000 per year. "I knew that not only was I going to die from smoking," he says, but "I was actually paying to kill myself." Eight months later, he launched Vapor4Life, a Northbrook, Illinois-based distributor of a "personal vaporizer e-cigarette" known as the Original Vapor King.

Military Fly Moms: Sharing Memories, Building Legacies, Inspiring Hope (Tannenbaum Publishing) is a collection of seventy-one stories by women who are (or were) both military aviatrices and mothers, and navy captain and flight officer **Jean Condie O'Brien '88** is among them. She was the first female naval flight officer to join VP-16, a combat patrol squadron that flew the P-3 *Orion* aircraft, as well as the first woman to qualify as a tactical coordinator in that plane. Now living in Flemington, New Jersey, she commands a reserve unit in Baltimore.

If you ever need an expert accounting testifier, keep Chicagoan **Robert Wentland '88** in mind. As a managing director in Navigant Consulting's disputes and investigations practice, he's also a consulting expert for commercial litigation, internal and government accounting investigations, and tax controversies. Wentland is a new trustee as well for Navigant's charitable Lending a Hand Foundation, and he sits on the board of the Chicago Bar Foundation.

Wisconsin Democrat **Tammy Baldwin JD'89** emerged victorious from her recent run against Republican **Tommy Thompson '63, JD'66** for the U.S. Senate

seat vacated by Democratic Senator **Herb Kohl '56**, who's retired after twenty-four years in the position. Baldwin has served in the U.S. House of Representatives since 1999 and has become the first openly gay U.S. senator. Thompson is a former Wisconsin governor and a former secretary of health and human services under President George W. Bush.

The 2012 Underkofler Award for Excellence in Undergraduate Teaching, bestowed by Ripon [Wisconsin] College, is in the deserving hands of **Kurt Dietrich**

DMA'89, a professor of music and the De Frees Chair in the Performing Arts. He's taught at Ripon for thirty-two years and conducts the jazz and symphonic wind ensembles.

90s

"It seems remarkable to us" is how Madison K-9 unit police officer **Carren Corcoran '90** summed up a very long and hot summer pursuit. She followed her partner, a German Shepherd named Slim, for three hours and nearly four miles — with only the scent from a flip-flop to go on — to track a murder suspect to a residence where he had been some hours earlier. What's even more amazing is that their trail cut through the site of Madison's Rhythm & Booms fireworks display, where up to one hundred thousand people had been just hours before.

Among the newest staff members at GEI Consultants' Green Bay, Wisconsin, office are senior professional **Dale Lane '90, MS'92**, who's also an associate lecturer on waste geotechnics at UW-Madison; and principal engineer **John Trast '91, MS'93**. GEI is a national geotechnical, environmental, water resources, and ecological science and engineering firm.

The Philippine media organization ABS-CBN News reported this fall that a Filipina serves as chief of staff in the Washington, D.C., office of Paul Ryan, the former Republican vice presidential candidate and current House member. **Joyce Yamat Meyer '93** and Ryan have worked together in several offices since 1995, and he asked her to be his legislative director in 1998 when he was elected to Congress.

David Kung '94, MA'96, PhD'00 is leading a new program at St. Mary's College of Maryland, where he's a math professor.

"I was actually paying to kill myself."

— Steve Milin '88

Working with a five-year, \$598,000 grant from the National Science Foundation, the Science, Technology, Engineering, and Mathematics (STEM) Navigators project seeks to provide scholarships to underserved populations pursuing STEM degrees and to help them graduate.

As is the case in many organizations, fellowship is among the highest forms of recognition given by the American Speech-Language-Hearing Association, and **Gregory Lof PhD'94** has earned it. He's a professor at the MGH Institute of Health Professions in Boston and chair of its Department of Communication Sciences and Disorders. Lof was the keynote speaker at the International Velo-Cardio-Facial Syndrome Association conference in 2011 and at Speech Pathology-Australia in 2010.

Nancy Arms Simon '94 writes that she "finally realized her mother was right and began teaching." She's now a lecturer in museum studies at San Francisco [California] State University, "guiding graduate students through the hands-on experience of creating museum/archive exhibitions in the newly renovated campus library." Her motto is, "The earth without art is just 'eh.'"

Stacie Haen-Darden '94 of Naperville, Illinois, created *the*

most amazing Bucky Badger Halloween costume for her son this past fall, and (of course) he was a smashing success: "During trick-or-treating," she writes, "he had little kids running up to him screaming, 'Bucky! Bucky!' He had to pose for many photos, as we have quite a few alumni in our neighborhood." (Recipients of *Badger Insider*, WAA's member publication, can see a photo of the costume in the Spring 2013 issue.) Haen-Darden worked for the UW's Cross-College Advising Service for many years and proclaims, "Badgers — faculty, staff, and students — are phenomenal! There is nothing like the UW!"

Thomas Walker, Jr. JD'94 has taken on a big task: the Baker Tilly Virchow Krause partner has been promoted to managing partner for all of the firm's Illinois offices. He's served as Baker Tilly's leader of private equity and transaction services and recently joined its board of partners. The firm provides accounting, tax, and advisory services.

Attorney **Carrie Risatti '95** has joined the Chicago office of Greenberg Traurig as a shareholder in the real estate practice. In addition, Risatti has been elected to the executive committee of the International Alliance of Law Firms, whose marketing committee she will also chair.

Colorado State University (CSU) assistant professor of anthropology and geography **Stephen Leisz MS'96** writes that he and fellow CSU associate professor of anthropology **Christopher Fisher MA'95, PhD'00** have "combined skills [that] we mastered at UW-Madison to, arguably, discover a previously unknown pre-Hispanic urban area/city in western Mexico." Their work involves a laser-based, remote-sensing technology called LiDAR that has helped them to document the existence of the city of Angamuco. As you can imagine, their find has been receiving plenty of press.

On the day of Osama bin Laden's death in 2011, the

Boston Globe asked passers-by at Boston's Logan Airport about their reactions — and fears of possible retaliation — as they flew through the same airport from which two of the four planes involved in 9/11 had departed. Among those interviewed in a *Globe* video (youtube.com/watch?v=UmOV96DyZbw) was New Yorker **Tash Imdad MA'97**, who spoke lovingly about America and the friends he lost on 9/11. Interviews that Imdad and his mother provided to the creators of the 9/11 memorial may also be part of its oral history exhibit. He's a project and program manager at the information technology and services company EMC.

Kathleen Lorden '98 of Chicago has snared 2012 CLIO, ADDY, and Association of Independent Commercial Producers awards, as well as a 2012 Young Director's Award in Cannes, for the commercial she wrote, directed, and produced for Kia's Soul — all while earning her master's degree at Art Center College of Design in Pasadena, California. The edgy spot is called "Funeral" (<https://vimeo.com/37024466>).

Best wishes to three Badgers as they pursue their academic careers: **Eric Carter MS'99, PhD'05** is a new assistant professor of geography and the Edens Professor in Global Health at Macalester College in St. Paul, Minnesota; **Lesley Lavery MA'08, PhD'11** has joined Carter at Macalester as an assistant professor of political science; and **Elizabeth Landis PhD'10** has made her debut as an assistant professor of chemistry at the College of the Holy Cross in Worcester, Massachusetts.

The Chicago-based crisis-and-risk practice of Edelman, the world's largest public relations firm, has welcomed **Brad Jaffe '99** as a new senior vice president. He was most recently the founder and president of the issues- and crisis-management firm Skelly & Monroe in Singapore. Jaffe's experiences spanning six continents will

support the Edelman practice's global expansion.

2000s

Have you heard of Séura? No, it's not a new cosmetic product — it's a Green Bay, Wisconsin, manufacturer that specializes in innovative television products, including the vanishing television mirror and waterproof TVs. The spousal team of **Tim '00** and **Gretchen Cavil '01 Gilbertson** — UW Spirit Squad alumni — founded the company in 2003 and ran it out of their garage. Now, several facilities later, the Custom

"During trick-or-treating, he had little kids running up to him screaming, 'Bucky! Bucky!' "
— **Stacie Haen-Darden '94**

Electronic Design & Installation Association has named Séura's Storm Outdoor Television one of the ten Best New Products for 2012. Thanks to **Katy Gertz '06**, part of Séura's marketing team, for letting us know.

There's no shortage of news from 2000s grads who became attorneys! **Natalie Kartes Remington '00**, of the Milwaukee office of Quarles & Brady, has joined the Wisconsin Supreme Court's Appointment Selection Committee. **Anthony Cotton '02**, of Kuchler & Cotton in Waukesha, Wisconsin, has entered his second term on the board of the National Association of Criminal Defense Lawyers. Michael Best & Friedrich in Madison has welcomed **Benjamin Evans '04, JD'07** as an associate in its intellectual property practice group. **Courtney Lawrence '05**, of Schwebel, Goetz & Sieben in Minneapolis, has been named a Rising Star by *Minnesota Super Lawyers* magazine, while at the Rhinelander, Stevens Point, and Wausau offices of Habush Habush & Rottier, associate **Peter Young '05** has been named one of the Up and Coming Lawyers of 2012 by the *Wisconsin Law Journal*.

Jonathan Stone '05, MS'05 is a new associate attorney at Quarles & Brady in its Milwaukee intellectual property group, and **Stacy Wieczorek Alexejun '06** and **Rachel Graham JD'08** are both new to the firm's commercial litigation group in Madison. And finally, **Evgenia Goryshina '09** has joined the Boston firm of Davis, Malm & D'Agostine as an associate in its business law and litigation practice areas.

Joel Zaslofsky '01 of Minneapolis has had what he calls a "Madison-inspired personal renaissance." It led to quitting a lucrative corporate job to found Value of Simple, a

website that offers a wealth of resources to help people spark their own personal renaissances. Zaslofsky says that the lessons he learned at the UW still apply to his life and work today.

If you listen to SiriusXM's Mad Dog Radio channel, keep your ears open for New Yorker **Evan Cohen '02** as he hosts the sports talk show *Evan & Phillips in the Morning* with former New York Mets general manager Steve Phillips. The worst day of Cohen's life as a Mets devotee descended when the team lost Game 7 of the 2006 National League Championship Series to the Cardinals.

Six women who "demonstrate excellence and promise in early stages of their careers" have each earned the 2012 Rona Jaffe Foundation Writer's Award and its prize of thirty thousand dollars. Among them is fiction writer **Rachel Swearingen '02**. Currently a visiting assistant professor in English at Kalamazoo [Michigan] College, she hopes to use her award to devote a year of full-time work to a novel about the inhabitants of Frogtown, a neighborhood in St. Paul, Minnesota.

After stints at several breweries, **Tanner Brethorst '03**

decided to found his own — with lots of help from friends and family such as Uncle **Dan Brethorst '86**. The new Port Huron Brewing Company in Wisconsin Dells is named after Tanner's grandfather's 1917 Port Huron steam traction engine: a mighty tractor that's still operating, and whose picture graces the beer's labels.

The son-in-law/father-in-law team of **Christopher Goldberg '03** and **Bruce Gendelman '76, JD'78** wants to make life easier for small-business owners. So, working through Bruce Gendelman Insurance Services in Palm Beach, Florida, they've built InsureMyCompany.net to provide instant insurance quotes to small businesses. "Our experiences and education at UW-Madison gave us the analytical tools to target and execute this transformative concept into reality," Goldberg says.

Darcey Nett '03 seeks to provide "lifestyles for seniors, comfort for their families" as the owner and president of her new in-home care and assisted-living placement business, Always Best Care Senior Services. "I'm fortunate to be doing what I love — helping others and connecting resources in Madison — every day!" she says. Nett is certified through the Society of Certified Senior Advisors.

The first female navy submarine supply officer to earn her "dolphins pin" — denoting her qualifications to work aboard subs — is **Britta Christianson '04**, who was already a naval flight officer and surface supply officer. She's one of the first twenty-four women to take part in submarine officer training after the 2010 reversal of the navy's ban on women serving on subs. Christianson did a six-month sub deployment as part of her training; she's served on the guided-missile submarine U.S.S. *Ohio*; and she's been stationed in Afghanistan, where she's helped to refurbish schools for girls.

The American Public University System is all the stronger for the recent addi-

tion of online librarian **Judith Jablonski PhD'06** of Wauwatosa, Wisconsin. She'll serve as a subject specialist and faculty liaison in the humanities and social sciences. Jablonski has taught information organization at the University of Pittsburgh, UW-Madison, and UW-Milwaukee.

Once a player on both the Badger and NFL grids, **Brandon Williams x'06** is now a player in a different arena as the founder of the Brandon Williams Economic Development Corporation in St. Louis, Missouri. In August, he hosted his first Venture Draft conference: a gathering of professional athletes, investors, and business leaders who sought to develop jobs for athletes after life on the field while creating marketable opportunities for small businesses.

When the National Poetry Series' 2012 Open Competition announced its results, **Nathan Hoks MA'07** learned that his second book of poems, *The Narrow Circle*, will be published by Penguin Books this summer. The poet is also an instructor at Columbia College, as well as an editor and letterpress printer for Convulsive Editions, a Chicago micro-press that produces chapbooks and broadsides.

The Madison headquarters of Special Olympics Wisconsin has a new development assistant in **Matthew Burr '09**. He's also interned for former U.S. Senator **Herb Kohl '56** of Wisconsin and worked for the U.S. Senate Special Committee on Aging.

It's painting. It's drinking. Splash Studio is both! At Milwaukee's first "painting bar," co-founders (and spouses) **Marla Hahn MBA'09** and **David Poytinger MBA'10** offer three hours of guidance by a local artist on a featured painting, all the necessary materials, and wine or beer from their bar. They see Splash as a way to engage the community, showcase emerging artists, and promote the creative economy in the city's historic Third Ward. Arts n Spirits, co-owned by **Jessica Hess '97**, is a kindred-spirited (but BYOB)

experience in Chicago that offers a "fun, relaxed, and stress-free environment where your creative side can flourish." There, an instructor also guides painters through a featured artwork, and they need only honor the motto to "Laugh, drink, and paint!"

David Rebedew '09, a fourth-year student in the UW School of Medicine and Public Health, is one of five 2012 Pisacano Scholars: outstanding medical students who have committed to entering family medicine and who receive scholarships of up to twenty-eight thousand dollars each. A highly accomplished undergrad, Rebedew has continued his astounding academic and

"I don't repeat an outfit for three years."

— **Carly Zell '09**

altruistic achievements in medical school. During his residency, he plans to create a free clinic for the underserved in rural Wisconsin and to advocate nationally for a decrease in childhood obesity.

Zach Sundelius '09 of Los Angeles has been mighty busy since (and before, come to think of it) graduation: he announced sporting events and had a sports talk show on the UW's student radio station, WSUM; worked for the fantasy sports website Rotowire as a UW sophomore and beyond; and was a member, and then coordinator, of the *Survivor* Dream Team for three seasons — a group that helps to build and test the challenges that *Survivor* contestants will face. In May 2012, Sundelius became a production assistant on *The Jeff Probst Show*, which premiered in September.

An August *New York Times* article opined that **Carly Zell '09**, the personal shopper at Loehmann's (in Manhattan's Chelsea neighborhood), "could be the store's secret weapon." After the discount designer retail chain was purchased out of bankruptcy recently, personal shoppers such as Zell have become part of its upscaling strategy. She can imagine having her own clothing

line someday, which would aid a current habit — "I don't repeat an outfit for three years," she told the *Times* — as well as a TV show: "I want my name to be out there." Zell realizes that some of her traditional customers may think she's too young and hip to help them, but, she concludes, "you're either born with style or not."

2010s

Allen Bateman PhD'10, MPH'11 writes that he and his wife, **Jessica Thompson Bateman '05, MPH'11, MS'11**, "are taking the Wisconsin Idea global." They have recently moved to Lusaka, Zambia, where he's a postdoc-

toral scientist at the Center for Infectious Disease Research, and she's an international development fellow with Catholic Relief Services.

"I strongly believe that what you do in life should benefit society, and not just yourself," affirms **Brian Bell MPA'10**. "I have always viewed public service as the best way to accomplish this. I see military service as the easiest way to have the greatest positive impact on the largest number of people." Luckily, he's able to do both. Bell, of Middleton, Wisconsin, became the elections data manager for the Wisconsin Government Accountability Board in March 2012 — shortly before the state elections that drew him to the job as a way to help "explain and share this part of our state history." He's also an army reserve first lieutenant who voluntarily deployed to Afghanistan, where he led a platoon that found and neutralized IEDs.

Amelia Vorpahl '10 has always loved the water — long days at the beach, her high school swim team — and her current aqua-passion is helping to protect the world's oceans through her work as a communications manager with the international advocacy group

Oceana in Washington, D.C. Specifically, Vorpahl works with Oceana's Responsible Fishing Campaign, which raises awareness about the threats facing sharks, sea turtles, and coral.

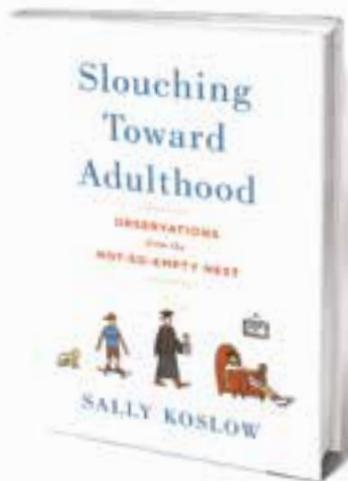
In case you don't hear enough about Badgers here in the U.S., you can find a presence for UW-Madison on Sina Weibo — the Chinese version of Twitter — courtesy of loyal (and quick-thinking) grad **Tuo Wang MS'10** of San Diego. The site he's established (weibo.com/badgers) offers links to the UW's home page, the Wisconsin China Initiative, the UW Foundation's Share the Wonderful annual campaign, and photos of the new UW-Madison Shanghai Innovation Office.

We intercepted this tweet from **Steve Blagoue '12**: "Thirty-five years after starting at UW-Madison, I have finally earned my degree. Not even Blutarsky was that slow." And then a second tweet: "BBA in Finance. Left UW my senior year, 1980 (Dad was ill). This spring decided to finish degree and completed coursework. Proud." We are, too. Congratulations!

obituary

"**Gerda Lerner** was fierce, brilliant, and unique," says activist Gloria Steinem about the women's studies pioneer and UW-Madison Edwards professor emerita who died in January in Madison. "She lived history by her bravery," Steinem continues, "restored history by her scholarship, and democratized its study by her activism." **William Cronon '76**, an eminent UW professor and president of the American Historical Association, adds, "We mourn ... a true giant in the field. She created one of the world's leading centers for the study of women's and gender history when she moved to UW-Madison [in 1980], and the program she and her colleagues built remains a crown jewel of the university."

Class Notes compiler Paula Wagner Apfelbach '83 sometimes speaks at a frequency that only dogs can hear.



■ **Tom Hager '10** of Green Bay, Wisconsin, has written 368 pages of madness: a book on the history of the NCAA tournament called *The Ultimate Book of March Madness: The Players, Games, and Cinderellas that Captivated a Nation* (MVP Books). It's a year-by-year look at the stories behind each tournament, plus a section on the one hundred greatest games of all time. "For a [then] twenty-two-year-old — I graduated at twenty — to accomplish all of this [exhaustive research and a national book tour] reflects pretty well on the university," he says.

■ From **Frank Small MS'66, PhD'70** comes his thirteenth book, *Parenting Young Athletes: Developing Champions in Sports and Life* (Rowman & Littlefield). It explores both the joys and dangers of sports participation and translates the latest wisdom on the subject into a practical, how-to guide that helps parents to ensure that their children get the most out of the game. The author is a psychology professor at the University of Washington in Seattle.



■ **Steve Raymer '67, MA'71** writes that he's had "two long careers": twenty-four years as a *National Geographic* staff photographer, working in more than one hundred countries; and the more recent, sixteen-year stint as a professor of journalism at Indiana University in Bloomington, and on the faculty of its East European Institute and India Studies Program. His fifth book since entering academia is the five-year photographic project

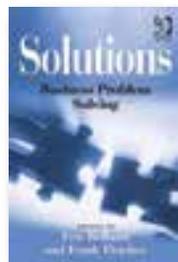


Redeeming Calcutta: A Portrait of India's Imperial Capital (Oxford University Press). Raymer's compelling photos and detailed text create an "inclusive and nuanced portrait" of both decay and hope in the storied colonial metropolis and cultural capital that seeks to reclaim its past glory.

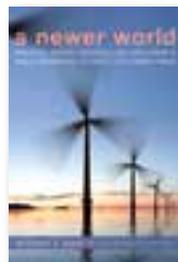
■ Have you ever wondered about the people who stand *behind* great people and help to make them great? **Martin Drapkin MA'70** of Cross Plains, Wisconsin, explores such relationships in his second book, a work of historical fiction called *Ten Nobodies (and their somebodies)* (Dog Ear Publishing). In it, Drapkin creates first-person narratives by fictional "nobodies" such as Davy Crockett's spiritual adviser, pirate Anne Bonny's masseur, General Custer's hair stylist, Marilyn Monroe's fortune teller, Vince Lombardi's spy, and more.



■ Seeing a need for a book that would provide businesspeople, managers, and students of business with proven, practical answers to common problems, **Eric Bolland '74, MA'78** compiled and co-edited the work of fifteen of his business-faculty colleagues at Midway [Kentucky] College to publish *Solutions: Business Problem Solving* (Gower Publishing). Bolland, chair of Midway's business division, also authored several chapters.



■ **Bill Hewitt '76** says that his is "a story that has not previously been adequately told: the story of the developments, trends, and visionary people who are, in many ways, mitigating the climate crisis and turning sustainable development into reality, not just a grand concept." He tells this story in *A Newer World: Politics, Money, Technology, and What's Really Being Done to Solve the Climate Crisis* (University of New Hampshire Press). Hewitt is an environmentalist, activist, the principal of Hewitt

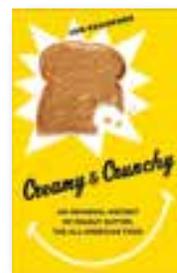


Communications, and an educator at New York University's Center for Global Affairs.

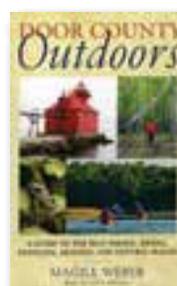
■ **Tim Myers MA'76's** new e-book is *Glad to Be Dad: A Call to Fatherhood* (Familius). It's a realistic, humorous, practical, and heartwarming look at the realities facing American families and the ways in which challenges and opportunities are evolving for men and women. Myers writes children's literature, poetry, songs, fiction, nonfiction, and science fiction, and lectures at Santa Clara [California] University. He can also whistle and hum at the same time.



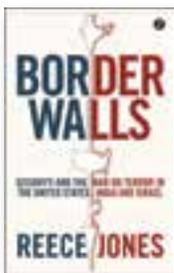
■ Surely it won't be long before **Jon Krampner MA'77's** third book joins the pantheon of pop-culture food histories, because *Creamy and Crunchy: An Informal History of Peanut Butter, the All-American Food* (Columbia University Press) is the first general-interest book on the subject. It's been a long time in the making, but for those who live in one of the 75 percent of American households where this comfort-food icon resides, it's been worth the wait. The book was the subject of a *New Yorker* blog post in November and a praise-filled *Los Angeles Times* review in December. The L.A.-based author guarantees that the book will not stick to the roof of your mouth.



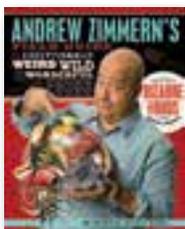
■ Residents of and visitors to Wisconsin often seek out its "thumb," the picturesque Door County peninsula. And when they do, **Magill Weber JD'03's** *Door County Outdoors: A Guide to the Best Hiking, Biking, Paddling, Beaches, and Natural Places* (University of Wisconsin Press) will be there to help. Her resource helps visitors to make the most of the county's 298 miles of Lake Michigan shoreline, state parks, cozy inns, attractions, and "secret spots" with 125 detailed maps and suggestions of more than 150 scenic routes to explore. The author is a project director for the Nature Conservancy in Phoenix.



■ **Reece Jones MS'04, PhD'08** seeks to demonstrate that the “exclusion and violence necessary to secure the borders of the modern state often undermine the very ideals of freedom and democracy they are meant to protect” in ***Border Walls: Security and the War on Terror in the United States, India, and Israel*** (Zed Books). Jones is an associate professor and the chair of graduate studies in the geography department of the University of Hawaii-Manoa in Honolulu.



■ In addition to hosting a weekly podcast with chef Andrew Zimmern of the Travel Channel series *Bizarre Foods*, **Molly Mogren '05** has also co-written three books with him. Their latest is ***Andrew Zimmern's Field Guide to Exceptionally Weird, Wild, & Wonderful Foods*** (Feiweil & Friends), which is aimed at kids but will please grown-ups, too. Mogren is the director of communications at Food Works in St. Louis Park, Minnesota.

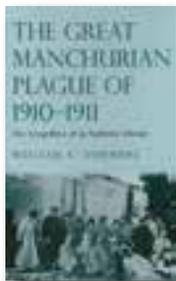


■ When **Susan Stuntzner PhD'07** injured her spine at age nineteen, there was little information available to her on how to adapt. Now her first book, ***Living with a Disability: Finding Peace amidst the Storm*** (Counseling Association of India), fills that void so well that it's being adopted as a textbook.



Stuntzner is the program coordinator and an assistant professor for the rehabilitation counseling and human services program at the University of Idaho-Coeur d'Alene. Her second book is ***Reflections from the Past: Life Lessons for Better Living***, and she's at work on a third.

■ The transmission of the plague from marmots to humans in 1910 ultimately killed as many as sixty thousand people in less than a year. Now author **William Summers '61, PhD'67, MD'67** has examined the actions and interactions of the multinational physicians, politicians, and residents who responded to it — and the lessons they provide for our own age — in ***The Great Manchurian Plague of 1910–1911: The Geopolitics of an Epidemic Disease*** (Yale University Press). Summers is a professor of the history of science and medicine, molecular biophysics and biochemistry, and therapeutic radiology at Yale University in New Haven, Connecticut. He's taught at Yale since 1968 and says he's “still excited to be in the classroom and has no plans to retire.”



■ In ***The Making of Black Detroit in the Age of Henry Ford*** (University of North Carolina Press), **Beth Tompkins Tiller Bates '71** writes that in the 1920s, Henry Ford hired thousands of African-American men to fill jobs that initially seemed to offer them a chance at greater economic security. When the workers came to see that Ford's anti-union stance



did not allow them full access to the American Dream, however, their loyalty eroded; they sought empowerment through a broad activist agenda; and they played a pivotal role in the UAW's challenge to Ford's interests. Bates, a professor emerita at Wayne State University in the Motor City, concludes that Ford and his company helped to kindle the civil-rights movement in Detroit without intending to do so.

■ As a citizen of the Cherokee Nation, and collaborating with a group of elders, storytellers, and knowledge-keepers, **Christopher Teuton MA'95, PhD'03** has recorded the first collection of interwoven stories, conversations, and teachings about Western Cherokee life, beliefs, and the art of sharing oral history in more than forty years: ***Cherokee Stories of the Turtle Island Liars' Club*** (University of North Carolina Press). One reviewer called it “easily one of the most important books on the Cherokee worldview and tradition ever written.” Teuton is an associate professor of American Studies at the University of North Carolina at Chapel Hill.



■ “Rehabilitating the lowly worm into a powerful aesthetic trope, **Janelle Schwartz [MA'01, PhD'08]** proposes a new framework for understanding such a strangely animate nature,” says the University of Minnesota Press about Schwartz's new book, ***Worm Work: Recasting Romanticism***. In short, it examines the worm as an archetypal

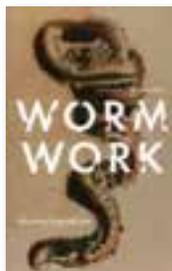
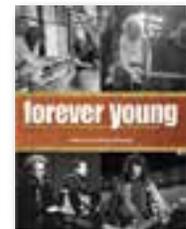


figure in literature, natural history, and taxonomy. The author is a visiting assistant professor of comparative literature at Hamilton College in Clinton, New York.

■ ***Forever Young: The Rock and Roll Photography of Chuck Boyd*** (Santa Monica Press), edited by **Jeffrey Schwartz '02**, showcases the work of one of the entertainment business's most trusted and well-liked photographers, and captures the Zeitgeist of rock during the 1960s and '70s. Boyd passed away in 1991, leaving behind nearly thirty thousand images; some of these have been discovered only recently and are included in the book. A lifelong musician, Schwartz is also a music historian and the archive director for the Chuck Boyd Photo Collection in Santa Monica, California. His first book was ***The Rock & Roll Alphabet***.



■ Anyone who knows a family in which a child — and therefore his or her parents — are living with diabetes will relate to **Linda Rupnow Buzogany '88, MS'93's** ***The Superman Years: The Emotional Life of a Parent Caring for a Child with Type 1 Diabetes*** (CreateSpace). The Littleton, Colorado, author is a psychotherapist and psychology professor who recounts her family's early experiences with this daunting disease and offers ways to cope with the long-term emotional and physical burdens. One reviewer writes, “Finally, a book about what happens for the parent who is trying to keep her child alive.”

Hello, bibliophiles!
You'll find the rest of our
new-book news at
onwisconsin.uwalumni.com.



BARRY HOAL CARLSEN

Wisconsin: Where I Row

By Charil Reis '95

"You're tall; you look strong. Can you swim?"

"Where do I sign?" was my spontaneous response. And just like that, a question asked during college orientation suddenly changed the trajectory of my life.

I never think about my time at Wisconsin without thinking about rowing. It's difficult to remember other facets of my life as a student, as I was so immersed in the sport. I strive to remember the good times on State Street, the football games, walking up and down Bascom Hill, attending classes, eating in the cafeterias, dorm life, and climbing stairs in Van Hise — but somehow, every one of those images comes back to me with some vision of rowing superimposed. The team became my family away from home, and that's what I needed.

Even now, nearly eighteen years after graduation, my waking thought is, "What does the water look like today?" If it's [like] a mirror, and I've overslept, I grimace about a wasted opportunity, and I plot how to get in a row after sending my daughter off to school, or in between meetings at work and emails that beg for answers. If I'm lucky enough to have awoken early, I own the lake, and the loons and eagles are my audience. I'm transported into a world where I command what happens for the rest of the day.

Because I row.

It wasn't always so glamorous. At the fall recruiting meeting, when our UW coach told 120 of us that the person on our left and the person on our right wouldn't be there come the end of the spring season, I believed her. I also believed that I *would* be there. I was right. The twenty of us who survived paid a great price, but we came away with so much more.

When she warned us that we'd get blistered hands, I believed — and sometimes the blisters covered half of my palms. When it came time to make team cuts, I was thankful to be five feet ten. When we were told to run stadiums, we did, and, for the next week, I used a bathroom stall for the disabled, so I could use the steel handrails to lower myself and my aching muscles. When I could only see a

silhouette of the rower in front of me, I just closed my eyes and trusted that we'd pull ourselves forward.

When ice took our lake captive, we transformed the boathouse into our winter palace. When spring storms unleashed winds that broke up the ice-lined shores, we watched the water's unveiling. And when we were finally issued our first race uniforms, bearing bold red and white, I was awestruck with pride.

Rowing was all consuming and obsessive — and oppressive at times. Get a group of rowers together, and they demonstrate an innate desire to connect. Anyone who doesn't row soon feels excluded. These conversations, however, are lifegiving to the rower: they validate the hours, weeks, months, or even years and decades spent in a boat going backward. Conceited? Most definitely. Rewarding for the rower? Unquestionably.

Since my graduation, rowing has led me to the Rhine River in Germany, upstate New York, Philadelphia, Idaho's Pettit Lake, countless races, three coaching positions for rowing and other sports, and a network of like-minded people. Rowing has given me confidence that I couldn't achieve or find anywhere else.

My most important lesson from rowing came from fellow rower Biz Smith in 2000, when we were involved in pre-Olympics training. When I asked her to share her best advice, she said, "You can always do another piece" — referring to a race simulation that crews do to build endurance. I used that phrase to trick my mind into thinking that I was fresh out of the gate each time — that I was never so tired that I couldn't do another piece. That mindset has served me well in all aspects of my life, and I share it with people every chance I get.

Rowing changed my life, how I thought I could live it, and what I thought I could do with it. And all because I am tall and had learned to swim.

Charil Reis '95 awakens every day to a captivating view of Crescent Lake in Rhinelander, Wisconsin.

Retirement is Keeping Up with the Grandkids



Being as Free as They Are.
Taking Classes at UW-Madison.
Enjoying the Good Life Downtown.

Live vibrantly near UW, in the heart of Downtown Madison, at Capitol Lakes—the preferred retirement community of the Wisconsin Alumni Association.

Call for a tour! 608-283-2000



CAPITOL LAKES®



www.retirement.org/madison • 333 W. Main St. • Madison, WI 53703

A not-for-profit, resident-centered Continuing Care Retirement Community

A promotional advertisement for the University Book Store. It features a young woman with blonde hair wearing a red plaid hat with a 'W' on it and a red tank top with 'WISCONSIN' printed on it. The background is a bright blue sky with clouds and a green field. The text reads 'Spring Badger Style' in large black letters, followed by 'Just One Click Away' and a button with 'uwbookstore.com' and a mouse cursor. At the bottom, it says 'the university book store' in a light grey font.

Badger be glad to save a Bucky on your move.

The **Wisconsin Alumni Association** has partnered with **Stevens Worldwide Van Lines** to create a preferred moving program for alumni like you to keep your move organized, secure, enjoyable and affordable!

- Full-Service Moves • Containerized Moving & Storage
- The Small Move Solution
- Cash Rebates • Stevens Concierge Services

800.796.9988

www.stevensworldwide.com/UWAlumni



**WISCONSIN
ALUMNI
ASSOCIATION**



STEVENS
WORLDWIDE VAN LINES



USDOT 72079

Preferred Mover for the Wisconsin Alumni Association

Near Campus • On-site Mgmt • Fitness Center • Guest Parking • 1-acre Park

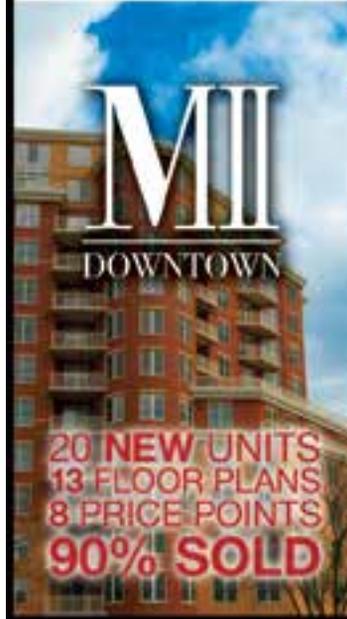
Metropolitan Place II

www.MetropolitanPlace2.com

**MODEL OPEN
SUNDAYS 1-4**

333 W. Mifflin Street
To learn more call:
608-268-0899
Debby Dines, Broker | UW MBA '02

DINES INCORPORATED



**20 NEW UNITS
13 FLOOR PLANS
8 PRICE POINTS
90% SOLD**



Public Opening Events

April 5th

- Student Energy Career Fair
- Innovation to Application: An Energy Symposium
- Wisconsin Energy Institute Building Dedication

April 6th

- Explore Energy: Hands-on Activities

All events free and open to the public. Find details online.



@UWEnergy



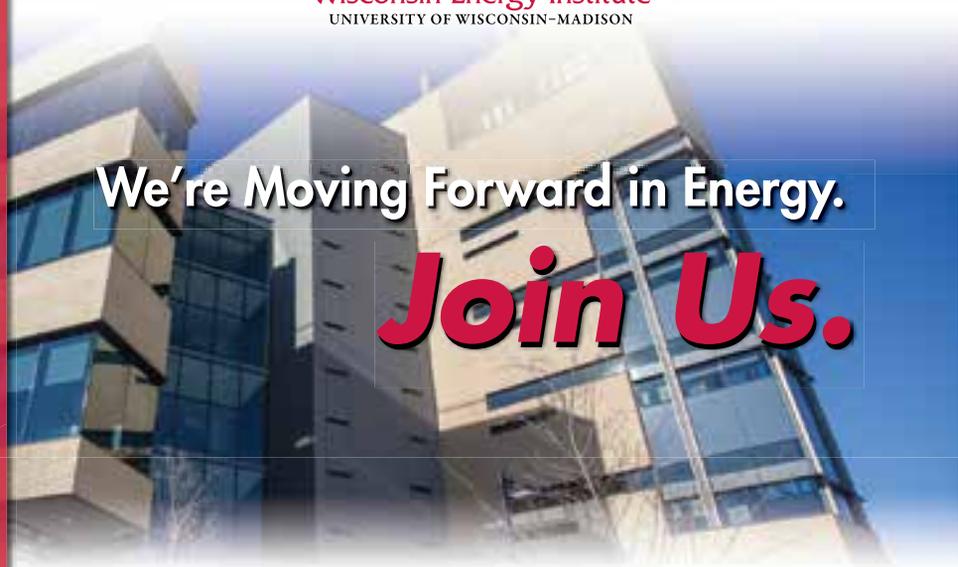
@WisconsinEnergyInstitute



Wisconsin Energy Institute
UNIVERSITY OF WISCONSIN-MADISON

We're Moving Forward in Energy.

Join Us.



1552 University Avenue, Madison, WI | energy.wisc.edu

UW-MADISON ARCHIVES, #S03847



Jump Around

Take a hop, skip, and jump back in time, and you'll land in a period when, for Badgers, "Jump Around" meant something other than the start of a fourth quarter at Camp Randall. The golden age of campus hopscotch ran from 1927 until the early 1960s, with the male residents of Tripp Hall's Frankenburger House battling the women of Liz Waters's Unit IV in an annual contest for leaping supremacy.

The prize for winning the hopscotch tournament was an actual trophy — a silver loving cup — and winning it was a major point of pride. The residents of each house practiced through the fall to prepare for the event; the Frankenburgers did so on a hopscotch

court painted in their house basement. Typically, the tournament festivities began with the men issuing a ritual challenge, marching by torchlight (okay, toilet paper torches) to Liz to deliver an inscribed invitation (written on toilet paper — evidently, resources were limited). The women of Liz IV answered with chants and jeers, and the battle was on.

The competition ran until at least 1964, but in time, its heat waned. Other houses tried to take up Franken-Liz's mantle. In 1965, for example, the men of Kahlenberg House took on the women of Cool House. But the glory days of hopscotch had faded.

John Allen

We met our goal and it was

WONDERFUL

More than **33,000** University of Wisconsin-Madison alumni and friends donated more than **\$10 million** to the Share the Wonderful Annual Fund Campaign. Thank you to each and every one of those 33,000 donors.

Thank You!

We couldn't have done it without you.

Photo and snowman by UW-Madison students Aleah Kuchta, Megan Bartkowski, & Amber Stanek.

SHARE THE **W**ONDERFUL

UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN

SHARETHEWONDERFUL.ORG

UW Foundation
Address Correction Department
1848 University Ave.
Madison, WI 53726-4090

Change Service Requested



Where Badgers belong

When you become a member of the Wisconsin Alumni Association® (WAA), you'll find yourself part of a special Badger community: one that offers a sense of belonging, keeps you connected to the UW and celebrates your Badger spirit.

So take up residence in this close-knit neighborhood of Badgers.

Join WAA today!



uwalumni.com/membership