OnWisconsin

For University of Wisconsin-Madison Alumni and Friends

SUMMER 2012

It's Raining Words
A unique dictionary reaches *Z*.

Your Bendable Brain
Steady practice can change emotions.

File Not Found
Memorial Library retires the card catalog.

Barns, Cheese, and Breweries
Jerry Apps has written the book on rural life.

I LOVE THIS PLACE.

Let's work together to make it better than ever.

For four decades, I have enjoyed the rhythms of life at the University of Wisconsin-Madison. Although the campus and its people change rapidly, there is comfort in how each year resembles the last — from the first hint of color on the Muir Knoll trees as students make their way to fall classes, to the cool palette of ice on a wintry Lake Mendota, to open-air spring classes meeting on Bascom Hill, to heated discussions on humid summer nights at the Memorial Union Terrace.

One of the reasons I returned as interim chancellor is that I simply love it here, and I know many of you share that sentiment. Our emotional attachment to this place — its 936 acres, the people who make it come alive, and the important work here — is one that pushes all of us to strive to make it better than ever.

As you are likely aware, today the university is confronted by an ongoing resource crisis that threatens our core mission and principles. We are doing our best to be nimble and creative, launching several efforts aimed at making UW-Madison run more efficiently. We are identifying ways to stretch our dollars further than we already are, and we are asking everyone on campus to think about new, innovative ways to expand our capacity and improve the educational experience.

Going forward, that spirit of creativity and innovation will lead to significant changes in the way we will contact you, in how we ask for your help in supporting the UW's mission, and in the way we intend to expand the margin of excellence that is so critical to our university.

In the coming months, we will ask you to think about how you, too, can play a part in keeping this university great through all seasons and against all challenges.

As resources have become scarce, units on campus have become more proactive in their efforts to engage alumni in our mission. Rather than continuing to send a variety of solicitations throughout the year, however, we are moving toward a concentrated annual giving campaign effort — during the months of September and October — to encourage a larger number of alumni to actively support the university.

We look forward to working with our alumni and friends to ensure that the University of Wisconsin remains one of the very best universities in the world.

David Ward
Interim Chancellor

Our emotional attachment to this place — its 936 acres, the people who make it come alive, and the important work here — is one that pushes all of us to strive to make it better than ever.

WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

UNIVERSITY COMMUNICATIONS

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Cover
Just a rainstorm? Far from it: A recently completed dictionary of regional English catalogs the entertaining variety of words that Americans use.
Design by Earl Madden. Image by Ben Sanders/Getty.

Year of the Wisconsin Idea

This academic year, we proudly celebrate the Wisconsin Idea. Through events, information, and reflection, we are observing one of our longest-held traditions: that UW teaching, research, outreach, and public service should improve the lives of people everywhere.

Our alumni contribute to the legacy of the Wisconsin Idea every day through their work beyond the boundaries of campus to benefit the state, nation, and world. But we only hear some of these inspiring stories, so we invite you to share yours at **www.wisconsinidea.wisc.edu**

WISCONSIN
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On Wisconsin
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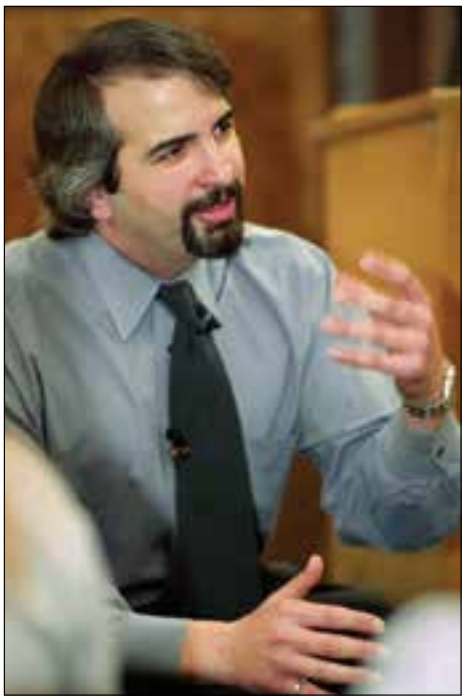
Anthony Shadid '90 could have been a bitter man.



JEFF MILLER

Anthony Shadid, while on campus in 2002 to receive an award from the journalism school, spoke to students about the dangers and the rewards of covering the Middle East.

After all, he had seen the worst of what human beings can inflict upon one another. Yet Shadid, who studied journalism at UW-Madison in the 1980s and went on to win two Pulitzer Prizes for his reporting for the *Washington Post*, always chose to dig deeper.

As he traveled to the Middle East and began lifting the layers to discover what ultimately leads to conflict, he knew that speaking the same language mattered. Using the Arabic he learned at the UW, he interviewed people on their own terms. He then switched effortlessly to report in English, explaining to readers what was taking place thousands of miles away — and why.

Shadid demonstrated that truthful stories, whether sad or joyful, could plant seeds of optimism. He was in Syria working on his next story for the *New York Times* this February when he died from a severe asthma attack. The university has established a scholarship in his name.

We at *On Wisconsin* reached out to him several times over the years, and he always responded, saying that he felt gratitude to the university that taught him "the skills, tools, and background that made journalism enjoyable."

He answered our questions in 2002, not long after he had been shot in the shoulder while reporting from Ramallah in the West Bank. In 2008, he joined other well-known alumni in a story about favorite places in Madison. (His choice? The Black Bear Lounge, where he gathered with fellow student journalists for "conversations about everything.")

During his last visit to campus in 2010, he allowed us to sit in as he spoke to a class of journalism students and talked about his work.

"People want to bear witness, and they want to tell you the story," he said. How fortunate we are that he listened.

Cindy Foss
Co-Editor

Helping invent a better world.

Photos courtesy of UW–Madison and WARF.

WARF
Wisconsin Alumni Research Foundation

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

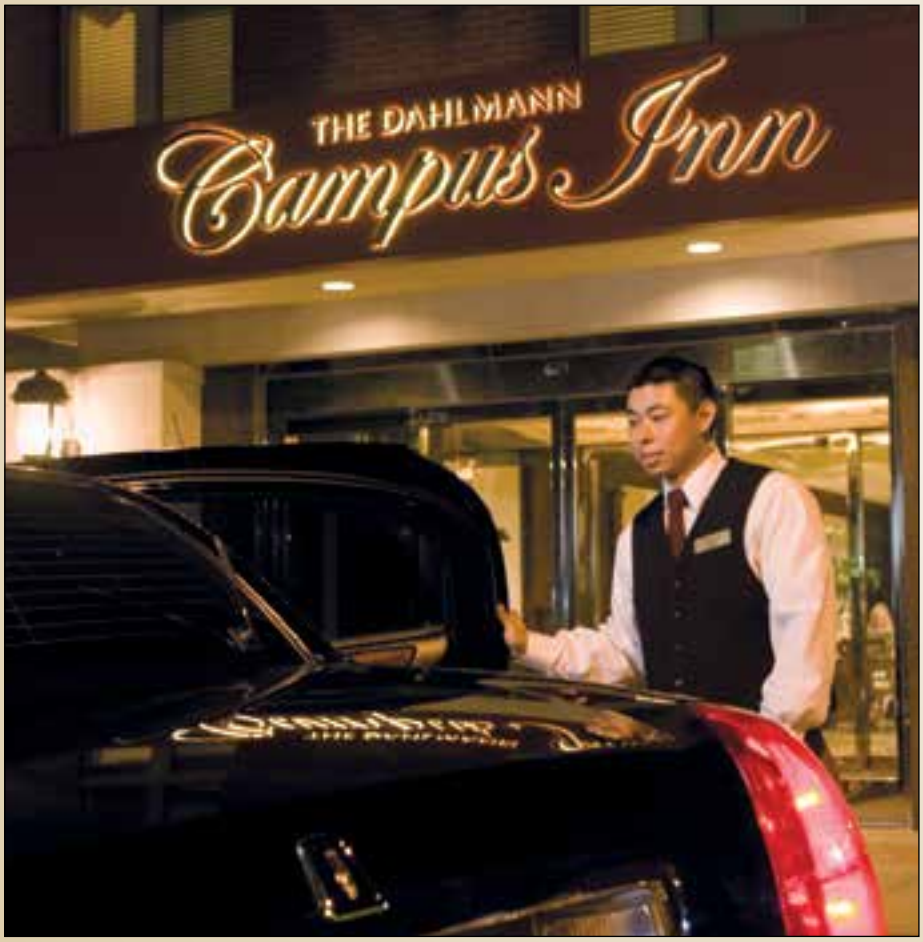
warf.org

WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

The New York Times, *Chicago Tribune* and *Pete Loveland* agree...

"The ***Dahlmann Campus Inn*** *offers a touch of boutique refinement in the heart of the campus, with rich wood furniture and floral tapestries."*
—The New York Times

"A quiet respite from a busy college town…The elegant touches begin in the lobby, with marble, mahogany and original artwork…"
—Chicago Tribune



"It's a more personalized experience than a lot of other places, and it's in the midst of everything – a close walk to the Union, Lake Mendota and Camp Randall. You can be immersed in everything, and then come back and it always feels like you're right at home."

Pete Loveland,
UW Alumnus

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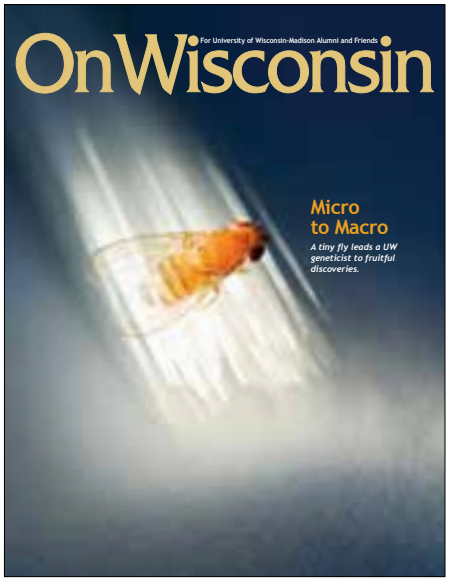
letters



Over the Top Issue

[The coverage about] Barry Popkin ["Leading the War on Obesity"] and Barry Ganetzky ["Lord of the Flies"], both featured in the Spring 2012 *On Wisconsin,* was reading "over the top." Thank you to Jill Sakai and Melba Newsome for superb reporting.

Nancy Wagner Usher '58
Burr Ridge, Illinois

Way to Rune a Hypothesis

"Rune with a View" [Spring 2012] raises some interesting questions about the Vikings coming to mid-America: In boats propelled by sails and oars, how did they travel up the St. Lawrence River against the wind and the current?

What did they do to get by the numerous rapids on the river that today are bypassed by canals? What did they do when confronted by Niagara Falls and the regional escarpment over which it flows? How did they get from Lake Huron to Lake Superior in a time long before the Sault Sainte Marie locks?

How did they survive a one-thousand-mile journey through hostile Indian territory? If they really did penetrate North America, why is this feat not recorded in their sagas, which proclaim their history?

Marilyn Hurst MS'85, PhD'91
Madison

Wouldn't Trade Space Career

As a Wisconsin grad and veteran of the space program, I was excited to read "Shared Space" in your Spring 2012 issue. Although I didn't open the doors that Karina Eversley did, I worked for thirty-two years at NASA-Houston, and I share the enthusiasm described by those young engineers. When I began there in 1962 … I was one of those stereotypical engineers in horn-rimmed glasses designing spacecraft with slide rules and analog computers. My early years involved spacecraft structural design and mission support.

It is hard to describe the feeling of excitement and accomplishment of providing mission support to the Apollo lunar missions — especially Apollo 11 and Apollo 13. I wouldn't trade my career at Johnson Space Center for anything.

Bob Schwartz '61
Estes Park, Colorado

Blame Obesity on Sedentary Habits

Barry Popkin has the right idea to combat obesity ["Leading the War on Obesity," Spring 2012] but does not go far enough. The charge also needs to be led against Mark Zuckerberg of Facebook fame, Aaron Rodgers of the [Green Bay] Packers, and Al Gore, the man who invented the Internet [sic]. They have all encouraged people to partake in sedentary activities, be it sitting in front of the TV or the computer for hours on end.

Sound ridiculous? No more ridiculous than Popkin blaming corporations for the personal decisions each and every person should make for themselves. It's simple — if calories in exceed calories expended, you need to stop chewing. Perhaps, if it would not take three permits and a helmet, we could send our kids out to cut the grass to expend some of those calories.

Kip Ertel '85
Sheboygan, Wisconsin

Inside Story Strikes a Chord

[In the Spring 2012 Inside Story, Jenny Price] hit a home run when she wrote, "The more the years and miles separate people from Madison, the more they seem to appreciate what it brought to their lives." They are such poignant, sentimental words so aptly describing how I feel, looking back on my college years at Madison during the 1970s. The more the years go by, the more I look back with fondness, even giddiness — sheer delight, if you will, about so many wonderful memories of Madison. Thank you, Jenny, for [writing] words so befitting of our feelings.

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

Bubbler Bonanza

Barbara Belzer Adams's entertaining piece about the Wisconsin word *bubbler* was delightful and informative [Spring 2012, "Bubbler: A Secret Code," Sifting & Winnowing]. I have lived in eight different states since leaving Madison, and have always found that noun useful in ferreting out Badgers in social thickets.

Jack French '58
Fairfax, Virginia

Greatly enjoyed Barbara Belzer Adams's article. Having grown up in Madison in the '50s, I remember bubblers well, and still refer to water fountains as *bubblers.* The only fault I found was that the picture showed a fountain, not a bubbler. A bubbler "bubbled" the water straight up from the middle of the fountain, and was probably not too sanitary.

Bill Cuthbert '66
Lake Villa, Illinois

It took a few more such encounters before it sank into my provincial little brain that* bubbler *was not the universal term for that thingy that spurts drinking water.

The Spring issue of *On Wisconsin* was excellent! When I got to the bit on bubblers (just now my spell-check is having a fit … obviously, it's not from Wisconsin), I remembered a trip we took south with our children. We stopped to get gas, and the kids had a hard time trying to make the attendant understand that they would like to have a drink of water. When they finally found a drinking fountain, they couldn't understand why there were "white and black" bubblers. They said they had tried both of them and the water was the same in both. Ain't it the truth!

Phyllis Anderson '48, MA'68
Madison

From the Web

Wonderful article! ["Lord of the Flies," Spring 2012]. I am a former *Drosophila* geneticist who turned to a writing career because I did not feel a strong enough connection to the human condition, working with flies that had legs growing out of their heads and mouths. While I am happy with my career change, I was so wrong! This terrific article proves it. And I've come full circle — I wrote the news releases from the *Drosophila* meetings in Chicago a few weeks ago.

Ricki Lewis

I grew up in the greater Boston area, and although I can't explain this, we all used the term *bubbler* ["Bubbler: A Secret Code," Sifting & Winnowing, Spring 2012]. Never any question or thought that another word would do. The only difference is that we pronounced it bubbla.

Joe DiDomenico

I moved to Kansas at age 31, having spent 29 of my 31 years in Wisconsin. A day or two after arriving, I asked a clerk at Sears to please direct me to the *bubbler*. What I thought was a simple question was met with incomprehension. It took a few more such encounters before it sank into my provincial little brain that *bubbler* was not the universal term for that thingy that spurts drinking water.

Dick Beeman PhD'77

Corrections

On Wisconsin regrets that it left off the class year and the *h* in Rhona Applebaum PhD'81's name in "Leading the War on Obesity" (Spring 2012). Applebaum is the vice president and chief scientific and regulatory officer for Coca-Cola in Atlanta, Georgia.

The article "A Rune with a View" (Spring 2011) incorrectly stated that runologist Henrik William traveled with James Frankki '85, PhD'07 to several runestone sites. The two did not travel together and met at just one site, at Heavener, Oklahoma.

Please Update Your Address

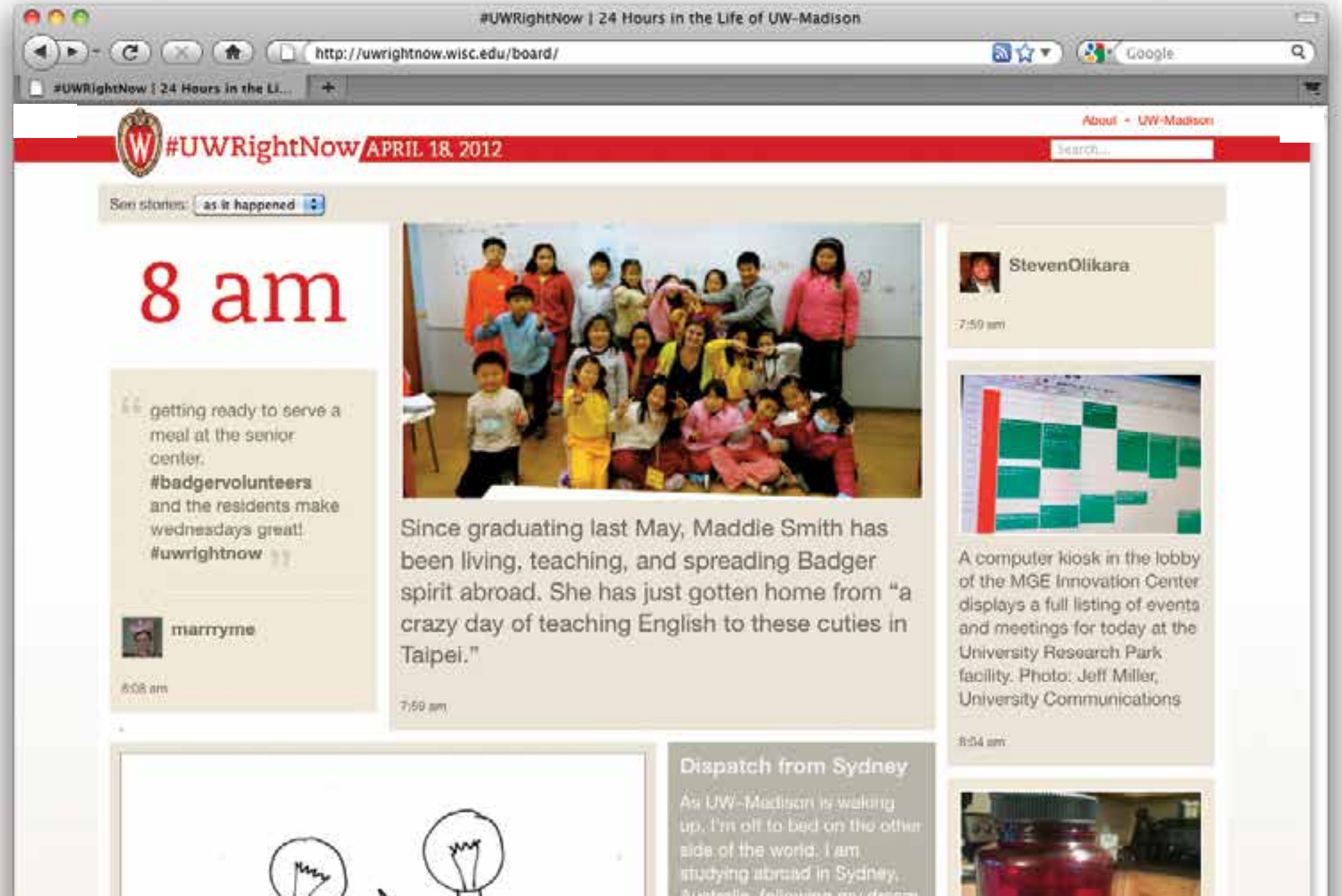
UW-Madison wants to stay in touch with you. To update your contact information, which is maintained by the UW Foundation, please visit www.supportuw.org/update. To log in, use the ID number above your name on the magazine label. This information is shared selectively with other campus units and the Wisconsin Alumni Association to ensure that alumni information is consistent and accurate. Thank you!

On Wisconsin Magazine welcomes letters but reserves the right to edit them for length or clarity. Email: onwisconsin@uwalumni.com; mail: *On Wisconsin,* 650 North Lake Street, Madison, WI 53706; fax (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.

scene

Digital Diorama

#UWRightNow, a multimedia project designed to capture UW-Madison in 24 hours, was a new idea realized. University Communications invited people to share their UW stories, photos, videos, and tweets on April 18, 2012 — and, boy, did they ever. Starting during the wee hours and ending at midnight, submissions poured in from on campus and far, far beyond. Ultimately, more than 1,000 pieces were posted to an ever-changing website, as shown in this screen capture. Marvel at what poured in from 50 states and 66 countries by visiting uwrightnow.wisc.edu.



Barry Carlsen, senior designer at University Communications, adds to his illustration that depicts the Wisconsin Idea. It will be featured in an upcoming issue of On Wisconsin magazine.

8:09 am

Australia, following my dream to become a veterinarian. [...more]

8:09 am

"At @uwmadison I was educated, graduated, met my wife and some of my best friends. Now, I work to help support the university. #UWRightNow"

rmlumley

8:12 am

"First 32 oz of the day. #healthy #UWRightNow http://t.co/IzkardTR"

danuttech

8:11 am

"Fun part of my job today. Presentation for instructors. Networking to find ideas for teaching your classes. http://t.co/5xm7jlAn #UWrightnow"

chadshorter

8:21 am

Recruiting!

Anne Duchek is heading to Chicago to recruit some new Badgers! She'll be hitting up three different college fairs to spread the word about what makes UW-Madison so great!

8:16 am

"At #smbmad to hear about cross-cultural

It's Waffle Wednesday!! #uwrightnow - via @KimberlyErsk1ne

8:14 am

Photo: Digital Media Center

Information Services Assistant Erinn Batykefer works with video editing software at the Digital Media Center to digitize vintage 16mm films and filmstrips from the 40s, 50s, and 60s for SLIS [...more]

8:18 am

news & notes

Carded

The UW sees a slow but steady demand for voter IDs.

With elections pending in both the summer and fall, and a new law designed to combat ballot box fraud, the university began issuing voter ID cards to students in the spring. Between January 23, when the cards were first distributed, and early May, students had requested some 549 ID cards.

In 2011, the Wisconsin state legislature passed a law requiring that all residents present a government-issued photo identification — such as a driver's license or passport — to vote in elections. The UW student ID card didn't meet all of the law's requirements, and so in January 2012, the UW received permission from the state's Government Accountability Board to issue special voter ID cards free of charge to students who requested them.

Still, less than 2 percent of the student body has asked for a voter ID.

"I don't think we had a good idea of how many people would be running in here," says **James Wysocky,** who works in administration and marketing for campus cards at the Wisconsin Union. "We didn't expect a significant volume, as most students have a driver's license or passport. That's why we didn't redesign the student ID but issued a separate voter ID instead."

The cards, shown here, were used for February elections. However, they weren't required for April votes, after a Dane County judge issued an injunction barring enforcement of the law over concerns that it may violate voters' rights. The law will likely not be in force for the recall election of Governor Scott Walker in June. It was unclear at press time whether the voter ID law will be in effect for the national elections in November.

To meet the requirements of Wisconsin's 2011 voter ID law, the UW offered students a special identification that includes the student's name, photo, signature, date issued, and expiration date.

"Nothing has changed from our perspective," says Wysocky. "We've been anticipating that this might go back and forth for some time, and we want to be sure that students can get what they need to vote, no matter what happens."

John Allen

quick takes

After further consideration, the U.S. National Advisory Board for Biosecurity agreed that the journal *Nature* could publish a study of the H5N1 flu virus conducted by UW professor Yoshihiro Kawaoka. In December 2011, the organization raised security concerns that delayed the study for several months. (See "Weighing the Issues," Spring 2012.) The study was published in *Nature*'s May issue.

***Glamour* magazine named UW** junior Jasmine Mans one of its top ten college women. Mans is a poet and spoken-word artist and has appeared on HBO's *Brave New Voices* and on Broadway.

Once again, the UW has surpassed $1 billion in research expenditures. In fiscal year 2010, the university spent $1.3 billion, up $15 million from 2009. The UW ranked third overall among U.S. universities, and second among public universities, behind Johns Hopkins and the University of Michigan.

UW-Madison also ranked among the best in a *Chronicle of Higher Education* survey on college completion. The UW received high marks for four-year (49.7 percent) and six-year (83 percent) graduation rates. It fared poorly, however, in spending per completion ($92,402) and percentage of Pell Grant recipients (14.6).

The geography department's Robinson Map Library received more than 1,200 topographic maps, a gift from the Wisconsin Geological and Natural History Survey. Topographic maps give highly detailed records of the shape of a land surface. Today, scientists and hikers use digital maps, but the library's new collection includes paper maps created during the first half of the twentieth century.

Learn how to preserve Wisconsin's waterways by playing Wisconsin Lakes Trivia, a game created by UW-Extension. Through 408 questions on 102 cards, the game offers information about how to protect water quality and wildlife habitat. The game is available online at learningstore.uwex.edu.

The 2012 graduating class included Serra Crawford, who turned sixteen years old on May 1. Crawford majored in international studies.

The 2012 commencement speaker was Carol Bartz '71, former CEO of Yahoo! and of Autodesk. She is currently the lead director of the board for Cisco Systems.

Game On

Research on the educational power of video games takes a professor to the White House.

Constance Steinkuehler was told studying how people learn by playing online multiplayer games, such as Lineage, would end her career.

It began with power pellets, gobbling ghosts, and Ms. Pac Man.

As a kid growing up in the 1980s, **Constance Steinkuehler MS'00, PhD'05** spent plenty of time in the arcade. And she was pretty good.

Her days of playing games are far from over, although since mid-September, the UW assistant professor of education has been at the White House, serving as a senior policy analyst in the Office of Science and Technology Policy. It's her job to help craft policies that can support the development of games for educational or training purposes and to encourage positive behavorial changes such as healthful eating and exercise.

"Games have evolved into a pretty serious medium," Steinkuehler says.

Her eighteen-month term has her juggling life in Washington, D.C., with life in Madison, where her husband, **Kurt Squire,** an associate professor of education, and their two small children live.

"I couldn't turn down this opportunity," says Steinkuehler, who in addition to her UW degrees, in 1993 earned three bachelor degrees (math, English, and religious studies) simultaneously at the University of Missouri-Columbia.

While many games are played merely for fun, Steinkuehler and her team are looking at how the federal government can mobilize the private sector and philanthropic organizations into developing more games for education, civic improvement, and health — games for good, as she likes to call them.

Steinkuehler's interest didn't really start with games themselves. Rather, she was fascinated by how they helped people learn. For five years, she studied human interaction online, and researched and developed online environments designed specifically for learning. Study participants were given activities to do and were either paid for their time or given extra credit.

"I got really tired of feeling like I was studying people in spaces who were being cajoled or bribed into being there," Steinkuehler says.

But in 2001, she entered the medieval world of castle sieges by downloading Lineage, an online game that requires people to pay to participate.

"After that, I changed everything I was doing and have studied games ever since," she says.

Her 2005 dissertation in the literacy studies program focused on the people playing Lineage and how they learned.

"They were doing activities far more difficult than

we would've asked them to," Steinkuehler says. To this day, her alter ego for Lineage is Princess Adelaide, a moniker taken from her grandmother's middle name. Although she no longer has time to play the game, she keeps the princess "alive" by paying a monthly fee.

Her unconventional field of study did have some colleagues wondering if it was wise to pursue.

"People said my career was over," she says. But the concerns were unfounded, and today she's part of a cutting-edge field that is getting academic attention — and games are being developed that didn't seem possible in the era of Ms. Pac Man.

Foldit is one such revolutionary game. Developed at the University of Washington's Center for Game Science, it challenges players to learn about the shapes of proteins, and then compete online to fold them into the most efficient shapes. Ultimately, it could help to diagnose disease and develop cures.

Last year, President Barack Obama told students at the TechBoston Academy that he would like to see educational software that's every bit as compelling as the best video game.

"I want you guys to be stuck on a video game that's teaching you something other than just blowing something up," Obama said. While video games are often criticized as being violent, Steinkuehler notes that such games are only a small fraction of the market. She sees enormous potential in taking a medium that kids already enjoy and finding ways to benefit their lives.

Just as games have changed, so have the players, who no longer fit the stereotype of teenage boys.

The Entertainment Software Association, a game-industry trade group, recently found that the typical gamer is thirty-seven years old and that 42 percent of players are women. Two-thirds of households play video games.

BRYCE RICHTER

"Games can help solve problems," says Steinkuehler, who works in the White House Office of Science and Technology Policy.

While many people wouldn't call themselves gamers, they happily pass time playing Angry Birds or other game apps on smartphones.

"The term *gamer* is really antiquated," Steinkuehler says.

Games are here to stay — and here to help. "We need to show people that Foldit isn't a one-off — that games can help solve problems," she says.

Käri Knutson

Brave New Reference

A UW scholar weighs the credibility of Wikipedia.

Some might be mourning the death of the print edition of *Encyclopædia Britannica* this year, but UW history and geography professor **William Cronon '76** has already identified a far more comprehensive and detailed replacement: Wikipedia.

Like many of his colleagues, the current president of the American Historical Association was initially skeptical about the online encyclopedia.

In an essay for the association's magazine, Cronon recalls questioning whether Wikipedia would be able to capture the breadth, depth, and nuance of typical reference books, which are backed by the scholarly training and rigor of the professionals who wrote them. The history department at Middlebury College went so far as to bar students from citing it in their papers.

But all that has changed. Wikipedia has exploded to feature more than 19 million articles in 270 languages, with 6 billion individual page views each month.

"I myself use it on a daily basis and am pretty sure most of my colleagues and students do, too, even if they won't admit it," Cronon writes. "Wikipedia is today the gateway through which millions of people now seek access to knowledge—which not long ago was only available using tools constructed and maintained by professional scholars."

Because Wikipedia invites contributions from anyone interested in a subject, it offers a scope that is unmatched by typical encyclopedias.

And for events happening in real time, Wikipedia is far more nimble, creating a standard that even newspapers struggle to match, he writes.

"If you can't beat 'em, join 'em," he concludes, encouraging his students and colleagues to write for Wikipedia themselves. "All one needs is to open oneself to the possibilities and give up the comfort of credentialed expertise to contribute to the greatest encyclopedia the world has ever known."

Stacy Forster

Ring around the Roads

Study shows that roundabouts are effective, if unpopular.

'Round and 'round the automobiles go, but how they crash, only TOPS knows. The engineers of the UW's Traffic Operations and Safety (TOPS) Laboratory recently released a study of roundabouts, examining their effect on safety and traffic flow.

A roundabout is a road intersection in which cars from all directions turn right on entering and travel counterclockwise around an internal circle until exiting on their desired route. In recent years, roundabouts have replaced traditional four-way stops and stoplights in various locations around the country. There are currently more than fifty roundabouts in Wisconsin, with another hundred planned for construction in coming years.

Roundabouts aren't necessarily popular with all drivers, however. According to TOPS Lab director **David Noyce '84, MS'95,** a professor of civil and environmental engineering, many people find the circular intersections confusing. But in spite of that, roundabouts have demonstrated a record of improved safety and more efficient traffic flow.

"The data don't lie," Noyce says. "Roundabouts have been shown to be effective at increasing both the capacity of intersections and their safety. As long as they're appropriately located and designed, they're very productive."

TOPS Lab researchers conducted a study of two dozen Wisconsin roundabouts between 2009 and 2011. According to **Andrea Bill MS'06,** a traffic safety engineer who led the study, the roundabouts showed a 52 percent reduction in the number of crashes that cause fatalities and injuries. However, she also noted that about half of the roundabouts showed an increase in minor collisions — those causing damage to cars but not to the people riding in them.

"At some of the intersections, there was an increase in sideswipes and rear-end collisions," she says. "But overall, there was a great reduction in the severity of accidents."

Bill and Noyce explain that personal safety improves even if the total number of crashes doesn't because of the way that roundabouts change traffic flow. As all the cars in a roundabout are essentially moving in the same direction, the chance of a high-impact, head-on or T-bone collision is removed.

As roundabouts become more common, Noyce expects that the number of minor collisions will also fall, and that popular sentiment toward roundabouts will rise.

"People's first impressions have been negative," he says. "But I think that's largely due to unfamiliarity and a lack of understanding. There's a tremendous benefit to [roundabouts], and as people get to know them, they'll come to appreciate them."

John Allen

BRYCE RICHTER

Cars pass through the roundabout at the intersection of Mineral Point Road and Pleasant View Road on Madison's west side.

STUDENT WATCH

Some things about college never change, but trudging up Bascom Hill with the complete works of Shakespeare weighing you down may have become a thing of the past.

In January UW-Madison launched a pilot program to provide e-textbooks to about six hundred students, hoping to save both money and shelf space. The university purchases the books in bulk directly from publishers at discounted prices, and students then pay a fee to the UW instead of buying the books themselves. The text can be printed on good old-fashioned paper or accessed on nearly any device with an Internet connection. Students and teachers can add notes or hyperlinks to the text and share them with others, making for a much more interactive study experience.

Bottom-line savings aren't known yet, but given that a UW student spends an average of $1,140 on books and supplies each year, even a small cost difference can help when budgets are tight.

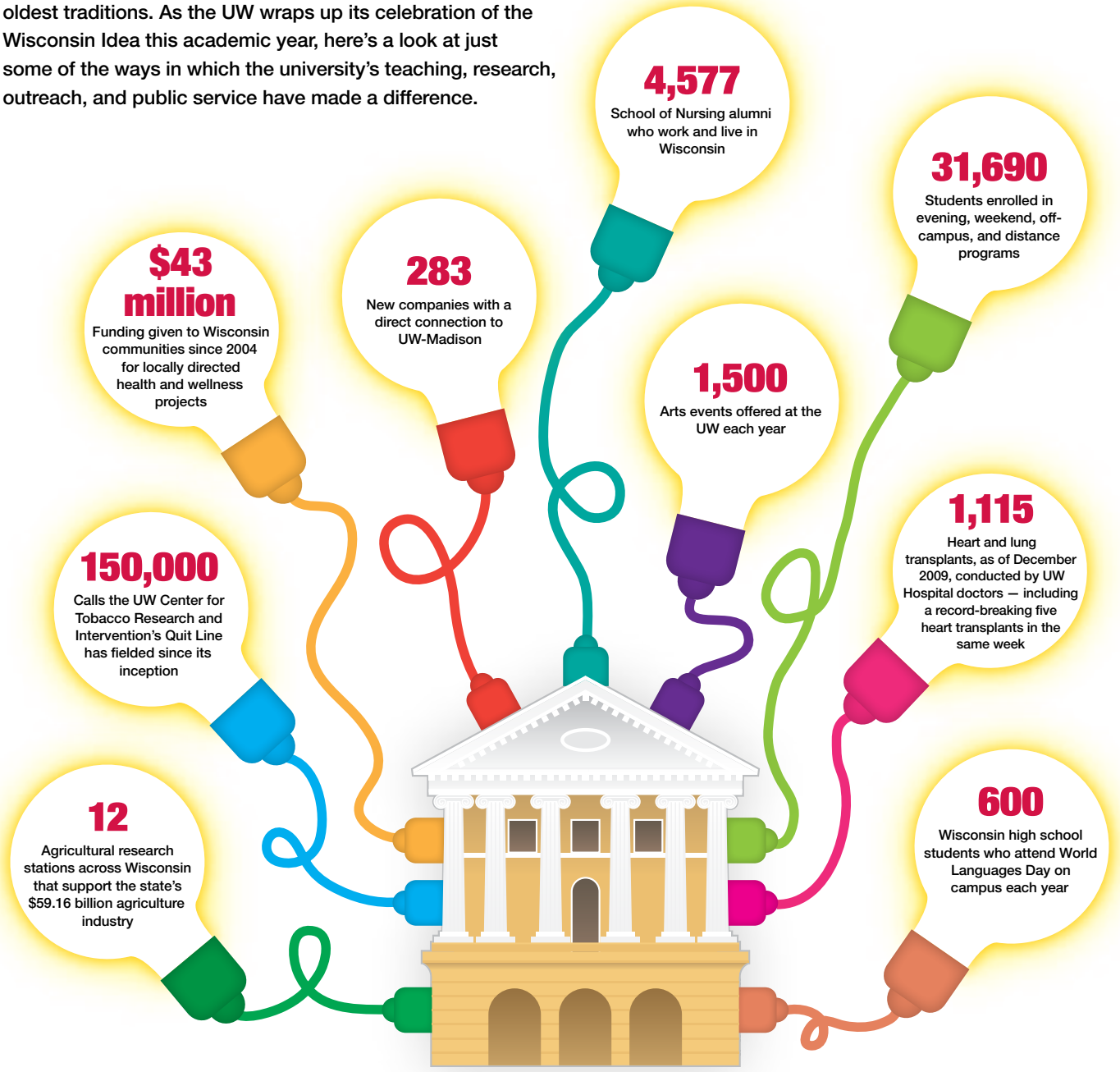
So the next time you spot students buried in their smartphones, give them the benefit of the doubt. They may be studying for exams.

Lydia Statz '12

Year of the Wisconsin Idea:

By the Numbers

The Wisconsin Idea — the principle that the university's knowledge improves people's lives — is one of the campus's oldest traditions. As the UW wraps up its celebration of the Wisconsin Idea this academic year, here's a look at just some of the ways in which the university's teaching, research, outreach, and public service have made a difference.



BARRY ROAL CARLSEN

Awe-Inspiring

NASA's newest Earth-observing satellite captured this composite image, titled "Blue Marble," using swaths of the planet's surface taken on the same day earlier this year. The agency recently renamed the satellite for the late **Verner E. Suomi,** a longtime UW-Madison professor who is often called the father of satellite meteorology. This image — taken with an instrument aboard the Suomi National Polar-Orbiting Partnership — logged more than 3.1 million views on Flickr.com within the first week of its release. UW researchers help translate the satellite's data into information useful to meteorologists, farmers, pilots, ship captains, and almost anyone with an interest in the weather.

COURTESY OF NASA GODDARD SPACE FLIGHT CENTER

Changing Perceptions

A UW study finds that we can lessen prejudice.

Can a simple message reduce prejudice and discrimination?

The work of **Markus Brauer,** a UW psychology professor who studies human behavior, offers some evidence — and hope — that it can. "The message is that what makes us the same is we are all different," he says.

Brauer created posters featuring photos of people from a particular racial or ethnic group who have very little resemblance to one another. The individuals vary in age, attractiveness, facial expression, gender, skin color, and formality of clothing, and they are labeled with positive and negative traits, such as *joyful* and *pessimistic*.

In one study, participants viewed a version of the poster featuring Arab people before completing a task. They were then sent to another building to receive credit for being part of the experiment, and as they waited in a hallway, a woman of Arab appearance walked by and purposely dropped a plastic bag, spilling its contents.

More than 90 percent of those who saw the poster showing the diversity of Arabs helped the woman in the first twenty seconds of the incident. About 60 percent in the control group, which didn't see the poster, offered assistance.

Brauer did a follow-up study using two versions of a poster featuring African-American individuals. The results showed that emphasizing both positive and negative character traits was more effective in reducing prejudice than a poster with only positive words.

Companies spend a lot of money on diversity training, but studies show those efforts are "phenomenally ineffective" and don't result in more women or minorities being hired, Brauer says. Research-based training, which he is developing using the results of his work, can achieve those goals. In a series of twenty laboratory and field experiments, Brauer's methods effectively reduce prejudice and discrimination.

In another study in France, Brauer and his colleagues created a mock hiring situation. When the most-qualified candidate had an Arabic name — rather than a French name — he was discriminated against. But when the variability of Arabs was emphasized just prior to resumes being reviewed, "the discrimination disappeared," he says.

Before joining the UW faculty, Brauer spent fifteen years in France, where he also studied reactions to uncivil or immoral behaviors, known as *the bystander effect.* He and his collaborators employed "confederates," such as the woman who dropped the bag in the poster study, to, for example, draw graffiti inside an elevator full of people. Researchers then measured their reactions.

Why hire these actors to play a role in research? Brauer says other methods, such as surveys, are not as reliable: "People do not always behave the way they say they behave."

Jenny Price '96

Anders Andren

The Sea Grant's long-time director charts a new course.

After two decades as director of the UW's Sea Grant Institute, Anders Andren is ready to sail off into retirement. The Finnish native was on the faculty of the College of Engineering, teaching courses in aquatic analytical chemistry, and rose to prominence with studies of pollutants delivered by the Mississippi River into the Gulf of Mexico. Under his leadership, the Sea Grant Institute has fostered studies of pollutants, invasive species, aquaculture, and aquaponics.

How did you become interested in marine science?

I grew up on the Åland Islands in the Baltic, where one of the major businesses was shipping. My father was a sea captain. I spent a lot of time at sea in my youth. I traveled all over the world with him. Everywhere, you name it. Except landlocked countries. When he was about fifty years old, his ship company got heavily into the car-carrying trade between North America and Europe. He was asked to head up the operation for North America, and that's when [I decided] to come over here for a year and check things out. But here I am.

UW-Madison is about a thousand miles from any seashore. How is it that we have a Sea Grant Institute?

Well, the enabling legislation says that a Sea Grant Institute shall be situated on our nation's marine or Great Lakes coast. In fact, every single Great Lakes state has a Sea Grant Institute — although Illinois's and Indiana's is combined. New York and Wisconsin are by far the largest Great Lakes Sea Grant programs. As a matter of fact, we're one of the larger ones in the nation.

What's Sea Grant's role on campus?

Actually, Sea Grant is a [UW] System institute. It's analogous to the land-grant concept, in that the law says that the nation should avail itself of our major universities, research universities, so that we will assure ourselves of sustainable ecological and economic improvements of our marine and Great Lakes resources.

It's absolutely and truly an embodiment of the Wisconsin Idea. We spend a lot of time understanding the research priorities of the Great Lakes, and we also have a lot of citizen stakeholder meetings along the shores of Lake Michigan and Lake Superior. And then we support over a hundred faculty, staff, and students throughout the System, plus places like Marquette, St. Norbert's, Lawrence — we support them to do research on the priorities that we determine.

What do you see as the current priorities for the Great Lakes?

What we're trying to do right now is understand what the effect of global warming has been on the Great Lakes. So just as an example, Lake Superior, in the last ten years has seen its average temperature … three to five degrees warmer than the previous 150 years.

The other huge area of concern is pathogens — viruses and bacteria that have arrived from foreign continents. We are seeing some of these show up on our beaches. They contribute to beach closings.

BRYCE RICHTER

We're also looking at aquaculture and supporting a vigorous program. In particular, we're interested in cool-water fishes, primarily the yellow perch. You know how it is in the Midwest, with the Friday-night fish fry — the number-one delicacy is yellow perch. Up until about a year or two ago, nobody knew how to get yellow perch to spawn more than once a year. But a breakthrough by Sea Grant–supported research over in Milwaukee has found a way [to help aquaculturists] spawn yellow perch at any time.

What's next for you?

I've been fortunate to work with some of the world's best at what they do. It's a privilege to have the best staff anybody could have to work with — talented and just fun to be around. But I'm going to keep active. I'm going to be involved in a number of projects overseas, in places like Costa Rica and Tanzania and Zimbabwe. My oldest son is involved in eco-philanthropy on a large scale, and he's convinced me to help out on several projects.

I understand that you also have a band.

How did you hear about that? About ten years ago, my Sea Grant colleagues and I put together a band, and we called ourselves the Not-So-Muddy-Waters Blues Band. We get together once a year, or every other year, and perform.

I used to, in my misspent youth, have my own rock 'n' roll band. In the summertime, we played dances, mainly, in the Åland Islands. That's where I cut my teeth and really learned to play guitar. But my problem is that I can't really read music. I learned how to write what is called MIDI [Musical Instrument Digital Interface] music, which is a form of computer language to write music. I still do that in my spare time at night, lay down tracks.

Interview conducted and edited by John Allen.

Tasty Teaching

A popular option for first-year students brings classes down to size.

Scott Barton, a New York-based chef, is no stranger to the role of kitchen commander. He bounces around the room, correcting techniques, dispensing trivia about palm oil and tapioca, and finding jobs for anyone who's been idle a bit too long for his taste.

But his sous-chefs tonight are twenty UW freshmen who are eagerly following his instructions to prepare an authentic Brazilian meal. By the end of the night, at least one finger sports a bandage from a run-in with a knife, a stack of plates has shattered on the floor, and a fair amount of time has been spent picking shards of eggshell out of what will become a fried dessert. But within two hours, a daunting pile of leafy greens and exotic ingredients has been transformed, and the feasting begins.

JEFF MILLER

A weekly dinner lab in Babcock Hall provides a spark for discussions about how food relates to society, from sustainability to the Americanization of ethnic foods, in the First-Year Interest Group course.

These students, participants in the university's First-Year Interest Group (FIG) program, meet in the basement of Babcock Hall weekly, with or without a visiting chef, to prepare and eat a meal together. While they dine on Greek salad or soul food, the class discusses how food relates to society, taking on topics ranging from the Americanization of ethnic foods to sustainability.

The FIG program is a popular option among freshmen that integrates coursework with a social experience. Typically, a FIG consists of about twenty students who enroll in the same three classes, forming a core group that meets several times each week and becomes a support network throughout the crucial first year of college.

The program, which began in 2001 with four pilot groups, has grown steadily. Freshmen could choose among fifty-eight FIG offerings for fall 2011, and eight more choices became available this spring. During the past academic year, about one in five first-year students participated in FIGs, which offered widely appealing topics ranging from [Bruce] Springsteen's America to Contemplative Neuroscience: The Psychology of Well-Being.

Tasting Food, Tasting Freedom, the FIG that includes the weekly dinner lab, also involves classes in nutritional science and sociology. These courses provide the background knowledge to fuel spirited discussions, but according to **Jack Kloppenburg,** the Department of Community and Environmental Sociology professor who teaches the dinner lab, the experiential core of his class is what really sets it apart.

"We learn through a variety of different channels, but for a lot of our time at the university, we use only the aural channel," he says. "There's this whole other kinesthetic dimension — feel, touch, taste, all the senses. … It's great to get a chance to use that."

Aside from its sheer novelty, the program does, indeed, work. Over the last ten years, data have shown that students who participate in FIGs have a higher GPA at the end of their first semester than those who don't. Program director **Greg Smith** attributes this to a variety of factors, such as interacting one-on-one with a professor early in one's college career, and the feeling of having a "FIG family" to rely on.

That sense of community is felt throughout the evening meal, as dishes are passed with familial ease, and conversation shifts from goading laughter to thoughtful debate. **Kiernan McCoy x'15** says she originally chose this FIG because registering for three classes at once made choosing courses easier. But, she says, she realized during the semester that the class also provided a "base of people if we need help studying or just want to get together."

While stirring the evening's caruru, a dish similar to jambalaya, **Javier Barbosa-Mireles x'15** adds okra, ground shrimp, peanuts, and cashews. "Cooking together feels great," he says. "When everyone's sitting down, sharing the meal you just prepared together, it's a really powerful experience."

That's exactly what Kloppenburg wants to hear.

Lydia Statz '12

TEAM PLAYER

Monika Jakutyte

For Monika Jakutyte, raising the bar is a way of life — literally. Growing up in a track-and-field family, the Lithuanian-born senior has the high jump in her genes.

"My dad was a seven-foot-one-inch high-jumper in college, and my mom was a track-and-field coach in Lithuania since she was eighteen," explains Jakutyte. "I grew up on the track surrounded by the girls my mom used to train."

Following her family's move to the United States, Jakutyte officially started training to be a high-jumper for her middle school's track-and-field team. Eleven years later, she has become an expert at maintaining the delicate balance between being a college student and a Big Ten athlete.

Drawn to UW-Madison for its exceptional academic reputation and atmosphere, Jakutyte knew she wanted to be a Badger after meeting with assistant coach Nate Davis.

"My mom coached me all my life, [and] it was really important for me to find a good coach I could trust as much as I trust my mom," says Jakutyte. "Nate was that person, and from the first visit, I knew I wanted to be a part of the team at the UW."

Jakutyte is no stranger to hard work, and her dedication to the sport has paid off, winning her the 2011 Big Ten high-jump title and second-team All-American honors.

"I'm currently focused on doing everything I can to jump high this year and pursue my dream of jumping 1.88 [meters] and higher," she says.

After jumping 1.83 meters (six feet) to win her event at the 2012 Frank Sevigne Husker Invitational, her dream is not far off. And if Jakutyte meets that goal before the end of the 2012 season, she'll aim even higher. She will continue to train after graduation to try to reach 1.95 meters (about six feet, four inches), the Olympic "A" qualifying standard.

"I'm passionate about high jump, and I don't want to end my career just yet," she says. "I have all my life to work and only so many years to perfect the talent that I have."

Libby Blanchette

"My mom coached me all my life, [and] it was really important for me to find a good coach I could trust. ... From the first visit, I knew I wanted to be a part of the team at the UW."

UW ATHLETICS COMMUNICATIONS

They Could Have Danced All Night

Athleticism guides this motivated team.

BRYCE RICHTER

Members of the Badger Ballroom Dance Team say the popularity of ABC's *Dancing with the Stars* has helped the sport go mainstream.

As at any athletic practice, the students here are sweaty, focused, and out of breath. They are obviously athletes at work. More impressively, they are doing it all in four-inch heels and dress pants.

They are members of the Badger Ballroom Dance Team, a registered student organization that competes in dancesport events across the Midwest. Some people may hesitate to call what they do a sport, pointing out the sequined costumes and musical accompaniment as evidence of its origins as a performance art.

But this isn't your grandmother's fox trot.

"When you get into the technique, it's all athletic," says dancer **Samantha Anderson x'13.** "The muscles you have to use, where to put your foot, your hands — it's so regimented."

To the untrained observer, ballroom dance may seem like an anything-goes, freestyle performance. In reality, entire textbooks have been written about how much foot rise or heel turn certain steps require, allowing coaches to obsess over particulars of technique as in any other sport.

That's right: the team does have coaches — professional dancers who travel from Chicago every few weeks to provide lessons. And it does hold practices, which, according to team captain **Anna Nadon x'13,** are every bit as intense as most held for traditional sports.

"In one practice, I can work all of my legs from my feet to my hips, my arms, my back, and my core muscles at once, stretching and working them to take steps and make them into dancing," she says. "No matter what the dance is, you should be working so hard and performing so much that you feel exhausted after every dance — not because you're out of shape, but because you are working so many muscles."

The term *dancesport* was coined in part to acknowledge the growing athleticism of the competitive ballroom world, a trend the media have only recently begun to recognize. Though the Badger Ballroom team has been active on campus for more than a decade, Nadon says the recent popularity of ABC's *Dancing with the Stars* has been a boon for the group's registration. "More people know about ballroom dancing; more people are curious about it; more people — particularly guys — are willing to admit they want to learn and give it a try because all those 'big, tough athletes' are doing it. Mostly it has made ballroom cooler, more mainstream," she says.

Last fall the group played host to its first annual home competition, bringing together dancers from several states for the Badger Ballroom Dancesport Classic.

But performances are only a small part of Badger Ballroom's overall program on campus. The team is committed to developing the members' technique, no matter their level of athleticism. Nadon says students are encouraged to participate whether or not they intend to compete.

Most of the members, like Nadon, had never danced formally before coming to one of the team's practices. But she hopes their experience on the team will be the first step of a lifelong hobby.

"I know a woman who is ninety-four, and she still gets out and goes social dancing," she says. "How many ninety-four-year-old football players can say the same thing?"

Lydia Statz '12

BADGER SPORTS TICKER

Former Badger football player Troy Vincent x'92 received a 2012 Jefferson Award for public service. Vincent and his wife, Tommi, founded Love Thy Neighbor, a community-development organization that aids inner-city students. Vincent is one of two with UW ties to pick up a Jefferson Award this year; Vice Chancellor Darrell Bazzell '84 also received the honor.

The athletic department has begun construction of a $76.8 million "athletic village" around Camp Randall Stadium, a place where student athletes can study and train together. The plan includes renovations and additions to locker rooms and weight rooms, a strength-training facility, and an academic center. Construction is scheduled to be complete by January 2014.

The football Badgers grabbed another transfer quarterback: Danny O'Brien from the University of Maryland. Like last year's star, Russell Wilson, O'Brien completed his bachelor's degree before coming to Madison. He will be eligible to play this fall.

The UW is striving to make a comeback in the annual Border Battle with Minnesota. The Border Battle is an all-sport competition between the two universities, with points awarded for victories in head-to-head games and matches. It's now in its eighth year, with Minnesota holding a 4-3 advantage, and the Gophers hold a slim lead this year with just five sports (men's and women's golf, men's and women's outdoor track and field, and women's rowing) left to play.

A LABOR OF LOVE {FOR WORDS}

From A to Z, THE DICTIONARY OF AMERICAN REGIONAL ENGLISH *Reaches Its Goal.*

By Jenny Price '96
Illustrations by Joyce Hesselberth

When you're far from home, the way people talk is one of the first signs that you're not in Kansas — or Wisconsin — anymore.

Several years ago, when I was living in Little Rock, Arkansas, it didn't take long for Midwestern me to hear words and phrases unique to the heart of Dixie. During my first trip to the grocery store, the cashier smiled, handed over my receipt, and said what sounded like, "Appreciate ya!" I eventually learned that he meant "thank you."

"We think of American English as being pretty homogeneous, but with our spoken language, there are still thousands of differences," says Joan Houston Hall, chief editor for the *Dictionary of American Regional English* (*DARE*) at UW-Madison.

For five decades, the *DARE* project has been documenting and celebrating the way we speak, and patiently working its way through the alphabet. In March 2012, the project reached a milestone that, during the early days, may have seemed out of reach: the twenty-sixth letter.

From 1965 to 1970, the UW had dispatched researchers to more than one thousand communities, where they conducted interviews with the locals and documented what words they used. After the fieldwork was done, editors in Madison used the collected responses to build *DARE*, volume by heavy volume. Hall took over as editor after the death of project founder Frederic G. Cassidy in 2000. In keeping with Cassidy's mantra — "On to Z!" — *DARE* reached its goal, publishing a fifth volume that covers *Sl* to *Z*.

But it's not over yet: a sixth volume, which will include sets of maps showing how synonyms are distributed across the country, is in progress, with publication planned for early next year. The following pages offer a sneak preview of some of that volume's content.

In the future, *DARE* may conduct follow-up research, revisiting communities from the original survey.

And the dictionary will be released in electronic form next year, making it even more addictive to word lovers. Open the more-than-one-thousand-page fifth volume, and each entry leads you to look up another. Pretty soon, you'll be figuring out ways to incorporate *whoopensocker** into daily conversation. ■

Jenny Price is senior writer for On Wisconsin.

Outhouse

Aunt Jane's room

F.D.R.

garden house

little house

Mrs. Jones

reading room

johnny house

King Tut's tomb

biffy

First National Bank

chic sale

Askew

skee-wampus

galley-west

antigodlin

catabias

cockeyed

gee-hawed

skew-gee

sky west and crooked

catawampus

squawed

one-sided

Dragonfly

devil's horse

ear sewer

mosquito hawk

needle

devil's darning needle

eye stitcher

snake doctor

snake feeder

witch doctor

globe-skimmer

Pastries

bear claw

bismarck

bun

Chicago

doughnut hole

friedcake

fastnacht

long john

cruller

maple bar

paczki

Stream

arroyo
creek
bayou
branch
brook
coulee
run
crick

Worms

angleworm
fishworm
red wiggler
baitworm
eelworm
dew worm
night walker
grubworm
Georgia wiggler
bloodworm

belly-buster

bullfrog

belly-smacker

belly-bumper

pancake

flatbelly

belly-whopper

back-buster

Regional origins for these words from the *Dictionary of American English* can be found online at onwisconsin.uwalumni.com.

Can You Nurture Your Nature?

A leading UW researcher says everyone has an emotional style — and you can train yourself to change.

By Jill Sakai PhD'06

Early on, Richard Davidson's interests in emotion and meditation were not considered an auspicious start to a productive research career.

Undaunted, he has since pioneered the field of affective neuroscience, the study of the brain's basis for emotion, and, aided by a close relationship with the Dalai Lama, has conducted groundbreaking work with Buddhist monks to learn how meditation affects the brain.

Over three decades, the William James and Vilas Professor of Psychology and Psychiatry, who still meditates daily, has largely redefined how scientists think about emotion, showing that the natural malleability of the brain extends to emotion as well — and that it can be trained toward greater attention, awareness, and even happiness through mental practice.

In a new book written with health and science reporter Sharon Begley, *The Emotional Life of Your Brain*, Davidson describes six distinct emotional dimensions — resilience, outlook, social intuition, self-awareness, sensitivity to context, and attention — and says that each has a defined and measurable neural signature. How these six come together create what he calls your *emotional style:* your personality and how you live and respond to experiences.

With the support of private gifts and research grants, Davidson founded the Center for Investigating Healthy Minds at UW-Madison's Waisman Center in 2008 to study and harness the power of positive emotions. He recently talked to *On Wisconsin* about life, work, and, yes, the pursuit of happiness.

JEFF MILLER

Making time for daily meditation, Richard Davidson says the practice helps to balance his own "ridiculously busy" life, which, as it happens, includes researching and writing about meditation.

How did you arrive at these six dimensions of emotional style?

Completely *post hoc*, based on thirty years of my scientific work. They are a way to capture some of the key dimensions of individual differences that I think are important in accounting for a person's emotional style. Each is based upon a specific program of empirical research that involves looking at the neural [signals] of these individual differences.

Very early on in my career, one thing that struck me is that the most important thing about human emotion, by far, is variability: in response to the same challenge, different people respond in different ways. And I was convinced that this had something very important to say about why certain people are more vulnerable to life's slings and arrows and why other people are more resilient. That is still the most important question that drives the majority of our research. These styles all help to inform us about why some people are more vulnerable and some people are less vulnerable to different kinds of emotional challenges.

When you started, emotion was regarded as something that could not or should not be studied scientifically. Why did you think otherwise?

I was convinced that emotion was a very important feature of behavior. It is very much involved with motivation, with critical aspects of decision-making, and it was clear to me — as someone interested in what happens when things go awry — that it is involved in disorder. Early in graduate school, I discovered [Charles] Darwin's book *The Expression of the Emotions in Man and Animals*, and it was absolutely thrilling. Specific emotions evolved to solve specific problems that were posed in our evolutionary past, and they are in our repertoire for a reason.

I don't think there's a single part of the brain that's unaffected by emotion, nor a part of the brain historically assigned to emotion, that doesn't also play a role in cognition. These are intimately interwoven.

One interesting side note: in the Tibetan language, there's no word for emotion. Emotion is [considered] part of everything, so it doesn't have its own unique word. Early on in our dialogues with the Dalai Lama, this was a big obstacle for the translators.

Can we actually train the emotional side of our brain?

Even today, we're largely taught that personality traits and emotional disposition congeal around adolescence and are basically fixed for the rest of your life, unless a major trauma occurs. That never satisfied me. … My essential point is that you can engage in systematic mental practices to change aspects of emotional style. We normally don't think about happiness as a skill, but to me, there's no reason to think about it any differently than playing the piano or playing chess.

How have your own experiences with meditation influenced your approach to these questions?

There's no question that my personal involvement in meditation has played an enormously important role. It has given me an appreciation for the importance of some of the positive qualities nurtured by meditation and the notion of plasticity — that our brains change in response to experience and training. To an external observer, I lead a very stressful life. I'm ridiculously busy; I'm overcommitted. But I love coming to work every day, and I get a lot of nourishment from my interactions with those around me. I feel that my own meditation practice has helped me generate a lot of positive energy to keep doing this in a very balanced way, despite what objectively may look very stressful.

Has your emotional style changed over time?

Yes, definitely. I used to be much more volatile, no question, and there was a period in my scientific career when I used to just fly off the handle. I cannot remember the last time that happened. It's not to say that I don't get irritated — I do — but it's much more modulated.

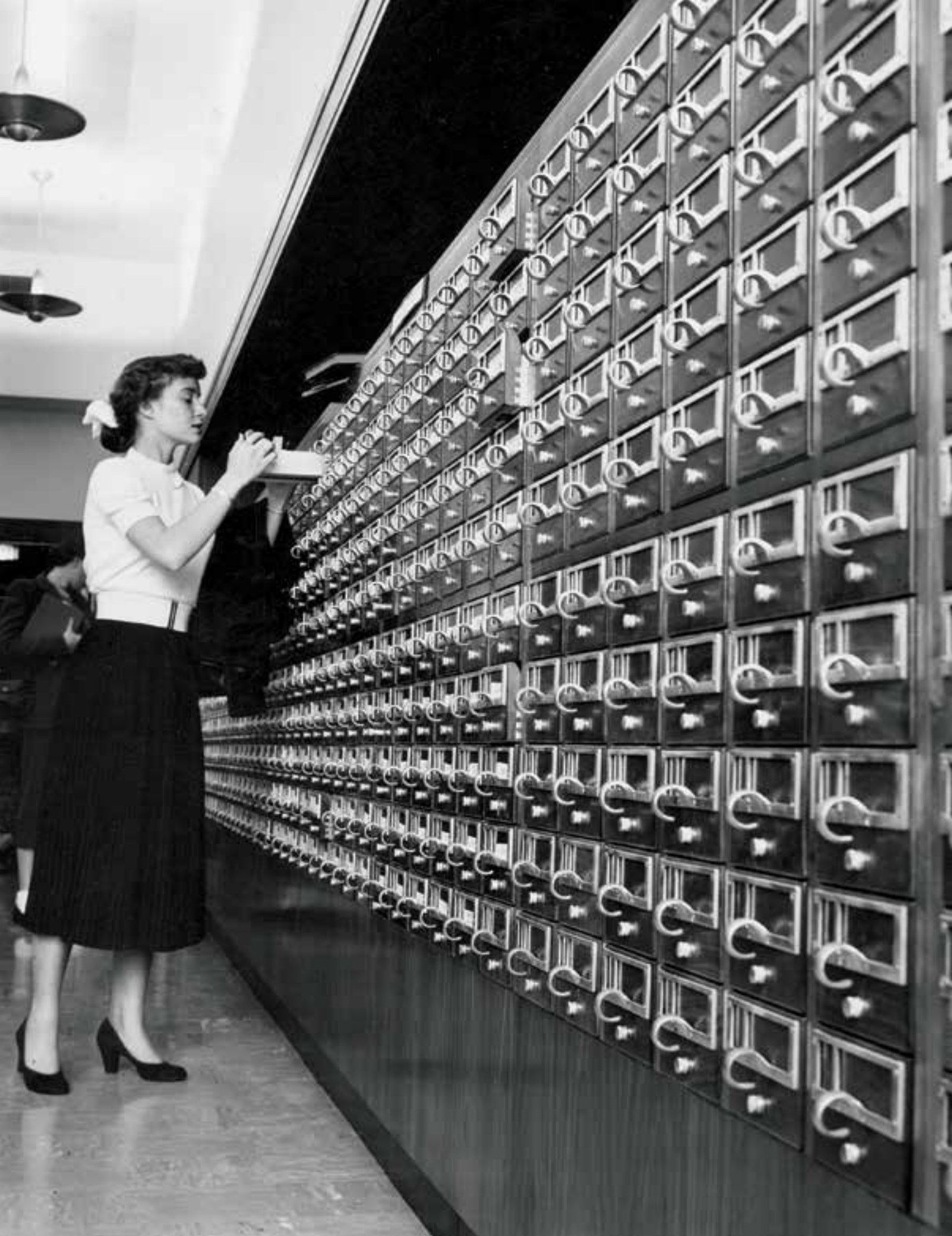
Your book describes ways that people can work to shift where they are on the scale of each dimension of emotional style. Is there an optimal style?

One end of each continuum is not necessarily better than the other end. A lot depends on what environment you're in, what you choose as your occupation, whom you choose as your partner. I honestly don't believe there is a "best" way, and one of my hopes in writing this book is to cultivate an appreciation for diversity. Our society couldn't function without a diversity of emotional styles.

Where do you see this work going?

It's my hope that we can start using this in research … that some of the interventions we describe for transforming emotional style can be put into practice in major societal venues. The two biggest ones are health care and K–12 education, to promote healthy emotional styles and help kids develop on a more positive trajectory. These are all things we're actively exploring now at the Center for Investigating Healthy Minds. ■

This interview was conducted and edited by Jill Sakai PhD'06, a science writer for University Communications.



UW-MADISON ARCHIVES

farewell cards

Memorial Library bids an **overdue adieu** to its card catalog.

By John Allen

Ladies and gentlemen, I give you the catalog card.

For alumni above a certain age, no introduction is necessary: the card is an old college friend, the key to unlocking the mysterious vaults of knowledge within the UW libraries.

But alumni under a certain age will wonder what in the world I'm talking about. For their benefit, perhaps a description is in order. A catalog card is a rectangular piece of white paper — 110-pound cardstock — seventy-five millimeters tall by one hundred twenty-five wide. Centered along the bottom, four millimeters up from the edge, is a small hole.

For the better part of a hundred years, the catalog card was essential to study and research. But it's been obsolete for more than a quarter century now, and as the spring semester wrapped up in May, Memorial Library finished the process of dismantling its card catalog, the largest on campus and one of the last.

Memorial Library hasn't added a card to its paper catalog since August 1987. Over the ensuing years, the library has been engaged in a project called *retrospective conversion* — that is, converting all of the card data into digital records so that patrons can find them by searching on MadCat, the UW Libraries' online catalog.

For those younger alumni, that announcement may produce no more than a shrug, as librarian Irene Zimmerman notes that it did from some students she knows.

"They'd never used a card catalog," she says. "Not the one here, or anywhere else."

But the passing of the card catalog marks the end of an epoch for the university — or perhaps the *end of an epic* would be more appropriate. The effort to computerize the card data has taken more than twice as long as the Trojan War.[1]

Now, at the end of the 2012 academic year, the library finally feels ready to let go of the paper that, for generations, has filled Memorial's Room 224.

"We had to feel confident in the fact that we have [the data to represent the entire library collection] and that we have it in numerous formats and places to ensure both its integrity and longevity," says Lee Konrad '86, MA'92, the associate director of library technology. To give up the cards, he says, "You have to wait until the right time. And that time, for many research libraries, was ten years ago. For UW-Madison, that time is now."

[1] Read about it in Homer's *Iliad*, which you can find in English on the fifth floor of Memorial Library, south stacks, at PA4025 A2 F5 1975, or in classical Greek in Memorial Library's Cutter collection, on the fourth floor, south stacks at X32Y H8 1950. If you're interested.

When Memorial Library opened in 1953, the university anticipated adding thousands of titles to its card catalog. Note the lack of labels on the drawers in the foreground.

PUT ON NOTIS

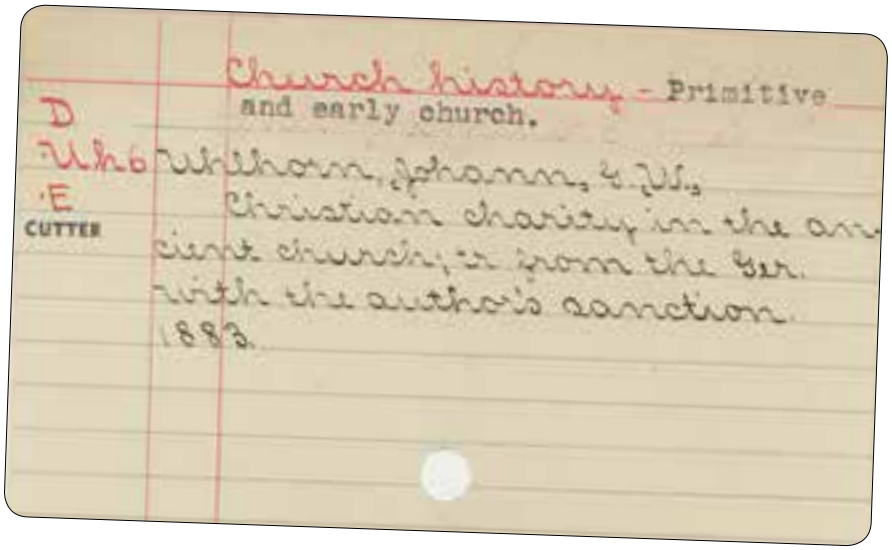
According to legend, the concept of the card catalog began in late-eighteenth-century France. As revolutionaries liberated the libraries of aristocrats and monasteries, the state found itself with a great many books. Radical bibliographers used playing cards to keep track of their burgeoning collections.

It's a colorful story, and who knows? Maybe it's even true. But whatever the forces of *liberté, egalité,* and *fraternité* were doing in Europe, the catalog card was a foreign concept when the UW first opened its doors. The university's initial lists of library holdings came in book form.

It wasn't a terribly impressive collection. The 1851 catalog, for instance, notes that the library had just one volume on the subject of engineering: W. Gillespie's *Roads and Rail Roads.*[2] But it was a growing collection, and that was the problem with a catalog as a bound book: it was hard to change.

Some time in the 1880s, the libraries adopted card catalogs — a giant leap forward, technologically. Cards could be added, subtracted, corrected, and updated individually, without the need to reprint the whole list.

Still, the first installments in that early card catalog were somewhat laborious, penciled out in a cursive script known as Library Hand, which had been developed by Melvil Dewey[3] (of Decimal System fame) and Thomas Edison specifically for use on cards.



The UW's oldest catalog cards were handwritten using a script devised by Melvil Dewey and Thomas Edison. Library Hand was a required element in a librarian's education. Note that the subject line has been altered during the typewriter era.

"They're rather hard to read today," says Jamie Woods MA'81, the General Library System head of original cataloging. "We're not used to that kind of cursive handwriting."

By the end of the nineteenth century, typewriters were replacing Library Hand, and soon the UW was acquiring pre-printed cards with standardized cataloging information created by the Library of Congress — the system that the UW Libraries would follow up to the 1980s.

And that's *libraries* plural; there are forty-nine of them on campus. Sixteen are governed by the General Library System (GLS), including the largest collections — Memorial and the life science library in Steenbock and College Library in Helen C. White Hall. Most of the rest are held within professional schools and colleges — law, medicine, education.

The vast size of the university's holdings and their many locations presented a difficult burden for the cards, and one that the UW Libraries started addressing in 1982 with the next great technological leap: the launch of the Network Library System (NLS). Developed specifically for the UW and the University of Chicago by IBM, NLS was the university's first attempt at a computerized catalog. But it was never finished and was abandoned in 1987 for a more fully developed system called NOTIS.

"I won't say it was great at that time," admits Konrad, who came to the UW as an undergrad during the NLS experiment. "At that point, not a lot had been converted yet, so you had to work in both [paper and digital] environments to be sure you had discovered all the material relevant to your topic. Though challenging at the time, however, the conversion of the catalog was certainly transformative, with respect to nearly every aspect of library services."

The university abandoned NOTIS in 1999 for a system called Voyager, which is the basis of today's MadCat online catalog. But throughout the 1980s, the advantages of an electronic catalog over paper cards were becoming more and more apparent. Chief among these are that cards take up a lot of space and limit the ways in which a person can search for a book.

2 There were, by comparison, twice as many books on the subject of conchology, which is the study of seashells. Sure, "twice as many" means there were just two, but you get the point — the UW's library was not particularly awesome in 1851.

3 For an example, see Library Handwriting, available in the School of Library and Information Studies Library, in Helen C. White Hall, at 652.1 N42L. Oddly, the SLIS library uses the Dewey Decimal System rather than Library of Congress, which the rest of the UW Libraries use.

Some of those limitations are arbitrary, notes Michael Cohen MA'77, MA'82, the GLS interim head of cataloging. "Take authors," he says. "If a work had three authors or fewer, each would get an individual author card. If there were four or more authors, there would be just one author card. This made for convenient cataloging, but inconvenient searching."

House of Cards

So if the card catalog took such shortcuts for convenience, why has the job of turning it into computer records taken so long? There are two reasons. The first is money: unlike the UW's schools, colleges, and academic departments, the libraries don't have fond alumni to give unrestricted dollars.

"We don't have any graduates of the library, even though we have more than 4 million people walk through our doors each year," says interim director Ed Van Gemert '72, MA'78. "With the budget reductions — plural — it's more and more difficult to maintain personnel and resources at every level."

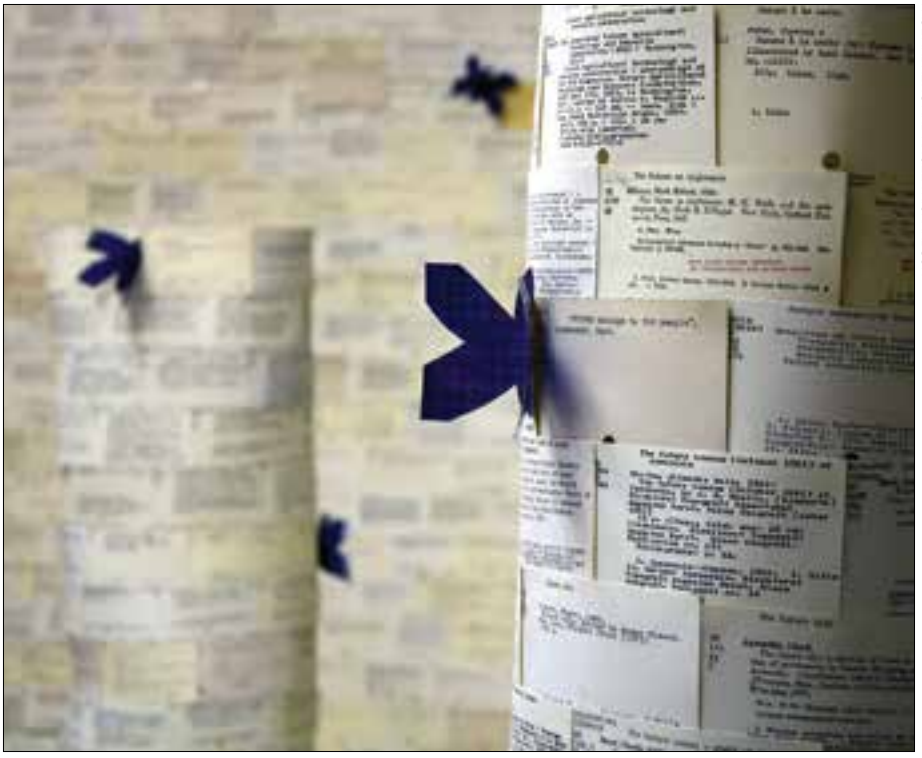
With limited funds, the libraries have had to triage their needs, focusing efforts on keeping up with their many new acquisitions. In the most recent year for which records are available, the UW Libraries received 134,118 new volumes.

But though the library wishes to free up the card catalog's 30,000 square feet of space by turning paper records into digital ones — by completing that retrospective conversion — the job is immense, which is the second problem. Precisely how immense no one knows, though Zimmerman, who serves as interim head of the libraries' technical services division, figures the libraries have about 7,447,000 cards on their hands.

But that's just the cards that Memorial had at the start of this academic year. Previously, there was also the subject catalog, which the libraries disposed of in January 2011. These included another estimated 3,894,000 cards. So when that last card was added in 1987, the UW's public card catalog probably contained something north of 11 million slips of paper. If they'd all been stacked up, one on top of another, the pile would stand nearly 1.8 miles high. If they were laid out end to end, they'd stretch — well, not all the way around the world, certainly, but almost all the way from Memorial Library's front door to the entrance to the Harry Elkins Widener Library at Harvard University.[4]

The point is, it's a lot of paper. Now the retrospective converters didn't have to type a MadCat entry for each card in the public catalog, just one for each title the UW owned. Because each book, book series, or journal had not only a title card, but also cards for subject (often more than one) and author (sometimes more than one), that cuts down on the job somewhat. But in August 1987, the UW had 4.7 million titles. That's still a lot of work, and retyping all of the data on the cards into a database has taken a lot of person-hours — many of them from just one person.

4 Actually, you'd run out of cards somewhere east of New Braintree, Massachusetts. But you'd get there — and farther — if you add in the cards from the shelf list. This was the non-public portion of the card catalog, and it held exactly one card for each title, arranged in order by call number. The librarians used it as the official list of the UW's holdings. Add in its 4.7 million cards, and you'd have enough to shoot right by Cambridge and land in the Atlantic Ocean.



PAUL ANDREWS AND ANGELA RICHARDSON

Not all of the cards are headed for recycling. Angela Richardson used stacks of them in an art project called Lepitopterarium. The butterflies are made from microfiche slides.

JEFF MILLER

Old technology doesn't die — it just goes to SWAP. More than 100 catalog cabinets are being sold through the UW's surplus program, fetching $120 or more apiece. Buyers use them to store tools, crafting supplies, wine, and more.

Treasure Hunt

Room 324 on the third floor of Memorial Library is a cavernous space, and since Memorial opened in 1953, it's been home to the cataloging department. Near the very middle of the room, partitioned off by four mismatched fabric walls, is the cubicle that serves as the palace of the Retro Queen: Ellen Sandow. The nickname is one she gave herself, on her Facebook page. She considers herself the greatest retrospective converter ever, and she's no doubt right.

Sandow has been performing retrospective conversion for the UW Libraries since the project's beginning in 1988, and today, she pretty much *is* the retrospective conversion department — the only person whose sole responsibility is to convert cards to digital data.

Over the years, the staff performing that task has grown and shrunk, depending on how much money the libraries could spare. Most of the workers were limited-term employees or LTEs: part-timers and project workers. Sandow was the unit's only permanent staff member. In 2010, budget cuts forced the libraries to drop all positions but Sandow's. Even after she officially retired, she returned, now an LTE herself, to continue the work.

"I hope to live long enough to see the project finished," she says.

Sandow has retrospectively converted more card records into computer records than anyone else, and she set the standards for speed and accuracy. Just ask Mark Finster '70 of the School of Business. In 1994, he taught a class in Total Quality Management that included a project aiming to improve the process.

"They came in here to try to show us how to be more efficient," Sandow says. "But they couldn't beat me. They couldn't come up with anything that would be faster than I am."

Her process is fairly simple. Books come to her on a rolling bookshelf, and one by one, she looks them up in a vast, international online database called OCLC.[5] If someone has cataloged the book before, she exports the data into the UW's online catalog. If not, she types in the information from the card. Then she clicks a small, metal counter she keeps on her desk, tallying one more book done,

5 Back in 1967, when OCLC was new, the letters stood for the Ohio College Library Center — it was formed by a consortium that included Ohio University, Ohio State University, and other higher ed institutions in the Buckeye State that wanted to create a general computerized catalog system. Later, the abbreviation came to mean Ohio Computer Library Center. Later still, after the advent of the Internet, it came to stand for the Online Computer Library Center. Now the letters don't seem to stand for anything at all. It's ironic, but this is the kind of thing that used to drive library catalogers crazy. Imagine books for which OCLC is listed as author (and there are 85 of them in the UW's libraries) or is named in the title (54 more). Changing the meaning of an abbreviation could mean correcting and refiling a lot of cards.

and reaches for the next. Each month, she reports the number to Zimmerman.

"I like the monotony, the repetition," Sandow says. "I like working the numbers and seeing them pile up. I'm doing what I love."

And the job she loves won't end soon. Although the card catalogs are now retired, Zimmerman estimates that the work of getting all of the libraries' materials into MadCat is now only 98 percent complete. That means that there are still many thousands of titles left to enter. Most of these are what Zimmerman categorizes as "analytics": items that should have individual records, but that were lumped together with other items when they were first cataloged. These might include a series of lectures or papers delivered at a conference. Some of these collections are many volumes thick; others have multiple titles by different authors bound in the same volume. Zimmerman guesses that there might be 150,000 of these analytics in the monograph collection, and maybe 150,000 more in the journal collection.

And these estimates don't include those books that the library doesn't know it has — books that haven't been seen by the circulation desk in decades. Zimmerman has a team of students who prowl the stacks looking for these items, to bring them to the Retro Queen.

"We don't really know how many [unconverted works] there are," she says. "We won't know until we're done."

The library calls the project *hidden treasures*, "and some of [the items found] are true treasures," Sandow says. "We found a book that was published in the 1600s, several published before 1800. You kind of smell them and touch them and then [convert them and] take them up to Special Collections."

Recycling

Though the card catalog itself is gone, students are still coming into contact with the cards — though few probably recognize what they see. Like any institution with budget concerns, the UW Libraries have become adept at recycling, and are turning the old catalog cards into scratch paper. Stacks are set in boxes next to each computer station in Memorial Library so that patrons can jot down the call numbers of the books they seek.

Not all of them will end up in the scrap heaps, however. Jamie Woods pulled aside samples from a variety of different eras so that the Catalog Department will have a record of the different ways in which cards were made.

"Jamie's a bit of a historian," says Michael Cohen, "or maybe a better term is antiquarian. He likes that kind of stuff."

Others have been claimed by people with sentimental attachments to particular works. Zimmerman notes that authors — or often the descendants of authors — want to retain the cards for specific books. Library student Laura Damon-Moore MAx'12, for instance, snagged a hundred or so cards, including a stack related to Herman Melville. Her father, Dennis Moore, had written his dissertation on *Billy Budd*,[6] and so Laura and her sister Stephanie used the cards to make him a collage as a Christmas present.

"We matted them and framed them," Damon-Moore says. "It was really lovely."

And then there are people such as artist Angela Richardson[7] '93, MFAx'15 who want to keep alive the memory of objects that were once central to the library experience. She asked Memorial Library for a large collection of cards — fifteen beer cases full — for use in *Bookless*, an art show at Madison's Public Library in January 2012. Titled *Lepidopterarium*, her piece also includes microfiche slides cut into the shapes of butterflies (an imaginary species: *Caeruleus bibliothecaris* or "library blues"). She used the catalog cards to paper the walls of a small room, creating a landscape on which to display the cellophane insects.

The theme of *Lepidopterarium*, she says, is metamorphosis, suggested by the transformation of paper cards into digital data. Catalog cards "are fun and interesting to look at," she says. "They're beautiful little objects. Digital tools are incredibly powerful, but you get a different experience from thumbing through and browsing cards in a catalog. It's tactile, and the digital process loses something."

But many of the library staffers whose job it was to file those cards feel less nostalgia for their passing. Zimmerman didn't keep any, and neither did Van Gemert. When he was an undergrad employed at the library, and later as a newly hired staffer, part of Van Gemert's job was filing one to two inches of new cards each day.

"I filed more cards into that catalog than I care to admit," he says. "Everybody would get a pack every week, and I don't know if there was a policy or anything, but I couldn't stand to let them get backed up."

6 Look for it at PS2384 B54, both in College Library (first floor) and Memorial (second floor, north stacks) — or listen to the opera version, available on vinyl in the Mills Music Library at call number LP681726.

7 Her works include the videos Chicks Crack the Code, at PN1992.8 W65 C55 in the School of Education's library, and .22, found at PS3568 I3173 A62 1993 in Memorial. Both are in VHS format, so good luck with that.

Continued on page 62

robert's**rules**

This former sprinter now trains pro basketball players — and has a track record for results.

By Jenny Price '96

Robert Hackett '88 was fast. As a sprinter for the Badgers, he won NCAA championships and qualified three times for the Olympic trials, competing against the likes of Carl Lewis. But Hackett didn't just run fast — he also knew precisely why he could. And that has made all the difference for him and for the professional athletes he now trains.

Hackett's path to becoming assistant coach for strength and conditioning with the reigning NBA-champion basketball team, the Dallas Mavericks, started when he arrived on the UW campus to join a track program known more for distance than speed. The Milwaukee native, who grew up as one of nine brothers and sisters in the inner city, had been nationally recruited, but he chose UW-Madison to stay closer to home and family. As he began working with Badger track coach Ed Nuttycombe, Hackett became a student of the sport.

"I wasn't being defiant. I was just always asking questions like, 'Why are we doing this? What is it going to help me do?' " he says. "I learned about the body itself — how to train the body — and it led me into coaching."

Nuttycombe saw Hackett's potential and hired him following graduation to work as an assistant track coach while Hackett trained for the Olympic trials, events at which a hundredth of a second can separate those who make the team from those who watch from home.

As his sprinting days were winding down, Hackett started to think about a career move.

Build **Relationships**

After going 1 and 10 in his first season with the Badgers, then-head football coach Barry Alvarez saw big improvements during the second year. But entering his third season in 1992, he wanted his players to be faster. He turned to Hackett for help.

> ***"I wasn't being defiant. I was just always asking questions like, 'Why are we doing this? What is it going to help me do?' I learned about the body itself — how to train the body — and it led me into coaching."***

Hackett knew he would be making big changes. "Football mentality is, 'If you're not moving, you're not working,' " he says. "But I said, 'If you're trying to get faster, you're going to have to have down periods. [You] have to rest and recover.' "

After six weeks, 98 percent of the team was running a faster forty-yard dash, and players could make tackles they previously missed by inches. The following year, the Badgers put up a winning season that culminated in victory at the 1994 Rose Bowl.

Around the same time, Stu Jackson, the new UW men's basketball coach, drafted Hackett to help players gain speed and strength on the court. Hackett trained them the way he had been trained, and they got faster and stronger without bulking up. "If you're in better shape than everybody, you give yourself a better chance of competing, no matter what sport you're in," he says.

The team earned enough wins to get its first invitation to the NCAA tournament in forty-five years. Jackson soon left Wisconsin for Vancouver to become president of the Grizzlies, an NBA expansion team. Not long after, he offered Hackett a job, hoping he could do for the Grizzlies what he had done for Badger athletes.

Do the **Work**

Hackett arrived in Vancouver in January 1995, joining a team that lost a lot of games at the start of its fledgling season. "I came in and said, 'Hey, we have to do this extra running. We have to lift these weights' — and they looked at me like I was crazy," Hackett recalls.

Attitudes changed after a conversation with veteran player Byron Scott, the Grizzlies' team captain who had won three NBA championships with the Los

DANNY BOLLINGER

Robert Hackett assists Shawn Marion of the NBA-champion Dallas Mavericks with pregame stretching. Hackett is known for his high expectations — but also his impressive results — as the team's assistant coach for strength and conditioning.

Angeles Lakers. Scott confessed that he had never bench-pressed more than 300 pounds. Hackett told him, "Give me ten days, I'll show you a couple things, and you'll bench over 300 pounds."

Ten days later, Scott benched 310 pounds, got off the weight bench, pulled Hackett into the locker room, and told his young team, "If Hack tells any of you guys to do it, you better do it."

From that point on, Hackett was known as someone who has high expectations — but gets results. He commanded respect from both NBA stars and journeymen alike.

Have **Fun**

Hackett joined the Mavericks' coaching staff in 2002, after receiving one warning from the team's general manager before his interview: "Whatever you do, don't come in here in a suit." The trainer initially balked at the idea of looking anything less than professional, but the reason for the advice became clear when he met Mark Cuban, the team's outspoken billionaire owner.

"That's how Mark is," Hackett says. "Mark walks around [in] jeans and T-shirts, and he's got shoes on like he just cut the grass."

In Dallas, Hackett designs team and individual workouts to help players build the endurance needed to play four games in five nights in three time zones. His approach to training paid off for the Mavericks during the fourth quarters of last year's NBA playoffs.

"The strangest workout [Hackett] has ever put me through was when he made me lunge-walk uphill for fifty yards … five times," says Mavericks guard Jason Terry. At age thirty-four, Terry has increased his bench press, vertical jump, and endurance under Hackett's direction, and he ranks among the league's leading fourth-quarter scorers.

"For me, he is more than a coach; he's a friend and a motivator," Terry says. "His knowledge of training at a high level is his biggest strength, and he's always been a positive influence in the locker room."

Hackett credits his time at the UW for his ability to work with a variety of personalities from diverse backgrounds and cultures. And he makes it a point to treat all players — from rookies to superstars — the same. "They think I'm a drill sergeant sometimes, but I also make the workouts fun. … They know they need it, and I'm trying to help them. It's not punishment," he says.

Traveling with the team gives him a window into the ways that he can help. Among other lessons, he has educated young players about fast food, noting that it won't help them succeed on the court. When they respond that they've always eaten those items, he tells them, "You ate that because you didn't have any money. You have money now. You have to eat better."

Hackett acknowledges it's tough to be away from his wife, Renee (who was also a sprinter at the UW), and their three children during the season. But the job's rewards — such as courtside seats at every game — balance out the sacrifices.

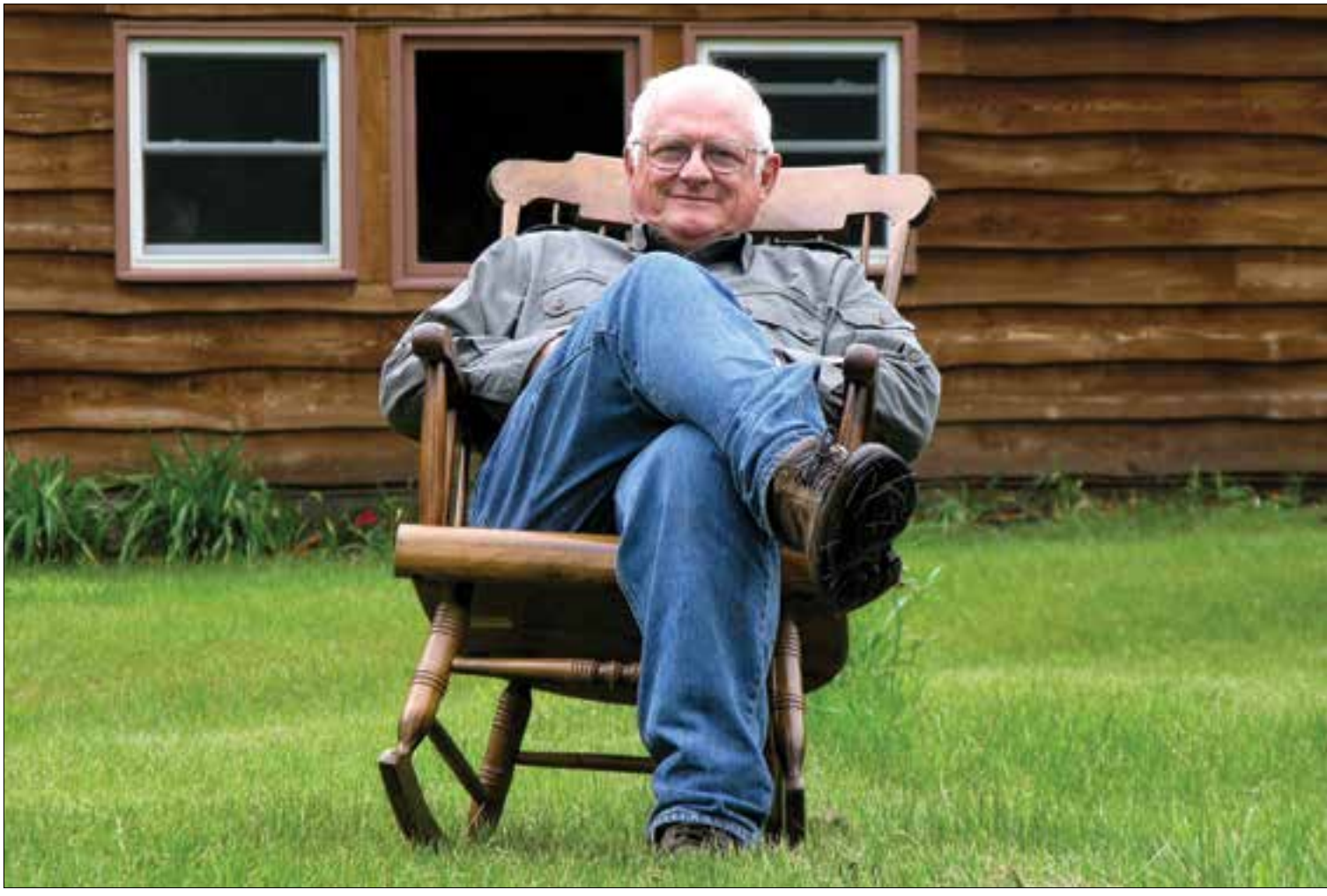
"It's just unique to have a job where it's fun every day," he says. "I don't think most people can say that." ■

Jenny Price '96 is senior writer for On Wisconsin.

There's an Apps for that

By Erika Janik MA'04, MA'06

STEVE APPS



Name any topic pertaining to Wisconsin life and culture, and prolific author **Jerry Apps** '55, MS'57, PhD'57 has probably written about it.

Jerry Apps finds his muse at the family farm near Wild Rose in central Wisconsin, where he goes "to find the country quiet that I love and need in my life," he says.

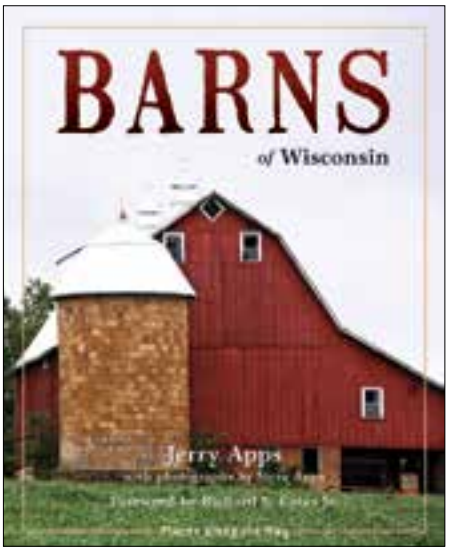
When writer Jerry Apps stands on his farm in central Wisconsin, he hears the sounds and remembers the stories of an earlier time.

He hears the rustle of the yellow heads of oats waving in the wind, the clatter and shudder of the threshing machine, and the rattle of dry corn leaves. Down the lane, he hears the clang of the bell announcing the start of the day at the one-room country school. The sounds spring from his memories of growing up on a nearby farm during the 1940s and '50s. This rustic lifestyle is one he knows well, but it's something he fears we may be losing.

Apps has devoted his career to recording and telling the stories of rural people and culture in Wisconsin. Driven to preserve and memorialize country life before it's gone, Apps has written more than thirty-five books on rural history, averaging two new titles annually in recent years, with three or four books in progress at all times. He has "more ideas than life left to write them," he says. He's also written twelve professional books for educators and more than eight hundred articles. The word *prolific* doesn't seem big enough to encompass him.

Apps is also an emeritus professor at the College of Agricultural and Life Sciences who taught in the Department of Continuing and Vocational Education. His writing has covered some of Wisconsin's most iconic topics — from breweries, cheese, and the Ringling brothers, to barns and the restoration and conservation of his own farm, Roshara. He also teaches others how to write their stories at venues around the state, including The Clearing Folk School in Door County.

And for this work, he's won a dedicated base of readers and more than two dozen awards from Midwestern publishers, foundations, and other organizations.



"It's how we had food on the table and a little money in our pockets every year. There was a way we knew of living with the land that comes from country living. Taking care of the land is even more important today if we are to have food on all of our dinner tables."

Nostalgia plays a role in his success. His fans share his yearning for red barns, country roads, front porches, and communities where time seems to move more slowly. But for Apps, it's more than just remembering simpler times.

"Rural living teaches important lessons about the value of community and family, doing things for each other, being there to help so everyone succeeds," he says. "It taught me about the relationship between humans and the land, and that's a connection we have no matter where or when we live."

Among the most important lessons he's learned, says Apps, is the pervasive and profound influence of "nature's clock."

"In our hurry-hurry, electronically laced lives, we often think we can ignore nature, but it's always there, shaping everything we do and everything we can do," he says.

It's not that rural Wisconsin's biggest champion is against progress. "I believe the past plays an important part in shaping the future, helping us understand where we began and what mattered to us," he explains, "so we can better understand if it's worth throwing out and starting over, or making small changes to timeworn ideas to fit modern times."

Apps sees lessons from the past all around him. He points to the way that respecting the land was important to his family when he was growing up. "It's how we had food on the table and a little money in our pockets every year," he says. "There was a way we knew of living with the land that comes from country living. Taking care of the land is even more important today if we are to have food on all of our dinner tables."

Apps believes this knowledge gained by living close to the earth — how people survived and thrived with nature — holds valuable insights into ways to care for the environment in the future.

"I always tell my writing students that when we forget our histories, we forget who we are," he says. So taking cues from his own life, the author uses his words to transport readers beyond the pavement to the soil that shaped his view of the world.

"Jerry Apps's work celebrates the rural heritage of Wisconsin that is such an important part of our collective past in this state," says Kathy Borkowski MA'92, MA'95, director of the Wisconsin Historical Society Press, who has worked with

Apps on several titles. "His stories provide a way for one generation to remember — and a way for another generation to appreciate — what makes Wisconsin the place we call home."

With a steady stream of books, Apps is a frequent guest on Larry Meiller's talk show on Wisconsin Public Radio. Meiller '67, MS'68, PhD'77 calls him one of his most popular and effective guests because of his range of topics and good humor. As evidence, you need only stand in the studio and watch as lines of eager listeners form before Apps can even say hello.

"We've had joyous laughter from callers — and even some tears from some — who Jerry touched with his stories of a simpler life," says Meiller. "He's dedicated to preserving our heritage and to helping other people write about their lives."

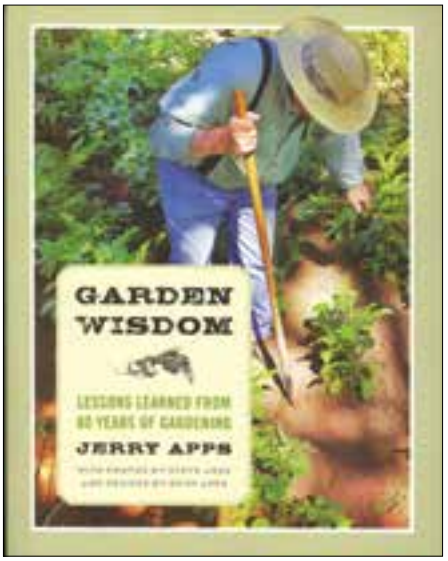
These are the types of stories and memories that Apps feels are vitally important to capture before they are gone. In all of his work, community, tradition, and roots are the dominant threads that underlie and tie the stories together.

These threads are also at the heart of good regional writing.

"Regional writing strips away all veneer of pretense and offers readers honesty and integrity, which arises, nearly, out of the land itself," says LaMoine MacLaughlin, president of the Wisconsin Regional Writers Association. "It provides readers with a historical record and personal and human values, which Jerry Apps embodies perhaps more than any other living Wisconsin author."

Sheila Leary, director of the University of Wisconsin Press, echoes that, calling Apps an authentic Wisconsin voice.

"Many themes and details in his work are inspired by experiences from his own life, but wrapped inside a good story are Jerry's ideas about serious issues affecting rural life," she says.



It's easy to take farming for granted in Wisconsin. Forty percent of the state's land is in agriculture. The landscape of plants and livestock, of farmhouses, silos, and barns, seems ever present. Nearly half a million Wisconsin residents work in agriculture, and it is deeply woven into the state's history and traditions.

But this agrarian landscape is quickly disappearing. It's not hard to be complacent about the future of rural life when the closest many of us get to a farm is the view through the windshield as we speed by. The reality is quite different. Wisconsin is losing farmland faster than any other state in the Midwest, nearly thirty thousand acres a year, most of it to development, according to the Wisconsin Academy's Future of Farming and Rural Life in Wisconsin project. And with this land go the history, stories, beliefs, and values of rural communities that nurtured and sustained people like Jerry Apps.

The oldest of three siblings, Apps was born and raised on a 160-acre spread near Wild Rose, a small town in central Wisconsin, that his parents, Herman and Eleanor, bought in 1924. They worked their land through the Great Depression, World War II, and into the postwar years, when farming began to change dramatically with the rise of mechanical, chemical, and genetic power.

His childhood home "wasn't a log cabin, but it was close," laughs Apps. They had no electricity or indoor plumbing. Heat came from the wood stove.

As a kid, Apps milked cows by hand, made hay using horses and a pitchfork, and cut grain with a horse-drawn binder. The land didn't relinquish its bounty easily. Located on the terminal moraine of Wisconsin's last Ice Age, the acreage was hilly and the soil sandy and filled with rocks that had to be removed before the crops could go in. The future writer didn't always relish the never-ending chores of his childhood, but the tradition, routine, and community fostered by the lifestyle stuck with him.

The appearance of tractors and other mechanical equipment on the scene spelled the end of annual traditions such as the neighborhood threshing crews that Apps worked as a teenager. Milking machines led to bigger dairy herds and bigger barns. Many older farmers retired, and their children left for the city and never came back. Operations grew in size as neighbors bought out their neighbors. From 200,000 farms in 1935, Wisconsin's agricultural community shrank to 76,500 in 2006. Wisconsin has nearly 50,000 fewer farmers today than in 1970. Small communities lost their stores, schools, and churches as farmers left. Whole generations lost their connection to the land and the rural lifestyle of their ancestors.

Apps didn't always appreciate the value of his own rural upbringing. Entering the University of Wisconsin in 1951 on a scholarship of $63.50, he quickly realized he came from a different world. The urban flurry of Madison unnerved him. His roommate, from the

bustling metropolis of Rockford, Illinois, told Apps that even his walk was wrong. "You walk like you're behind a plow," he said.

"Bob," Apps replied, "what do you think I was doing last week?"

Struggling to fit in, Apps worked hard to hide his country background. He studied the other students on University Avenue and learned to "walk city" as well as his classmates within a few months. No one would mistake him for a farm kid.

But soon after college, Apps realized that his background could actually be an asset, rather than a disadvantage. Serving as an officer in the army, he shared a tent at Fort Eustis in Virginia with a man from New York City who woke up frantic nearly every night at the slightest rustle, chirp, or howl from outside. Apps, on the other hand, found the noises comforting. They reminded him of home, even a thousand miles from Wisconsin.

"My time in the army made me realize that my roots were in the land, in my rural background and experiences, and I couldn't deny that," he says. Listening to his fellow officers brag about their urban hometowns, Apps recognized that his origins were not something to hide: he had just as much to be proud of as the next guy.

So he threw aside his city affectations, including that hard-won walk, and turned back to the rural roots and the people who had nurtured him. He began working with country people like himself, first as an Extension agent and then as a professor in the College of Agricultural and Life Sciences. He also began to tell stories to preserve and share his own memories, as well as the history of the rural Midwest.

The talented UW and Extension professor, folklorist, and author Robert Gard actively encouraged Apps's writing.

STEVE APPS

"Rural living teaches important lessons about the value of community and family, doing things for each other, being there to help everyone succeed," says Apps, shown above working during a visit to northern Minnesota. "It taught me about the relationship between humans and the land, and that's a connection we have no matter where or when we live."

Gard was known for his activism in community arts and history programs, especially in rural areas. The two worked together at the UW, and Apps credits Gard with pressing him to tell his stories and to understand the importance of regional writing.

"Bob pushed me, gently but firmly, to do my best work, to capture the rapidly changing community and culture through my personal stories," Apps recalls.

But Apps's love of writing began long before that. Stricken with polio when he was only twelve years old, he began writing because he couldn't move fast enough to play sports. Rather than merely being a hardship, though, Apps's illness led him to realize the power of words. He became editor of his high school newspaper, joined forensics, and provided radio commentary during school basketball games. As an adult, Apps married his passion for speaking, writing, and storytelling with his belief in the importance of the past.

As more and more people live in urban places, the stories, values, and rhythms of country life grow increasingly distant. Wisconsin today is an uneven blend of city and country, as the state has followed national trends toward more urban and suburban living. Fifty-eight of Wisconsin's 72 counties have at least a portion of their population categorized as urban, and 13 cities have populations above 50,000.

Apps himself lives a bit of a double life, spending a portion of his time in Madison and the rest on his

Continued on page 63

SEPARATION SURGEON

Doctor **Gary Hartman** has become a world expert in the esoteric specialty of conjoined twins.

COURTESY OF LUCILE PACKARD CHILDREN'S HOSPITAL (2)

Before their separation, twins Angelica and Angelina Sabuco had become adept at toddling sideways together, but their combined weight of 55 pounds was troublesome for their mother, who had to lift them at times.

By Melissa Payton

IT'S NOVEMBER 1, 2011, AT Lucile Packard Children's Hospital at Stanford University, and pediatric surgeon Gary Hartman '70, MD'74 is patiently and meticulously separating the fused livers of two-year-old conjoined twins Angelina and Angelica Sabuco, who were born linked from sternum to navel. He is a calm and steady presence in a scrum of a dozen surgeons, anesthesiologists, and nurses.

A sign on the operating room wall says in large letters: "Ina Red, Ica Blue" — a reminder to the team of which pint-sized, nearly identical patient is which.

Through careful planning, consummate skill, and the use of new, high-tech equipment, Hartman manages to avoid interrupting the blood flow to the two livers, a potentially fatal outcome because two blood vessels within the livers crossed over from one twin to another.

But several hours into the surgery, another obstacle looms: will surgeons be able to close the girls' gaping wounds?

"The defect was huge," says Peter Lorenz, a pediatric plastic and reconstructive surgeon who partnered with Hartman on the surgery. "It was basically an oval window from the neck to the belly button."

Lorenz and Hartman turn the now-separated sisters onto their backs, and Angelica is moved to an adjacent room. For most of the next three hours, they reconstruct Angelina's torso while another pediatric surgeon/plastic surgeon team focuses on Angelica. The teams don't know at first if the sisters have enough extra skin — produced by tissue expanders placed in two spots under each girl's skin in the months before surgery — to close the wound. If not, the twins could die from infection, a not uncommon occurrence in such separations.

"We used every bit of real estate we could for tissue," Hartman says. As it turned out, the expanders worked — they just barely managed to do the job, with no skin to spare.

Within seventy-two hours after the ten-hour surgery, Angelina and Angelica were breathing on their own. After six days in the hospital's pediatric intensive care unit and another seven in the hospital, they were strong enough to go home. They have since had follow-up visits with plastic surgery and physical therapy to learn to walk straight ahead and develop their gross- and fine-motor skills.

Pediatric surgeon Gary Hartman (center) is used to performing complex procedures that have all the intensity of a NASA space mission.

THE SABUCO SEPARATION was Hartman's fourth as lead surgeon and his sixth separation of conjoined twins overall. Hartman, who has been at Lucile Packard since 2004, is believed to have participated in more separations than any other pediatric surgeon in the world.

Separation of such twins is one of the rarest types of surgery; only about six separations are performed each year in the United States.

The frequency of conjoined births is hard to pin down, Hartman says, because so many of the twins die in childbirth or soon after, but estimates range from 1 in 50,000 to 1 in 100,000, with an overall survival rate of about 25 percent. Separation of such twins is one of the rarest types of surgery; only about six separations are performed each year in the United States, and few pediatric surgeons ever encounter the condition.

While procedures such as the Sabuco twin separation have brought Hartman international attention, he has performed even more complex pediatric surgeries. His most complicated cases involve correcting birth defects and removing tumors. He has fixed such things as a blockage of the esophagus or the absence of an anus at birth. One eighteen-hour surgery, Hartman's longest, corrected a baby's tangle of abnormal blood vessels around the neck and chest.

What every procedure has in common, however, is the goal of saving or improving the lives of children who have been dealt a bad hand. "Pediatric surgery is a combination of the routine and the extremely rare and devastating," he says, noting that to him, the routine cases are just as important as the complex ones. "Kids with appendicitis, they're hurting and sick, so when you send them home in good shape, that's rewarding, too.

"Children don't cause their illnesses — they're victims of it," Hartman says. "They're so honest. When they're upset, it's clear, but they're very forgiving. They're a nice population to work with."

THE SABUCO SURGERY had the intensity of a NASA space mission. The culmination of nearly a year of planning, it was carried out by a team of almost fifty doctors, nurses, and operating-room staff. Two weeks later, the active, dark-eyed girls from the Philippines — now living in San Jose, California, with their parents and older brother — left the hospital wearing matching bright red dresses and, for the first time, riding in separate car seats. Today, they are catching up with their peers in every developmental marker.

Their lives could have turned out much differently. Angelina and Angelica had what is called a thoraco-omphalopagus connection, with separate hearts, brains, kidneys, stomachs, and intestines. YouTube videos of the girls before their operation show how adept they were at toddling sideways together. But their combined weight of fifty-five pounds was proving troublesome for their mother, who had to lift them at times. Their spines were being distorted by their connection at the breastbone, and their lives as individuals — they were already showing personality differences, with Angelica the more outgoing, aggressive twin — would have been drastically circumscribed without surgery.

The Sabucos originally sought out Hartman after an Internet search of conjoined-twin specialists kept turning up his name. At a press conference after her daughters' successful surgery, a tearful Ginady Sabuco thanked Hartman and his colleagues, saying, "This is a dream come true. … My family will be grateful eternally."

COURTESY OF LUCILE PACKARD CHILDREN'S HOSPITAL (2)

Hartman's MBA comes in handy when he engages in the extensive planning required for operations that can involve up to 100 people.

HARTMAN'S JOURNEY TO Stanford started in Wisconsin Rapids, where his parents owned and operated the local furniture store. He became interested in psychology in high school, enrolled in the College of St. Thomas in St. Paul, Minnesota, and transferred as a sophomore to the UW. "I went from two thousand Catholic boys at St. Thomas to thirty-eight thousand maniacs in Madison," he says. "But between my meal job [serving lunch and dinner at a private girls' dorm in exchange for meals] and classes and classmates, it didn't feel that big — it felt very comfortable and nurturing."

After earning his bachelor's in psychology, Hartman says he naively applied only to the UW for his medical training. "It was stupid — I didn't know how competitive things were. But I wanted to go to UW medical school anyway, because it was a great med school, and for in-state students, a really good deal."

Hartman says he's particularly grateful for encountering a medical pioneer at the UW, Helen Dickie, a pulmonologist and professor who mentored thousands of Wisconsin students from 1955 until her death in 1988. "She was probably the toughest professor I had," he says. Dickie had amassed a library of hundreds of x-rays she used during her teaching rounds: "She would throw up x-ray after x-ray, and you would fumble though reading them and making a diagnosis. She really put her medical students on the hot seat, but I think I learned the most from those sessions."

After graduation, Hartman did his internship and general surgical residency at Highland General Hospital in Oakland, California, rotating to most of the hospitals in the San Francisco Bay Area. He found his specialty during a surgical rotation at Children's Hospital in Oakland in the mid-1970s.

"I became enamored with pediatric surgery because of the spectrum of conditions, the delicacy of surgery, and just dealing with kids," Hartman says.

Hartman earned an MBA from George Washington University while working at Children's National Medical

Angelina, Ginady, Vincent, Angelica, and Fidel Sabuco are thrilled with the twins' newfound freedom to run, play, and participate in normal childhood activities.

Center in Washington, D.C., and is known for his businesslike preparation before complex procedures.

"Gary is one of the world's experts in pediatric surgery," says his colleague Thomas Krummel, surgeon-in-chief at Packard Children's Hospital. "He has brought real twenty-first-century planning to what are incredibly complicated operations, some involving fifty to one hundred people."

Only two dozen or so medical personnel can be admitted to an operating room at any one time, so if a surgery takes more than twelve hours, a second shift of staffers is required. Planning and executing these risky procedures also calls for help from numerous administrative and support staff.

With so many bodies jockeying for position during a surgery, preparation is key, Hartman says, so the team plots the position of every staffer and instrument beforehand on a detailed diagram. "Then we do live mock-ups where we go into the operating room in the evening, bring in all the instruments, and turn them on," he says.

> "Children don't cause their illnesses — they're victims of it. They're so honest. When they're upset, it's clear, but they're very forgiving. They're a nice population to work with."

Hartman performed his first conjoined twin separation in 1982 during a fellowship at the University of Oklahoma. He was the lead surgeon on his fourth twin-separation surgery at Children's National Medical Center in 2004 when Hartman and his team encountered a nasty surprise during a rehearsal: when all the surgical instruments were plugged in, the power failed. "We had to drop additional power into the room," he says.

In 2007, when Hartman performed his first separation at the Stanford children's hospital — and fifth overall — the hospital upgraded an existing operating room. By the time the Sabucos were operated on, the hospital had a room specially built to accommodate the surgery and its legions of instruments and personnel.

The late-in-life adoptive father of a thirteen-year-old girl — "It's a challenge," he says happily about raising a teenager with his wife, Susan — doesn't stop seeing his young patients after they've left surgery. "That's the best part," he says about monitoring the progress of the Sabuco girls as they receive therapy at the hospital to help them adjust to life as separate individuals. "Last time I saw them, they were running up and down the hall, one going one way and one the other way. They look like normal girls — very sweet, loving, and attentive of each other and their family."

Although the twins' surgical wounds have healed, Hartman will continue to see Angelina and Angelica for years to come as he follows the growth of their chests and breastbones.

The rewards of his chosen specialty literally last a lifetime, Hartman says. "If an adult surgeon does something fantastic with a 50- or 60-year-old, the patient may live another twenty or 30 years.

"If we get things right with a baby, that child will get 70 or 80 years of use out of what we've done." ■

Melissa Payton is a freelance writer and editor in Portland, Oregon.

For many, the return of the swimming pier on Lake Mendota is a rite of summer. But this year, it's a short season: it will be removed in mid-August for improvement projects.

Memorial Union's Swimming Pier

When spring exits the stage after what is typically the briefest of appearances in Madison, students embrace summer with flip-flops and bare arms — often glistening with suntan lotion — and head toward Lake Mendota.

If the Memorial Union Terrace is UW–Madison's patio, the lake's T-shaped swimming pier, with its white benches and tall, red lifeguard chairs, is its beach. The pier, which is often in place by the first week of June, is a fond campus memory for Gene Wright MD'79.

"I would wait (usually along with several others) for the last section to be set in place and then be among the first to jump in the lake (usually fully clothed!)," Wright wrote to *On Wisconsin*. "That was fun. Do the kids still do that?"

The team of carpenters that installs the pier — a process that takes three to four days — has not witnessed anyone doing cannonballs in recent memory. This year, the pier's summer will be cut short when it is removed in mid-August to make way for a number of improvements along the lake's shoreline. The work will include reconstruction of the stone steps that lead into the lake and removal of the old concrete pier near the Red Gym, to improve water quality in the area.

More than 20,000 people visit the pier each year, and on a warm day, it can be hard to carve out a piece of real estate. Young men and women sit shoulder to shoulder in some spots, legs dangling toward the water. Others lounge on towels, heating up in the sun and then jumping into the lake to cool off. They repeat the cycle over the course of a lazy afternoon. The sound of a splash, followed by gales of laughter, interrupts the stillness.

The pier normally stays in place until about Labor Day, when it's removed before the water gets too cold, starting the countdown for sunbathers until it returns. This time around, the countdown will be a little longer.

Jenny Price '96

JEFF MILLER

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.

Badger connections

BRYCE RICHTER

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Dog Days

Attendees at the 2011 Wisconsin State Fair had a meet-and-greet with Braveheart the dog (who would, no doubt, have preferred a meat-and-greet). Rescued from a Dumpster, Braveheart was taken to the UW's School of Veterinary Medicine and nursed back to health from near death. He led a parade as part of UW-Madison Day at the State Fair, now an annual tradition in which the university offers science exhibitions, health and wellness information, games, and a pep rally. This year's UW-Madison day is scheduled for August 8.

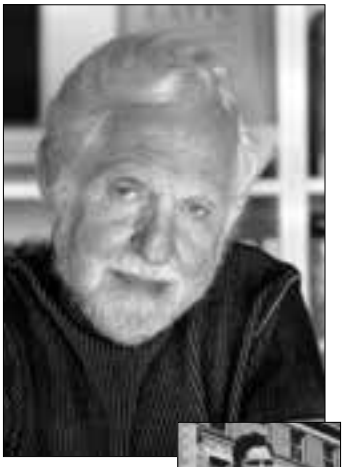
WAA Honors 2012 Distinguished Alumni

Meet five Badgers every alum should know.

The Wisconsin Alumni Association has been honoring distinguished alumni for seventy-six years, but the accomplishments of this year's group are truly amazing. Inventing the birth-control pill, one of the most far-reaching medical phenomena of the last century? Helping to launch the cable TV industry? Leading the National Science Foundation? Reshaping national insurance law? And becoming one of today's most prominent jazz musicians?

As campus prepares to celebrate the Year of Innovation starting this August, these graduates personify the heart and soul of invention, creativity, and paving new ground. They will each return to Madison at different times to engage with campus and accept their awards. For more extensive biographies, see uwalumni.com/daa.

Carl Djerassi PhD'45



Carl Djerassi is not only the co-inventor of the birth control pill — he's also a playwright and author of at least twenty books and plays.

He fled Europe as a teen to escape Nazi repression, and when he was twenty, he began graduate studies in chemistry in Madison. Later, he joined Syntex in Mexico City, where his research with Luis Miramontes and George Rosenkranz led to the development of the first successful oral contraceptive in the early 1950s.

Djerassi started teaching at Stanford University in 1960. In 1977, he met (and later married) Stanford literature professor, biographer, and poet Diane Middlebrook. Djerassi began to write poetry, and his growing interest in fiction led him to publish his first novel, *Cantor's Dilemma*, in 1991 at age sixty-seven. He called his new art form "science in fiction," and his goal was to "smuggle science to the public under the cloak of fiction. ... By using the cloak of fiction, I can illustrate and discuss ethical dilemmas that are frequently not raised," he says.

When his daughter, Pamela, an artist, committed suicide in 1978, Djerassi and Middlebrook converted their ranch west of Stanford into the Djerassi Resident Artists Program in her memory. The program serves ninety artists each year in the areas of creative writing, visual arts, music, and choreography. More than two thousand artists from all over the world have already passed through the program.

At UW–Madison, he established two fellowships in creative writing in 1997 and the Carl Djerassi Fellowship in playwriting in 2007. In 2011, as a marquee guest for UW–Madison's Year of the Arts, he read from two of his latest works and met with both arts and science students.

Among numerous awards, Djerassi has received twenty-seven honorary doctorates, the National Medal of Science, the Perkin Medal, the National Medal of Technology, the first Wolf Prize in Chemistry, and the Priestley Medal, which is the American Chemical Society's highest honor. He is a member of the U.S. National Academy of Sciences, the American Academy of Arts and Sciences, the Royal Society (London), and numerous other academies. An Austrian postage stamp was issued to honor him in 2005.

Kay Koplovitz '67

Cable TV visionary Kay Koplovitz is the founder of the USA Network and the first female network president in television history.

After stints in broadcast TV in the 1970s, she and her husband, Bill, moved to cable system franchising. She chose to switch to programming, since there were few original cable shows.

In 1975, she promoted the cable broadcast of the world Heavyweight Boxing Championship, pitting Muhammad Ali against Joe Frazier in the Philippines. The live event was broadcast to a stunned international audience by sending the signal 90,000 miles up to a satellite and back down to cable systems.

Two years later, Koplovitz and mentor Bob Rosencrans started the Madison Square Garden Sports Network, which became USA Network in 1980. As chair and CEO, Koplovitz led the network to a long-time number-one spot for cable viewership during primetime — a position it holds to this day. She launched the Sci-Fi Channel in 1992 and started USA Network International in 1994. The company was sold for $4.5 billion in 1998 to Barry Diller, former chief of Fox, Inc.

After then-President Bill Clinton appointed her as chair of the National Women's Business Council, she decided to co-found Springboard Enterprises, a nonprofit that champions venture capital investments for women-led companies. Since January 2000, it has provided training for some five hundred companies that

have raised more than $5.5 billion in equity financing.

The author of *Bold Women, Big Ideas,* Koplovitz speaks frequently and manages her newest endeavor, Koplovitz & Company, a media-advisory and investment firm.

She is chair of the board of Fifth & Pacific (formerly Liz Claiborne, Inc.) and also served on the boards of Oracle, Nabisco, Instinet, and Gen Re. She is a member of the board of visitors for the UW–Madison College of Letters & Science.

"She is one of a kind," says Amy Millman, president of Springboard Enterprises. Life for Koplovitz is "a constant search for what's happening, what's new, how does she get involved, and how can she add value."

For Koplovitz, it comes down to this: "I think if you're not moving forward, you're moving backward. There's no standing still in this world."

Cora Marrett MA'65, PhD'68

The twelfth child of parents who barely finished the sixth grade in tiny Kenbridge, Virginia, Cora Marrett earned her PhD in sociology and rose to leadership at the National Science Foundation (NSF).

She serves as deputy director of the 1,700-employee agency, which awards about $7 billion annually, or 20 percent of all federally supported basic research in nonmedical fields of science, engineering, mathematics, computer science, and the social sciences. She is known for her humility, wisdom, wit and patience; for raising the profile of the social sciences within the agency; and for building bridges both within and beyond the NSF.

"The National Science Foundation is proud to participate in the fostering of discoveries and innovations of which the public dreams," she says.

Along the way, Marrett was a faculty member at UW–Madison from 1974 to 1997, with appointments in sociology and Afro-American Studies. In 1997, she became senior vice chancellor for academic affairs and provost at the University of Massachusetts-Amherst. Four years later, the University of Wisconsin System tapped her to serve as senior vice president for academic affairs, and in 2007, the NSF hired her for a second time, and she rose to deputy director in 2011.

It all started in the Kenbridge library, where Marrett's mother took her and her sister to learn to read. Her parents had a love of learning, she says, which surprises her now, because so many of their peers were illiterate.

In an award from the American Sociological Association in 2008, Marrett was cited for her work in "ensuring diversity." She is credited with bringing scholars and teachers of color to the field of sociology and nurturing them so they thrive.

Marrett is a member of the board of visitors for the UW–Madison College of Letters & Science. She and her husband, Louis, established the Marrett Faculty Fellowship in Sociology, and provided a named fund to support the Chancellor's Scholarship program.

William Shernoff JD'62

It's not often than an attorney has a hand in establishing a new branch of law, but William Shernoff did just that when he won the landmark 1974 case *Egan v. Mutual of Omaha*. The case resulted in what is known as bad-faith insurance law. Now in force in more than thirty states, these acts allow consumers to sue insurance companies that take advantage of policyholders.

The senior partner in Shernoff Bidart Echeverria Bentley in California, Shernoff found his UW Law School experience transformative. "I wanted to help the underdog," he says. "[UW–Madison] gave me an exposure to the academic world that I never had before."

After graduating, he joined the army as a first lieutenant lawyer and defended soldiers in court martials. The public speaking required to educate his fellow soldiers changed him from a quiet loner into an articulate litigator. In 1975, he started his own firm, focusing on bad-faith insurance claims.

Shernoff says he's "more into crusades than cases." He helped the American Samoa government win a $100 million jury award for damages after a devastating hurricane. He secured a $5 billion settlement for families worldwide who had relatives die in concentration camps, yet had no proof of death to claim life-insurance proceeds.

He also wrote a textbook and three consumer books that help everyday people take steps to get their claims paid.

In the 1990s, Shernoff helped fund the UW Law School's Consumer Law Projects (now the Consumer Law Clinic), which trains students to work on behalf of consumers in conflict with large, powerful institutions. He supported the law school building fund, and, along with consumer advocate Ralph Nader, Shernoff co-founded the National Insurance Consumer Organization (NICO).

He also acted as a resource to filmmaker Michael Moore for the documentary *Sicko,* and his work with Holocaust survivors is the subject of the documentary *On Moral Ground*. Screen Gems recently bought the rights and has plans to make a dramatic film.

Ben Sidran ’67

Ben Sidran’s music career began when he played with Steve Miller x’67 and Boz Scaggs x’67 in a band called The Ardells during their UW undergraduate days. When Sidran wrote the lyrics for Steve Miller’s hit song “Space Cowboy,” he used the proceeds to pay for his PhD in American Studies at the University of Sussex in England.

Sidran went on to produce the music of pop and jazz artists, create jazz programs for radio and television, and record and perform his own music.

Sidran hosted National Public Radio’s landmark series *Jazz Alive,* which won a Peabody Award, and his thirty solo albums include the Grammy-nominated *Concert for Garcia Lorca*. As a producer, he worked with noted artists including Van Morrison, Diana Ross, and Mose Allison. His soundtrack for the film *Hoop Dreams* gained acclaim, and his score for the documentary *Vietnam: Long Time Coming* won both an Aspen Film Festival award and an Emmy. He wrote two books about jazz, *Black Talk* and *Talking Jazz*, and a memoir, *A Life in the Music*. He recently fulfilled a lifelong goal to record an album of Bob Dylan songs, *Dylan Different*.

Missing the Midwest lifestyle, he and his wife, Judy ’69, moved from the West Coast to Madison in 1972. Their son, Leo ’99, has become a national music phenom in his own right.

Sidran has advised the UW Center for Jewish Studies and this spring he visited with alumni and promoted his latest book, *There was a Fire: Jews, Music and the American Dream*, during a tour of five U.S. cities with WAA and the College of Letters & Science.

Jazz holds important insights for Sidran. “If you spend ten years blowing through a copper tube, that copper tube will not be changed. But you will have changed,” he says. “When you work on an instrument, you are really working on yourself.”

Ellen Foley

Founders’ Days International

We heard from alumni of the WAA-France chapter about an item in the Spring 2012 Alumni Association News about Founders’ Day: Chapter members pointed out that Founders’ Days are celebrated around the world (not just in the United States), and added that “our chapter has worked continually and pragmatically to spread the Ouisconsin Idea through events and scholarship support between the university and France for nearly ten years.”

For their enthusiasm, we say merci beaucoup!

ANDY MANIS

WAA sponsors the annual Distinguished Teaching Awards reception because the association believes it is important to celebrate good teaching. Attending the reception were Chancellor David Ward, second from left in front row, and Kathy Cramer Walsh, far right, political science. This year’s winners were, from left, Parry Karp, music; Roseanne Clark, psychiatry; Nicholas Balster, soil science and forest and wildlife ecology; Jake Vander Zanden, zoology; Lee Palmer Wandel, history, religious studies, and visual culture; Cameron Macdonald, sociology; Jeffrey Beneker, classics; Robert Fillingame, biomolecular chemistry; and John Zumbrunnen, political science. Not pictured is Gary Shiu, physics. To learn more about the honorees, see www.news.wisc.edu/20430.

Have Some News? Show It Off!

Please email the (brief, please) details of your latest accomplishments, major life happenings, and transitions to papfelbach@waastaff.com; mail them to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771. We receive many more submissions than we can include in print, but we love to hear from you anyway.

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

Most obituary listings of Wisconsin Alumni Association 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

The work of artist **Sylvia Fein (Scheuber) '42** of Martinez, California, was part of the first international survey of women surrealist artists in Mexico and the U.S., which the Los Angeles County Museum of Art hosted this spring. The exhibit will travel to Québec this summer and Mexico City in the fall.

Living between Parentheses: An American Girl in Post-War Germany (Lulu) is the memoir of **Helga Voigt Epstein '48,** who, as a journalist in the 1950s, explored "the enigma of the German personality" while working with the U.S. Army's Special Services unit.

The New York Academy of Science has bestowed its 2011 Heinz R. Pagels Human Rights Scientists Award on co-recipient **Jack Minker MS'50** of Bethesda, Maryland. An internationally recognized leader in the field of human rights for computer scientists, he's a professor emeritus and the founding chair of the University of Maryland's computer science department.

Arlen Runzler Westbrook '50, MS'52 recalls a pioneering event in *Integrating Delmar 1957: The Story of a Friendship* (self-published). The book grew out of the diaries of Westbrook, who rented her house in 1957 to the first black family in an all-white suburb of Albany, New York; and co-author Margaret Cunningham, whose family shared the house for several months with Westbrook. They bonded through the ensuing storm of racism and social ostracism. Westbrook lives in Delmar.

There's a great photo of **Ernest ZumBrunnen MBA'54** babysitting **Roger "Buzz" Borst ag short course '52, '56, MS'58** on the cover of ZumBrunnen's memoir, *The Kid Was a Hustler* (iUniverse). It's the tale of his childhood efforts to "wheedle hard-earned money away from adults" to buy bubble gum and marbles, and the values that he learned in the process. ZumBrunnen lives in Portland, Oregon; Borst passed away in 1997.

A plaque now hangs in the Detroit VA Medical Center to pay tribute to **Sheldon "Shelly" Kapen '55,** who founded the first sleep lab in the VA health care system there in 1985. Kapen retired last year as chief of neurological sciences. He and his spouse enjoy attending Madison's Greenfield Summer Institute, sponsored by the UW's Center for Jewish Studies through the gifts of Roslyn Greenfield and the late **Larry Greenfield '56.**

> ***"I'm passionate about our commonality as human beings, for I believe we are more alike than different." — Janet Hart Heinicke MA'56***

A page in the Winter 2011 issue of *Simpson*, the alumni publication of Simpson College in Indianola, Iowa, was devoted to **Janet Hart Heinicke MA'56.** The emerita chair and professor of art now travels globally to work for causes that foster understanding of international issues. "I'm passionate about our commonality as human beings," Heinicke says, "for I believe we are more alike than different."

Rajat Chakrabarti PhD'58 sent a most impressive summary of his career. He's a retired professor and chair of the mechanical engineering department at Calcutta, India's Jadavpur University, where he helped to create radical, positive change in its systems. He's also served as a member of the Indian Parliament and as a director of the State Bank of India.

UW emeritus professor of horticulture **Louis Berninger PhD'59** is the 2012 inductee into the Wisconsin Green Industry Federation's Hall of Fame. An educator for thirty years, as well as a UW-Extension floricultural specialist, he developed the *Garden Almanac* weekly TV series that was broadcast in the Midwest starting in 1964. Berninger now leads WAA's Sarasota/Manatee [Florida] alumni chapter as its president.

Madison is home to the World Dairy Expo, which hosts more than sixty-five thousand visitors from ninety countries annually. Among its 2011 Friends of Expo — its most outstanding volunteers — were **Betty (Elizabeth) Haag '59** of Milton, Jefferson County's long-time home economist; **Maureen DeBruin '77** of Jefferson, a Holstein USA classifier for twenty-six years; Badger Press staffer **Julie Soukup Ehrke '87** of Deerfield; and **Brenda Lee Turner '97,** who works for Semex and lives in Belwood, Ontario.

60s

It doesn't take a rocket scientist to catch a fish, but fisherman **Harvey Malchow '61** of Bedford, Massachusetts, is, in fact, a retired rocket scientist who spent most of his career at MIT, working with NASA. His whimsical memoir, *Once, When I Was Fishin'* (Lost Lake Publishing), is "a Zeitgeist of the 1950s and a Platzgeist of north-central Wisconsin."

A Concordia University 2011 Distinguished Alumnus Award

has gone to **Luther Otto MS'63, PhD'73.** Retired from North Carolina State University-Raleigh as the Reynolds Distinguished Professor of Sociology, he now lives in Hot Springs, Arkansas.

Being named a Distinguished Artist by the Union League Club of Chicago is just the latest in a long series of accolades for **Phyllis Halperin Bramson MA'64,** a painter, printmaker, and University of Illinois-Chicago professor emerita of studio arts.

Writes facial plastic surgeon **Robert Kotler x'64,** "For Class Notes, you are soliciting 'acts of bravery'? Okay, I have one for you." In what he sees as an against-the-odds scenario, he's founded Reltok Nasal Products, whose Kotler Nasal Airway allows patients to breathe clearly following nasal or sinus surgery. Kotler, of Beverly Hills, California, is also a UCLA clinical instructor.

If you'll be in New York City between June 1 and July 11, **Georgia Pugh MFA'66** of Hatfield, Massachusetts, would be delighted if you'd stop by the Durst Gallery in the Wall Street Journal Building on Sixth Avenue to view the solo exhibition of her *Seawall Series* paintings.

David Rudd '66 started out in chemical engineering, transitioned into marketing, and is now a professor of business administration and the inaugural Eugene C. Fish Distinguished Chair of Business at Lebanon Valley College in Annville, Pennsylvania.

Before he could read words, **Bobby Baker '67** learned how to read music from his brother Eddie Baker — a renowned pianist and composer. Bobby studied clarinet and flute; performed in what he believes was the first jazz fusion band, Madison's Imitations; and played professional alto sax gigs in L.A. and Paris. Now a physician in Long Grove, Illinois, he juggles medicine and melody by sitting in with Chicago-area musicians.

Larry Barish '67 has produced the *Blue Book* — the "Bible of Wisconsin government" — since the 1987–88 edition. But, upon retiring last year after forty-one years with the Legislative Reference Bureau, the 2011–12 issue was his last. Barish's final, 971-page oeuvre was delayed due to senate recall elections and includes photos of the spring 2011 protests at the capitol and a feature article titled "Progressivism Triumphant: The 1911 Wisconsin Legislature."

ETA/Cuisenaire said farewell to **Dennis Goldman '68** in December when he retired as its CEO after forty years with the company, but he'll continue his affiliation as a senior consultant. The Vernon Hills, Illinois, firm is a pioneer in creating hands-on educational products, and Goldman holds a patent on the Reading Rods teaching method.

They Call Me Mzee: One Man's Safari into Brightest Africa (CreateSpace) by **Lee Mulder '68** of Glen Ellyn, Illinois, chronicles his fifteen trips to Uganda as a founding board member of Juna Amagara Ministries, an organization that helps AIDS orphans. (One dollar from each book sold goes to the group.) "If properly trained," Mulder says, "these [Ugandan] kids will change the future of Africa."

The story behind the headline "Middle School Embracing Astronaut Museum" is this: administrators in the tiny town of Cass City, Michigan, are turning a middle-school room into the Shaw Space and Technology Center to honor Cass City's most famous high school graduate, astronaut **Brewster Shaw, Jr. '68, MS'69** of Houston. He joined NASA in 1978, served as a pilot on STS-9 *Columbia* and subsequent missions, and entered the U.S. Astronaut Hall of Fame in 2006.

Fellowship is the highest level of individual recognition given by the American Ornithologists' Union, and **Douglas Johnson MS'69** now has it. He's a scientist at the U.S. Geological Survey's Northern Prairie Wildlife Research Center in St. Paul, Minnesota, as well as an affiliate senior member of the University of Minnesota graduate faculty. He heads the longest study of its kind on the influence of fire on breeding grassland birds in the northern mixed-grass prairie.

70s

Has someone ever become famous for eating spaghetti? Well, it happened to **Bob Balow '70** of Somers, Wisconsin. Thirty years ago, he invented the Original Pasta Fork, whose twisted shaft allows the user to easily wind spaghetti onto its tines. When sales eventually dropped off, Balow posted a fork demonstration on YouTube that quickly garnered nearly one million hits, with an extra-large following in South Korea. (Go figure.) When he's not selling forks, Balow is the founder and owner of Accu-Temp Heat Treating.

Warm congratulations to **Timothy Musty MS'70** of Tucson. His forty-one years of service to children and families have earned him the Lifetime Achievement Award from the Arizona chapter of the National Association of Social Workers.

Rutgers University professor **Alan Robock '70** has joined the board of trustees of the University Corporation for Atmospheric Research, which runs the National Center for Atmospheric Research in Boulder, Colorado. He also "wore a tuxedo for the first time in his life" recently when he was elected a fellow of the American Geophysical Union. Robock says his most important endeavor is "showing the threats of nuclear war to climate" and working for "much more rapid nuclear disarmament to eliminate this threat."

The American Association for the Advancement of Science (AAAS) — the world's largest general scientific society — has welcomed **Mary Jane Merritt Shultz '70** of Natick, Massachusetts, as a new fellow. A professor of chemistry at Tufts University and the principal investigator of its Laboratory for Water and Surface Analysis, AAAS lauded her contributions to understanding aqueous surfaces and the interactions of high-powered laser light with those surfaces.

David Zucker '70 — the director of *Airplane!*, *The Naked Gun*, and many other comedy films — recently loosed his directing talent on a commercial promoting Wisconsin's winter activities. Zucker now lives in Venice, California — a place with darned poor sledding.

The seventh honorary fellow of the Hong Kong Securities Institute is **Laura Cha '72.** She also sits on the Hong Kong Special Administrative Region's executive council, is deputy chair of Hong Kong and Shanghai Banking Corporation Asia Pacific, and is a board director of Hong Kong Exchanges and Clearing.

The 2011 Ohio Professor of the Year — as chosen by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education — is **Jed (Edward) Burtt, Jr. MS'73, PhD'77.** An accomplished ornithologist and an Ohio Wesleyan University zoology professor since 1977, he says that "awakening a passion in a young person and helping each student fulfill a newly

formulated dream is the essence of teaching. There is no higher calling, no greater purpose in life."

Officially, **Michael Arny '74, '79, MS'82** is president of the Leonardo Academy, the Madison nonprofit that he founded in 1997 to promote sustainability. But unofficially, he's the "Father of LEED-EB" — Leadership in Energy and Environmental Design for Existing Buildings — because few people have been more instrumental in creating, implementing, and promoting this U.S. Green Building Council rating system to certify best practices.

As a Madison city planning and development director turned private consultant, **George Austin '74, MA'76, MS'76** has been at the forefront of some of the capital city's most iconic projects: Monona Terrace, the Overture Center, and the Wisconsin Institutes for Discovery, which has won *R&D* magazine's 2012 Laboratory of the Year international competition. He's also been working with philanthropist spouses Pleasant Rowland and **W. Jerome Frautschi '56** on a bid to redevelop the 100 block of State Street. What's more? Austin hasn't missed a Badger home football game in forty-two years.

Now here's news you don't read every day: filmmaker **James Bruner '74** is teaching advanced screenwriting in the MFA program at the Red Sea Institute of Cinematic Arts in Aqaba, Jordan. Affiliated with the University of Southern California's School of Cinematic Arts, the institute is the creation of Steven Spielberg and King Abdullah of Jordan.

Dan "Fig" Leaf '74 is the new director of the Honolulu-based Asia-Pacific Center for Security Studies, a Defense Department institute that addresses regional and global security issues. In 2008, he retired as a lieutenant general after thirty-three years in the U.S. Air Force and then served as Northrop Grumman Information Systems' VP of full-spectrum initiatives.

Hedy Buss Rossmeissl '74, MS'80 of Herndon, Virginia, shared a story of loss and hope. Her husband, avid bicyclist **Paul Rossmeissl '74, MS'77, PhD'80,** died in 2006 from injuries suffered in a biking accident. Through organ donations, his liver and kidneys saved the lives of three people and furthered research. Hedy and others have since organized Paul's Ride for Life, an annual bicycle event that honors his memory and raises funds to promote organ donation. And, the Washington [D.C.] Regional Transplant Community created a floragraph of his image to represent the group on the Donate Life float in the 2012 Tournament of Roses Parade.

"Awakening a passion in a young person and helping each student fulfill a newly formulated dream is the essence of teaching."
— Jed (Edward) Burtt, Jr. MS'73, PhD'77

What do Lady Gaga and **Robert Aldridge '76** have in common? Both were 2011 Grammy Award nominees — and Aldridge won! The Montclair [New Jersey] State University music professor took the prize for Best Contemporary Classical Composition for his opera *Elmer Gantry*, and the *Aldridge: Elmer Gantry* CD won as the Best Engineered Album, Classical.

Ginger (Virginia) Grass McDonald '76 of Dayton, Ohio, shared the new CD-ROM that she's co-authored, *Self-Care with Flair!* (Therapro). Intended for therapists, teachers, and parents of children with disabilities and especially autism, it's a "practical guide for teaching self-care skills through pictures and rhymes" that McDonald presented at the American Occupational Therapy Association conference in April.

Terry Swartzberg '76 wrote for the *International Herald Tribune* for twenty-five years and now runs a media consultancy in Munich. He also notes that his "anti-war burlesque," *Tzaddhik*, is garnering much attention "because of its subject — humanity's never-ending ability to delude itself into war — and its venues — the august funeral chapels of Germany's municipal cemeteries." Swartzberg also heads the Munich chapter of the Stolpersteine, the world's largest project of art and commemoration of the Holocaust.

Robert Browning MA'77, MA'78, PhD'81 has served as the founding director of the C-SPAN Archives since 1987, and he received a 2010 Peabody Award for creating the C-SPAN Video Library. Browning is also an associate professor of political science and communication at Purdue University in West Lafayette, Indiana.

Among the new appointees to the UW System's eighteen-member board of regents is **Tim Higgins '77.** The owner and principal of ChiRho Services, a health care management company in Appleton, Wisconsin, he's also served two terms on the Wisconsin Alumni Association's national board.

Best wishes to **Christopher Helser '78** as he vacates his construction-safety manager post at NASA's Wallops Flight Facility to become the explosive-safety manager at the army's Redstone Test Center in Huntsville, Alabama. To channel *Hill Street Blues*, "Let's be careful out there."

You'll find many UW grads listed in the 2012 edition of *Best Lawyers in America*, and among them is **William Horn '78, JD'81** of Mika Meyers Beckett & Jones in Grand Rapids, Michigan. Those included are selected through a nationally conducted, peer-review survey.

This may be a first: a Badger cherry magnate. **Thomas Klevay '78** is the new CEO of the Diana Fruit Company in Santa Clara, California, a ninety-year-old firm that sells maraschino and fruit-cocktail cherries internationally. His wife, **Anne Draper Klevay '79,** is a clinical nurse specialist at Stanford University Hospital, and number-two son **Nick x'13** is studying here at the UW.

After twenty-one years, **Alan Stavitsky '78** has left the University of Oregon to join the University of Nevada-Reno as the new dean of its Reynolds School of Journalism and Advanced Media Studies, which has just completed an $8 million renovation project. At Oregon, Stavitsky was a senior associate dean and the founding director of the Turnbull Portland Center.

The president-elect of the Ecological Society of America is **Jill Baron MS'79,** a U.S. Geological Survey research ecologist in Fort Collins, Colorado, who's led national efforts to adapt to the consequences of nitrogen deposition and climate change on mountain ecosystems. She's also the founder and co-director of the Powell Center for Earth System Science Analysis and Synthesis.

Peter Blum '79 and **David Rosenberg '95** are at the helm of the New York City-based investment banking and brokerage firm Ladenburg

Thalmann & Company as its new co-presidents and co-CEOs. Blum was most recently the firm's head of capital markets and has served as president of Bear Ridge Capital. Rosenberg was previously Ladenburg Thalmann's co-chief operating officer and is the co-founder and former CEO of BroadWall Capital.

Kashmira Trivedi Sheth MS'79 has earned many awards for her picture books, middle-grade novels, and young-adult fiction, all of which have been best-of-the-year picks by the UW's Cooperative Children's Book Center. Sheth has now joined the faculty of the Solstice MFA in Creative Writing Program at Pine Manor College in Chestnut Hill, Massachusetts.

80s

Marylynn Villinski Yates '80 is new to the deanship of the College of Natural and Agricultural Sciences at the University of California-Riverside, but she's hardly a newcomer to the institution, where she's held numerous academic and administrative posts since 1987.

Sergio Fajardo Valderrama MA'81, PhD'84 has won the hearts of voters in the department of Antioquia, Colombia, to become its new governor. He's promised the same kind of innovative urban planning and education reforms — as well as security and transparency — that he established in Antioquia's capital city of Medellín when he became its mayor in 2003.

We salute **William Chapman '82:** he's *Institutional Investor* magazine's 2012 Investor Relations Professional of the Year in the Capital Goods Industry. The senior director of investor relations for W.W. Grainger in Lake Forest, Illinois, also serves on the advisory board of the National Investor Relations Institute, as a director for WAA's Chicago chapter, and as a former director of WAA's board.

Way to go, UW School of Social Work! *Madison Magazine* honored three of its grads in the November article "People of the Year: 35 Madisonians Who Made 2011 Better." They were **Crystel Anders MS'83,** executive director of Community Shares of Wisconsin; **Brenda Johnson Nelson MS'89,** the recently retired executive director of the Safe Harbor Child Advocacy Center; and **Hooyung Young MSW'08,** director of community impact for the United Way of Dane County.

"Wisconsin is just the whole package!" — Ashwini Simha MS'11

Madisonian **Ellen Barnard '83, MS'84** is a social worker turned entrepreneur: she and **Myrtle Wilhite MS'95** own A Woman's Touch, one of the few boutiques in the nation to focus on sex, sensuality, and sexual health from a woman's perspective. Now Barnard is helping other entrepreneurs by leading the effort to construct Madison's Food Enterprise & Economic Development Kitchens, an incubator for food-based businesses.

For the past dozen years, attorney **Leslie Hairston '83** has worked to improve the heritage-rich area where she was raised (and where the Obamas held their wedding reception) as the Fifth Ward alderperson on Chicago's City Council. Interesting family bit: Hairston's father was the first African-American to own and operate a McDonald's restaurant.

(Corey) Nicholas '83 and **Ann King '84 Savage** met and fell in love in Madison. Since then, Ann has become president of BG, Incorporated, an advertising firm in West Palm Beach, Florida; and Nick has founded and become executive director of Special Forces Unlimited, as well as CEO and performance architect for Mercury Speed Unlimited. Through these firms, the Savages, of Leesburg, Virginia, help student-athletes to complete the transition to "life beyond sports."

It's always nice to see a name from the past, which came to this reporter as **Grant VanderVelden '83, EMBA'97** — we spent lots of time in the yearbook and *Daily Cardinal* offices. He's shifted directions since then, however: VanderVelden received his master of divinity degree in 2010 and is now pastor of First Presbyterian Church in Waukon, Iowa.

The only national award that a college presents to an individual for exceptional teaching (and which carries the single largest monetary prize of $250,000) is the Robert Foster Cherry Award for Great Teaching, bestowed biennially by Baylor University. The 2012 honor belongs to **Brian Coppola PhD'84,** the University of Michigan's Thurnau Professor of Chemistry. He'll be in residence at Baylor in Waco, Texas, during the spring 2013 semester.

At First Solar in Irvine, California, VP for project development **Brian Kunz '85** is leading the company's Silver State North Project in Nevada: its effort to devise the first large-scale photovoltaic solar project on public land to contribute power to the grid. Thanks to First Solar's **Kenzie Riesselman '03** for letting us know.

We at Class Notes HQ have never received a photo of dolphins swimming past an office window, but that's because we've never heard from **Keith Turner '86** before. The dolphins are part of his work in coastal Pacific Palisades, California, where he runs his own law firm and specializes in view-rights issues. Turner credits time spent on the Union Terrace and sailing Hoofers' boats for instilling his "deep appreciation of a great water view."

Twenty years ago, **Ann Davidson Braue '86** went from teaching schoolchildren to teaching dogs, and opened Ann Braue's Canine Training Center in Eau Claire, Wisconsin. Now a specialist in agility training, she travels internationally to offer instruction and to compete with her own border collies on the American Kennel Club's World Team, which earned the silver medal in Norway in 2007.

We had no idea that there was popcorn royalty among us, yet it's true: **Tim Virnoche '86** — also known as the "prince of popcorn" — says that "the lessons that Mom and Dad **(Richard Virnoche '58)** used to pound into my brother and me while growing up in the family business are still paying dividends." Tim and li'l bro **Tom Virnoche '88** own and operate Madison's Badger Popcorn & Concession Supply Company.

Wayne Newhauser '87, MS'91, PhD'95 writes with "some news of an old Badger" (though some would dispute the *old* part). In August, he moved to Baton Rouge, Louisiana, to become a tenured professor with an endowed chair at Louisiana State University, direct its medical physics program, and serve as chief of physics at the Mary Bird Perkins Cancer Center.

Way to fly, **Jill Droster Eshbaugh '88!** Following the merger of United and Continental Airlines, she was promoted to operations managing director for

Tom Hall ’86: Video Game Innovator

DAVID NAJJAB

Tom Hall uses humor to enhance virtual life and overcome adversity in real life.

Two days bear special significance for video-game designer **Tom Hall ’86.** On June 9, 1980, his parents brought home an Apple computer. “I lived on that thing,” he recalls. The second milestone occurred three decades later, on April 13, 2010. “Totally out of the blue,” Hall says, “I had a stroke.”

At the age of forty-seven, after forging a reputation as one of the gaming world’s most daring innovators, Hall suffered a lower-left pontine stroke that affected muscles on his right side. During his recovery, he developed a new perspective on life. “I suddenly wanted to do things now, instead of later,” he says. “I love photography, so I got the camera I’d dreamed of. I got a nice Herman Miller chair. I’m eating better and simplifying my life.”

Growing up, Hall thrived on complications when it came to computer programming, creating his own games and vowing to major in computer science once he got to college. At UW-Madison, while working toward his bachelor’s degree in systems programming, he began thinking about a career in game design after he created education software for learning-disabled kids.

“I’d gotten positive response from folks about the text adventures and games that I wrote,” Hall says, “but helping a teacher improve his teaching tools with little games and simulations really gave me that need to do games.” (See a related story, page 13.)

Shortly after graduation, Hall began working at a software company where he met John Romero, John Carmack, and Adrian Carmack. In their spare time, the four geeks created the video game Commander Keen. It caught on. “We realized we could actually do this for a living,” he says, and the quartet formed its own company, id Software. “We worked crazy hard — seven days a week, sixteen hours a day,” says Hall. “I felt guilty eating breakfast. I had to get in to work and make the game.”

Over the ensuing years, Hall developed games including Wolfenstein 3D, Spear of Destiny, Rise of the Triad, the award-winning Anachronox, and the immensely popular DOOM.

Now living in Half Moon Bay, California, Hall has relied on the playful spirit that informs his game design after he was blindsided by the stroke. “Once I knew I wasn’t going to die,” he explains, “it was kind of fun to relearn stuff: ‘Oh, that’s how you use a spoon.’ It was also fun tweeting dumb jokes and updates from the hospital. My folks … taught me to find humor in life, so that’s how I dealt with it.”

Phasing out the intensive production demands that have marked most of his previous projects, and now working for the Loot Drop game company, Hall says he’s embraced a new direction. “I’m kind of done for now with games that take three or four years to develop. Facebook, smartphones, and eventually Google — that’s the current frontier. I like the fast turnaround. Maybe that has to do with the stroke lesson: ‘Do things now.’ ”

Hugh Hart

Europe, the Middle East, Africa, Russia, and India — no small area. Eshbaugh, of Dundee, Illinois, has also joined with co-workers to help build a school in Cambodia, where she and her spouse sponsor two children.

Doing sign-language interpretation for famous people might be feeling a little old hat for **Susan Jordan Faltinson ’88, MS’90:** she interpreted an address given by President Obama in Denver this fall, as well as his speech to accept the presidential nomination at the 2008 Democratic National Convention, also held in Denver. “It’s just an amazing opportunity to sign for the president,” she says. The Front Range Community College instructor has also signed for Madeleine Albright, Hillary Clinton, and Sarah Ferguson, Duchess of York.

90s

It’s “nothin’ but Nets” for **Barry Baum ’92:** he’s the senior VP of communications for Barclays Center, the sports and entertainment arena in Brooklyn, New York, that will be home to the Brooklyn Nets (formerly the New Jersey Nets) professional basketball team when the center opens in September.

Congratulations to **Laura Bishop ’92!** She’s been promoted to vice president of government relations for the Richfield, Minnesota-based Best Buy and is president of the Consumer Electronics Retailers Coalition. She’s also worked in Switzerland for the U.S. Department of State, as well as in the White House, the U.S. Department of Education, and the U.S. Senate.

Four Badgers from the ’90s are moving in and moving up as attorneys: **James Conley ’92, JD’01** has joined the San Diego, California, office of Mintz Levin Cohn Ferris Glovsky and Popeo; **Sara Betzel Noel ’95** has been elected a shareholder in the Minneapolis office of Leonard, Street and Deinard; **Timothy Pfeifer ’96** is a new partner at the New York City office of Baker Hostetler; and **Michael Borree ’99** is a new partner as well, at the “trial practice boutique” of Donohue Brown Mathewson & Smyth in Chicago.

If you’re in the Chicago area, tune in to WGN-TV’s *Morning News* show, for which **Aline Wessel Cox ’96** is the recently promoted managing producer. She describes the program as the “highly rated newscast in Chicago that mixes news with some fun.”

It's hard to argue with *that* on a bleary-eyed morning.

Todd Hughes MA'97, PhD'01 is now occupying the chief technology officer's seat at Next Century Corporation, a technology company headquartered in Columbia, Maryland, that specializes in work for the defense and intelligence communities. He was most recently a program manager at the Defense Advanced Research Projects Agency.

Union College in Schenectady, New York, was founded in 1795 as the first planned campus in the U.S., and its new director of engineering — lo, these many years later — is **Andrew Rapoff PhD'97.** He's also an associate professor of mechanical engineering.

It was no surprise that **Richard Schwartz '97** made the *Hollywood Reporter*'s "Next Gen 2011" list of Tinseltown's fastest-rising stars. The senior VP of television at Olive Bridge Entertainment has studied comedy under Stephen Colbert at Second City, served as David Lynch's assistant on *Mulholland Drive*, produced web content for and toured with tennis star Anna Kournikova, and worked at Fox Sports, Warner Brothers TV, and Conan O'Brien's production company. Somewhere in there, Schwartz also won $18,000 on VH1's *Rock & Roll Jeopardy*.

U.S. Attorney General Eric Holder has awarded assistant U.S. attorney **Angela Walker Woolridge '99** the Attorney General's Award for Outstanding Contributions by a New Employee for her exceptional work as a Tucson-based federal prosecutor.

Emily Friedman '07: On the Campaign Trail

Taking a rare break from shadowing Mitt Romney as an *ABC News* reporter, **Emily Friedman '07** pondered her upcoming schedule one frosty afternoon from a Southfield, Michigan, hotel room: "Tonight he'll have an election-night event; tomorrow we get on a bus early in the morning and drive to Ohio, where Romney will do two events; then we fly on a charter to Fargo, North Dakota; then we fly to Idaho on Thursday; then to Seattle; and on Friday we fly back to Ohio. It's going to get crazy."

MICHAEL SEAMANS

Emily Friedman (center cameraperson) has a front-row seat to history as an ABC News digital reporter covering Republican presidential candidate Mitt Romney.

Operating as a one-person news unit, Friedman shoots video, contributes to a blog, interviews campaign advisers, and serves as ABC's constantly traveling expert on Romney. It's a perfect fit for the New York native. "I come from a total news-junkie background," she says. "I was raised in a household where the newspaper's on the table every morning; the evening news is on the TV every night."

At the UW, Friedman began writing for the *Badger Herald* student newspaper in her sophomore year before becoming deputy editor of its opinion page. Friedman recalls, "We'd write editorials about everything from how much a university had to report to a student's parents if they were arrested for a DUI, to how the school handed out tickets for football games. People really did pay attention, and that's why I enjoyed it so much."

The summer before her senior year, Friedman interned at ABCNews.com in New York. After graduating from the journalism school, she returned to the network, and within a couple of years became a field producer covering hurricanes and missing-child stories for *Good Morning America* and the *ABC Evening News*.

Since October, when she began tailing Romney full time, Friedman has been toting around a video camera, tripod, batteries, cables, and her laptop to document the Republican candidate's every move. "As much criticism as he gets for being awkward and stiff, Romney genuinely likes people and tries to connect with them," she says.

Friedman shoots all of Romney's speeches, but her duties as an "off-air campaign digital reporter" go far beyond sending video clips to ABC headquarters. "A lot of times, you press *Record* on the camera, and as Romney speaks, you're on your Blackberry taking notes on what he's saying. If you haven't tweeted that Mitt Romney told us his tax rate within thirty seconds of him saying it, you get emails, 'Did you see what so-and-so tweeted?' And you go, 'Yes, I was writing an email to tell you about it! I can't email and tweet and feed the post at the same time!' "

It's a grueling gig, but Friedman has no complaints. "I knew what I was signing up for. I miss my apartment, and I miss having dinner with friends, but at the same time, I have a front-row seat to history," she says. "That's pretty cool, too."

Hugh Hart

2000s

Here's where some of this decade's legal eagles have landed: **John Arranz '00, JD'03** has been named a non-equity partner at Swanson, Martin & Bell in Chicago; **Brendan Sweeney '01** is a new associate in Blank Rome's Boca Raton, Florida, ioffice; and **Jeffrey LaValle JD'04** and **Natalie Giugno Maciolek JD'04** have been elected to partnership at Quarles & Brady in Milwaukee.

Alan Fish MS'01, the UW's former associate vice chancellor for facilities planning and management, has become Johns Hopkins University's VP for real estate and

campus services. Fish oversaw the creation of a new campus master plan, and during his tenure since 1989, the UW completed, began building, or initiated the design of fifty-seven projects worth more than $2.3 billion.

JD Stier '04, the subject of the Fall 2011 *On Wisconsin* feature "Prison Breaks," has been to eastern Congo with actress Robin Wright. She's an activist with the Enough Project — an organization working to end genocide and crimes against humanity — whose *TIME* op-ed "Put an End to Blood Minerals" appeared in November. "The crisis [in Congo] is unparalleled," Stier says.

The Camarones Community Coalition is a nonprofit dedicated to promoting sustainable development and providing health and educational services to the rural community of Camarones, Ecuador — and it's the brainchild of **Emily Kalnicky (Price) '05.** She's currently raising funds to build a community center there.

A chapter of the National Society of Hispanic MBAs exists in Milwaukee thanks to the initiative of founders **Scott Astrada '06** and **Marc Adesso '01.** The society serves eight thousand members in the U.S. and Puerto Rico, and seeks to foster Hispanic leadership through graduate management education and professional development.

Badger State students are learning about energy through the Stevens Point-based Wisconsin K–12 Energy Education Program (KEEP). Its director, **Jennie Lane PhD'06,** notes that KEEP has become a national leader in this arena.

Josh Aaron McCabe MFA'06 made a return to the Madison stage this winter to star in the Forward Theater Company's world premiere of *A Thousand Words*, about a photographer documenting the lives of Dust Bowl farmers in 1930s Kansas. McCabe performs with Shakespeare & Company in the Berkshires and has appeared Off-Broadway, in TV commercials and daytime serials, and on *Saturday Night Live*.

2010s

Jacob Kushner '10 isn't the kind of journalist who rushes to the scene of a tragedy and then departs just as quickly. Instead, he *moved* to Haiti after its January 2010 earthquake and began covering the U.S. deportations of Haitians that resumed a year later. Kushner took the story of one deportee from Florida who died in a Haitian jail to the Florida Center for Investigative Reporting, which provided funding and distribution partnerships for his reporting.

Rohinton Tarapore PhD'10 now holds a research post at the University of Pennsylvania Medical School and co-chairs its Biomedical Postdoctoral Council, but while doing his doctoral research at the UW, he and his colleagues discovered that the natural compound lupeol, found in several fruits and vegetables, may have the potential to target a type of melanoma. They've published their findings in the Oxford University Press journal *Carcinogenesis* and are eager to conduct further research.

A U.S. State Department grant took Madisonian **Kevin Bargnes '11** and Kyle Mianulli of Plymouth, Minnesota, to Serbia in May 2011 to lead seminars for university students on how to launch their own online newspapers. Thanks to the pair's ongoing efforts, student journalism is blooming at the Universities of Nis, Novi Sad, and Belgrade.

In November, **Ashwini Simha MS'11** penned a valentine to the UW in *The Hindu*, one of India's national daily newspapers. She praised our "public ivy" status, research, faculty, degree programs, International Student Services department, campus, college experience, and four seasons, and concluded: "Wisconsin is just the whole package!" Simha, of Folsom, California, is a graphics hardware engineer at Intel Corporation.

Compiler Paula Wagner Apfelbach '83 would really prefer that you *solve for* x.

Calendar

July

12–13, 19–20, 26–27 Grandparents University
Grandparents and grandchildren (ages seven to fourteen) can learn together and from each other through hands-on activities on the UW-Madison campus. Offered by the Wisconsin Alumni Association and UW-Extension Family Living Programs since 2001, Grandparents University® is an award-winning workshop held on campus every summer. • uwalumni.com/grandparents

August

8 UW-Madison Day at the Wisconsin State Fair
Come to the Wisconsin State Fair and spend the day with Bucky Badger, the Marching Band, and UW alumni and friends. Enjoy science demonstrations, performances, and athletic contests, and sample products developed at the university. • statefair.wisc.edu

September

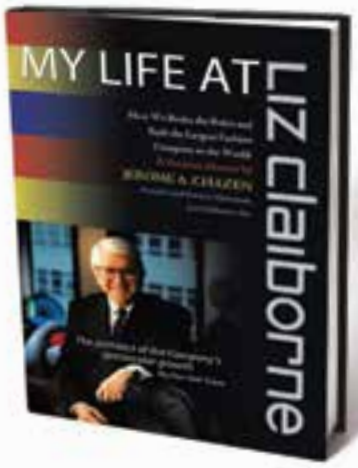
1, 15, 22 Home Field Advantage
Visit Madison for any of our home football weekends. Available exclusively to WAA members, Home Field Advantage packages include Friday- and Saturday-night accommodations at the Edgewater Hotel and two game tickets. • uwalumni.com/hfa

6–9 WAA Football Tour: Oregon State
Embark on a three-night getaway to see the Badgers play Oregon State. Tour includes hotel accommodations, game-day transfers, pre-game BADGER HUDDLE®, a game ticket, and much more. Air and land-only travel options are available. • uwalumni.com/athletics

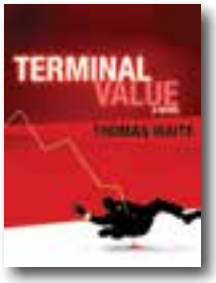
28–30 WAA Football Tour: Nebraska
Hit the road with fellow Badger fans for our first football trip to Nebraska. Tour includes chartered bus transportation, overnight accommodations, pre-game BADGER HUDDLE®, and more. Limited game tickets may also be available. • uwalumni.com/athletics

October

6 Alumni for Wisconsin Forum
Discover ways to support UW-Madison in your community, at the state capitol, or in Washington, D.C., from distinguished faculty and campus leaders. Then, join fellow Badgers for a football tailgate before the Badgers take on Illinois. • uwalumni.com/alumniforwisconsin



Jerome Chazen '48 met **Art Ortenberg '47** at the UW in the 1940s, and they became roommates. Ortenberg then introduced Chazen to his future wife, Simona Chivian Chazen, and Ortenberg went on to marry a relatively unknown fashion designer named Liz Claiborne. While meeting for a drink in New York City in 1975 and pondering what to do about their professional restlessness, Chazen blurted out, "We can start a company." By the early '90s, with Chazen as the chair and CEO, Liz Claiborne had become an enormous success. These stories and many others are part of his new book, ***My Life at Liz Claiborne: How We Broke the Rules and Built the Largest Fashion Company in the World*** (AuthorHouse). You may also know the Chazens as the philanthropists who gave a $20 million gift to double the size of the UW's Chazen Museum of Art. The Nyack, New York, couple attended the grand opening of the museum expansion in October.



Thomas Waite '79 describes his first novel, ***Terminal Value*** (Marlborough Press), as an "intense thriller that provides an insider's look into the excitement of a technology start-up, the anticipated riches of an initial public offering, the gut-wrenching murder of a friend, and the dark side of corporate America." The Bostonian entrepreneur writes both fiction and nonfiction, and his work has appeared in the *Harvard Business Review* and the *New York Times*.

Carol Edler Baumann '54 has a PhD from the London School of Economics, served as a State Department diplomat, taught international relations, and spent thirty-three years directing UW-Milwaukee's Institute of World Affairs — all roles in which her thoughts were firmly planted. She lets them roam freely, however, in her recent short-story collection, ***Journeys of the Mind*** (Trafford Publishing), in which a very rational woman explores what lies *beyond* rationality. Baumann is retired in Elkhart Lake, Wisconsin.

Larry Ceplair MA'69, PhD'73, author of ***Anti-Communism in Twentieth-Century America: A Critical History*** (Praeger), explains that his book "traces the rise and effects of anti-communism by categorizing its variety of styles, and examines the logic and necessity of it." He lives in Santa Monica, California.

The central character of **Peter Levine '00**'s debut collection of short stories, ***The Appearance of a Hero: The Tom Mahoney Stories*** (St. Martin's Press), is drawn from people Levine met while at the UW: a businessman who's good-looking, popular, athletic, dynamic, and seemingly uncomplicated. But, as he approaches middle age, Mahoney realizes that he's disappearing from the lives of those who once surrounded him — a modern-day Willy Loman. Levine lives in Washington, D.C.

In ***While America Sleeps: A Wake-up Call for the Post-9/11 Era*** (Crown Publishing), former Democratic U.S. Senator from Wisconsin **Russ Feingold '75** looks at institutional failures since 9/11 and proposes steps to ensure that we become focused on solving the international problems that threaten our nation. Since leaving the Senate in 2011, he has taught at Marquette University Law School and Stanford University, and founded Progressives United, an organization that challenges the dominance of corporate money in American democracy. Feingold was a Rhodes Scholar, an honors law graduate of both Harvard Law School and Oxford University, and the 1999 co-recipient of the John F. Kennedy Profile in Courage Award.

Paula Dáil MS'80, PhD'83's ***Women and Poverty in 21st Century America*** (McFarland) has won the 2011 Kingery/Derleth Nonfiction Book Award from the Council for Wisconsin Writers. With careers in newspaper journalism and academia at Virginia Tech and Iowa State, Dáil now lives in Spring Green, Wisconsin, where her dog "sings in the choir of turkeys and other musical creatures inhabiting her land."

Following her popular debut novel, *The Monsters of Templeton,* and her collection of short stories, *Delicate Edible Birds*, **Lauren Groff MFA'06** of Gainesville, Florida, is garnering praise for ***Arcadia*** (Voice/Hyperion), the name of a 1960s commune whose utopian dream is foundering. The work follows fifty years in the life of Bit Stone, a tender-souled boy born in Arcadia who must eventually learn to make his way, painfully, in the "real world."

Scott Helman '97 has been a *Boston Globe* staffer since 2000, including stints as its political editor, a lead national reporter on the 2008 presidential campaign, and a State House bureau reporter covering Mitt Romney's gubernatorial administration — all of which make him unusually qualified to co-author a book on the former-Massachusetts-governor-turned-presidential-candidate. The work, ***The Real Romney*** (HarperCollins), has been excerpted in *Vanity Fair*.

Attitudes about gender roles in American society were unmasked in a profound way during the Vietnam War — and even had an impact on foreign policy — contends **Heather Stur PhD'08** in ***Beyond Combat: Women and Gender in the Vietnam War Era*** (Cambridge University Press). The assistant professor of history at the University of Southern Mississippi in Hattiesburg says that "the home front and the battle front are very closely intertwined."

You'll find more new-book news at On Wisconsin's website, onwisconsin.uwalumni.com.

BARRY ROAL CARLSEN

Flying Solo

By Audrey Waldschmidt Lawler '45

The progress and accomplishments of the university featured in *On Wisconsin* articles are always fascinating, but I was also amazed by an ad in the Spring 2011 issue that featured Middleton, Wisconsin.

It brought back wonderful memories of a simple country town and some high adventures I had as a student.

My recollection starts in July 1943 during World War II, when we had soldiers from Madison's Truax Field on campus. The war had become part of our lives, since many of our friends had gone off to fight. Even women had become involved in the war effort as transport pilots.

I signed up for two courses that summer: Theory of Flight and Meteorology. They were fascinating subjects to me because I had never flown before. In those days, we mostly traveled by car or train. Then I learned that I could take flying lessons at Middleton Airport, so I asked for permission from my parents to learn to fly. Back then it cost only fifteen dollars per lesson, but I got a job at a department store in Madison to help defray the costs. We flew planes such as Taylorcraft and other two-seaters, and in winter, we landed on the snow-covered runway with long skis instead of wheels. To start the engine, my instructor had to spin the propeller until it caught. Then he would quickly hop in the passenger side (after I had learned how to take off, that is).

Other students were learning how to fly there, too. Young men from Truax, wearing navy uniforms, trained in yellow, open-cockpit planes they called N3Ns.

It was all quite thrilling. I can't adequately describe the feeling of being on a solo flight. Little old me actually flying, stick in one hand, throttle in the other. Together they made the plane go up and down, and to turn, I just worked the ailerons with my feet. So utterly unreal! In no time at all, I would be at fifteen hundred feet in the bright blue sky, or up above the billowing clouds, looking down at tiny trees or cars on the rolling countryside. It was like nothing else, and all I could hear was the whirl of the propeller.

My boyfriend at the time called me "Ameeee-lia" in honor of Amelia Earhart, the world's most famous aviatrix. And my friends teased me before I took my first solo flight, expecting that I might land at the wrong airport — just like Wrong Way Corrigan, who became a national hero in 1938 after filing a flight plan from New York to California, but landing in Ireland instead.

The airport in Middleton was really out in the country in those days — literally surrounded by farms. To get there, I had to take an almost-hour-long bus ride to the road along which the airport was located. I never minded the distance, because I was determined to learn how to fly. I'd walk down that road to the small airport entrance, all the while being watched and mooed at by black-and-white cows standing along the wire fence. Sometimes they walked along with me.

I never spent time in town, but I imagine it had a main street and a bunch of houses, farms, and stores like most small towns. So when I saw the modern hotel picture in the ad announcing, "It's snazzier here in Middleton," I was charmed by the thought. They had even added a fountain. The airport is still there. Today named Middleton Municipal Airport-Morey Field, it was purchased by the city of Middleton in 1998.

Maybe I'll go back someday. Then I could stay in a "snazzy" hotel, even though I'd be mindful of that nostalgic time when it was just a sleepy little airport town.

As a postscript, the war ended about the time I graduated, so I gave up piloting and became an American Airlines stewardess instead. I guess I just wanted to hold on to that feeling of being above the clouds as long as I could.

Audrey Waldschmidt Lawler resides in Tampa, Florida.

Farewell Cards
Continued from page 35

Cohen, who's worked in libraries — on campus and off — since 1977, puts his feelings more bluntly. "I hated them," he says. "I hated filing those cards when I had to do it, and I'm glad to see them go."

Reshuffling the Deck

But recycling the cards themselves isn't the issue that occupies library leadership — it's recycling the area they used to live in: Memorial Library's Room 224.

One of the leading ideas is to devote the old catalog room to something called the Humanities Research Bridge, a collaborative effort among the libraries, the College of Letters & Science, and the UW's Division of Information Technology aimed at supporting research in the humanities.

"There's a growing interest in collaborative humanities work," says Konrad, "the kind that requires collective expertise to carry out a given project. We anticipate that, for this type of work, faculty and students will need seminar and presentation spaces to discuss their work, and small meeting spaces where you might expect to find a range of people, including faculty, computer scientists, visualization experts, librarians, campus technologists, and so on. The spaces and services we provide should help facilitate the mixing and matching of scholars and campus technologists engaged in computational work such as data mining, analysis, and visualizations."

The possibilities for the new space excite Van Gemert.

"We envision collaborative areas," he says. "We envision seminar space. We envision spaces where faculty could work with graduate students. I see technology as being a big part of the room. I see the capability of video conferencing with other collaborators around the country."

But at the moment, the plan remains in the visionary stage. The most recent director of the libraries, Ken Frazier, retired in January, and a search for his successor has just begun. Any plan to transform Room 224 would tie up space and money, and both are scarce resources for the library.

"It would probably be best to wait until a new director is here to make a determination as to what's best for the library," says Konrad. "It's a long-term commitment. For now, we are concentrating on the services that are not space dependent, such as workshops, speaker series, and consultations."

As a result, Van Gemert believes Room 224 will likely remain an open study space at the start of the 2012–13 academic year.

A Lot of Wood

Disposing of the card catalog doesn't just create an excess of paper and a new space to fill. It also frees up a lot of furniture: hundreds of cabinets designed to hold three-by-five cards now have no purpose on campus.

Most of the cabinets were acquired in the 1950s or earlier. Built by Globe-Wernicke (a firm that hasn't existed under that name since 1963) and Remington Rand (a brand that ceased in 1955), the typical model stands five feet tall and three and a half wide and weighs in at 350 pounds.

Some of them will be saved. If and when the Humanities Research Bridge moves into Room 224, it will inherit rows of catalog cabinets that were built into the walls. And library staff have also set aside a few thousand cards to remind the space's new inhabitants of what went on before their arrival.

"There are plans to keep at least half a dozen of the catalog drawers with some of the contents," says Konrad. "We'd like to tie in — to whatever we ultimately do in the space — some physical connection to our past, in an attempt to provide some insight as to how standard library conventions started and what such standards made possible in the digital age. The physical catalog will always be an important and interesting piece of our history."

But the rest of the cabinets — some 117 of them — are being shipped off to SWAP (Surplus with a Purpose, the UW's surplus warehouse) to be sold. According to SWAP's Tom Bessey, the cabinets go for about $120 apiece, though some have fetched more than $400 at auction. Demand has been high.

"They've been going pretty well," he says. "Every time we [list one for sale online], it goes out on Facebook and Twitter and is re-tweeted. I've been kind of surprised."

Demand comes from store owners who want to use them to display products, from crafters who want them to store art supplies — even from people who want to install a prefabricated wine rack.[8] There are, it seems, many uses for obsolete library technology.

"If nothing else," notes Irene Zimmerman, "they're the perfect size for storing cassette tapes." ■

8 "The drawers are the perfect size for a bottle of Bordeaux," says Jamie Woods. "But a Burgundy? I don't know."

John Allen is senior editor for On Wisconsin, *which can be found in Memorial Library's Room 240 (periodicals and newspapers).*

Apps
Continued from page 41

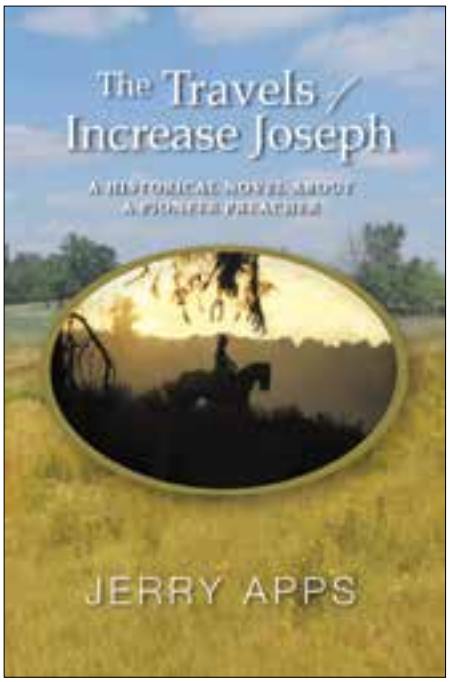
sixty-five-acre farm just two miles from where he grew up. His father purchased the land and sold it to Apps and his twin brothers for $1 in 1966 to ensure that the family would stay strongly rooted. The family carefully restored the acreage and prairie — a tale Apps recounts, along with the genealogy of the land itself, in his book *Old Farm*.

"The farm is a place of solitude, where I go to find the country quiet that I love and need in my life," he says.

It's also how he stays connected to the land and where he taught his children to appreciate the value of a life lived close to the earth. Apps counts such great Wisconsin environmental thinkers as Aldo Leopold, John Muir x1863, Sigurd Olson '20, and Gaylord Nelson LLB'42 among his heroes, because they taught him to recognize the importance of leaving something to the next generation. The farm has now become a touchstone for him, his wife, Ruth, and their three grown children. Apps often goes there to write and garden.

As in *Old Farm*, many of the rural historian's stories and topics spring from his own life. Apps spent his first eight years of formal education in the one-room Chain O Lake school. That experience, and the realization that most of these country institutions had disappeared from the landscape, led him to write *One-Room Country Schools: History and Recollections from Wisconsin*.

"Wisconsin had over fifty ethnic groups, all committed to public education, in 1900," Apps says. "The little country school was the symbol for accomplishing that, and was, along with the church, the cornerstone of the community."



The consolidation of the one-room schools, along with agricultural changes in the latter half of the twentieth century, led to their demise. But for more than two hundred years, these schools were an integral part of Wisconsin life — as were small dairy farms.

In *Cheese: The Making of a Wisconsin Tradition*, Apps traces the history of cheesemaking from the 1840s to the present, exploring the evolution of the industry from the local farm to the factory. The same forces of change that drove many farmers off the land were also at work in the cheese industry in the twentieth century, as the small, family-run factory began to disappear.

Loss and change figure heavily in Apps's *Breweries of Wisconsin* as well. Many of the beers he enjoyed as a young man in central Wisconsin no longer exist today. So he went back to the beginning to discover how breweries formed the core of many Wisconsin communities in the nineteenth century.

In recent years, Apps has also branched out to fiction. It's not surprising for a man who believes that stories are the best way to teach history. While his novels focus on contemporary issues, each is deeply rooted in the past. His first novel, *The Travels of Increase Joseph*, was based on actual events that took place in Wisconsin in the mid-nineteenth century and featured an itinerant preacher with a guiding theology carefully crafted from all of Apps's environmental heroes: Thoreau, Emerson, Muir, and Leopold. From this historical foundation, Apps wove a story of environmental conservation through the preaching of his fictional minister.

"All of my novels have a deeper message about something I care about, be it food safety or how to care for the land for future generations," says Apps. "No one likes to be preached to, so why not try to convey a message through storytelling?

"Everyone should know where they came from — their history," he says. "I try to capture the details, the beliefs, and values of rural and small-town people, what they did for fun and what was important to them."

As rural life continues to change, Apps believes there's no better time to explore the past — to remember who we were and what values we held dear.

"Every piece of land tells a story; every piece speaks its history," he says. "The older I've gotten, the more I've realized that your history — where you grew up — it's who you are today. It doesn't matter if it's the middle of New York City or a sandy farm in Waushara — that place creates you and underlies everything that you do and everything that you are and will be." ■

Erika Janik MA'04, MA'06 is a Madison writer and radio producer who only wishes she were as prolific as Jerry Apps.

flashback

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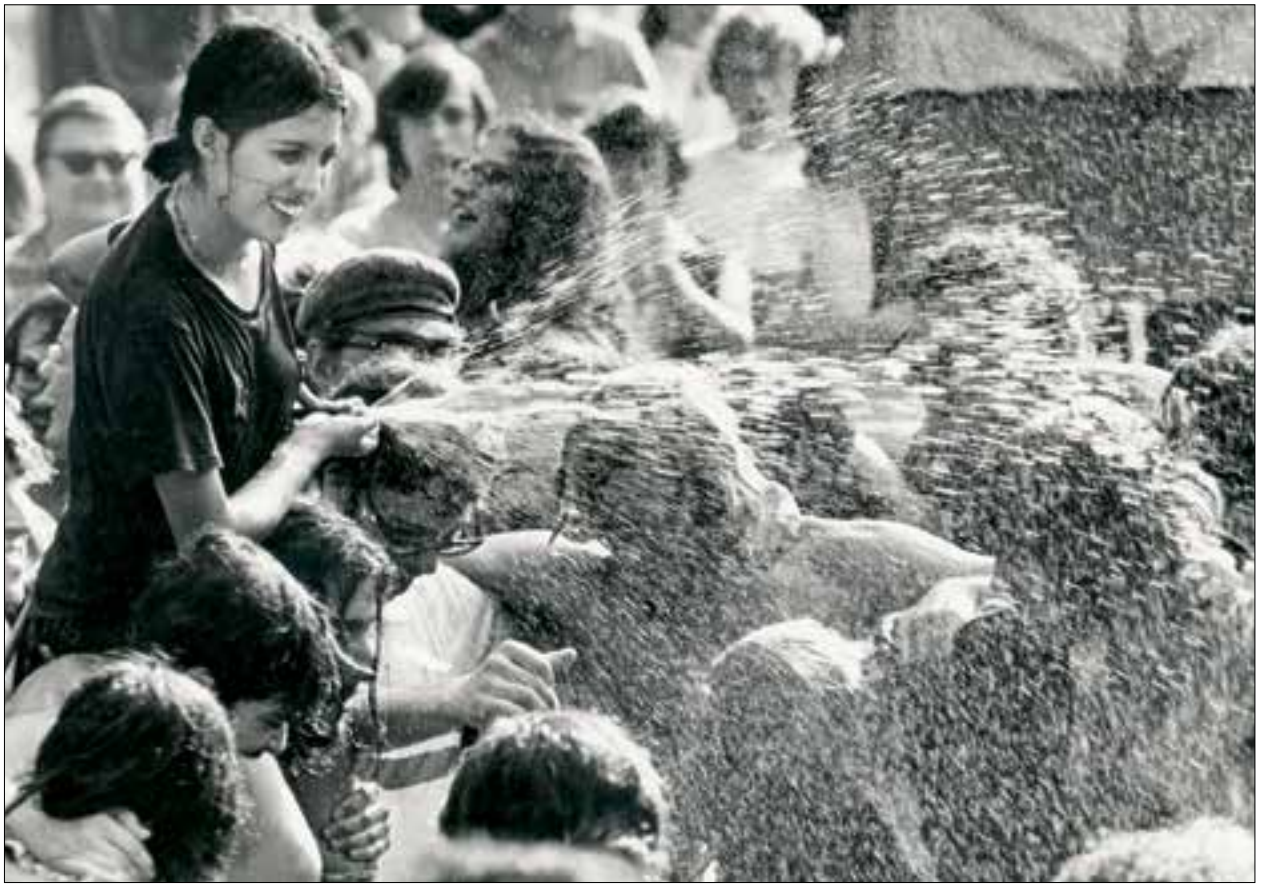

All Wet

The Mifflin Street Block Party struggled through its forty-fourth year in early May, the festivities somewhat dampened by friction with the city and sponsors (but not by hoses, as in this photo dated 1970).

Planners for the 2012 party had a difficult time during the last year. After the 2011 event was marred by violence — including three reported stabbings and two reported sexual assaults — Madison Mayor Paul Soglin '66, JD'72 and other city leaders called for an end to the annual bash in the student-heavy neighborhood south of campus. Then in March 2012, the event's sponsor, All-Star Catering, backed out. The party survived the scowls from officialdom and went on anyway on May 5, but only after neighborhood residents promised to make it more of a block party and less of a booze-fest.

Friction with city authorities is nothing new to the event: its first celebration, in May 1969, began as a street dance and ended as a three-day riot, with seventy injured and a hundred arrested — including then-alderman Soglin.

In the ensuing years, attendance at the party has varied from the hundreds to the tens of thousands, and arrests and injuries have ranged from zero (as was the case in 1970) to hundreds. By 2011, the event was known chiefly as an opportunity for binge drinking. A survey that Associated Students of Madison conducted on campus found that 54 percent of respondents believed that the main purpose of the party is to drink (and 78 percent planned to attend).

Ultimately, an estimated five thousand people attended this year's Mifflin Street Block Party.

John Allen


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