

OnWisconsin

For University of Wisconsin-Madison Alumni and Friends

Capturing Conflict

Photographer Lynsey Addario '95 portrays the human toll and hidden beauty of troubled regions.

SUMMER 2011

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Features

20 **The Eye of the Storm** *By David McKay Wilson*

Lynsey Addario's recent capture by Libyan forces was just the latest in a series of perils for this frontline photojournalist. But she's never let danger stop her from bringing her unique perspective to coverage of conflict and humanitarian issues.

30 **Oh, My Stars!** *By John Allen*

Who are the UW's all-time awesomest alumni? *On Wisconsin* picks its list of greatest grads (and even one non-grad) in fields ranging from agriculture to technology.

36 **Seeing Potential** *By Susan Lampert Smith '82*

Eight other medical schools turned Tim Cordes MD'04, PhD'07 down flat, but the UW said yes — and discovered a remarkable physician who earned "student of the year" honors, created his own biochemistry software, specializes in addiction, and happens to be blind.

40 **The Class of 2011**

By Sam Oleson '11 and Jenny Price '96

These seven students are becoming diploma-carrying Badgers this year, joining the ranks of more than 380,000 UW-Madison alumni around the world. They have a firm grasp of reality — but also an inspiring take on what's to come.

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Cover
A moment of grief in Sudan: After witnessing her husband's murder in Darfur by Janjaweed militia, a grandmother and her granddaughter fled to the home of the woman's son.

Photo by Lynsey Addario

Where others saw lumber, he saw the forest.

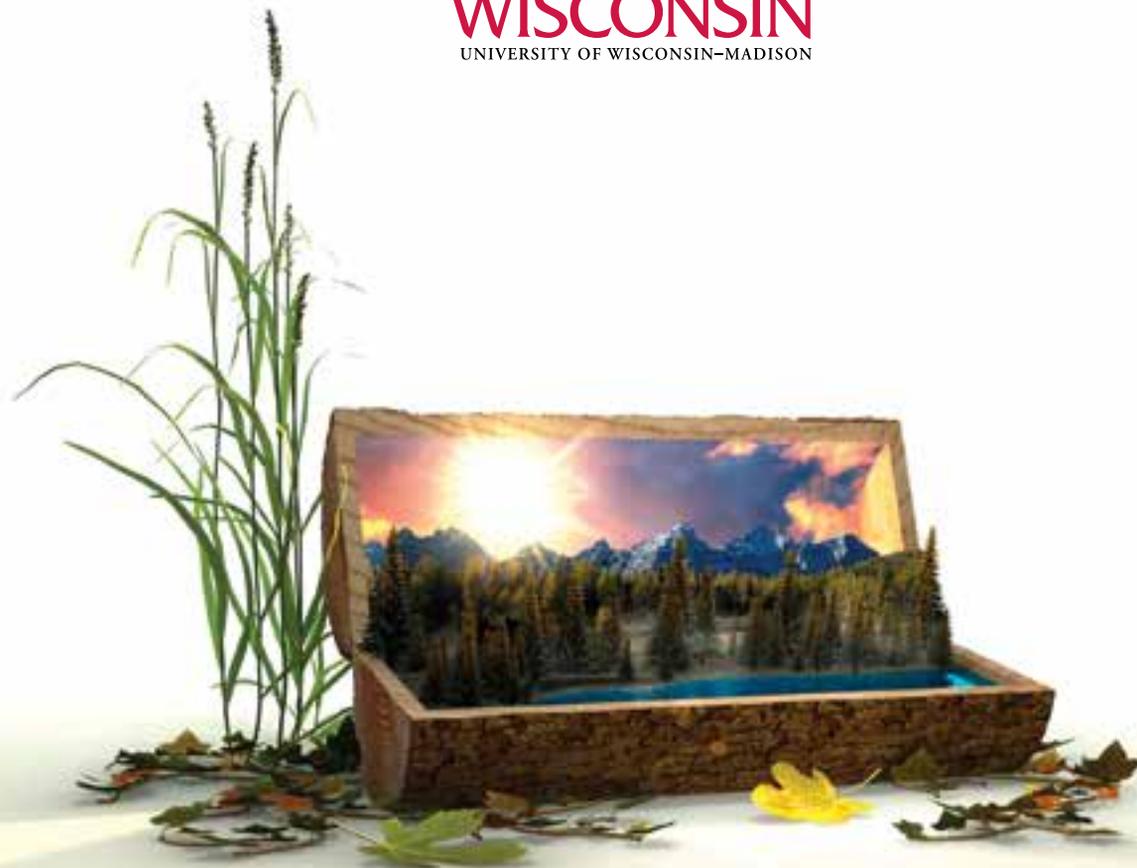
John Muir, Wisconsin alumnus and America's most famous and influential naturalist and conservationist, saw value in protecting our natural treasures. His vision gave us the national park system.

Since 1848, people at the University of Wisconsin have fearlessly dreamed the ideas that transform the world. It's not a question of if – only when and how – we will next move the world forward.

Keep on, Wisconsin. Keep on.



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



On Wisconsin SUMMER 2011

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How do editors
choose what will be on the
cover of a magazine?

In terms of subject
matter, it's often an easy
decision. Lynsey Addario
'95, who shot the photo
we selected for this issue,
is one of the world's fore-
most photojournalists, and
featuring the talent of such
an accomplished alumna
seemed particularly appro-
priate as we recognize
the Wisconsin Alumni

Association's 150th anniversary this year. It's not every day that *On Wisconsin* gets
to showcase such amazing work.

Clinching the decision was the fact that Addario made international head-
lines in March when she and three other journalists, including fellow alum Anthony
Shadid '90, were captured in Libya while covering the conflict there for the *New
York Times*. After breathing a collective sigh of relief once the four were released,
the editors agreed that this made Addario's story even more newsworthy.

Choosing which of the photographer's stunning shots to put on the cover was
more difficult. As art director Earl Madden MFA' 82 commented (several times),
Addario's range of vision is remarkable. She has an innate eye for composition
and detail, giving much of her work a painterly quality.

Fortunately, a few practicalities helped to narrow down the choices. Cover
shots must have space at the top for the magazine's title. And while the format of
On Wisconsin is vertical, many of Addario's shots were horizontal. Cropping a hori-
zontal image was an option, but this robbed many of the photos of their artistry.

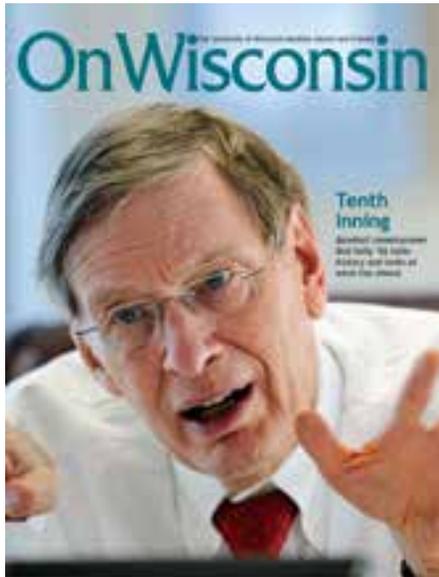
Still, Madden found some images that could be cropped, including a photo
of two women in burkas crossing a desolate mountainside (published here); the
haunting image on page 25; and the shot of the woman and child that, in the end,
we chose for the cover. As scenic as the other two photos were, this one was
the most powerful. As co-editor Cindy Foss said, the incongruity of the image is
compelling, as the eye is drawn to the contrast between the peaceful, sleeping
child and the grieving woman. It speaks volumes about the empathy of a master
picture-maker and her compassionate eye.

We hope you agree.



Addario shot this image in Afghanistan when she
encountered a woman about to give birth and her
mother. Their borrowed car had broken down, so the
photographer gave them and the baby's father a ride to
the hospital.

Niki Denison
Co-Editor



Inspired by Bud's Story

I want to compliment you on "A Conversation with the Commish" [Spring 2011]. I'm not a big baseball fan, but I really enjoyed learning about Bud Selig. How wonderful to see someone so passionate about their work and their life — very inspirational. Thanks for bringing us this story. *On Wisconsin* is a wonderful magazine.

*Don Gallagher MBA '94
Olathe, Kansas*

I am not an alum, but I did enjoy the Spring 2011 issue of *On Wisconsin* with the interesting interview with Bud Selig. I am sure I am not the only one to notice the irony contained in the Flashback that, while the commish graduated from UW, the university does not in fact have a varsity baseball team. Too bad!

*David Muschler
Chicago*

A Crawfish by Any Other Name ...

After graduation in 1984, I got my first job in the South and have lived in Louisiana ever since. The cuisine down here is outstanding, including those "tasty invaders" described in the Spring 2011 issue as crayfish ["Tasty Invaders," News & Notes]. However, you will never find a recipe for *crayfish étouffée*, but you will find plenty for *crawfish étouffée*. I considered myself a Southerner after my wife (who grew up in Cajun country) declared that the crawfish I boil are as good as any she has eaten.

*Ed (Joe) Metzger MS '84
Slidell, Louisiana*

Makin' the Scene

The Badger football team and its entourage of ardent fans had an eye for landmark sites in Los Angeles for their pregame rallies.

The panoramic view of the scenic Santa Monica Beach and its boardwalk [Scene, Spring 2011], against the idyllic Catalina Islands faintly in the background under a crispy blue, winter sky, made Bucky Badger and the red-clad hordes such a formidable presence before the game. On a day when many Angelenos were probably out of town for New Year's, throngs of Wisconsinites flooding the area sent a jubilant message to alumni such as myself here in Tinseltown that the Badgers came to play and win it all. Indeed, a mere two points tantalizingly separated the Badgers from the trophy.

***Bloggers are finding voices through Internet writing,
and I am delighted that you have started to bring
attention to their efforts.***

The Santa Monica scene recalls another occasion in the '90s when Wisconsin played UCLA, the local favorites. The Badgers adorned the Avenue of the Stars with huge, bright red roses. Red ribbons wrapped around every lightpost. That year, their powerful running game barreled through UCLA's defense repeatedly. The outcome was never in doubt.

*Henry Tse '76, MA '77, MS '79
Rosemead, California*

Thoughts on the New Badger Partnership

"The financial model for public research universities is broken," and the UW and Wisconsin should "rewrite their relationship," claims [Chancellor] Biddy Martin ["Bipartisan Partners," Spring 2011]. I could not agree more.

However ... [p]ublic universities across the country have forgotten their primary mandate is to provide quality and affordable education to the residents of their states.

The UW does not need more money from students, but rather a state directive to reduce the cost of an undergraduate education.

*Jon Debling PhD '97
Saline, Michigan*

From the Web

I commend the university for having the New Badger Partnership plan in place ["Bipartisan Partners," Spring 2011]. I graduated and have worked at the UW for a long time, and have witnessed the "hoops" and barriers for getting things done. With the economy worsening, I believe this is a true example of "forward thinking."

Debbie Malinowski Meltzer '76

["Brave New Blogs," Spring 2011] is an incredible article. These bloggers are finding voices through Internet writing, and I am delighted that you have started to bring attention to their efforts. The quotes from each blog were well chosen as well. Excellent, excellent work.

Shannon Lange

I would love to read more about student and faculty experiences with blogging. ["Brave New Blogs," Spring 2011]. Keep it up.

Yellowhammer

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

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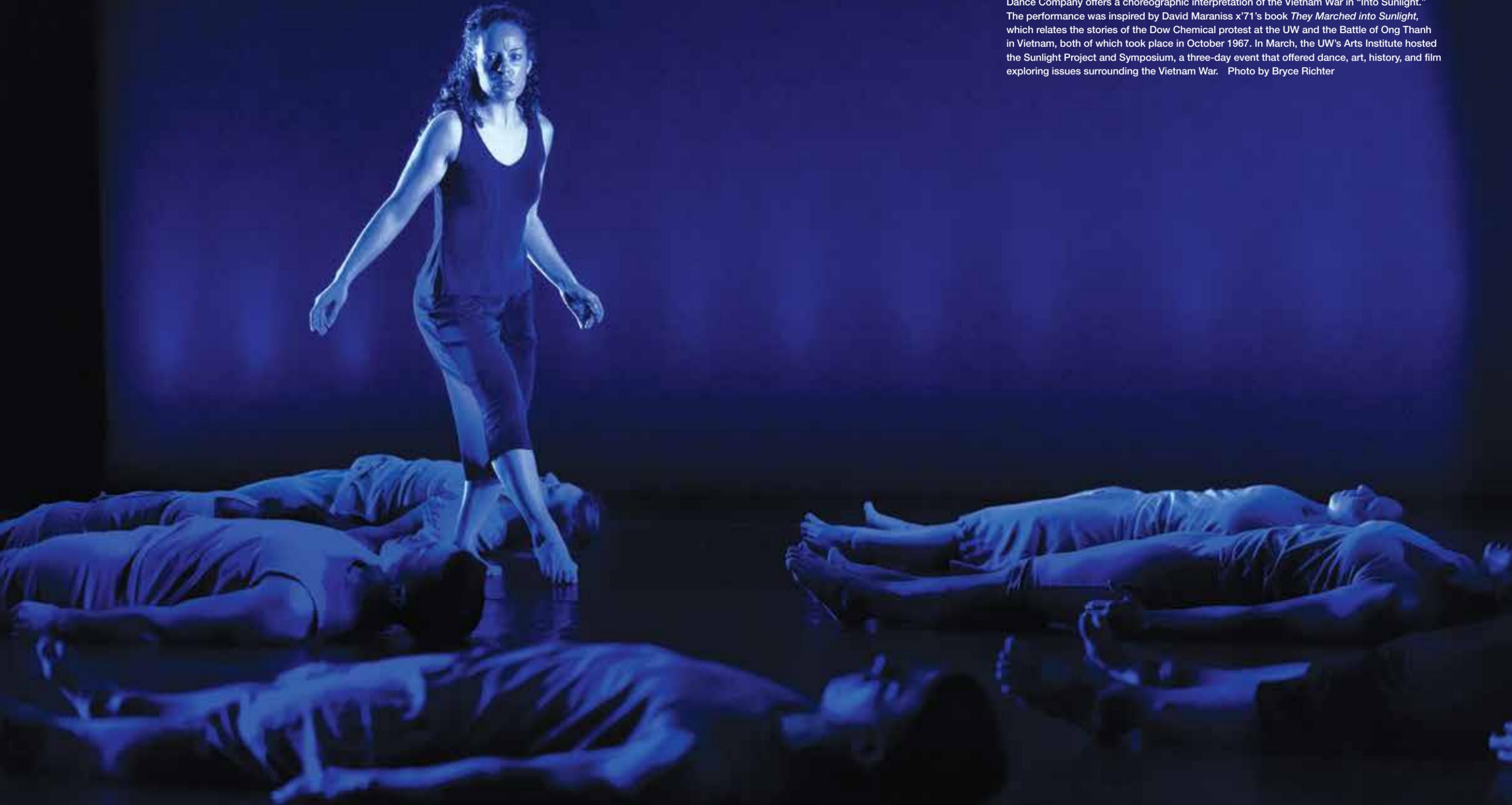
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scene

War Dance

Treading among the fallen bodies of her fellow performers, Nicole Sclafani of the Robin Becker Dance Company offers a choreographic interpretation of the Vietnam War in "Into Sunlight." The performance was inspired by David Maraniss x'71's book *They Marched into Sunlight*, which relates the stories of the Dow Chemical protest at the UW and the Battle of Ong Thanh in Vietnam, both of which took place in October 1967. In March, the UW's Arts Institute hosted the Sunlight Project and Symposium, a three-day event that offered dance, art, history, and film exploring issues surrounding the Vietnam War. Photo by Bryce Richter



State of Uncertainty

The UW's future is clouded as the legislature considers the budget.

The future of UW-Madison's governance is the subject of debate in the capitol and around the state as Wisconsin's legislature and Governor Scott Walker attempt to deal with an expected \$3 billion structural deficit.

In February, Walker proposed a budget bill that includes a \$250 million cut in funding for UW System, with half falling on UW-Madison. To ease the burden on the university, the bill offers to grant UW-Madison public-authority status — effectively splitting the Madison campus from the rest of the UW System and putting it under a separate governing body, a board of twenty-one trustees. (For more details on the plan, see budget.wisc.edu.)

UW-Madison Chancellor **Biddy Martin PhD'85** has expressed support for the proposal, arguing that it would give the university increased flexibility, particularly in personnel and

purchasing matters, and in setting tuition. That flexibility would enable UW-Madison to absorb losses in state funding, she says, and improve its ability to compete with other research institutions around the world.

However, the UW System leadership and members of the board of regents have opposed public-authority status for UW-Madison, expressing concern for how the split would affect the other UW System campuses.

The discussion of university governance falls at a contentious time, due to heated politics in Madison this year. In February, protesters — including members of UW-Madison's Teaching Assistants' Association, the union representing graduate-student employees — descended on the Wisconsin legislature. Demonstrations continued for weeks while the assembly and senate considered and ultimately passed



JEFF MILLER

In February, UW-Madison's Teaching Assistants' Association called for a "teach out" and marched up State Street to protest against a bill that would remove their collective-bargaining rights.

a law stripping state workers of many collective-bargaining rights.

The Wisconsin legislature was still debating the budget

bill and UW-Madison's possible public-authority status at press time.

Staff

quick takes

UW professor Jamie Thomson, the first researcher to isolate and grow human embryonic stem cells, received the Albany Medical Center Prize in Medicine and Biomedical Research. The award carries a \$500,000 prize, the largest financial award in the U.S. for medical and science research.

The U.S. Supreme Court declined to hear an appeal from the UW regarding whether the university may deny funding to religious groups. The UW had argued that, as a state university, it could not provide funds

from student fees to Badger Catholic, a student group that offered religious activities in its programming. A federal appellate court ruled that the UW violated the First Amendment, and the Supreme Court allowed that ruling to stand.

In May, the UW hosted the National Science Olympiad, one of the country's most prestigious contests in science, technology, engineering, and math. Some 120 teams from middle and high schools around the country competed during the event.

Big Red is the most green, according to TheDailyGreen.com. The site gave the UW its Editor's Pick as Greenest University due to projects that have seen a 16 percent drop in greenhouse gas emissions and a 29 percent drop in per capita water use since 2005.

UW limnologist Stephen Carpenter won the 2011 Stockholm Prize, the world's most prestigious honor for water-related science. Carpenter directs the university's Center for Limnology, and he's a leading authority on lake food-web dynamics and

long-term ecological change. He'll receive the honor in August, from the hands of Sweden's King Carl XVI Gustaf.

Kathleen Gallagher '81 of the Milwaukee Journal Sentinel was part of a team of reporters who won the Pulitzer Prize for explanatory reporting in April.

Karen Holden, a professor emerita of consumer science, served as an adviser for *Sesame Street* in creating its financial education initiative, *For Me, for You, for Later*.

Little Online Lies

Those who post to dating sites fudge the facts strategically.

Catalina Toma knows the ugly truth about online dating: people lie.

But those looking for love via the Internet can take heart. Toma, an assistant professor of communication arts who studies the ways people present themselves online, says daters don't tell more lies online than they would when meeting someone in a bar — even though technology makes it much easier to stretch the truth.

Online daters lie for the same reason they lie face to face: to give themselves a better shot. But the deceptions people employ in online dating are strategic, because they know they will get caught if they go too far.

"Most people go online because they want to find a relationship partner," Toma says. "So presenting themselves as three inches taller and looking like Brad Pitt is the kind of lie that will be very easily caught face to face, and that defeats the purpose."

For Toma, there's a science to figuring out who is lying, and sometimes it involves a scale and a tape measure. Online daters lie about their height or weight, but not their age. In one study, Toma checked the accuracy of profiles by measuring and weighing daters, and by checking the birth date on their driver's licenses. Men add about half an inch to their height on average — a practice called "strong rounding up" — while women shave eight and a half pounds

off their weight. These fibs, Toma says, are "the kind of stuff that won't blow you away when you meet the person face to face."

Toma has also tested the accuracy of photographs that daters post to their online profiles. While most of the daters in her study maintained that their photos were relatively accurate, a panel of independent judges (a group of undergraduate students at Cornell University) rated about one-third of the online profile photos as inaccurate when compared with a snapshot taken in the lab. Women daters were more likely to post older photographs (seventeen months old on average), presenting slightly younger versions of themselves, and to use retouching techniques or hire a professional photographer.

"We're seeing in online dating the same kind of pressures that people experience face to face about making themselves appear more attractive," she says. "So I guess the surprising finding is people don't lie [online] because it's easy to lie; people lie to satisfy their interpersonal agenda, which is reassuring and nice in a way."

Toma's interviews with online daters about the kind of deceptions they find unacceptable revealed that they cut potential matches some slack when it comes to profile accuracy. "People think of the online profile as a 'promise,'" she says. "It's a promise that you will be a reasonable approximation of your online persona. And if you think about it, it's truly impossible to capture a three-dimensional human being

in the static, two-dimensional profile."

Online daters are not incredibly harsh judges, because they understand the constraints of the space, having put together their own profiles and potentially pushed the boundaries of the truth themselves, she says. Still, some push the promise concept a bit too far: one study participant admitted to presenting herself online as twenty pounds lighter as a way to motivate herself to lose weight.

Online communication doesn't allow people to observe nonverbal hints of deception, such as eye contact, fidgeting, and other anxious behaviors. But Toma's research using linguistic-analysis software identified some specific cues that online daters are lying in their profiles.

"People use fewer first-person pronouns when they're lying ... They don't say *I* as many times as when they tell the truth," Toma says. There is an unconscious need to psychologically distance themselves from the deceptive message, she says, because lying is "something that people normally feel guilty about."

People who lie in their profiles also use more words such as *no*, *not*, and *never*, and use much simpler language than those telling the truth, revealing the psychological burden of lying. "It's taking a lot more mental resources to construct a lie and also to maintain the lie," she says. "First, you have to



Online daters don't lie about age, but will add about half an inch to their height, shave a few pounds off their weight, and retouch the photos in their profiles.

BARRY ROAL CARLSEN

fabricate something that didn't actually happen, and then you have to make sure that you don't contradict yourself, you don't get yourself entangled in your own deception."

Online daters also make efforts to compensate for deceptions, so if they lied about their appearance in some way, they may play up career success or social status. And the more online daters reported lying about physical appearance, the fewer eating- or cooking-related words

they used in the "about me" part of their profiles.

In the same study, Toma had judges rate how trustworthy online profiles appeared, and found that they perceived very different — and false — cues to whether daters were telling the truth. For example, they gave higher marks to longer profiles that revealed more information, believing they were more honest.

"Human beings are incredibly poor at detecting deception," she says.

Dating sites now exist for a multitude of ethnicities, interests, and religions. Jewish singles have JDate.com or TheJMom.com (which invites Jewish mothers to find potential mates for their adult children), Ivy League graduates can look for love among their own at RightStuffDating.com, and music lovers can pair up with those whose iPod playlists match their own at tastebuds.fm.

Attitudes about online dating have improved since Toma began studying the subject as a graduate

student. "People were really reticent to admitting that they had met on Match.com," she says. "Now it's become a very acceptable venue for meeting new people."

Still, Toma is not speaking from personal experience when she analyzes online dating behavior. "I've actually never done online dating myself," she says. "It's one of those phenomena where people study what they're really bad at — in my case, dating."

Jenny Price '96

Badgers on the Big (and Small) Screen

Scriptwriters use creative license to claim connections to Wisconsin.

UW-Madison has a starring role in movies and on television when writers and producers call on the university's graduates, albeit pretend ones, to help tell their stories. Here are some of the UW's most prominent fictional alumni:



ORIS HOME ENTERTAINMENT

• **Allison Parker**, one of the tenants on the original *Melrose Place* (played by Courtney Thorne-Smith), who got her foot in the door at D&D Advertising by working as a receptionist. She bragged on the show's pilot episode about being an honors graduate from the UW.



ANDY SCHARITZ/UNIVERSAL PICTURES

• **Will Hayes** (played by actor Ryan Reynolds), whose life, including his relationship with his ten-year-old daughter, is followed in the movie *Definitely, Maybe*. He leaves Madison and his college girlfriend to move to New York and work on Bill Clinton's 1992 presidential campaign.

• **Jack and Maddie Fenton**, parents of *Danny Phantom*, the titular character of the Nickelodeon animated series about a teenage boy who is half ghost. The Fentons, who work

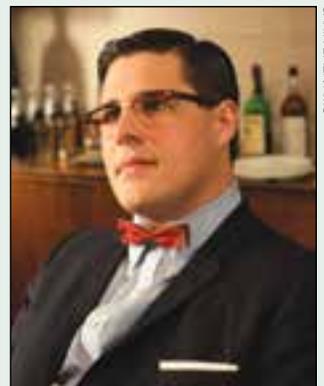
as professional ghost hunters, attended the UW with Vlad Plasmius, Danny Phantom's arch-nemesis. Plasmius dubbed Danny "Little Badger" and is a huge Green Bay Packers fan, too, thanks to writer **Steve Marmel '88**, who worked on the show.



GETTY IMAGES

• **Donnatella "Donna" Moss** (played by Janel Moloney), the ever-present assistant to Deputy White House Chief of Staff Josh Lyman (played by Madison native Bradley Whitford) on the award-winning

show *The West Wing*. Moss attended the UW for two years before dropping out to support her boyfriend while he attended medical school.



CARIN BAERMAN

• **Harry Crane**, member of the Sterling Cooper Draper Pryce advertising agency on the show *Mad Men* (played by actor Rich Sommer). In season one, Crane mentions to Don Draper that he attended the UW and was a photographer for the school newspaper.

J.P.

Our Brains Made Us Do It

A unique program explores how science plays out in society.

Melding of mind and policy matters is all in a day's work for the graduate students in the UW-Madison Neuroscience and Public Policy program.

Since 2005, the program has offered students the chance to explore the intersection of science and society while earning graduate degrees in both neuroscience and public affairs. The goal? Training a cadre of scientists well versed in the realms of both scientific research and policy.

As the study of the brain and nervous system, neuroscience holds a unique position for policy implications, says **Ronald Kalil**, program director and neuroscience professor. "Our brain defines who we are. In so many areas impacting human life, policy and law are predicated upon notions of how we function behaviorally as humans — notions that may be in need of revision," he says, citing as examples childhood

education, prosecution of juvenile criminals, health care, and the concept of personal responsibility underpinning the legal system.

The program — the only one of its kind in the country — is a partnership between the Neuroscience Training Program in the Graduate School and the La Follette School of Public Affairs. It couples a PhD in neuroscience with a master's degree in either public affairs or international public affairs. Students undertake a heavy course load in neurobiology, policy analysis, economics, and government to work toward the two degrees simultaneously. They also gain hands-on policy experience through a summer internship at a foundation, government agency, or other institution.

"[Policy is] very different from science and academia, and translation between the two is often not understood very well," says **Patric Hernandez**



BRUCE RICHTER

Students in the UW's Neuroscience and Public Policy program study economics and government in addition to doing research.

MPA'10, PhDx12, who worked last summer in the Government Accountability Office on the transparency of government stimulus spending.

He and **Lindsay Pascal MPA'10, PhDx12** are the first students to complete the master's portion of the program and are now continuing their dissertation research in neuroscience — Hernandez on functional brain imaging and Pascal on the brain's role in regulating eating behavior. Both students plan to pursue careers

that will draw upon their policy experiences, possibly in science administration, management, research policy development, or curriculum design.

"This was the only program I found anywhere in the country that allowed me to explore my policy interests without sacrificing a basic research track," says Pascal. "It's definitely made me think more about what my work means [and its] place in the world instead of just what it means in my little scientific niche."

Jill Sakai PhD'06

Early Warning System

Risk for Alzheimer's disease could beat symptoms by twenty years, researchers learn.

UW-Madison researchers are making strides in the fight against Alzheimer's disease by studying people who don't have it.

"We want to be able to identify risk decades before someone becomes symptomatic, because that's how we're going to prevent it," says **Mark Sager**, director of the Wisconsin Alzheimer's Institute and professor of medicine at the School of Medicine and Public Health.

The key players are the more than 1,400 dedicated members of the Wisconsin Registry for

Alzheimer's Prevention, people who travel from around the state and the country to take part. The registry, launched ten years ago, is now the largest and oldest study of healthy people with a family history of the disease. The resulting research has shown the significance of family history as a risk factor for the disease.

"The entire field is following our lead," Sager says. "Everybody is talking about earlier, earlier, earlier."

More than 5 million Americans have Alzheimer's

disease, a number that is expected to increase as Baby Boomers enter their sixties.

Sager and **Sterling Johnson**, associate professor of medicine and researcher at the Geriatric Research Education and Clinical Center at the William S. Middleton Memorial Veterans Hospital, recently conducted two studies of registry participants who carry a newly identified gene and an established risk gene for Alzheimer's.

Their results show that the disease could be diagnosed

as long as twenty years before symptoms develop. Sager says being able to identify early changes in the brain is akin to doctors identifying high cholesterol in patients decades before they develop heart disease.

"We know that heart disease is a disease of a lifetime, and that people have heart attacks not in their twenties, but in their fifties and sixties and seventies," Sager says. "So it's not unreasonable to think that Alzheimer's disease will follow the same pattern."

J.P.

Me and My Shadow

A UW sociologist explores the complicated roles of mothers and nannies.

The most popular portrayals of the relationship between mothers and nannies are often extremes — think *The Nanny Diaries* or *The Hand that Rocks the Cradle*.

But the reality is much more complex. And what makes these relationships difficult is how tough American cultural norms are on working mothers, says **Cameron**

Macdonald, a UW assistant professor of sociology and author of *Shadow Mothers: Nannies, Au Pairs, and the Micropolitics of Mothering*.

“It is literally impossible for mothers to work outside of the home and meet contemporary ideals of good mothering,” she says.



ISTOCK

At the core of expectations is the idea that kids’ outcomes are entirely contingent upon their mothers’ parenting, “especially during that critical birth-to-three period, after which — if you believe the advice books — screw up and your child’s an ax murderer,” she says.

And it’s those beliefs about the role of mothers, along with the serious economic pressures facing most families, that result in controversies such as that ignited by Amy Chua’s recent memoir, *Battle Hymn of the Tiger Mother*.

“You can’t say ‘motherhood’ these days in this country without starting a riot,” Macdonald says.

Economic uncertainty — present when Macdonald conducted her interviews in the late 1990s and early 2000s, and an even more pressing concern today — amplified those impossible-to-meet expectations about childrearing. Mothers worried that their children might fall behind, not get into the right schools, and be doomed to downward mobility.

These strains, along with cultural variations, led to differences of opinion between mothers and nannies about how a child’s day should be structured. Mothers wanted a highly structured day with socially and intellectually stimulating activities, even for infants and toddlers. Nannies, on the other hand, were more likely to want to play it by

ear, and “let kids be kids.”

Macdonald’s interviews with nannies and au pairs yielded both humorous and poignant accounts of what it feels like to be the cornerstone of a family, yet often be denied autonomy and authority. Some nannies reported being fired when children in their care accidentally called them “Mommy.”

“Mothers expect the nanny to be simultaneously present and absent, to form a healthy bond with the children, but not get too attached,” Macdonald says. “It’s an unrealistic set of expectations that make even the most thoughtful employer begin to seem irrational and unreasonable.”

That places nannies in a paradox in which they must form a bond with the children that is secure enough to fulfill emotional needs, yet at the same time, not threaten the primary caregiver role of the mother.

“I want people to understand that the problems that are present in these relationships stem from these outside forces, and that it’s possible to move past them,” Macdonald says. “I don’t think that having more loving adults in a child’s life is a bad thing. But if we believe it’s a bad thing — and moms feel guilty about it, and nannies or child-care providers feel undervalued — then that’s a self-fulfilling prophecy.”

Jenny Price ’96

STUDENT WATCH

Tag isn’t just for elementary school playgrounds anymore. A new mutation of the game — aptly called **Humans vs. Zombies (HVZ)** — has been popping up at colleges across the country. Invented a few years ago at Goucher College in Maryland, HVZ has taken over the UW campus in recent years, enlisting close to a thousand members, according to its Facebook group.

Here are the basics: for about a week, approximately four hundred students play a massive game of tag in which “humans” defend themselves with foam darts (shot from NERF guns) and socks (thrown) as they complete “missions,” while an ever-increasing number of “zombies” try to take out the humans by simply touching them.

HVZ entails one or two weeklong rounds every semester and draws participants from all different backgrounds. The organization’s president, **David Bebeau x’12**, says that even some members of the men’s basketball team have been in on the action.

The game is all about having fun and a way to escape the typical pressures of college, although academic buildings and residence halls are off limits because of the flying darts and socks.

“We’re just a growing group of kids who don’t take ourselves too seriously,” Bebeau says.

Sam Oleson ’11

Livin' on a Prayer

Study examines how prayer manages negative emotions.

According to legend, it was Ernie Pyle who first said there are no atheists in foxholes, the aphorism meaning that heavy stress causes people to turn to prayer. But for all the repetitions of that phrase, no one has really investigated how it is that prayer helps — setting aside theological issues to explore the psychological benefits. No one, that is, until

Shane Sharp PhD'11.

Before coming to the UW as a doctoral candidate, Sharp had earned a bachelor's in psychology at Alabama and a master's in religious studies at Vanderbilt. For

his PhD research, he looked into ways that victims of domestic abuse use prayer to manage negative emotions.

"Domestic violence victims experience evil and injustice personally," Sharp says. "Their abusers use physical violence in a pattern of coercion, and I'm interested in how the victims resist this."

Sharp conducted in-depth interviews with sixty-two current and former domestic violence victims from around the country who represented a wide range of religious, ethnic, and

socioeconomic backgrounds. He spoke with them, either in person or over the phone, for between one and six hours each, and found that the victims tended to use prayer as a social interaction to gain "the resources they use to carry out individual emotion-management strategies."

These strategies include venting anger, building self-esteem, reinterpreting situations to make them feel less threatening, mitigating anger, and what Sharp calls "zoning out" the negative stimuli.

Seeing prayer as a social interaction "requires thinking of prayer as something other than an individual, private, and intra-psychological phenomenon," Sharp says, but it offers a more nuanced view of the ways people use prayer in times of crisis.

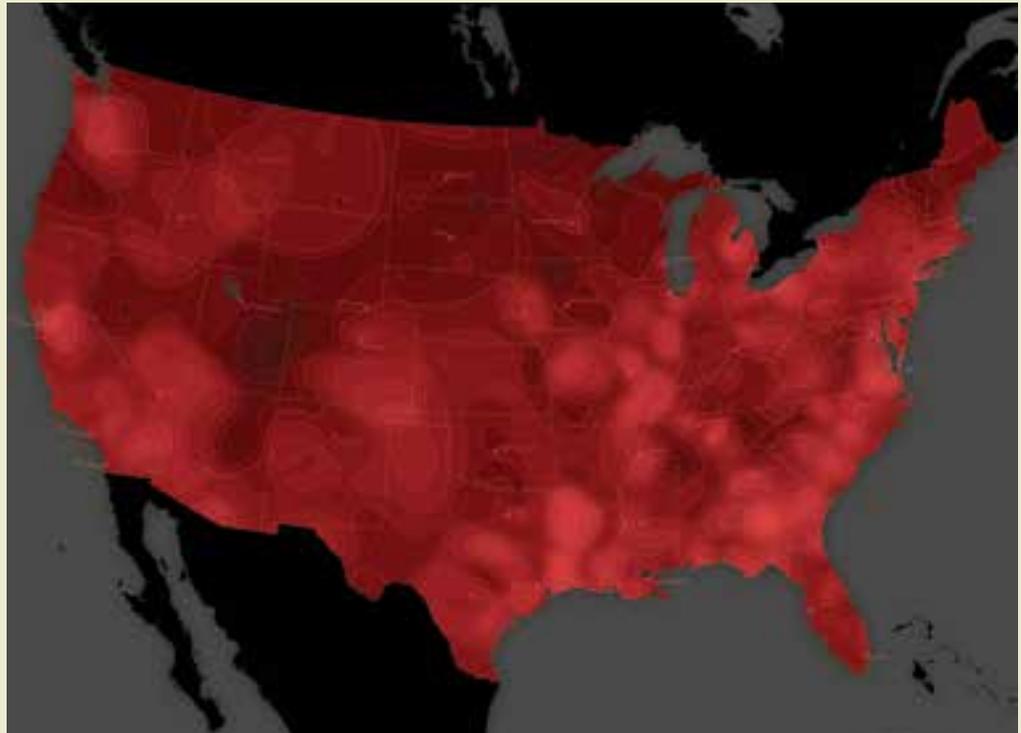
Irrespective of others' religious views, "when social actors perceive objects and interactions as real," Sharp says, "they are real in their individual, sociological, and emotional consequences."

John Allen

Where the Potty-Mouths Are

What region has the foulest mouths on the Internet? The Southeast does, according to geography lecturer **Daniel Huffman MS'10**. Analyzing data from Twitter, Huffman looked at the prevalence of six different swear words. (We won't reproduce them here, as we don't want to inadvertently drive up Wisconsin's cuss-quotient.) Using 1.5 million geocoded public Twitter posts (i.e., "tweets") as his dataset, Huffman calculated the frequency of swearing — how often one of his six words was used per 500 tweets. Those calculations were the basis for this map. The bright areas indicate the highest rate of swearing. Curiously, Madison appears to fall in an area of relatively clean language.

J.A.



The Art-Lovers Lane

The Chazen receives \$30 million worth of modern art.

When the UW's Chazen Museum of Art opens the doors on its new addition in October, it will offer nearly twice as much gallery space as it did before. And the museum will need that space, thanks in part to the donation of **Alvin '40** and **Terese Lane** — a collection of some seventy sculptures and 250 drawings valued at \$30 million, making it the largest and most valuable art gift in the Chazen's history.

The collection includes a roster of the big names in modern art: there are five pieces by Pablo Picasso, thirteen by Claes Oldenburg, fourteen by Alexander Calder, and sixteen by Christo and Jeanne-Claude.

"Alvin liked twentieth-century art, and so do I," says **Russell Panczenko**, the Chazen's director. That common ground was the starting point for convincing the Lanes to will their vast collection to the UW. Alvin Lane passed away in 2007 at age eighty-nine, and Terese died in March 2010 at age eighty-eight.

"Alvin had a great loyalty to the UW," Panczenko says. "He was New York born and bred, and I think he only left the East Coast for any length of time twice in his life — for the four years he spent in Madison and during World War II, when he served in the Navy."

Lane might have stayed on the East Coast for college, except that he was Jewish. Anti-Semitism at the time led some schools to cap enrollment for Jews, so Lane left home for Madison. "He always said to me that if it wasn't for the UW, he probably never would have gotten an education," Panczenko says.

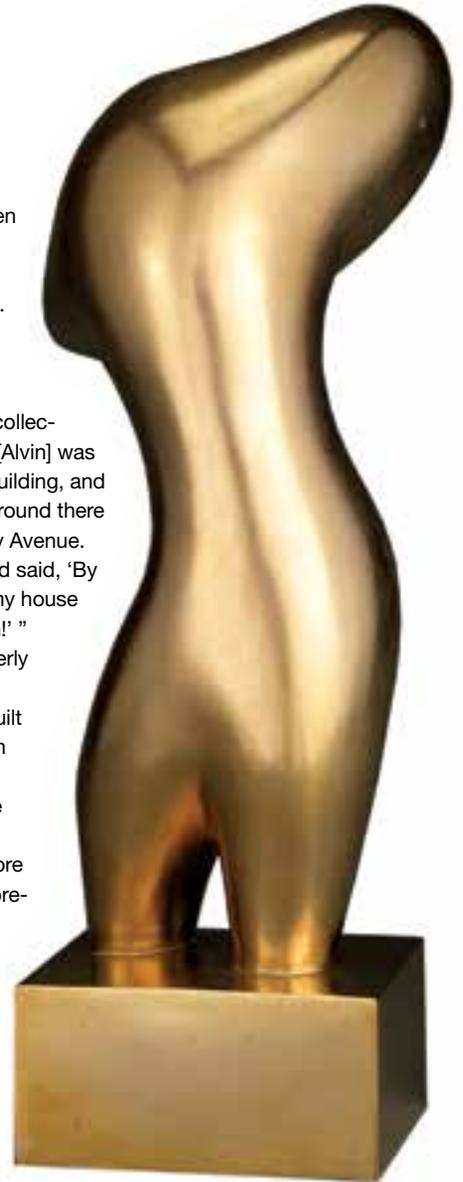
The Lane collection will not generally be displayed all at once, though for the most part, the museum's new galleries nine, ten, eleven, and twelve will be devoted to pieces that they donated. Their art has

been shown in the Chazen once before, at an event that may have helped inspire the later donation.

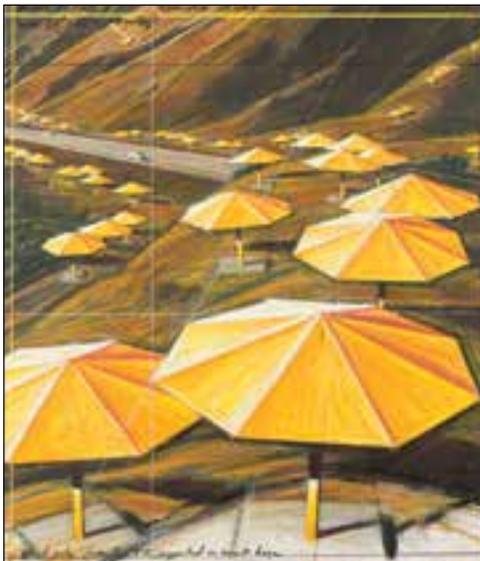
"In 1995, for the twenty-fifth anniversary of the museum, we did a show of the entire Lane collection," Panczenko says. "[Alvin] was standing in front of the building, and told me he used to live around there somewhere on University Avenue. Then he turned to me and said, 'By God, you've destroyed my house to build your museum on!'"

The Chazen — formerly known as the Elvehjem Museum of Art — was built in 1970, and construction over the last year added 86,000 square feet to the original building's 90,000 square feet. It houses more than 19,000 artworks representing a wide variety of cultures and eras.

John Allen



Among the items that Alvin and Terese Lane donated to the Chazen Museum of Art are sketches, paintings, and sculptures by some of the most important figures in modern art. Shown here, from left, are a collage by Christo (illustrating *The Umbrellas*, a project completed in 1991), a painting by Joan Miró (untitled and undated), and a sculpture by Hans Arp (*Petite Torso*, 1930).



Been There, Done That

A two-time winner of the Pulitzer Prize shares lessons from the front lines.

You could have called it a master class when a dozen UW-Madison journalism students experienced an up-close-and-personal session with **Anthony Shadid '90** last fall. Little did they — or he — know that he'd soon have more harrowing tales to tell. Just a few months later, while reporting for the *New York Times*, he was captured and held for six days in Libya until Turkish diplomats arranged for his release, along with photojournalist **Lynsey Addario '95** (see story, page 20), and two *Times* colleagues.

But before students could get too intimidated in class that day, Shadid — who has twice won a Pulitzer Prize for his reporting on the war in Iraq — reminded them that he started his career just down the hall at the *Daily Cardinal*, where he worked as campus news editor while earning a degree with majors in journalism and political science.

"I always get a little nostalgic when I come back to Madison," said Shadid, deputy bureau chief for the *New York Times* in Beirut, who most recently covered the uprisings in Tunisia, Egypt, and Libya.

Journalism Professor **Stephen J.A. Ward**, director of the Center for Journalism Ethics, brought Shadid to campus for a public lecture on the Iraq war. But before he addressed about three hundred people attending his talk, Shadid met with students in J666: Professional Responsibility in Mass Communication.

The class picked the brain of a reporter who has spent the last eight years covering conflict in the Middle East.

Iraq is a "devastated place," he said. "You cannot meet one

person in Baghdad who hasn't had a friend or relative killed."

Shadid started studying Arabic while attending the UW, and he continued when he went abroad at age twenty-five. Knowing the language has been key to reporting beneath the surface of what governments reveal, he said, responding to a student's question about how he finds sources that others don't.

"Language is a prerequisite if you have any hope of getting deeper in the story," he answered. "Interviewing is a question of trust, and language is a part of that."

Time is another factor. Shadid recounted spending eight days with Iraqi parents who were trying to find the body of their dead son. His observations filled five notebooks. "What I find in conflicts is that people want to bear witness, and they want to tell you the story," he said. "What we do is worthwhile when we do that."

But, he acknowledged, his job also is dangerous. When he started working as a Middle East correspondent for the Associated Press in Cairo in 1995, reporters were regarded as noncombatants. That has changed: Shadid was shot in the back of his shoulder while covering fighting in the West Bank city of Ramallah in March 2002. Then came his capture in Libya, when he heard soldiers shout "Shoot them!"



BRUCE RICHTER

"People ... want to tell you the story," reporter Anthony Shadid told journalism students when describing his experiences covering war-torn countries.

in Arabic, and, he says, "we all thought it was over."

"How do you deal with fear?" asked Ward, who was a war correspondent in Bosnia, during the class.

"I think there are stories worth getting hurt for," Shadid said. "I didn't enjoy getting shot in the back, but I think that story was worth telling."

Shadid also warned students about the pitfalls of getting too close to sources, something that can happen in a foreign post, where relationships between reporters and government officials become very informal.

"Have you developed a pretty good sense, when you're interviewing someone, of when they're trying to manipulate you?" asked **Tim Oleson**, a first-year graduate student. Shadid said people push agendas that don't

match reality, but noted that some reporters in Iraq have the advantage of having been there longer than some U.S. officials.

"I'd rather do street reporting than talk to people at the embassy any day," he said.

Kyle Mianulli x'11, managing editor of the *Badger Herald*, asked Shadid if there is one story he wishes he would have reported.

"Absolutely. Abu Ghraib," Shadid said.

When he was reporting in Anbar province in 2002, Shadid said, he kept hearing "crazy stories about what was going on" at the Iraqi prison, but he couldn't believe U.S. troops would do what was rumored. He learned a hard lesson, he said: "Don't believe everything. Don't disbelieve anything."

Jenny Price '96

TEAM PLAYER

Janelle Gabrielsen

With three older sisters named Jessica, Jolene, and Jamie, and parents Jeff and Jill, it's no wonder everybody who knows **Janelle Gabrielsen x'12** drops the *J* and calls her "Nellie."

The UW's senior setter has been making a name for herself in sports since high school, where she was a nationally recognized four-year varsity player in basketball and volleyball. Though in high school she primarily played middle hitter (a position responsible for blocking opponents' shots), the UW coaches saw untapped potential in her athletic versatility, sure-handedness, on-court intensity, and proven team leadership — qualities of a talented setter, the player who orchestrates the team's offense.

Once Gabrielsen arrived on campus, head coach Pete Waite wasted no time getting her game action. She started twenty-six matches her freshman year, playing both hitter and setter in the team's 6-2 offense, in which two players split setting duties. After the season, she began training to run the team in a 5-1 offense and has started all fifty-nine matches as the new offense's sole setter.

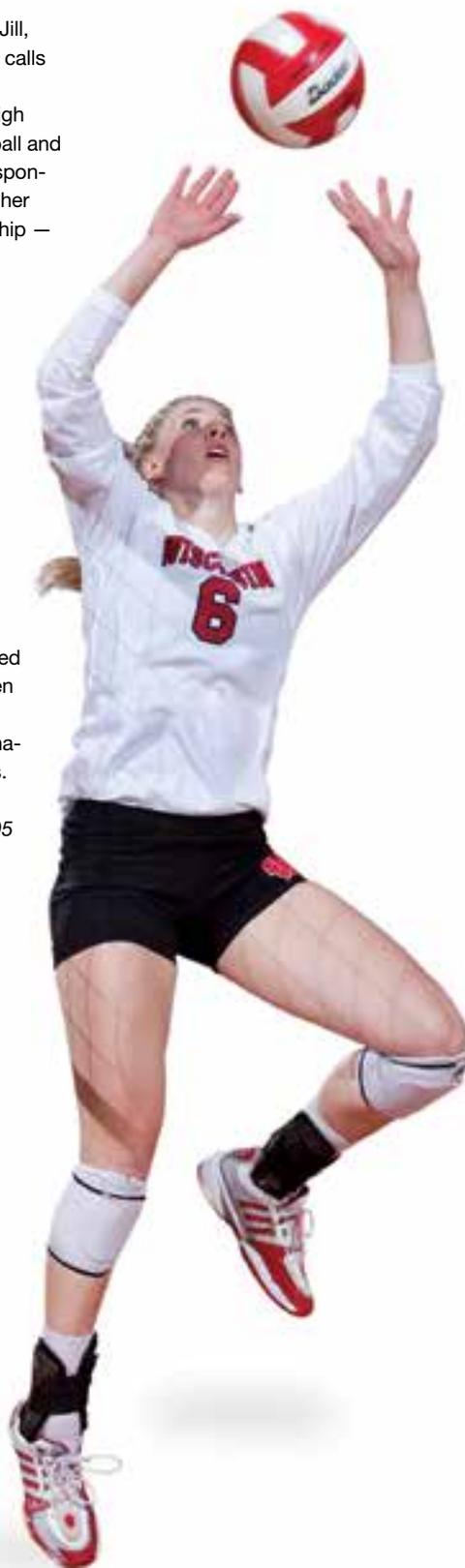
"Setter is pretty important, because you touch every single ball," says the two-time Academic All-Big Ten Badger. "You have to be able to run plays that all the hitters will be able to hit, watch the other team's defense, and figure out plays."

Last season, she ranked seventh in the Big Ten with 10.35 assists (hits that enable a teammate to score) per set and tallied a career-best sixty-three assists versus Iowa. She's determined to get the Badgers into the NCAA tournament in her final season, which is no easy feat in a competitive Big Ten conference that saw eight teams make the field in 2010. But with four highly touted recruits joining the team and productive, motivated off-season training, Gabrielsen is sure the Badgers are poised to break out.

"We need to improve every single game if we want to play in the NCAA tournament," she says. "I love the game, I love being competitive, and I love challenges. It's going to be a lot of fun."

Ben Wischnewski '05

"Setter is pretty important. You have to be able to run plays that all the hitters will be able to hit [and] watch the other team's defense."



From Press to Professor

Longtime sports journalist brings an authentic voice to his classroom.

If it happened in sports in the last forty years, chances are **Leonard Shapiro '68** was there to cover the story.

When the U.S. Olympic hockey team beat the Soviet Union in the "Miracle on Ice" at the 1980 games in Lake Placid, Shapiro was among a small group of reporters who chased after Mike Eruzione, who had scored the winning goal, in the parking lot outside the arena to snare a quote before deadline. When Howard Cosell made what seemed to be a racist comment during a football game, Shapiro was there to ask Cosell about it, at the expense of his relationship with the legendary sportscaster. And for more than thirty straight years, when the Super Bowl's Lombardi Trophy was awarded, Shapiro saw the moment in person.

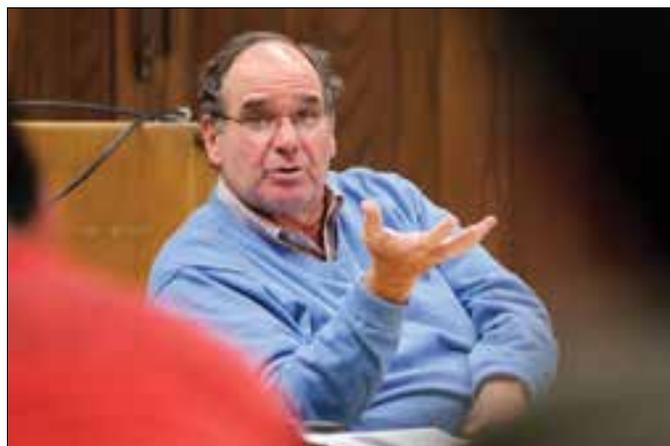
"We're talking about somebody who not only saw the birth of modern sports coverage, but participated in it and is a major figure in it," says **Robert Schwoch '88**, lecturer and undergraduate adviser in the

School of Journalism & Mass Communication. Shapiro returned to the school this spring to teach the sports journalism class he first taught in spring 2008.

Shapiro's first job out of UW-Madison was high school sports reporter for the *Washington Post*. He went on to cover the National Football League, professional golf, the Olympics, and hundreds of other events as a reporter, columnist, and editor for the *Post*, producing more than 7,400 bylines between 1969 and 2010. During those years, Shapiro observed the evolution of sports — and sports journalism — at all levels.

Money has had a significant influence on athletics, he says. When he started covering the Washington Redskins in the early 1970s, the average salary was about \$40,000.

"Now that's tipping money for most of these guys," he says. "Money always drives professional sports, but a lot of those guys did play for the love of the game, and it seemed a lot less



JEFF MILLER

Shapiro leads a class discussion, delving into firsthand experience to tell students about the evolution of sports journalism.

complicated. And from a journalist's point of view, the access was so much better."

Covering sports has changed along the way, too. While Shapiro used to hope that his stories would hold up until his late-evening deadline — praying that he wouldn't get scooped by his afternoon competitor — sports reporters now compete by the second on Twitter and blogs.

"When do they have time to do the reporting?" Shapiro asks. "I don't think a lot of papers are breaking the kind of stories they used to, because we had the time to do it."

During one of Shapiro's class meetings in the heart of college basketball season, the students' discussion turned to the NCAA's decisions about broadcasting

this year's games. Shapiro then moved the talk to the history behind the television coverage of the tournament, which turned that previously minor event into a national pastime — something he observed as a sports broadcasting reporter.

"Not only does he teach a good course, but he really takes the students under his wing outside the class with office hours and making calls on their behalf to his connections in the sports world," Schwoch says.

Shapiro says he relishes the give-and-take discussion on sports events and issues in the news.

"It's a very alive kind of atmosphere, as opposed to reading out of a textbook," he says.

Stacy Forster



BADGER SPORTS TICKER

The Badger women's hockey team earned more accolades, as it won another national championship in March, its second in a row and fourth in six years. The Badgers also completed the season without having lost a game since November 28, a streak of twenty-five wins and two ties. Coach Mark Johnson was named the American Hockey Coaches Association Division I coach of the year.

Bobbie Kelsey is the new coach of the Badger women's basketball team. The former Stanford assistant was named head coach in April, taking over from Lisa Stone, who had led the team from 2003 to 2011.

In March, swimmer Maggie Meyer '11 won the NCAA championship in the 200-yard backstroke. Her time in the race — 1:50.76 — set a new school record.

Sixteen leading athletes from China arrived on campus in March, the start of a nine-month stay in Madison. The group includes a number of Olympic veterans, including Zhang Yining, one of the world's best women table tennis players. The athletes intend to study English, science, leadership, and coaching, and will earn a certificate from the UW's Division of International Studies.

A person wearing a black hooded garment, possibly a raincoat or a protective suit, is walking away from the camera across a desolate, sandy landscape. The person's shadow is cast on the ground. In the background, there is a skeletal metal structure, possibly a remnant of a building, and a fence line. The sky is filled with heavy, dark, and dramatic clouds, suggesting an approaching storm or a very late sunset/sunrise. The overall mood is somber and powerful.

The Eye of the Storm

Lynsey Addario ventures into the world's most troubled regions and creates stunning photos of pain, deprivation, and beauty.

BY DAVID MCKAY WILSON
PHOTOS BY LYNSEY ADDARIO '95

Nine days after her release from captivity by the Libyan Army

in March, freelance photographer Lynsey Addario '95 vowed to return to the battlefield, intent on capturing the life-and-death images that have made her one of the world's leading conflict photographers.

"I will cover another war," Addario wrote in the Lens blog at the *New York Times*, where she has been a regular contributor for several years. "I'm sure I will. It's what I do."

Addario was among four *New York Times* journalists held in captivity for six days. During that ordeal, she was groped, punched in the face while her hands and feet were bound, and taunted by a soldier who warned her that death was near.

Addario is based in Delhi, India, but travels the globe for the *New York Times* and *National Geographic*, finding images that convey the pain and horrors of war, as well as the determination and hope of those in the developing world to rise above the dire circumstances they confront each day.

In 2009, she shared the Pulitzer Prize for International Reporting with a team from the *New York Times* for coverage of the war in Afghanistan. That year she was named a MacArthur Fellow, winning a \$500,000 grant from the James D. and Catherine T. MacArthur Foundation — known as a "genius grant" — to support her work over five years. *O, The Oprah Winfrey Magazine*, also named her to its 2010 O Power List.

Addario, who grew up in Westport, Connecticut, became enamored of photographic images as a young teen, after her father gave her a used Nikon FG.



PAUL CONROY/REUTERS

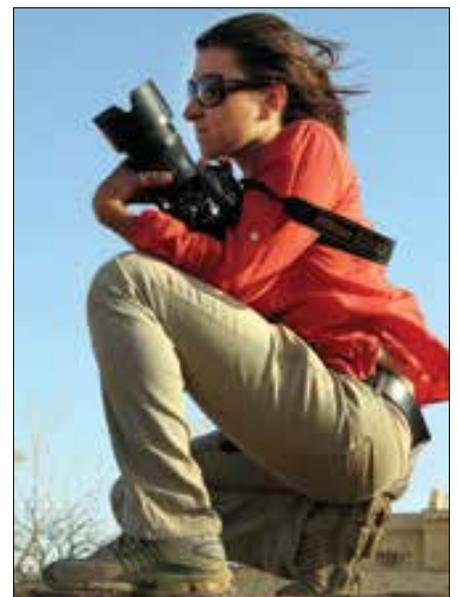
Above: Lynsey Addario (far left) and fellow journalists run for cover during a Libyan bombing raid shortly before Addario's capture in March. Previous page: An Iraqi woman searches for her husband as she passes a burning liquid-gas factory in Basra, allegedly set on fire by looters in the aftermath of the Iraq War.

In Madison, she majored in international studies, focusing more on academics than her camera. During her junior year abroad at the University of Bologna, she started making photos in earnest.

But it wasn't until after she graduated, when she traveled to Argentina to learn Spanish, that she broke into photojournalism, convincing an editor at the *Buenos Aires Herald* to hire her by sneaking onto the set of the movie *Evita* to get a picture of Madonna.

She later became a regular freelancer with the Associated Press, and since 2001, she has worked consistently for the *New York Times*.

Addario's Libyan experience was by no means her first encounter with danger. While on a two-month assignment with the U.S. military in Afghanistan's Korngal Valley, her unit came under mortar attack daily. She was kidnapped in Iraq in 2004, and had a brush with death in 2009 when she sustained a broken collarbone and her driver was killed in a car



KIRSTEN JOHNSON

Above: Addario on the job in Sudan. Right: A woman weeps as she talks about being assaulted in eastern Congo, where women and children have been systematically raped during an ongoing civil war.

accident in Pakistan. The car crash came just weeks before her marriage to Reuters journalist Paul de Benden.





“When I am in these situations, I take calculated risks and hope I am able to do my work without getting injured, and more importantly, without anyone I am working with getting injured,” she says. “But sometimes these things happen. I am generally so focused on the story, and on producing good images, that I don’t get scared that often. I believe in fate and believe that when it’s time to go, I’m going to go. And I would rather have a camera in my hand when it’s that time.”

Over the past year, she’s made four forays into Afghanistan. For *National Geographic*, she photographed women for an article published in December 2010. She went with U.S. troops on assignments from the *New York Times*. Some of her finest work has come from the Muslim world, where Addario says she has an advantage over male photographers because she has access to both men and women.

“You become sort of unisex,” she says.



Above: A Sudanese Liberation Army soldier walks through the remains of a village burned by the Janjaweed militia in Darfur in 2004. Thousands of Africans were forced to flee their homes due to attacks on civilians. Top left: A man floats among the lily pads on a lake in Srinagar in the Kashmir region of India in 2000. Bottom left: A young refugee in a Darfur hospital sits surrounded by mosquito netting. Suffering from a respiratory infection, he is one of many internally displaced persons afflicted by disease and malnutrition.



Above: Lebanese citizens walk through the destruction in Beirut's suburbs on the first day of a cease-fire between Israel and Lebanon in 2006. Top right: American soldiers in Afghanistan carry the body of a fallen comrade toward a medevac helicopter after an ambush by the Taliban in 2007. Bottom right: A marine who was fatally injured in the Helmand Province of Afghanistan is pronounced dead.



In May, she was in Sierra Leone for a project on maternal mortality, and in February 2010, she traveled to Haiti to provide a glimpse of life there after an earthquake killed more than 300,000.

“I am looking for something different in each story, but generally, I am trying to convey the reality on the ground, raw emotion, whatever elements make up the particular story I am shooting,” she says.

Michelle McNally, assistant managing editor at the *New York Times*, says Addario is “one of the most courageous and brave photographers I’ve ever seen.”

McNally says Addario is also an artist with an eye for composition and a journalist who wants to convey the truth.

“She has the ability to look at a situation, and compose a photograph that shows the horror of what she’s seen,” says McNally. “And her photos have much more power because of how she thinks and what’s in the foreground, middle ground, and background. She thinks through every element.”

In Haiti, she’d come to look at the long-term effects of the catastrophe. While visiting a camp of 70,000 displaced



Haitians, she came upon a woman in labor. She photographed her agonies during those painful contractions. She chronicled the woman's trip by stretcher through the camp, the child's delivery by an American soldier, and her postpartum life in the tent, where hope was tinged with uncertainty.

"I'd been attending funerals, talking to people about their mourning process. It was all so negative, and then you witness the birth of a baby," she recalls. "It was an incredible scene to see a life being born into all this destruction." ■

David McKay Wilson is a New York-based freelance journalist.

UW Bragging Rights

In addition to Lynsey Addario, UW-Madison boasts more than two dozen Pulitzer Prize winners, among them Frederick Jackson Turner 1884, who served as university editor for this magazine (then called the *Wisconsin Alumni Magazine*) shortly after it began in 1899. Turner, who is best known for his influential *Frontier Thesis*, won the Pulitzer Prize in 1933, not for alumni writing, but for history.

**Wisconsin Alumni Association:
celebrating alumni for 150 years.**



Above: A young Syrian woman shops for hijabs in the historic old city of Damascus. **Top left:** An Afghan woman and 12-year addict smokes heroin in her home in Kabul. **Bottom left:** Two malnourished children in a feeding center in Bahai, Chad, in 2004 were among thousands of refugees who poured in from neighboring Sudan to escape the war there.

Oh, My Stars!

Meet nine Badgers who shaped the world.

BY JOHN ALLEN

Evidently, you should know the name Brian Strom '88.

Don't take my word for it — take Kenneth Raffa's. Raffa, a UW professor of entomology, lists Brian Strom in his personal, online Hall of Fame, which is devoted to his former undergraduate student workers. Of the roughly two hundred alumni who have labored in his lab and in forests around the country, some twenty have their names recorded there. The first of them is Strom.

What's so special about him? According to Raffa, "Brian was an amazingly hard worker. We used to measure jobs in *Brian-hours* — in how long it would take him to do them."

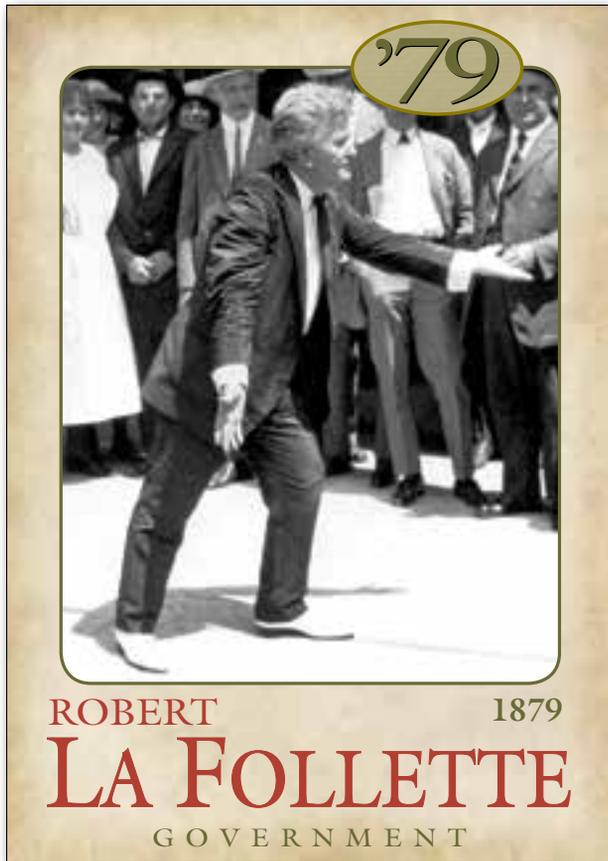
Raffa's website does an important service, not just for Strom and his nineteen co-honorees, but for the rest of us, as well. Without it, I'd have had no idea what to make of the name Brian Strom, except that it's an anagram for *brainstorm*. Raffa's hall offers celebrity for his best students and edification for everyone else who finds it. It tells us what became of those undergrads — Strom, for example, eventually earned a PhD and is a researcher for the U.S. Forest Service.

Which makes me wonder: why should such blessings be limited to just those two hundred Badgers who worked for Raffa? Why doesn't the UW have a similar shrine for its most accomplished former students? Where's the All-Time, All-Alumni Pantheon?

It's true that Raffa's not the only person on campus with this idea. The athletic department has a hall of fame for great UW jocks, and the Wisconsin Meat Industry Hall of Fame is located here, too. But there should be some place of recognition for those alumni who are inclined neither to the gymnasium nor the abattoir and didn't collect bugs or sample tree chemistry for Raffa.

This is where *On Wisconsin* can help. To celebrate the Wisconsin Alumni Association's 150th anniversary, we've brainstormed a list of the most influential alumnus or alumna in a variety of fields. (Please note that we don't say *graduates* — we considered anyone who enrolled in a degree program at one time or another to be fair game. Diploma not required.)

Now, we know that some of you won't agree with the names we've selected — you'll say we should have chosen another person or used different criteria. You're wrong, of course. But feel free to send us some thoughts on whom you'd include. *On Wisconsin* would love to see your ideas.



One of the towering figures in Wisconsin's political history, "Fighting Bob" La Follette left his mark on national and state institutions — not least of them UW-Madison itself.

Many UW alumni have played leading roles on the stage of global government: this campus has educated ten former Wisconsin governors, as well as current and former senators (Herb Kohl '56, Russ Feingold '75, Charles Robb '61), diplomats (such as Tom Loftus MA'72, former ambassador to Norway and adviser to the director general of the World Health Organization), cabinet secretaries (Lawrence Eagleburger '52, MS'57 of the state department; Tommy Thompson '63, JD'66 of health and human services), and one vice president (Dick Cheney PhDx'68). Even foreign government leaders have passed up and down Bascom Hill:

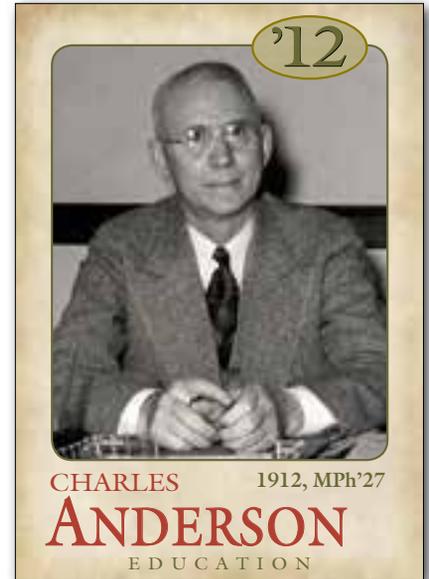
party, as La Follette did with the Progressive Party — which nominated him for president in 1924. (Like most third-party candidates, he came in third place, but he did take 17 percent of the popular vote nationwide.)

La Follette dominated Wisconsin as its governor from 1901–06, and his collaboration with then-UW president Charles Van Hise 1879, 1880, MS1882, PhD1892 helped to produce the Wisconsin Idea, the university's core principle of public service. At the end of his time as governor, La Follette appointed himself to a U.S. Senate seat, where he served until his death in 1925. There, he was such a force that, thirty-four years later, a committee led by John F. Kennedy named him one of the chamber's "famous five" most outstanding former members.

Iajuddin Ahmed MS'58, PhD'62 was president of Bangladesh from 2002–09, and Yeshey Zimba '75, MA'76 was prime minister of Bhutan from 2001–02 and 2004–05.

Further, Carolyn Heinrich (director of the UW's La Follette School of Public Affairs) reminds us that Badgers have their hands in the way we study government, as well. Her school was founded by UW professor emeritus Dennis Dresang '64, an authority on state and local governments.

But none of these people created a major American political



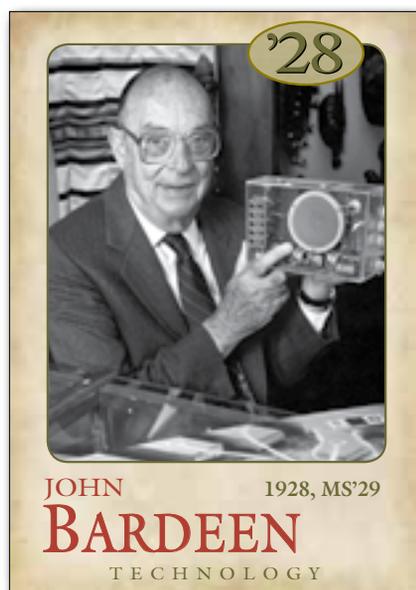
According to the Office of the Registrar, between its founding in 1849 and 2008 (the most recent year when records were posted), the UW awarded 335,760 bachelor's degrees, 117,631 master's degrees, 40,175 doctorates, 30,258 professional degrees, and 436 executive MBAs, for a total of 524,260 earned degrees. (Ninety-seven of them are mentioned in this article, which is exhausting but not exhaustive — it's less than two hundredths of a percent of the total.)

In sum, there's a whole lot of education' going on here.

So when it comes to determining who among these many Badgers has had the greatest influence on teaching and learning, we asked the help of some experts — the good folks at the UW's School of Education. There, Dean Julie Underwood and Nancy Nelson MS'72, director of alumni relations, gave some thought to the topic and suggested Charles Anderson, the school's first dean.

"Andy" Anderson saw just about every level of Wisconsin's public education

system over the course of his career. He edited a series of elementary-school textbooks and was a high school principal in Galesville (where he oversaw the instruction of a young Conrad Elvehjem '23, MS'24, PhD'27, who would be the UW's president from 1958–62). He served as superintendent of schools in Stoughton, and president of the Wisconsin Education Association in 1925. In 1926, he joined the UW's faculty, where he helped create the School of Education, serving as its first chair (1928–30) and dean (1930–47).



The UW has produced many important scientists and engineers, but this selection was actually pretty easy. I was talking with Brian Mattmiller '86, assistant dean in the College of Engineering, about who he thought was the UW's leading technologist, and he offered up one name ahead of all others.

"You know about John Bardeen, right?" he said. "He's got two Nobel Prizes. I don't know if anyone else has ever done that."

Actually, four people have done it, but Bardeen is the only Badger on the list.

His competition for most influential science Badger is stiff. The UW has produced eleven Nobel laureates, several astronauts (including Jim Lovell x'50 of the Apollo 13 mission and Laurel Clark '83, MD'87, who died in the *Columbia* disaster); MRI-inventor Raymond Damadian '56; digital computer inventor John Atanasoff PhD'30; Gene Amdahl MS'49, PhD'52, who formulated Amdahl's law of parallel computing; Jack St. Clair Kilby MS'50, who helped invent the integrated circuit; Carl Djerassi PhD'45, who helped invent the birth control pill; Edward Schildhauer 1897, chief engineer on the Panama Canal dig; and loads of other scientific big shots.

But seriously: Two. Nobel. Prizes.

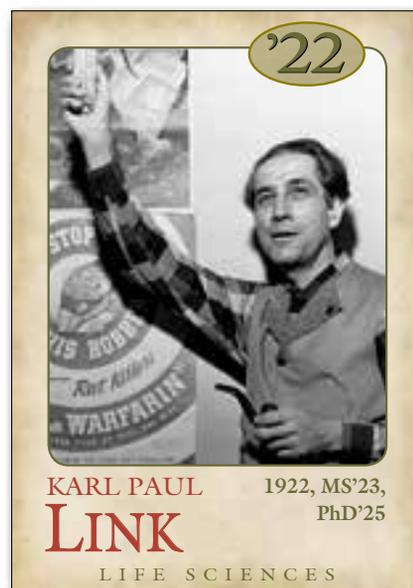
A native of Madison, Bardeen was the son of Charles Bardeen, the first dean of the UW's medical school. He studied electrical engineering at the UW before receiving a doctorate in mathematical physics at Princeton.

Bardeen won the first of his Nobels in 1956 for work he did at Bell Labs with physicists William Shockley and Walter Brattain to invent a semiconductor device called a transfer resistor — or transistor. This little thingy is a key component in all modern electronics, as it's essential to the design of integrated circuits.

Bardeen's second Nobel came in 1972 after he, Leon Cooper, and John Robert Schrieffer developed the first theory of superconductivity, known as the BCS Theory (after their initials).

Bardeen also taught at the University of Illinois, where his first PhD student was Nick Holonyak, inventor of the light-emitting diode, or LED.

In anyone's list of top technologists, that's a tough record to beat.



As in the physical sciences, several UW alumni in the life sciences have achieved the status of Nobel laureate:

Herbert Gasser 1910, for instance, picked up one of the Scandinavian medallions for his study of nerve threads; Edward Tatum MS'32, PhD'34 grabbed another for work on the metabolism of bacteria, yeasts, and molds; Erwin Neher MS'67 discovered how to study ion channels in cell membranes, and Günter Blobel PhD'67 discovered how proteins move into the correct places in cells.

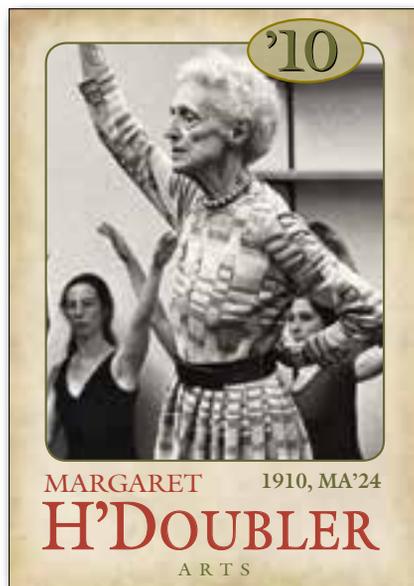
Outside of the Nobel honorees, the UW was the center of study for one of the great dietary discoveries of the last century: vitamins. Conrad Elvehjem, for example, identified niacin (B3); Marguerite Davis '26 helped discover vitamin D; and Harry Steenbock 1908, MS1910, PhD'16 and Hector DeLuca MS'53, PhD'55 advanced the means for vitamin D's use. And Badger Lynn Margulis MS'60 shook up the study of evolution with her endosymbiotic theory, which is too complicated to explain here but netted her the Darwin-Wallace Medal.

That's just what has already been done. UW alumni are also poised to lead many of the life-sciences developments of the future. Eric Green '81 is the director of the National Institutes of Health's Human Genome Research Institute, and William Gahl MD'76, PhD'81 is that program's clinical director. Steve Landry PhD'88 is in charge of vaccine development for the Gates Foundation (a leader in working toward the eradication of diseases in poor regions of the globe).

But Karl Paul Link holds a unique spot, due to the role his discovery played in university — and possibly world — history. A biochemist, he was on the UW's faculty from 1927 until his death in 1978, and he specialized in studying plant carbohydrates and disease resistance. Big deal, you say, and you may be right, but in 1940, Wisconsin farmer Ed Carson brought Link the carcass of a cow that had bled to death after eating spoiled sweet clover. Link and his students examined the clover, and he isolated a chemical called dicumarol, which prevents blood from clotting.

Dicumarol turned out to be both useful and profitable. The Wisconsin Alumni Research Foundation patented it under the name warfarin and marketed it as a rat poison. In the 1950s, warfarin was approved for therapeutic purposes — by preventing blood clots, it helped prevent strokes.

Through warfarin, Link played a role with two prominent leaders of the Cold War. After U.S. President Dwight Eisenhower suffered a heart attack in 1955, his doctors prescribed warfarin, making him one of the first famous patients to use the drug. And in 1953, according to Vladimir Pavlovich Naumov and Jonathan Brent, Soviet leaders slipped a warfarin mickey to Joseph Stalin, thus assassinating the increasingly erratic dictator.



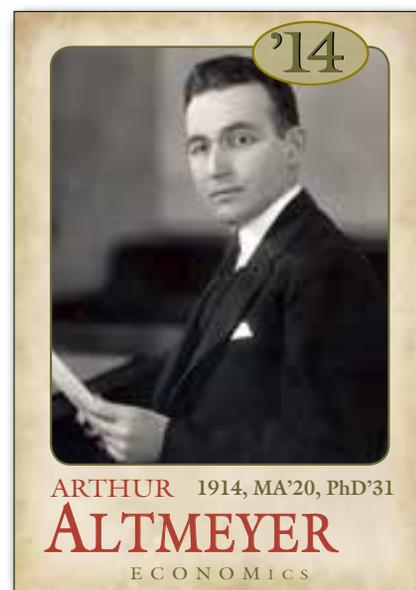
Her name may seem as difficult to recall as it is to pronounce, but Margaret H'Doubler had an enormous effect on the way we look at dance today. As the creator of the world's first dance major, she elevated the discipline of rug-cutting into a bona fide academic field.

Now, admittedly the arts are a broad area, and comparing artists in different fields isn't so much apples and oranges as it is apples and Buicks. The UW can count among its grads leaders in the visual arts (glasswork legend Dale Chihuly MS'67), literature (Nobel laureate Saul Bellow MAx'37, playwright Lorraine Hansberry x'52, and novelist Joyce Carol Oates MA'61), architecture (Frank Lloyd Wright x1890), music (Butch Vig '80, Steve Miller x'67, Ben Sidran '67), and even arts administration (current National Endowment for the Arts chair Rocco Landesman '69 and former National Endowment for the Humanities chair Lynne Cheney PhD'70).

But H'Doubler accomplished something none of the others did when she created that dance major: she made

modern dance respectable. She'd been a phys ed major, and drawing on the biological principles she'd learned in kinesiology classes, she brought an understanding of how the body works to the appreciation of human movement. Over the course of her UW teaching career, from 1917–54, she guided the careers of a generation of dancers.

Oh, and it's pronounced DOUGH-blur.



You may not recognize Arthur Altmeyer's name, but he's got his fingerprints on just about every paycheck you've ever received. From 1936–55, he headed the U.S. Social Security Administration, guiding that entity from an uncertain infancy to a dominant place in government.

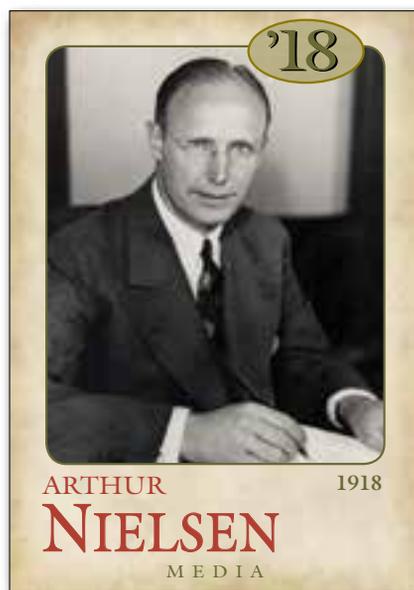
For several years, the UW has been bragging about the number of its alumni who hold high places in the business world — Wisconsin boasts more grads

who are CEOs of Fortune 500 companies than any other public university, topped only by Harvard, Columbia, and Penn. These include Yahoo! (Carol Bartz '71), Halliburton (David Lesar '75, MBA'78), and China International Capital (Levin Zhu Yunlai MS'87, PhD'93), not to mention the former heads of ExxonMobil (Lee Raymond '60), Cisco Systems (John Morgridge '55), Harley-Davidson (William Harley 1907), and Campbell's Soup (William Beverly Murphy '28 — who hired a young executive named Donald Goerke MBA'51, who invented SpaghettiOs: the neat, round spaghetti you can eat with a spoon).

But for all the reach that these business leaders have had, none has affected so many American companies and workers as much as Arthur Altmeyer did.

Altmeyer studied economics under UW professor John Commons, and then in the 1920s, he went to work for classmate Edwin Witte '09, PhD'27 as chief statistician on Wisconsin's state Labor Commission. During the Great Depression, he became an ardent New Dealer, and when President Franklin Roosevelt put together a committee to draft what became the Social Security Act, he chose Altmeyer as the group's technical director (with Witte as executive director).

In 1937, two years after the act's passage, Altmeyer became chairman of the Social Security Board, a post he held (though his title changed to commissioner in 1946) until 1953. His position was then eliminated early in Dwight Eisenhower's presidency, and Altmeyer lost his job — ironically, just twenty-seven days before he would have been eligible to retire with full benefits.



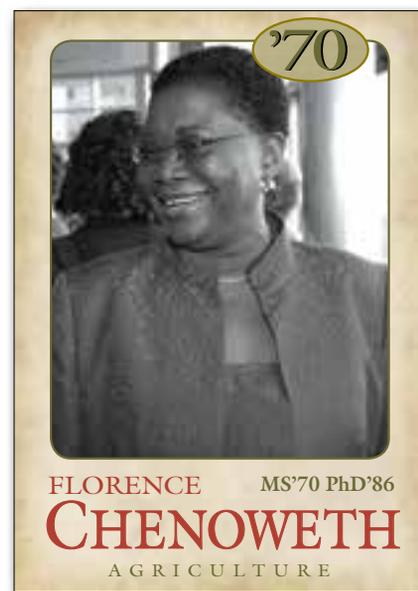
Probably no medium has had more effect on mass communication in the last century than television, and few people, if any, have had more effect on television than Arthur Nielsen, the man who gave us the Nielsen rating. More than that, Nielsen also gave us Arthur Nielsen, Jr. '41, his successor heading the legendary Nielsen Company.

The competition in this field is heavily laden with awards. The UW is famous for its School of Journalism & Mass Communication, and university-wide, some twenty-eight alumni have collected thirty-two Pulitzer Prizes (beginning with historian Frederick Jackson Turner 1884, MA1888). Additionally, the Badger ranks include an Oscar winner for documentaries (Errol Morris '69) and one of the most prolific situation-comedy producers in Hollywood (Thomas Miller '62, whose Miller-Milkis, Miller-Milkis-Boyett, and Miller-Boyett production companies

created such TV shows as *Happy Days*, *Laverne & Shirley*, *Mork & Mindy*, *Full House*, *Perfect Strangers*, and *Bosom Buddies*).

But it was Nielsen, who had studied electrical engineering at the UW, who leveraged statistical analysis to develop the field of market research and find out how many people tune in to which programs — first with radio, and beginning in 1950, with television. In 1957, Nielsen Senior became chairman of his company, and Junior became president.

For more than half a century, while the American viewer's tastes have shifted from *The Texaco Star Theater* to *Bonanza* to *Seinfeld* to *American Idol*, Nielsen has remained king.



Agriculture has been at the center of the UW's mission since it was named a land-grant university in the 1860s, and many Badger grads

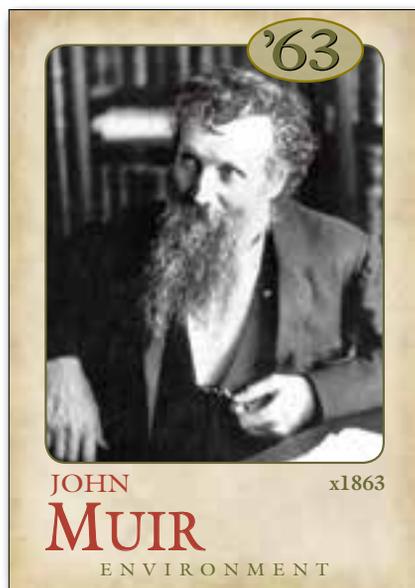
have shaped farming and farm-related industries.

Some of their roles have been intellectual (such as Nobel laureate Theodore Schultz MS'28, PhD'30, who studied agricultural economics in developing nations), some are industrial (such as Robert Bush '50, CEO of Schreiber Foods, the nation's second-largest cheese supplier, or Jim Behnke '66, MS'68, PhD'72, longtime VP of technology at Pillsbury), and some are scientific (such as bacteriologist Edwin Michael Foster PhD'40, who ran the UW's Food Research Institute and who was a pioneer in food packaging safety). Like drinking milk without contracting brucellosis? Thank Alice Catherine Evans MS1910, who championed pasteurization.

But Florence Chenoweth's influence stretches beyond a particular industry, crop, or chemical. She's twice held the leading agricultural position for her homeland, Liberia — from 1977–79, she was minister of agriculture for that nation's president, William Tolbert, and she's held the same role under President Ellen Johnson Sirleaf since 2009.

In between (and after completing her UW doctorate), Chenoweth worked to improve agriculture policy across Africa through positions with the World Bank and as a director of the UN's Food and Agriculture Organization. She believes that agriculture is the best tool for the advancement of Africa.

"Hunger," she has written, "is the cruelest and most visible sign of poverty ... [and] agriculture is, and will remain for the foreseeable future, the main source of growth and poverty reduction in many African nations."



When it comes to environmentalism, the choice for most influential alum is really a two-horse race,

according to Gregg Mitman, director of the UW's Nelson Institute for Environmental Studies: "John Muir and Gaylord Nelson [LLB'42] would be the two obvious choices," he says.

The latter, governor of Wisconsin from 1959–63 and U.S. senator from 1963–81, is perhaps best remembered as the founder of Earth Day, celebrated since 1970. He was also a counselor for the Wilderness Society and is the namesake not only of the UW's environmental institute, but also for a wilderness area in Wisconsin's Apostle Islands and a state park north of Madison.

But Muir has perhaps had the greater influence on the environmental movement. As a UW student, he had a moment of clarity while standing under a locust tree outside of North Hall. (The tree, subsequently called the Muir Locust, was cut down in 1953. But

the hill it stood on is now called Muir Knoll.) Classmate Milton Griswold 1863, MA1866 gave Muir an impromptu botany lesson, informing him that the locust tree was a member of the same plant family as the pea.

It blew Muir's mind. "This fine lesson charmed me and sent me flying to the woods and meadows in wild enthusiasm," he later wrote.

It also sent him flying from campus. Muir dropped out of school in 1864 and went to Canada (some say to avoid the draft, which would mean he was anticipating a UW tradition of a century later). He eventually went tramping off to California, where he wrote eloquently about the Yosemite Valley, conducted geological studies, and advocated for the creation of the National Park System.

Theodore Roosevelt wrote of Muir that he was "what few nature lovers are — a man able to influence contemporary thought and action on the subjects to which he had devoted his life." ■

John Allen is senior editor of On Wisconsin, the most influential alumni magazine published by a university located on the southern shore of Lake Mendota.

UW Bragging Rights

Founded in 1861 under the leadership of Charles Wakeley 1854, the Wisconsin Alumni Association has connected the UW with its graduates and friends for 150 years. WAA is celebrating its anniversary by honoring the achievements of Badgers around the globe. Find out more at uwalumni.com/150, or give the reasons why you're proud to be a Badger at uwalumni.com/home/proudbadger.aspx.

**Wisconsin Alumni Association:
celebrating alumni for 150 years.**



Seeing potential

When the UW's medical school gave **Tim Cordes** a chance, he exceeded expectations, teaching others that being blind needn't destroy one's dreams.

BY SUSAN LAMPERT SMITH '82
PHOTOS BY JEFF MILLER

A morning in the trenches of the Psychiatry Consultation Service at UW Hospital is like a visit to a MASH unit of the mind.

Medical students scurry out the door to evaluate hospitalized patients who are suffering from both psychiatric and medical illnesses, and then return with their observations.

When medical student Tabatha Williams MDx'12 describes a patient who attempted suicide after her painkiller prescription was not renewed, Tim Cordes MD'04, PhD'07 reacts with concern. While the patient is insisting on going home, both student and doctor worry about another attempt.

With guide dog Bella leading the way, Tim Cordes talks with physician Michael Peterson, left, and medical student Dhaval Desai, behind, as they do a morning round of patient consultations at UW Hospital.

"If nothing at home has changed, and she has no support, why would we expect things will be better?" asks Cordes, as he uses a computer voice program to navigate Google. He's looking for a social worker or police officer in the woman's hometown, someone who could ask a judge for an emergency hold and keep her hospitalized for another three days.

"Hi, this is Tim Cordes, I'm a physician at the University of Wisconsin," he says, making the first of a string of phone calls before he finds someone willing to help on the legal side. That accomplished, Cordes explains to the students that addiction often is the end result of misguided attempts to come to terms with emotional pain. The goal, he says, is to get the patient to develop "a different relationship with [her] pain."

He signals for his guide dog, Bella. Then dog, doctor, and students set off through the maze of hospital floors to see the patient.

...

"See the patient" is an inadequate phrase when applied to Cordes, who has been blind since boyhood. Yet colleagues insist that Cordes, who has an outpatient caseload of about one hundred and thirty patients and oversees psychiatry interns at two hospitals, has unique insight into the minds and bodies of his patients. Williams, a third-year medical student, says that Cordes is an adept listener who picks up things from his patients that others rely upon body language or other visual cues to identify. For instance, she recalls, he can realize that a medication is creating side effects based on the sound of a patient's voice.

“His intuition is amazing,” Williams says. “I’m like, ‘Whoa! You picked up on all that, and you can’t even *see* the patient?’ ”

Dean Krahn MD’80, chief of psychiatry at the William S. Middleton Memorial Veterans Hospital (VA), says that Cordes “does excellent physical exams.” Using just his sense of touch, Cordes has discovered potentially life-threatening blood clots that others had missed.

But more important, Krahn says, is his ability to connect with his patients. At the VA, Cordes streamlined the process of getting a psychiatric consultation so that patients could be seen more quickly, and he is currently researching better ways to deliver addiction treatment to military veterans in rural areas of Wisconsin. This fall, he will begin a fellowship in addiction treatment at the veterans hospital.

“Tim is a great role model for patients with addiction issues,” Krahn says. “With everything he has had to overcome in his life, it makes it more difficult for patients to tell him that they want to quit, that it is just too hard.”



Tim Cordes was just a toddler when his mom, Therese, heard from doctors at the University of Iowa that her son had a rare genetic condition called Leber’s disease. He will eventually lose all of his eyesight, and he will never drive a car or pilot a plane, they said. And they told her to think seriously about putting him in a special school for blind children.

“My mom cried all the way home,” Cordes told the Madison Civics Club, “and then promptly forgot everything the doctors told her.”

As Cordes gave his speech to an audience of about five hundred last year,

his mother sat at a table up front, with his wife, Blue-leaf Cordes ’97, PhD’04, MD’06, and their two young sons, Peter, now four, and Paul, one.

Just one of Cordes’s many achievements would make most mothers glow. He earned black belts in jujitsu and tae kwon do, composed music, learned to water-ski, and carried the Olympic torch in 2002.

Cordes graduated as valedictorian of his Notre Dame class in 1998, after earning a degree in biochemistry and doing research on antibiotics. Then he encountered another group of people who told him he couldn’t achieve his next dream: going to medical school. Although he had a resume that would make anyone else a shoo-in, eight medical schools rejected him. Only the Wisconsin School of Medicine and Public Health gave him a chance — and then only after some rather intense debate by the admissions committee.

When Cordes entered medical school in summer 1998, he was the third blind medical student in the United States. Not everyone was convinced he should be there, including a fellow student who sidled up to him during his first week and snidely asked, “What are *you* doing here?”

But Cordes persisted, plunging his hands into cadavers to pull out and feel the organs, and earning kudos from surgeons and anesthesiologists alike.



As guide dog Bella patiently waits, Tim Cordes reviews patient records and dictates notes, working with Liz Morrison, a retired nurse and one of Cordes’s visual describers.

All praised his intense preparation, which allowed him to place a tube in a patient’s windpipe correctly the first time. In his third year, he won “student of the year” honors from both the obstetrics-gynecology and anesthesiology departments, meaning he was the top student out of one hundred and fifty in those rotations.

Wisconsin made a number of modifications for him. The school supplied an Optacon, a machine that converts visual images into raised lines, and a computer that reads notes at a frenetic clip of five hundred words a minute. The Iowa Department for the Blind, from Cordes’s home state, hired “visual describers,” assistants who went through the clinical rotations of medical school with him, describing what they saw and fulfilling duties such as guiding him into the operating room while he held his sterile hands aloft to avoid contamination. They also accompanied Cordes through his stints at rural and specialty clinics, including



With earphones in place, Tim Cordes listens to computer-translated audio of medical charts as he and a medical team at UW Hospital discuss that day's caseload of patient consultations.

neurology and family practice. And when he was on twenty-four-hour call at the hospital, they slept there, too.

Liz Morrison, one of the visual describers and a retired nurse, was there the night Cordes delivered his first baby. The delivery went fine, except that Vance, Cordes's German shepherd service dog, wanted to be in on the action.

"Basically, Tim delivered the baby and I held back Vance," says Morrison, who still works part time with Cordes, helping him fill out medical paperwork for his patients.

But what Vance lacked as an obstetrical assistant, he more than made up for during Cordes's psychiatry residency. Krahn, at the veterans hospital, recalls that he initially worried about Cordes's vulnerability, because residents can encounter seriously mentally ill patients who can be unpredictable, and occasionally, violent. He needn't have worried.

"Vance was the second-best observer in the room when it was Tim, Vance, and

me," says Krahn, who ranks Cordes first. He said the dog was "uncanny" at being completely alert to any unusual movements in a room, while looking like he was totally at rest.

"I didn't have to worry that anything or anybody would get past Vance," Krahn says. "Vance seemed to know when the interview was coming to a close and would stand, but remain right at Tim's side."

But medical school, followed by residency, was hard on the old dog, who wouldn't eat when he was at the hospital because he knew he was still on duty. Vance retired in summer 2010, and now lives with Cordes's parents. His new dog, Bella, a young golden retriever-Labrador cross, has a decidedly different therapy style. She bangs her tail enthusiastically on the floor whenever people enter the room. And when Cordes gives her the hand signal, she rubs her head on his lap, giving him a full body wiggle of affection.

Cordes says that Bella likes everyone, which helps put patients at ease. So far,

he has yet to encounter a patient who didn't want to be treated by a blind physician, but he says he would be fine with a patient requesting another doctor, saying simply, "It's about them getting the best care; it's not about me."



Cordes is a classic Midwesterner, with a low-key style that seems at odds with his drive and accomplishments. So let the numbers tell the story: he was selected for one of 140 spots in the UW medical school from a pool of about 2,300 applicants. The MD/PhD program is even more selective, admitting just eight out of 200 applicants. When Cordes earned his PhD in biochemistry, he became one of 139 blind or visually impaired scientists or engineers in the United States earning doctorates, according to the National Science Foundation. Oh, and when he was working on his doctorate, he needed a way to describe complex molecules. Because he couldn't see them, he wrote a computer program that uses sound — going up and down the scale, and getting louder and softer — to explain the branching arms of a lethal bacterial protein. His software, *Tonal Interface to Macromolecules* — *Tim Mol* for short, is available to others who might need it. And his doctoral research helped scientists to better understand the virulence of *Pseudomonas aeruginosa*, a bacterium deadly to patients with cystic fibrosis.

If more students could get help that compensates for their disabilities, they could achieve what he has, Cordes believes. To share that idea, he addressed the 2010 National Federation of the Blind's convention and contributed a chapter to an Association of American Medical Colleges guide to making

Continued on page 62

The Class of 2011

They've taken **different paths** to chase their **dreams**, but these brand-new alumni agree about next steps: They're up for the **challenge**.

By Sam Oleson '11 and Jenny Price '96 Photos by Jeff Miller

It would be understandable if members of the Class of 2011 decided there wasn't much to be optimistic about as they prepared to receive their diplomas and enter the real world.

After all, they were still in middle school when the 9/11 attacks shook us to our core, and the country has been at war ever since. For much of their young lives, the U.S. economy has been on a downslide following the boom years of the 1990s.

But they have also lived through an unprecedented era of change in the way people use technology to communicate, learn, and discover. They were born after the Internet came to be. Their world has always moved at breakneck speed, which might explain why they're more convinced than the rest of us that things can and will get better.

"I think that the economy — in the state that it is — is actually going to foster a lot of entrepreneurship," says Quincy Harrison '11, who made a name for himself with the "Teach Me How to Bucky" song. "I would rather create a job than take a job."

Forget the conventional wisdom about how to find work, too.

To wit, some of the jobs journalism graduate Sammy Ganz '11 applied for required candidates to submit part or all of their applications through the social networking site Twitter. "They're having you tweet in 140 characters why you should be the one they pick," she says.

UW alumni who came before them may not be able to identify with that, but many no doubt felt as Nicholas Lillios '11 did. "I don't want to graduate," he said during his last semester before commencement. "College is so great, you don't want to end it."

But these seven students did end it — or will later this year. They are just some of the new Badger alumni about to make their mark on the world.

Nate Cira

Hometown: Cedarburg, Wisconsin

Majors: Biology, biomedical engineering, molecular biology, biochemistry, microbiology

UW resume highlights: Member of the UW team that engineered “genetic machines” — in this case, to deliver therapeutic proteins to the small intestine to improve digestive health — for an international competition at MIT; volunteer at a local hospital; and tutor with the UW’s Pre-College Enrichment Opportunity Program for Learning Excellence

Favorite UW memory?

Winning a top prize at the College of Engineering’s Innovation Days competition for a prototype of a backpack that combined essential pieces of camping gear — a sleeping bag and pad, tent, and chair — into one. “We had a blast making it. We learned to sew. Not a skill set I figured I’d pick up, but I suppose a useful one.”

What’s next?

Graduate work in biomedical engineering, with a focus on microfluidics research, which involves manipulating incredibly small amounts of liquid inside of tiny channels. “Engineers are in a unique position with their abilities to manipulate and develop devices. To combine that, as well as the engineering way of thinking, with biology to come up with new living systems excites me.”

Dream job?

Research professor. “I see what my professors at Madison do and professors at other schools that I’ve been involved with, like Berkeley ... and for me, it’s just ideal.”

What do you consider the most important thing you’ve learned at the UW?

“Do things you’re passionate about. ... Figure out what you’re interested in, and when you find it, stick with it.”



Sammy Ganz

Hometown: River Vale, New Jersey

Majors: Journalism (strategic communication) and international studies (culture in the age of globalization track)

UW resume highlights: Marketing director for *CURB* magazine; co-founder, *swimmingcows.com*, a website focused on marketing, advertising, and public relations news in Madison

Favorite UW Memory?

As one of a close-knit group of twenty School of Journalism students who



launched *CURB*, writing a story about a family who lost its six-year-old son in a crash with a drunken driver that was later published on the front page of the *Milwaukee Journal Sentinel*. “I interviewed them about three weeks after it happened. To be able to help spread their message was definitely one of the most rewarding things I’ve ever done.”

What’s next?

Job hunting, with the goal of landing at an advertising or public relations agency

Dream job?

To create an industry game-changer, inspired by social media’s impact on the way society communicates

How has the UW prepared you for the real world?

Instilling time management and making the most of opportunities. “Being able to choose what you want to get involved in and prioritize to actually go every week ... definitely taught me to see both the bigger picture and how to be realistic.”

Most important thing learned in college?

How to become a big fish in a big pond. “Being able to find your own way in a really big university like this, finding and having experiences that make you stand out, and getting to know your professors even when you’re in a two-hundred-person lecture hall is a really important skill.”

What excites you about graduating at this time?

“In the advertising and PR world, there are so many new opportunities with social media. It’s gone from something that was a niche group ... to something that everyone can see is a valuable tool.”



Ali Bramson

Hometown: Verona, Wisconsin

Majors: Physics, astronomy-physics, certificate in computer science

UW resume highlights: President, Physics Club; Undergraduate Research and Mentoring fellow

Favorite UW Memory?

Bramson grew up attending UW football games with her father, Todd Bramson ’83, and knew from the start that she wanted to be a Badger. “I always looked at the student section and thought, ‘Oh, I want to be like them. They’re having so much fun,’ and so I love being part of that atmosphere and the school spirit and supporting Bucky.”

What’s next?

Applying to PhD programs in planetary science, with plans to focus on imaging the surfaces of planets

Dream job?

Working for NASA. “Ever since I was five, I always said I wanted to be an astronaut. And then I realized I didn’t want to go into space, I wanted to study it.”

How has the UW prepared you for the real world?

Research internships at a Puerto Rican observatory and the Search for Extraterrestrial Intelligence Institute provided invaluable experiences. “You need to be able to do research. You can’t just be book smart, you need to be able to solve problems.”

Most important thing you learned at the UW?

Finding her passion and exploring options through research and in the classroom. “The UW has so much to offer ... I took a planetary astrophysics class and said, ‘Man, I really like this stuff.’ ”

What excites you about graduating at this time?

“The world’s getting a lot smaller, and some people might be afraid of that, but I think it’s a great opportunity for humans to discover awesome things and make huge advancements.”

Quincy Harrison

Hometown: Bloomington, Indiana

Majors: Business, with a focus on marketing and entrepreneurship, and philosophy

Favorite UW memory:

Harrison, who uses the stage name Quincy Kwalae, loved performing “The Coastie Song” at the Orpheum Theatre on Halloween of his sophomore year. But going to the Rose Bowl on the heels of the success of his song “Teach Me How to Bucky” (1.5 million YouTube views and counting) takes the cake.



What do you consider your major accomplishments at the UW?

Being admitted to the School of Business was a big deal, but nothing can top the UW playing the video for “Teach Me How to Bucky” on the Camp Randall Jumbotron at the Homecoming football game.

What’s next?

Continue working as a social-media strategist for small and start-up companies. “I pretty much want to be a freelance worker, working for a lot of different companies while also working on my own projects. I’d like to be a guy with just a bunch of different projects without having a solid job, as scary as that may be.”

Dream job?

To not have a job. “My dream job is to do things and get paid off royalties. So, make

a shirt that people buy. Write a book that people buy. Make a couple CDs. I really just like working on a project, doing it right, and reaping the benefits for a while afterwards.”

How has the UW prepared you for the real world?

“Being around so many people who are so smart and all actively pursuing that knowledge — it forces me to do the same. It consistently challenges me.”

What’s the most important thing you’ve learned while at the UW?

The importance of knowledge. “When people are walking through a blizzard, up a hill in negative-degree weather to get to class, it really drives the point home that nothing stops people from the pursuit of knowledge and to keep on learning.”



Camea Osborn

Hometown: Indianapolis, Indiana

Major: English

UW resume highlights: Under her stage name “The Promise,” performed across the country and abroad with the First Wave Hip Hop Theater Ensemble; released first CD, *Promise Kept*, in August 2009; studied abroad in Ghana

Favorite UW memory?

Attending R&B singer Janelle Monae’s concert on the Memorial Union Terrace. “It was a pretty nice night ... everybody’s on the Terrace. There’s good music. It was just a really good night.”

What’s next?

Complete a teacher-certification program, earn a PhD in educational theater

Dream job?

Work with children as an arts educator, through a school or organization

How has the UW prepared you for the real world?

The rigor of the academic work. “It’s very intense, so when I get into the real world, I’ll know how to manage and finish what I start.”

How are you feeling about the economy and what it means for your career prospects?

“It’s scary. Because I’m a person who is interested in arts and the nonprofit sector, I’ve always known I wouldn’t make a lot of money ... but, on the opposite side, as an artist you know how to multi-task and do a lot of things at once.”

What excites you about graduating at this time?

“Our generation is alive at the best moment in time, because we can literally go anywhere and do anything. ... I think that is extremely exciting.”

Nicholas Lillios

Hometown: Northbrook, Illinois

Majors: Political science and biochemistry

UW resume highlights: One of just sixty undergraduates nationwide selected as a Truman Scholar, an award for students committed to careers in public service. Doing breast cancer research at the UW’s McArdle Laboratory for Cancer Research, focusing on a subtype of the disease with no known treatment. “I want to work on cancer, because I think it’s curable.”

Favorite UW Memory?

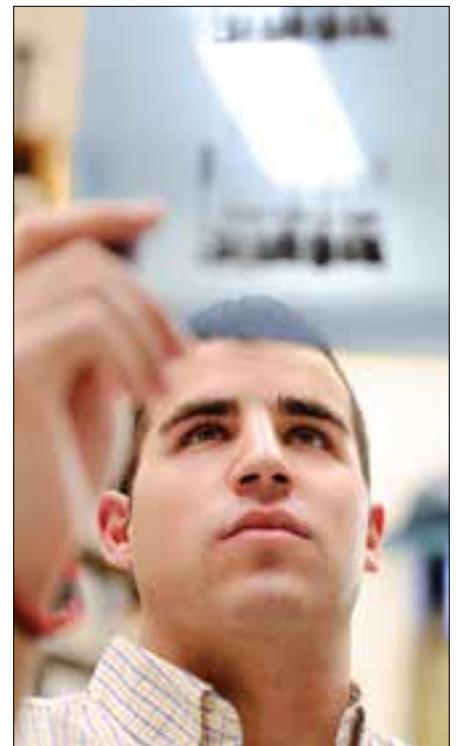
Traveling to the Rose Bowl was “incredible” and a “good cap-off” to his senior year. But Lillios has a lot of nostalgia for his early days on campus, too. “My first year here was really sweet, because you’re seeing brand-new things that you’ve never really been exposed to.”

What’s next?

A Truman-Albright fellowship in the Office of Rural Health Policy, part of the U.S. Department of Health and Human Services in Washington, D.C., followed by medical school and residency

Dream job?

An academic post, including lab research, with time away to work at the National Institutes of Health or Centers for Disease Control and Prevention. “I want to use science to help affect policy. If we have more people who are educated in these technical matters, I think it could result in better policies for our country and the world.”



How has the UW prepared you for the real world?

Leaving the UW as a well-rounded person. “You get to experience life in all different facets. You get exposed to so many different people who don’t necessarily share your same viewpoint, or aren’t the same major as you, or don’t care about science, but you get to talk to them. I think at a lot of other places that are smaller, you don’t get that perspective.”

Most important thing learned here?

How to approach a problem. “When you work in a lab, you’re in a team and you’re constantly being challenged to find better ideas.”

What excites you about graduating at this time?

“We’re advancing so fast ... our ability to run experiments that once took us a long time, our computing power is just ridiculous. We’re able to synthesize so much information through this technology that it’s almost as if we’re knowing what’s happening as it happens.”

Asad Asad

Hometown: Milwaukee, Wisconsin

Majors: Political science and Spanish; certificate in global cultures

UW resume highlights: One of only twenty U.S. undergraduates selected as a 2010 Beinecke Scholar; Greater University Tutoring Service (GUTS) program coordinator; study abroad in Madrid, Spain

Favorite UW Memory?

Standing on the stage and shaking President Obama’s hand during his visit

to Library Mall in October 2010. “I just found it an absolutely incredible experience to be a part of an institution that’s so politically active.”

What’s next?

Starting a graduate program in sociology at Harvard. Asad, the son of Palestinian immigrants, grew up in a vibrant Arab-American community and is interested in questions of integration and assimilation. “You see an Arab community that’s quite fragmented by generation. The older generation says, ‘Oh, no, no, no, no — we can’t be American,’ while the younger says, ‘How can we *not* be American? We’re all here.’ ”

Dream job?

To live abroad, speak foreign languages every day — whether Arabic or Spanish — and play a role in U.S. immigration policy, inspired by his parents’ story. “How can we make the process more humane and understanding of these people? My goal would be to influence policy in that arena while also helping people to achieve that dream.”

How has the UW prepared you for the real world?

Beginning to work at GUTS after looking for an “outside of the ordinary” part-time job; eventually becoming academic match coordinator, leading the effort to find tutors and groups for more than five hundred students a semester; and along the way, learning valuable lessons about “maintaining your patience and learning to say no when you have to say no.”

Most important thing learned here?

The value of communicating clearly and concisely, as taught in political science professor Ken Goldstein’s course for which students research and find guests



for the Big Ten Network public affairs program, *Office Hours*. “I find myself thinking about how to go about saying and doing things more efficiently and quickly, because nobody wants to hear *like* every other word.”

How are you feeling about the economy and what it means for your career prospects?

“The economy is rebounding, so it’s not as bad as it used to be. I’m looking at the glass [as] half full, as opposed to half empty.”

Jenny Price '96 is senior writer for On Wisconsin. Sam Oleson '11, who was an editorial intern for the magazine while an undergrad, says his dream job is writing for ESPN.

UW Bragging Rights

The first work-study student at the UW may have been John Sutton 1860, who earned tuition remittance (\$6 per term) for the job of ringing a bell that hung outside his dorm room to call students to class. Today, as the Wisconsin Alumni Association celebrates its 150th anniversary, it’s working to tie students to the UW’s rich traditions and educational opportunities through programs such as the Wisconsin Alumni Student Board, career resources, and scholarships. Find out more at uwalumni.com.

Wisconsin Alumni Association:
celebrating alumni for 150 years.

Library Mall Food Carts

Library Mall is a little bit like Epcot theme park, but much easier on the wallet.

The colorful carts parked where UW-Madison ends and State Street begins feature cuisine from all around the world: Africa, Costa Rica, Greece, Indonesia, Jamaica, Japan, Mexico, the Middle East, and South America. For those who like their lunch from places a little closer to home, there's also old-fashioned comfort food, Chicago-style hot dogs, and Tex-Mex fare.

Free entertainment comes in the form of bongo drums, passionate orators, and student groups engaging in comical stunts to raise money for charity. Many carts provide their own soundtrack, though it's clear that much of the music is intended to drown out the notes from a certain piccolo player dressed head to toe in blaze orange.

The city of Madison has a rigorous process for obtaining a cart spot. Vendors are ranked based on how long they have been in business, any code violations, and ratings from a panel of reviewers. The judges — mostly city employees — taste test each one by dining at four to six carts a day within a weeklong period each September.

Street-food culture is taking hold on the southeast part of campus, too, where the city has established additional vending spots for carts in the area bordered by Broom Street, West Washington Avenue, Regent Street, North Randall Avenue, and University Avenue.

The carts don't operate year-round, but the diehards linger long after trees have lost their leaves; their return is a hopeful sign that spring is finally on its way to campus. As outdoor temperatures begin to rise, diners lounge on the grass surrounding the Library Mall fountain to remove their shoes and feel Lake Mendota breezes on their faces. Others squeeze onto the concrete steps surrounding the mall's elevated area to sit in the sun, food balanced in laps, and enjoy some of the best people-watching in town.

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 colorful carts feature cuisine from all around the world: Africa, Costa Rica, Greece, Indonesia, Jamaica, Japan, Mexico, the Middle East, and South America.



JEFF MILLER

Badgers, All

The McBurney Center fully integrates those with disabilities into campus life.

How do you hear a chemistry lecture if you're deaf? How do you read a history textbook when the words look all jumbled up? And most important, can you get to the Rathskeller in a wheelchair?

Since 1977, the UW's McBurney Disability Resource Center has shown students, families, the campus community, and campuses around the country how to provide equal access to education for people with disabilities.

Today, the McBurney Center is newly situated in a custom-designed space at 702 West Johnson Street, providing students with a greater variety of services than ever before. Private support has played a pivotal role. It's a story **Blair Mathews '53, MS'54** enjoys telling.

In the mid-1970s, Mathews served as assistant dean of students. As his work put him in contact with high school counselors and staff at the Wisconsin Department of Public Instruction, he became more aware of students with disabilities — and just how difficult it was for them to attend UW-Madison. He spoke to then-Dean of Students **Paul Ginsberg '52** about making the university more manageable for disabled students.

"Paul said, 'Do it!'" Mathews remembers. Although Mathews had no staff and no budget, he found a potential office location in Bascom Hall, a central location close to parking. The space, however, belonged to the School of Business. Mathews approached **James Graaskamp**, a UW real estate professor who was quadriplegic



JEFF MILLER

During a meeting at the McBurney Center, comments appear as text on a laptop computer as a stenographer captures the discussion for a staff member who has a hearing impairment. The center has been at the forefront nationally in providing equal access to education for those with disabilities.

and an advocate for people with disabilities.

He got the space.

"I had a ragtag group of rehab-psychology graduate students prepared to help," Mathews says, "but I needed a campus committee to get things done. Jim was the chair of that committee. Then, of course, I needed money."

Graaskamp knew where to turn.

Despite a diving accident that paralyzed him at age sixteen, **Mike McBurney '60, LLB'63** not only earned an undergraduate degree, he finished third in his Law School class. McBurney joined his father's successful law practice and was elected assistant district attorney, but he died in 1967 before taking office. His

family had established a fund in his memory. Graaskamp asked if the family would be willing to allocate the fund as seed money for a campus office to help students with learning and other disabilities. The family agreed, and the center was named to recognize the first gift, the family's commitment, and the center's mission to be a campus resource.

In addition to helping establish the McBurney Center, Mathews and his wife, **Karen Louise Johnson Mathews MA'99**, also established a scholarship to honor **Trey Duffy**, the center's second director. Recently renamed the Wisconsin Experience Accessibility Scholarship, the fund's goal is to encourage and help students

with disabilities to develop their own special talents and fully participate in the Wisconsin Experience.

The McBurney Center, which is part of the Division of Student Life, is a welcoming community and a resource for students with ADHD; deafness and hearing problems; learning disabilities; low vision and blindness; mobility, systemic, psychiatric, or health-related disabilities; and traumatic brain injury. The center's state-of-the-art design, its energy, and the activity of students just being students — and proud Badgers — are constant reminders that disability is only a fact of life, not a way of life.

For more information, visit www.mcburney.wisc.edu.

Merry Anderson

Badger connections

JEFF MILLER



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Grandparents Eeeuw-niversity

Caroline (then age twelve) and Jamie (then nine), grandchildren of Joycelyn Rugg, examine a jar of concentrated Lake Mendota algae and zooplankton in this 2009 photo of Grandparents University. Offered by the Wisconsin Alumni Association and UW Extension's Family Living Programs, Grandparents U is a lifelong learning event that brings children ages seven to fourteen to campus with their grandparents to share an educational experience. This family studied limnology with Professor John Magnuson. (That's him in the cap in the background.)

A Table for Five

Joy Ann Roddy Downs PhD'80

A small metal replica of a yellow Terrace chair sits on my desk at work in Durham, New Hampshire. It was given to me in 2007, shortly after I attended a nearly thirty-year reunion of five women, all of us graduate students who attended UW-Madison in the late 1970s: **Mary Falvey PhD'80, Pat Porter PhDx'81, Chris Dollaghan PhD'81, Jan Bedrosian PhD'81**, and me. We had formed our own women's support group soon after meeting in fall 1977, and we had not all been together since 1980.

I wanted to write about the experience, but I soon gave up, feeling that I couldn't do justice to these remarkable women or to our extraordinary group. But after returning from our second reunion in Madison in 2009, I wanted to try again.

We originally came together for support while living far away from family and friends, and facing the daunting task of earning a doctorate. We wanted to explore some basic questions, such as how to balance one's personal and professional life, how to be appropriately assertive, and which role models we wanted to emulate. We talked at the Terrace, weather permitting. We talked at the Ovens of Brittany (no longer there), the Nitty Gritty (still there), and at many other Madison gathering places.

Given how demanding our graduate programs were, I am amazed that we were able to maintain our commitment to the group to the degree that we did. Pictures from those years, as well as a journal we kept, clearly document numerous activities: potluck dinners, cross-country skiing at the Arboretum, running/jogging together, and Spring Frou 1 and 2 (which was like a spring fling, but fancier), to name just a few.

Talking, connecting, and caring about each other was the heart and soul of our group. We were there for each other, to celebrate the achievements, to console during the losses, and to listen deeply as options were sorted through, paths chosen. In retrospect, it seems we managed to create a little family for ourselves — family at its very best.

Our first reunion in June 2007 was nothing short of exhilarating. We sat at a round table on the Terrace and talked for seven hours straight. Granted, we had many years to catch up on; most of our contact had been via holiday cards or meeting at an occasional conference. During our marathon session, we may have taken a few breaks for ice cream, but we mostly talked and laughed, and realized that it was possible to pick up right where we had left off — that, in spite of career changes, long marriages, and raising children, we were, at our essence, the same five women.



BARRY ROAL CARLSEN

Our most recent reunion in June 2009 was also amazing. The weather allowed for hours on the Terrace, a walk along the lake, and a stroll through a sun-filled farmers' market. But I think we were louder this year. No, I *know* we were louder this year. We met our fifth arrival at the airport Thursday evening. As she descended on the escalator, the four of us gathered at the bottom and sang "On, Wisconsin!" On Saturday morning, just before leaving our hotel, the same woman was last coming down to the lobby with her luggage. This time, we greeted her by singing, "We are family. ... I got all my sisters with me!" Those who see us only in our professional roles might have been a bit surprised.

These women whom I am blessed to know are bright, kind, funny, and wise. Although I could list more than twenty adjectives that aptly describe them, doing so would make them sound too perfect, when they are, in fact, all perfectly human. We were able to be lost and confused, or scared and self-doubting, with each other. We brought our whole selves to the table during those years, and we still do. That may well be what makes the group so important to us.

We plan to meet again this summer. If you see a group of women sitting on the Terrace, looking like they thoroughly enjoy each other's company, it just might be us. Come on over and say hello. We might even sing you a song.

Joy Ann Roddy Downs PhD'80 has been a staff psychologist at the University of New Hampshire for more than twenty years. She lives with her husband and daughter in nearby Madbury.

On, Wisconsin Alumni Association!

You're invited to celebrate WAA's 150th birthday.

For the last century and a half, the Wisconsin Alumni Association has been a powerful advocate and a familiar, friendly voice for UW alumni, students, and the campus they love.

"Being a UW alum means much more than earning a degree here," says **Paula Bonner MS'78**, WAA's president and CEO. "It means being part of a global community that includes inventors, artists, political leaders, and some of the most spirited people on the planet."

WAA connects the more than 385,000 UW alumni in a surprising variety of ways. Some 16,000 of those alumni live abroad, and WAA is helping the university shape a global agenda, strengthening ties with far-flung graduates through initiatives such as its international chapters and its *Wisconsin Worldview* e-newsletter. In honor of the alumni association's 150th anniversary, the UW-Madison campus is coming together to host an inter-

national convocation, bringing alumni from around the world to Madison July 26–29 for discussions on topics ranging from global health and technology to the new world economy (see uwalumni.com/international).

The association also offers its Alumni for Wisconsin advocacy group to help alumni to actively promote the university and its needs. In May, the group hosted some 20,000 Wisconsin grads via telephone for a town-hall phone conversation with Chancellor **Biddy Martin PhD'85** to learn about the New Badger Partnership.

WAA keeps grads connected to the university's educational resources through an array of Lifelong Learning opportunities, from an online marathon class to its Made in Wisconsin "grown-up field trips" and its Global Hot Spots lecture series.

The association's support for students includes helping to raise more than \$10 million in scholarships since 1967. Through the Homecoming Committee and the Wisconsin Alumni Student Board, WAA provides a home for students to develop their leadership skills, and it helps them to successfully launch their careers through a job board, a news feed, financial seminars, and its Career Links networking program. First-Year Parents' Weekend, student sendoffs, and a Fifth Quarter event to teach freshmen about Badger spirit are additional ways that WAA prepares students to become engaged alumni.



BRENT NICAstro/12

Susan Houben, Kim Hearn, Bucky Badger, and WAA Chair Renee Ramirez enjoy a fish fry during Alumni Weekend.

Once they graduate, those former students can take advantage of special young alumni events to stay connected. Alumni can nurture their UW roots by joining one of two dozen affiliate groups or nearly one hundred local alumni chapters, reading *On Wisconsin* or WAA's *Badger Insider Magazine*, or enjoying Badger camaraderie on alumni tours to more than three dozen destinations worldwide.

To celebrate 150 years of these and similar accomplishments, WAA's Founders' Days, Distinguished Alumni Awards, and other events throughout the year have reverberated with an anniversary theme. The association revamped Alumni Weekend to include events such as an all-campus board summit and a Friday night fish fry with polka

dancing. WAA's colorful 150th banners (above) dot the campus, and as a special gift, the association will provide campus with new street signs that reflect the university's red and white colors.

On June 23, a Badger-style birthday bash at Alumni Pier on the shore of Lake Mendota will feature a new ice cream flavor — Mad Grad Medley — created specially by Babcock Hall Dairy for WAA's anniversary. The year of celebration will culminate with an anniversary gala at the new Wisconsin Institutes for Discovery Town Center on October 14.

For more information, visit uwalumni.com/150.



Nominate an Accomplished Badger

Do you know an outstanding UW graduate under age forty? Nominate him or her for a 2012 Forward under 40 award (deadline: June 30). See

forwardunder40.com.



Share Your Badger Pride Videos: What makes you proud to be a Badger? If you've ever wanted to broadcast your Wisconsin loyalties to the world, now is your chance to share what makes your blood run Badger red. Get out your video camera and tell us, in two minutes or less, why you're proud to be a Badger. Hear the stories of other alumni and share your own at uwalumni.com/proud.

Celebrating the Past, Shaping the Future

Don't miss WAA's 150th anniversary archives.



At its inaugural meeting in 1861, the Wisconsin Alumni Association (WAA) consisted of "a little band of university graduates ... keeping alive, amidst other excitements, the spirit of loyalty to their tottering alma mater." **Charles Wakeley 1854**, one of the first two graduates of the university, founded the association because he was concerned that the Civil War would threaten the university's funding, and he felt it was important for alumni to advocate for their alma mater.

Years later, in 1922, the association's board of directors refined its mission further: "[The Wisconsin Alumni Association's]

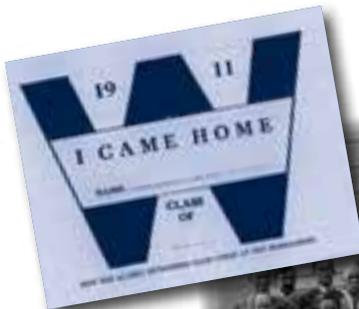
purpose is to substitute organized effort for mere individual good-will. Its keynote is cooperation. Its success depends on what Kipling calls 'the everlasting teamwork of every bloomin' soul.' "

That statement is especially true today. From day one to year 150, WAA's mission has been to encourage UW alumni to work in concert for the best interests of their university. Throughout the years, Badgers have bonded together to create many lasting legacies, including the Camp Randall Civil War memorial arch, the Wisconsin Alumni Research Foundation, the Homecoming tradition, the

Wisconsin Union, and the UW Foundation.

As the halfway point of its 150th anniversary year approaches, WAA is taking a look back at the moments that shaped both the association and the alumni experience with a special anniversary archives at uwalumni.com/150. You'll find fun facts, photos, videos, and a "This Week in History" feature in celebration of the alumni association's sesquicentennial.

Meanwhile, you can test your Badger IQ by attempting to answer the questions associated with the following photos. Visit uwalumni.com/150 to find out how you did.



▲ Who won the UW's first Homecoming game?

▶ Are all these people attending a wedding?



UW-MADISON ARCHIVES



APPLETON POST-OREGONIAN

▲ What sort of president do you suppose the gent standing in the center is?

- 1861 Charles Wakeley founds Wisconsin Alumni Association (WAA)
- 1877 WAA spearheads creation of Camp Randall memorial arch to honor fallen Civil War alumni
- 1899 Alumni magazine (then called the Wisconsin Alumni Magazine) begins
- 1901 WAA begins offering student scholarships
- 1908 Alumni chapter program gets its official start
- 1911 WAA helps launch first Homecoming
- 1917 First Founders' Day held
- 1919 WAA helps raise money to build Memorial Union
- 1924 Alumni Records Office created
- 1925 WAA helps create WARF (Wisconsin Alumni Research Foundation)
- 1936 First awards for distinguished alumni
- 1945 WAA helps create UW Foundation
- 1961 First continuing education event held



▲ What is a climbing wall doing on Library Mall?

▼ What songs does the Marching Band play during every Fifth Quarter?

▲ On Spirit Day, Badgers around the globe show off their UW pride. When was the first UW Spirit Day?

► Why is Bucky holding stacks of postcards?



◀ Where did WAA hold its first overseas event?

For the answers, visit uwalumni.com/150.

- 1962 Alumni travel program established
- 1967 WAA Alumni House opens
- 1980 WAA founds Wisconsin Alumni Student Board (WASB)
- 1988 First legislative advocacy group forms (then called Badger Action Network; now Alumni for Wisconsin)
- 1990 Career networking program established (Career Connections)
- 1990 First WAA affiliate group forms (African American Alumni Association)
- 1998 Badger Insider (WAA member magazine) debuts
- 2000 First International Alumni Convocation held in Bangkok, Thailand
- 2001 First Grandparents University® debuts
- 2001 First All-Campus Party held
- 2002 Lifelong Learning program offers first online class
- 2008 Forward under 40 awards debut

News? Let's Have It!

Do send us the (brief, please) details of your latest achievements, transitions, heroic acts, and other major life happenings by e-mail to papfelbach@waastaff.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 always have many more submissions than we can include, but don't stop writing. We do appreciate hearing from you.

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

Obituary listings of WAA members and friends appear in the Badger Insider, WAA's triannual publication for its members.

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 the UW in its activities.

40s–50s

PBS President and CEO Paula Kerger paid tribute to **Lee (Lenna) Ferrara Cannon x'48** while accepting an award on behalf of PBS in December. Kerger told the audience, "I've been wanting to meet Lee Cannon for a long time, and I just met her tonight. ... [She] had the longest-running home show [*Today's Home*] in history on public television."

The tri-level competition and training facility for hockey and swimming that's being erected across from the UW's Kohl Center (on the site of the "old" Ogg Hall) will be named the La Bahn Arena, after lead donors **Mary Ann and Charles '49 La Bahn** of Grafton, Wisconsin. It's expected to open in fall 2012. Charles La Bahn is a past UW Foundation director and a former chair of the Wisconsin Alumni Association board.

John Klement '51, MS'53 was among nine high school athletic directors to be inducted into the Hall of Fame of the National Interscholastic Athletic Administrators Association in December. Klement retired in 1988 after a thirty-six-year career at Monona Grove [Wisconsin] High School.

The Smithsonian Institution's Woodrow Wilson International Center for Scholars lauded several Milwaukee-area graduates during a May dinner. The Woodrow Wilson Award for Corporate Citizenship went to **Sheldon Lubar '51, LLB'53** and his family, while **Mary Tucker '68 and Ted '69 Kellner** received the Woodrow Wilson Award for Public Service. The lives of the Lubar and Kellner families were said to reflect Wilson's belief that "you are here in order to enable the world to live more amply ... with a finer

spirit of hope and achievement."

Acknowledged as one of the world's foremost experts on meat processing, **Robert Rust '51** is a new inductee into the Meat Industry Hall of Fame. The Iowa State University animal-science emeritus professor pioneered the use of technology in meat processing, and as the "father of meat-science short courses," he made the school the first to offer formal classes to the industry.

Helmut Mueller '53, MS'59, PhD'63 shared news of four major ornithology awards

Inspection Agency's Ministerial Advisory Board. Among them is **Harold Bjarnason MA'66, PhD'67** of Gimli, Manitoba, a past dean of the faculty of agricultural and food sciences at the University of Manitoba. He also sits on the Canada Science and Technology Museum's board.

The new scientific research manager at NOW Foods, a Bloomington, Illinois-based natural-health-products company, is **Richard Sharpee '67**. An industry innovator, he developed the world's first vaccine for feline

"It's a ball. You feel useful and often appreciated." – Dennis Loeffler '69

that he's received, including an honor for sixty years of operating the Cedar Grove Ornithological Station. Wow! He's a professor emeritus at the University of North Carolina in Chapel Hill.

The William I. Thornton Outstanding Faculty Award of the International Municipal Lawyers Association has gone to retired Madison city attorney **Eunice Wiechman Gibson '56, JD'73**. Until 2009, she served on the faculty of the Municipal Attorneys Institute, a city-attorney training program that Thornton founded.

leukemia, and he co-discovered Coronavirus in cattle.

Malcolm Gissen JD'68 co-manages the five-year-old, San Francisco-based Encompass Fund, an SEC-registered, no-load mutual fund. In 2009, it ranked as Morningstar's number-one World Stock Fund, and in 2010, it ranked number two out of 15,700 mutual funds. "This is record-setting, we believe," says Gissen.

Congratulations to **Alberto Herrera, Jr. '68, MA'82** on his election as president of the Wisconsin Library Association. He's a librarian at Raynor Memorial Libraries at Milwaukee's Marquette University.

Louis Coloia MA'69 of Palm Springs, California, has joined Clint and Dina Eastwood, Florence Henderson, Carol Channing, pianist Roger Williams, and composer Jerry Herman on the advisory board of the Steinway Society of California. With support from the Steinway Piano Company, the society provides musical programming to California schoolchildren.

A December *Tampa Tribune* story had high praise for the

60s

Bladholsms were all the rage at Chicago's Swedish American Museum early this year — an exhibit of artworks in many media by **John Bladholm MA'63** and his four talented children, that is. The longtime art educator and second-generation Swedish-American lives in Sturgeon Bay, Wisconsin.

The food-safety system in Canada is stronger for the appointment of seven new advisers to the Canadian Food

Estella Leopold '48: Carrying on the Leopold Legacy

"We can learn plenty from the past," says **Estella Leopold '48**.

She should know. As a paleobotanist, Leopold has spent more than fifty years combing through pollen fossils to reconstruct the history of climate change and plant evolution on our planet. Now a professor emerita at the University of Washington in Seattle, she has used her scientific expertise to lobby successfully for conservation efforts across the country.

In recognition of her contributions to environmental science and protection, the Japanese Expo '90 Foundation last year awarded Leopold its \$460,000 Cosmos International Prize. (Other recipients include ecologist Jared Diamond, naturalist **George Schaller MS'57, PhD'62**, and evolutionary biologist Richard Dawkins.) Not bad for someone who originally aspired to study bugs.

"I was quite young, and Father asked what I wanted to be," the eighty-three-year-old botanist recalls. "I said, 'A bugologist.' And he said, 'What?! Why is that?' And I said, 'Because everything else is taken.' "

A word of explanation is in order. *Father* was **Aldo Leopold**, a UW professor of game management and perhaps the most influential ecologist of the twentieth century. His land ethic, which holds that human beings are but one part of a larger community comprising all plants and animals, helped to spark the modern conservation movement. And everything seemed taken because her four older siblings had already gone into fields ranging from geology to hydrology. (Three of the Leopold siblings, including Estella, have been elected to the National Academy of Sciences.)

Father persuaded daughter to pursue botany instead, and Estella spent her weekends at the shack, an eighty-acre sand farm near Baraboo, Wisconsin, which now houses the Aldo Leopold Foundation, on whose board she sits. The shack became an ecological restoration project for the entire family — and the spur to the youngest Leopold's lifelong passion for nature.

Early in her career, Leopold used ancient pollen fossils to prove that South Pacific atolls were formed on sinking volcanoes — a hypothesis first posited by Charles Darwin in 1839. Later research into plant fossils from Alaska, the Pacific Northwest, and the Rocky Mountains illustrated how the environment has responded to climate change over millions of years.

Her environmental activism has paid equally large dividends. Leopold played a central role in establishing both the six-thousand-acre Florissant Fossil Beds National Monument in Colorado and the Mount St. Helens National Volcanic Monument in Washington. And she fought successfully to prevent the construction of hydroelectric dams that would have flooded parts of the Grand Canyon and helped to block the burial of high-level nuclear waste under Hanford, Washington.

Today, Leopold concentrates her efforts on promoting sustainable agriculture in Washington State, and while she's gratified by the rise in public awareness of environmental issues, she's deeply concerned about the lack of exposure many children now have to the environment itself. After all, she traces her own love of nature — and all that has flowed from it — to her childhood exploring the wilds of Wisconsin.

"And without loving nature," she says, "who's going to want to protect it?"

Alexander Gelfand



Estella Leopold's passion for nature was spurred by her father, Aldo Leopold, one of the founders of the environmental movement.

DON BURGESS

Aldo Leopold Memorial Award — upon U.S. Geological Survey (USGS) senior scientist **Douglas Johnson MS'69**. A USGS statistician who's based in St. Paul, Minnesota, Johnson is a pioneer in applying modeling and statistics to complex wildlife problems.

"Better living through dentistry" just may be the motto of **Dennis Loeffler '69**. He's the *La Crosse Tribune's* 2010 Person of the Year for quietly spending his retirement as the dental director of, and the only dentist at, the nonprofit La Crosse Community Dental Clinic, where he fixes the teeth of thousands of disadvantaged patients. "It's a ball," Loeffler says. "You feel useful and often appreciated."

Happy retirement to **Leonard Rush '69** of Mequon, Wisconsin. He's stepped down as chief financial officer after eleven-plus years with Baird, an international financial-services firm.

70s

To set the record straight, just a decade after her first fencing class, **Madelon Rosenfeld '71** took third, third, and first places — instead of three first places as stated in the Spring issue — at three national tournaments. Coming in first in the summer nationals made her the 2010 national champion in the women's 60–69 age group. At the World Fencing Championship in Croatia, she was the first-placed American woman in her age category.

The International Society for Quality of Life Research has bestowed its President's Award on **David Feeny MA'72, PhD'76**, a senior investigator at the Kaiser Permanente Northwest Center for Health Research in Portland, Oregon.

Peter Neufeld '72 is a co-founder and co-director of

progress that **Judy Genshaft '69** has made as the visionary, determined president of the University of South Florida in Tampa since

taking charge in 2000. She's also chair of the American Council on Education and board chair of the NCAA's Division I.

For "distinguished service to wildlife conservation," the Wildlife Society has bestowed its highest recognition — the

the Innocence Project at Yeshiva University's Cardozo School of Law, and serves on New York's Commission on Forensic Science. The project's missions are to free prisoners who can be proven innocent through DNA testing, and to effect substantive reform in the judicial system.

We applaud the altruism (and stamina) of **Bill West '72** of Granada Hills, California, who raced up eighty-six flights of stairs (that's 1,576 steps) in New York City's Empire State Building in February in an event to raise funds for the Multiple Myeloma Research Foundation.

A New Zealand Order of Merit has gone to **Lewis Evans MA'74, MS'75, PhD'76**, a lecturer, consultant, researcher, and professor of economics at Victoria University of Wellington. In 1998, he established and ran the New Zealand Institute for Study of Competition and Regulation, which set a new standard for the nation's independent research organizations.

The undergrad course in digital promotion management that **Kirk Hallahan MA'74, PhD'95** developed as a professor at Colorado State University in Fort Collins was among the first of its kind, and now he's been honored as the Public Relations Society of America's 2010 Outstanding Educator of the Year.

No doubt, interesting challenges await **Stuart Brotman MA'75** as a new member of the U.S. Department of State's Advisory Committee on International Communications and Information Policy. He lives in Lexington, Massachusetts.

Leaving the U.S. Senate after three terms, **Russ Feingold '75** has begun teaching upper-level law students at Milwaukee's Marquette University. A Rhodes scholar and an honors law grad-

Marjorie Liu JD'03: Genre Bender

The UW's Law School offers a broad variety of coursework, but there are some situations that it doesn't prepare its graduates to handle. There's nothing in the family law classes, for instance, to prepare future Badger attorneys to understand the issues that surround a relationship between a woman and a merman. Criminal law courses don't teach students how to handle a murder investigation that might involve a woman covered in living, demonic tattoos.

Marjorie Liu JD'03 had to learn these things on her own. But then Liu is a bestselling author of paranormal-themed novels and comic books — her interest is strictly literary, not litigious.

"I really enjoyed law school," Liu says. "I loved learning about the law, [loved] the intellectual challenge. But I found that I didn't feel a passion for it as a career."

In the years since she left Madison, Liu has forged a reputation as a genre-defying author. Her first novel, *Tiger's Eye*, launched a ten-book (so far) series called Dirk & Steele. These romance novels are set in a world of mythical creatures, and they've been included on the *New York Times* bestseller list.

Liu has also penned a series of "urban fantasy" novels — works that incorporate elements of myth and magic into a modern setting. The Hunter Kiss series follows the exploits of Maxine Kiss, a demon-hunting woman whose tattoos come to life.

Between novels, she also writes comic books for Marvel, including such titles as *NYX*, *Dark Wolverine*, and *Black Widow*, and she's the ongoing writer for Marvel's *X-23* series.

Life as an author keeps Liu busy, and next winter she'll have three novels coming out in quick succession: *Within the Flame*, the next entry in the Dirk & Steele series, is slated for publication in December 2011; *The Mortal Bone*, the latest Hunter Kiss novel, is due out in January 2012; and in March 2012, Liu will step outside her established series with an as-yet-untitled mystery about a woman who discovers that her great-aunt was a noted dominatrix during World War II.

"I've always loved reading, daydreaming, and writing things down," she says. "Once I sold that first book, I faced a decision — I could try to be a lawyer and find time to write on the side, or I could live cheap on the family farm in Indiana. I chose to live cheap and go all out, taking time to write, and that's given me a career as a novelist."



COURTESY OF WUNDERKIND PR

Marjorie Liu decided to forgo a career in law to become a novelist.

John Allen

uate of both Oxford and Harvard Universities, the Middleton, Wisconsin, Democrat has also formed the grassroots group Progressives United and is writing a book on foreign policy.

More acclaim has gone to the already-lauded UW history professor **William Cronon '76**: he's been named president-elect of the American Historical Association. Cronon is a founder of the field of environmental history studies.

The highest federal award for mentoring — a Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring — went to UW engineering physics professor **Douglass Henderson MS'79, PhD'87** at a White House ceremony in January for his work to establish and expand the College of Engineering's Graduate Engineering Research Scholars program for underrepresented students. Former UW

plant-pathology professor and bacteriology department chair **Jo Handelsman PhD'84** — now at Yale — received the same award.

80s

Ronald Fontenot MBA'80 is at the helm of National Allergy Supply in Duluth, Georgia, as its new president and CEO.

Badgers making great wine: that's **George Hamel, Jr. '80**; **John Hamel II '09**; and

Natalie Eisner '09 of Sonoma, California's Hamel Family Wines. George is also a founder and the COO of ValueAct Capital in San Francisco, as well as a member of the UW Foundation board and the UW College of Letters & Science board of visitors. John (George's son) and Natalie are both managers at the winery, whose logo features a friendly badger.

Hawaii Governor Neil Abercrombie has named Honolulu attorney **Jeffrey Ono JD'80**, a partner in the law firm of Galihier DeRobertis Ono, to the post of state consumer advocate.

Thomas Grandine MS'82, MA'84, PhD'85 is one of only 63 Boeing Company employees — out of more than 159,000 in the U.S. and seventy other countries — to become a senior technical fellow. The Issaquah, Washington, resident is also a U.S. Masters distance swimmer who's logged more than 1 million meters in each of the past three years.

After twenty-eight years as a journalist specializing in the catalog-retail industry, **Paul Miller '82** of Somers, New York, has become vice president and deputy director of the American Catalog Mailers Association, a nonprofit advocacy group.

Emmy Awards from the National Academy of Television Arts & Sciences now belong to two '80s grads. The academy's Chicago/Midwest region has awarded **John Stofflet '83** the outstanding news anchor prize for his work as the 6 p.m. and 10 p.m. news anchor at Madison's WMTV. The Rocky Mountain/Southwest region has honored **Tim Aydelott '84** of Albuquerque for excellence in the informational program category as the producer and director of *Desert Reef*, a program about climate change.

Following the merger with Comcast, the new chair of NBC Entertainment is **Robert Greenblatt MA'84** of Los Angeles, a former programming chief at CBS' Showtime network. He'll oversee NBC's prime-time and late-night programming, business affairs, marketing, PR, scheduling, and NBC Universal Media Studios.

"I was honored in November by the president of Latvia as a knight of the Cross of Recognition in a ceremony in Riga Castle," shares **Jay Sorensen '84** of Shorewood, Wisconsin. The award paid tribute to his work with the Kids First Fund, an NGO that he founded in 1999 to help sexually and physically abused children in eastern Europe. The first cross was given in 1710. Sorensen concludes, "My efforts to get my wife to address me as 'Sir Jay' have failed miserably. Well, there's always Mom."

James Nepstad '85, a twenty-seven-year veteran (thus far) with the National Park Service, has a new job in Harpers Ferry, Iowa, as superintendent of the Effigy Mounds National Monument — a "very special place," he says. Nepstad is also a fellow of the National Speleological Society for his pioneering cave-mapping work at Wind Cave National Park.

It was a happy day at Class Notes HQ recently when **Simeon Chambers '89**, founder of the Highlands Ranch, Colorado-based Replica Toy Fish Company, sent a miniature tackle box full of toy fish. His very realistic, albeit tiny, versions of fish species are used by natural-resource entities around the country as educational aids. As Chambers says, "Know your fish. Teach your family."

There's quite a story behind the headline "American Heart

Association Advocate Eliz Greene Honored with Heart Hero Award on Tenth Anniversary of Her Heart Attack," and here it is: **Eliz (Elizabeth) Hughes Greene '89** of Fox Point, Wisconsin, was seven months pregnant when she experienced a ten-minute cardiac arrest, the C-section delivery of her twin daughters, and open-heart surgery — all on the same day. The November award honored her decade of dedication to the association since then.

One of the engineering profession's highest honors, presented by the National Academy of Engineering, belongs to **Willem Stemmer PhD'86**. He shared the \$500,000 Charles Stark Draper Prize for 2011 with Frances Arnold for their individual contributions to "directed evolution," a procedure used in labs worldwide to guide the creation of certain properties in proteins and cells. Stemmer is the CEO of Amunix in Mountain View, California, and the founder of the Avidia Research Institute.

90s

The U.S. Chamber of Commerce has welcomed attorney **Lily Fu Claffee '90** as its new senior VP, general counsel, and chief legal officer. No Washington, D.C., wallflower, she was previously a partner at the city's Jones Day law firm, and held posts at the Commerce, Treasury, and Justice Departments. What's more, the *Washington Business Journal* named Claffee its Top Washington Lawyer in the Young Guns category in 2009.

When the chief executive of Hong Kong wants to give you an award, it's just good manners to accept it, as **Valerie Vaitl Pritchard '91** has done in receiving an Excellence in Teaching Award for her work

over the past twelve years as an English educator at Hong Kong's Concordia Lutheran High School. Thanks to her parents, **Barbara Pitt '57 and William '56 Vaitl** of Brookfield, Wisconsin, for sharing the good news.

Amanda Stratton Birnstengel '92 was the first employee and operations manager for the Musical Instrument Museum, which opened in Phoenix in April 2010. A \$250 million project, its 190,000 square feet offer striking architecture, a state-of-the-art concert hall, educational programs, and instruments from every nation.

The next time you put on your jockey shorts, think of **Dustin Cohn '92**: he's Jockey International's new senior vice president and chief marketing officer. Cohn's held marketing positions with Optimer Brands, PepsiCo, and Gatorade before joining the Kenosha, Wisconsin-headquartered company.

The new VP of the Wisconsin Screenwriters Forum is **Rebecca Williams Spindler '92**. She works with seasoned and aspiring screenwriters, helps to sponsor film festivals, and provides support for Wisconsin's Film Incentives program. The Madisonian is also an author and screenwriter herself.

Hearty congrats to Chicagoan **Daniel Goldwin '94** on his new position as Midwest-region executive director for the Development Corporation for Israel/Israel Bonds.

It was a captivating UW film class that planted the filmmaking seed in **Phil Johnston '94**. He initially tried working in TV broadcasting, but finally accepted his passion, entered Columbia University's film program, made connections in L.A., and is now a friend of actor Ed Helms, who stars in Johnston's new film,

Cedar Rapids. Before attending its Sundance Film Festival world premiere this winter, Johnston said, “I have to buy some nice shoes — and comb my hair.”

Ever since **Mark Osiecki '94** became Ohio State's men's hockey coach in April 2010, he's been preaching the importance of developing a winning culture. Among his key mentors has been UW head men's hockey coach **Mike Eaves '78**, with whom Osiecki coached for six years.

Disney's animated movie *The Princess and the Frog* made a huge splash when it premiered, and **Jen Rudin '94** can take great pride in receiving the 2010 Artios Award from the Casting Society of America for casting it. An executive with the Walt Disney Company from 2002 until 2009, she now operates Jen Rudin Casting in New York City.

Which Badger was named one of the *Utne Reader's* 25 Visionaries Who Are Changing Your World in its November/December 2010 issue? He's Ecological Internet founder and president **Glen Barry MS'95, PhD'03**, who was dubbed an “Eco-Rabble Rouser” for his blogging and grassroots activism. Barry lives in rural Wisconsin and has penned the forthcoming book *New Earth Rising*.

(Xiaoying) Rachel Duan MBA'95 joined an elite group recently: she's one of fewer than two hundred GE officers worldwide as the new president and CEO of GE Healthcare China in Beijing. She's spent fifteen-plus years with GE Industrial and Capital businesses globally.

The satirical *Onion* newspaper leaped from the printed page to the TV screen in January when it premiered two fake-news programs: *Onion SportsDome* and *FactZone With Brooke Alvarez*. For the shows' humor to

work, head writer **Carol Kolb '95** of Brooklyn, New York, says that their jokes must combine “that journalistic voice we all know, with a delivery that's absolutely straight.” She's been with the *Onion* since 1997.

Former Badger four-year starting quarterback and 1994 Rose Bowler **Darrell Bevell '96** has moved from his post as offensive coordinator for the Minnesota Vikings to the same role with the Seattle Seahawks. He's also worked with the Green Bay Packers as an offensive assistant and quarterbacks coach.

Madisonian **Ann Krinsky Imig '96** was already a popular “mommy blogger” as the writer of *Ann's Rants* when she began

“My efforts to get my wife to address me as ‘Sir Jay’ have failed miserably.”
— **Jay Sorensen '84**

taking her blog on the road. Her series of live stage shows debuted in Madison in 2010, and new shows called *Listen to Your Mother 2011* have hit stages across the country this spring.

Badger legal eagles are flying around: **Adrienne Olson '97** has joined the law firm of Quarles & Brady in its Milwaukee office, while **Ilana Bamberger Spector '06** is new to its Chicago office; **Teresa Maestrelli '02** is now with Duane Morris in Miami; and **Paul LaVanway, Jr. '04** has joined Fredrikson & Byron in Minneapolis. Look for **Katherine Proctor '05** in the Madison office of Reinhart Boerner Van Deuren, and **Ashley Gillard JD'10** in the Kansas City, Missouri, office of Bryan Cave. Congratulations, all!

The film *La Mission* — starring Benjamin Bratt and directed by his brother Peter — has given **Alpita Patel '97** of

West Hollywood, California, her producing debut.

Mica Matsoff '98 is the voice of the Illinois governor's office — so to speak — as the new director of communications. She was previously the director of communications for the Quinn for Illinois campaign, as well as the PR director for Chicago's Olympic and Paralympic Games bid.

The World Wide Web Consortium has chosen **Michael Nieling '98, MS'03**, the founder and creative director of the marketing firm Ocupop, to devise the logo and branding for its HTML5 framework. Nieling splits his time among Hawaii, Colorado, and Wisconsin.

Devotees of the *FLW*

Elect a Republican Senate.

Studio City, California-based screenwriter **Andrew Jacobson '99** has co-authored his first novel, *The Familiars* (HarperCollins Children). Sony Animation and producer Sam Raimi have optioned the fun fantasy adventure about magical animal companions to witches and wizards to become a 3D animated film, so we can only imagine what Jacobson will do with his *second* novel.

2000s

Best wishes to **Margaret Bogenrief (Bretz) '00** in her roles as a principal and partner in the new Chicago-based boutique advisory and investment firm called ACM Partners.

If you've ever thought that pouring beer wouldn't get you very far, then Madison bartender **Chris Myers '00** will prove you wrong. Crowned the Stella Artois World Draught Master after five rounds of international competition, he's traveling the world this year, demonstrating his talent and judging competitions. The Belgian beer maker says that the perfect Stella Artois pour requires nine steps, including the “sacrifice” and the “beheading.”

UW School of Medicine and Public Health Professor **Molly (Mary) Carnes MS'01** is the happy recipient of a roughly \$2 million grant with a long name: a National Institutes of Health Director's ARRA-Funded Pathfinder Award to Promote Diversity in the Scientific Workforce. With it, she'll develop an interactive tool that helps faculty to recognize and correct biases that limit participation.

The *New York Times* opined in January that the Big Apple may soon have a district known as “Little Wisco,” thanks to restaurateurs

rateur **Gabriel Stulman '03** and his three highly acclaimed and “disarmingly friendly” eateries around Sheridan Square: Joseph Leonard, Jeffrey’s Grocery, and Fedora. Staffers include “scruffy young expatriates from the Badger state” **Brian Bartels '94** and **Kaila '01, Shawna '01, and Rachel '04 Steger**.

Devotees of the UW’s MadHatters a cappella group will remember tenor, business manager, and red-shoe wearer **Steve Beguhn '06, MAcc'07** (that’s a master’s of accountancy), who’s now a CPA and auditor at PricewaterhouseCoopers in Milwaukee. His golden voice wowed the *American Idol* judges recently in a regional competition and earned him a “golden ticket” to Hollywood. Sadly, they weren’t quite as wowed in Tinsel Town.

Erin Cechal '06 has a pretty “racy” new job as the director of PR and media services for the Braselton, Georgia-based American Le Mans Series. Her prior posts were with Just Marketing International, working on Legends of Motorsports; the Sports Car Club of America; and Road America. (Notice a pattern?)

Christopher Putre '06, MS'06 was a big hit at this year’s Rose Bowl: first, as he flew one of four F/A-18 Super Hornet jets during a pre-kickoff fly-over, and later, as he revealed a Wisconsin T-shirt under his flight suit when the pilots were honored on the field. His good friend **Peter Rusch '07** — writing from his navy post in Japan — shared Putre’s identity and assured us that “there’s quite a Badger following throughout the fleet.”

Among the nine incoming MBA students at Harvard Business School to receive a

Calendar

June

23 WAA’s 150th Birthday Party

It’s fun for all ages at WAA’s festive birthday party at Memorial Union, featuring free Mad Grad Medley ice cream, remarks from special guests, and a Civil War-era-themed band in honor of WAA’s founding year. Can’t make it to Madison? Find a birthday celebration being held by your local alumni chapter.

• uwalumni.com

July

16 Reagan Library Picnic and Tour

Join Los Angeles-area Badgers for a UW picnic and an in-depth tour of the Reagan Library and Museum, led by Ken Mayer, UW political science professor. • uwalumni.com/learning

26–29 UW International Convocation

All alumni are invited back to Madison to reconnect with the university, meet with faculty and alumni, and make business and public-sector contacts from around the world at the International Convocation.

• uwalumni.com/international

August

10 Prohibition Excerpts Viewing and Discussion

Join Minocqua, Wisconsin-area Badgers and friends of Wisconsin Public Television at the Red Crown Lodge for a special preview and discussion of *Prohibition*, a documentary film series directed by Ken Burns and Lynn Novick. • uwalumni.com/uwforyou

10 UW-Madison Day at the Wisconsin State Fair

Take a break from the carnival rides and join Bucky Badger, the Marching Band, and UW alumni and friends at the Wisconsin State Fair for a day of science demonstrations, performances, athletic contests, and samples of products developed at the university. • uwalumni.com

September

9 Fall Day on Campus

During this popular program, participants can choose various lectures by renowned UW-Madison faculty, mingle, and explore campus. • uwalumni.com/dayoncampus

9–10 Class of 1961 Reunion

Members of the Class of 1961 are invited back to campus for their fiftieth-reunion celebration, featuring the Day on Campus learning event, campus tours, the Half Century Club dinner, and the Badger football game against Oregon State. • uwalumni.com/classof1961

October

14 150th Anniversary Gala

WAA will host its 150th Anniversary Gala on Friday, October 14. This marquee moment, which will also mark the centennial of Homecoming, will celebrate alumni from all eras in an atmosphere of spirited elegance in the new Wisconsin Institutes for Discovery Town Center. • uwalumni.com

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

\$20,000 Kaplan Life Sciences Fellowship for 2010 was **Martin Grasse '07**. He arrives there from medical-device startup Bridgepoint Medical, where he used his biomedical-engineering degree to work on the CrossBoss catheter device.

United States Artists (USA) and the John S. and James L. Knight Foundation fêted New York City furniture designer **Matthias Pliessnig MA'07, MFA'08** as a USA Knight fellow in December and awarded him an unrestricted, \$50,000 grant. Pliessnig uses 3-D modeling software to sketch curves, and then handcrafts them using bentwood strips into body-cradling forms.

Sara Sitzler MMusic'07, principal cellist with the New World Symphony in Miami Beach, Florida, was among

the 101 young musicians from thirty-three countries chosen on YouTube to play in the 2011 YouTube Symphony Orchestra. Led by conductor Michael Tilson Thomas and other luminaries, they converged on Sydney, Australia, in March.

At the UW, **Adam Burish '08** helped the Badger hockey team to win a national championship. In Chicago, he helped the Blackhawks to win the 2010 Stanley Cup. Now Burish is in Dallas, averaging much more ice time with the Stars. "I'm so happy with this team," he says.

In September, **Stephen Delaney '09** moved to Santiago, Chile, to begin work as the *coordinador de marketing y comunicaciones* with VE Global, whose international volunteers carry out educational programs

and act as role models for at-risk children. **Josh Pilz MA'05** serves as its executive director.

10s

Shaun Aukland '10 was among the Google employees who produced an online video this fall as part of the It Gets Better campaign, following recent suicides among young gay people. In it, President Obama reassured GLBT youth that the isolation and bullying they may experience in high school will give way to a fulfilling adult life. Aukland is a San Francisco-based account manager for Google's online sales business.

Compiler Paula Wagner Apfelbach '83 reminds you that Class Notes are not just for breakfast anymore.

UW Bragging Rights

In 1941, Lyle Knudson of Nordland, Washington, was called to duty as a naval aviator just two final exams short of completing his bachelor's degree. He went on to found and run an industrial-machinery manufacturing business, but Knudson never forgot his dream of receiving his diploma. Thanks to an appeal to the business school by his friend Joseph Battenburg PhD'67, a retired mechanical-engineering professor, the ninety-four-year-old Knudson is now a very proud member of the Class of 2010 and is thought to be the oldest person to receive an earned degree from the UW.

Wisconsin Alumni Association: celebrating alumni for 150 years.



CAPITOL WEST CONDOMINIUMS
a case study in urban living



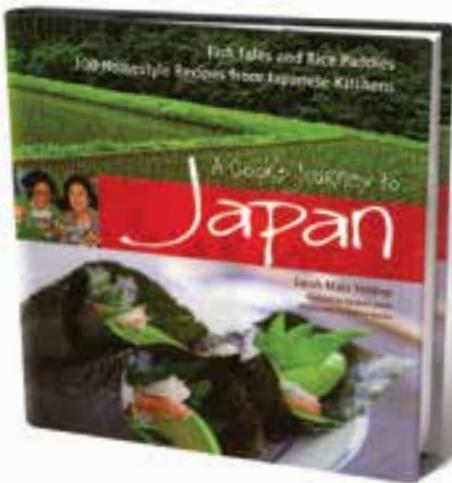
NEW PRICING FOR 2011

- 1 bedrooms from \$199,900
- 2+ bedrooms from \$249,900
- Penthouses from \$599,900
- Perfect location between the UW & the Capitol Square
- Walk to Camp Randall, Kohl Center & Overture Center
- On-Site Management & Fitness Center



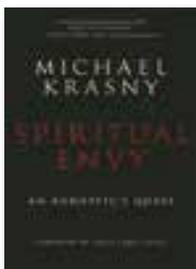
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 HOURS: Fri-Sat 9-1, Sun 12-4 or by appt.
 Debby Dines, Broker | UW MBA '02



■ Two grads have showcased fine world cuisines in their recent books: Madisonian **Ronnie Hess MA'69** has published *Eat Smart in France* (Ginkgo Press), while **Sarah Marx Feldner '98** of Shorewood, Wisconsin, has served up *A Cook's Journey to Japan: Fish Tales and Rice Paddies, 100 Homestyle Recipes from Japanese Kitchens* (Tuttle Publishing). It was nominated as one of the top sixteen cookbooks of 2010 by food52.com.

■ Despite his many years spent discussing Life's Big Questions as a college professor, literary scholar, and the host of the daily, San Francisco-based NPR talk show *Forum with Michael Krasny*,



Michael Krasny PhD'72 still found himself without answers to those questions. To wit, he presents *Spiritual Envy: An Agnostic's Quest* (New World Library): a "delightfully personal and wonderfully universal reflection" in which he "seeks not to convince, but to converse." It includes a foreword by Krasny's friend and fellow author **Joyce Carol Oates (Smith) MA'61**.

■ Examining a large shopping bag full of letters — hundreds written by her father to her mother — compelled anthropologist **Nancy Oestreich Lurie '45** of Greendale, Wisconsin, to write *Love and Other Letters*: a "special look at Milwaukee and the nation ... roughly [during] the period of the gaslight era to the Jazz Age." The Milwaukee County

Historical Society published the work and receives all proceeds.

■ **Captive! The Story of David Ogden and the Iroquois** (Praeger Publishing) — the amazing true story of the capture, forced adoption, and eventual escape of a sixteen-year-old Revolutionary War soldier — was originally released as a pulp-fiction booklet in 1840. Co-author **Jack (John) Harpster '59** of Reno, Nevada, then corrected the errors and biases and added new, research-driven detail to make it one of the first works in the genre to receive that reworking.

■ Imagine the almost unimaginable: a boy born into a Dalit family of bonded laborers in India during the 1920s, taking his school lessons sitting outside of the classroom due to his "untouchable" caste status, arriving in the U.S., and earning a doctorate at UW-Madison. That boy became **Namdeo Nimgade PhD'62**, and his life story became *In the Tiger's Shadow: The Autobiography of an Ambedkarite* (Navayana). One section is devoted to his mentor, the legendary Dalit leader Babasaheb Ambedkar.

■ Dread it or not, most scientists must occasionally stand before an audience — and thus the title of co-author **D. (David) Eric Walters '74's** book: *Scientists Must Speak, Second Edition* (CRC Press). It's designed to help those in the sciences to make their presentations more interesting, accessible, and effective. And Walters should know: he's a professor of biochemistry, molecular biology, and pharmaceutical sciences at Rosalind Franklin University of Medicine and Science in North Chicago, Illinois.



■ **The Reagan Files: The Untold Story of Reagan's Top-Secret Efforts to Win the Cold War** (CreateSpace) — based on recently declassified letters and National Security Council meeting minutes — is an unprecedented look at how former President Reagan managed the divide between two powerful nations. Its author, **Jason Saltoun-Ebin JD'07** of Pacific Palisades, California,

began researching Reagan's presidency in 2001 as an archival research assistant to presidential historian Richard Reeves.

■ Plants and trees are on the minds of four Badger authors. The latest from nature and travel writer **Can-dice Gaukel Andrews '77** of Sun Prairie, Wisconsin — *Beyond the Trees: Stories of Wisconsin Forests*



(Wisconsin Historical Society Press) — blends contemporary observations with historical details, beautiful photos, archival images, and maps. Lifelong gardener **Ray Rogers MS'79** of North Brunswick, New Jersey, has penned his fourth book, the *Encyclopedia of Container Plants: More than 500 Outstanding Choices for*



Gardeners (Timber Press). Photographer and speaker **Lynn Marquardt Steiner '80** of Stillwater, Minnesota, has included several photos of the UW Arboretum in her book, *Prairie-Style Gardens: Capturing the Essence of the American Prairie Wherever You Live* (Timber Press). And *Wisconsin Wildflowers in 3D* (Planert Creek Press), by **David Tank MA'80** of Menomonie, Wisconsin, comes with 3D glasses to make the flora practically jump off the page. Tank is a senior lecturer in journalism and mass communication at UW-Stout.

■ "I understand that it can be queasy business to face this issue," says **Treacy Colbert MA'81** about *Before It's Too Late: What Parents Need to Know about Teen Pregnancy and STD Prevention*



(iUniverse), a book she's co-authored to provide perspective and advice to parents. Colbert is a writer and editor in Long Beach, California.

Seeing Potential

Continued from page 39

medical schools more accessible to students with disabilities.

So far, no blind students have followed him at the UW's School of Medicine and Public Health, but the school currently has two students with hearing impairments: Josh Reiher, who will be in his fourth year this fall, and Steven Tang, who will be a third-year student. To accommodate their needs, the school hired three sign-language interpreters who have backgrounds in health care.

Patrick McBride MD'80, the school's dean of students, says that while it is a major — and expensive — undertaking to work with students with physical challenges, he thinks more medical schools should open their doors because these students teach their peers so many lessons.

"The legacy of Dr. Tim Cordes still has a profound impact on our school, faculty, and students," McBride says. "Tim set an example for all of us that we can overcome significant challenges with determination, dedication, perseverance, and the support of others. Students and I still talk about what he taught us, especially with his incredible attitude and preparation for his work. Sometimes when I get down or think that something is too hard to do, I think of how Tim would respond and I just get to work."

Because Cordes knew there were some specialties to which he could not aspire, McBride says he approached every opportunity — whether assisting with the birth of a baby, helping during surgery, or intubating a patient — with a "sense of reverence and wonder."

Dan Albert, emeritus chair of ophthalmology and visual sciences at

the UW, is pleased to see the shift in attitudes. He recalls serving on the admissions committee at Harvard Medical School twenty years ago, when, despite the impassioned pleas by Albert and other members of the committee, the school rejected a "dream candidate" because he was deaf. Today Albert serves as a mentor for one of the UW's hearing-impaired medical students.

"Not only do these gifted disabled physicians benefit medicine, sciences, and their patients, but their classmates learn from them," says Albert, who is also a historian of medicine. "[Classmates] gain empathy for people with disabilities, and learn a lesson in courage."



Given his achievements, Cordes could have gone many directions with his career. So why pick addiction treatment, an area with low levels of success and high levels of frustration?

"I think addiction is a good model for understanding all kinds of self-defeating behavior," he says. "To be a good general psychiatrist, you need to understand addiction."

And, Cordes adds, psychiatry needs to do better by people who have addiction issues. In many cases, he says, they are abusing substances because they have untreated psychiatric problems that need attention or because they are in physical pain.

"I think we automatically assume that pain equals suffering," he says. "But that is not always the case. I would guess that Brett Favre was in pain during his last season of football, but was he suffering?"

Rather than always seeking to "bring the pain down" with narcotics, psychia-

trists can help "bring the person up" so the pain is more tolerable, he says.

Back at the Psychiatry Consultation Service, Cordes is talking to medical students about having empathy for patients with addiction issues. One student observes that a patient is rejecting any psychiatric care, and seems interested only in "drug seeking" — obtaining another prescription for pain medicine. Cordes tells the students that convincing patients to seek solutions outside of drugs can be the best medicine.

"People with substance-abuse issues always think that the solution to their problem is in the next pill," he says. "Sometimes we have to help them take a step back. With time and support, they can learn to develop a different relationship with their pain."

"Remember," he tells the students, "we're in this business because we care about people."

Cordes's patients see that compassion — along with a gift of intellect — in their doctor, a young man who was told repeatedly that he should give up on his dream.

"Fourteen years ago, when I was knocking on the doors of medical schools, I heard that all the time," Cordes says. "One school opened that door, and that was the University of Wisconsin." ■

Susan Lampert Smith '82 is a senior media specialist for UW Health Public Affairs.

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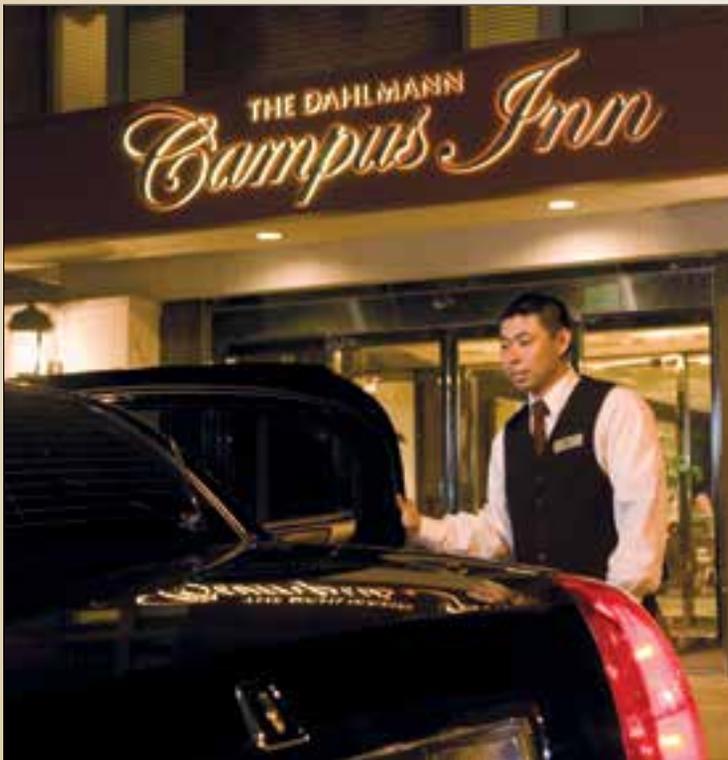
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Tears and Gas

This photo wasn't shot by war journalist Lynsey Addario (see page 20), and its subject isn't battle-scarred Libya or Afghanistan or Iraq. It's Bascom Hill on May 11, 1970, during what historians now call the Cambodia-Kent State riots — the upheaval that nearly shut the UW down forty-one spring semesters ago.

The university didn't have Addario back in 1970, but it did have Duane Hopp '55, a photographer for UW Extension. Hopp's pictorial career began while he was a student — he served as photo editor for both the *Daily Cardinal* and the *Badger* yearbook — and lasted until 1986, when the onset of multiple sclerosis forced his retirement. He

passed away last October. We at *On Wisconsin* appreciate his vast and varied body of work, which we often draw upon for Flashback.

Scenes such as this must have come to mind for alumni of a certain age, as they watched the demonstrations that gripped Madison from campus to the Capitol this spring. We're happy to inform you that while the crowds, shouting, and signs might look familiar, the teargas has been absent.

John Allen



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