For University of Wisconsin-Madison Alumni and Friends

OnWisconsin

ET, Phone Antigo

From northern Wisconsin, Maggie Turnbull '98 searches for life on other planets.

Summer 2013


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Cover
A starstruck Maggie Turnbull looks out at the night sky from the roof of the UW's Atmospheric, Oceanic and Space Sciences building. Photo by Brent Nicastro

INNOVATION

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UW-Madison professors are media darlings.

JEFF MILLER

Insects, snakes, and birds — oh, my! UW faculty and staff provide answers about these topics and many more, sharing their expertise by responding to news media inquiries.

They are frequently quoted in the *New York Times,* the *Wall Street Journal,* and other major newspapers, and you can catch them being interviewed on National Public Radio or watch them on the latest episode of *NOVA*.

Our professors, scientists, and lecturers are go-to sources when reporters look for analysis of current events or need help explaining complicated issues. In fact, these experts appear in local, national, and international news media hundreds of times each month. Given their visibility, it's easy to overlook their expertise with topics that hit much closer to home.

For example, take Phil Pellitteri, a veteran entomologist who cheerily takes questions from both reporters and the general public about all manner of insects that invade the home or garden. Some people simply email him photos of pesky critters, asking both, "What is this?" and "How do I get rid of it?" Scott Craven, a professor of wildlife ecology, gets similar inquiries from people who want to help injured birds in their yards or who hope to identify snakes that have taken up residence in their garden sheds.

Pellitteri and Craven are not the exception but the rule. Other UW experts field a range of questions — from a woman wondering about the origin of artwork purchased at an estate sale, to a grandparent concerned about a grandchild's picky eating, to a school-age boy working on a science project about microbes.

The *On Wisconsin* staff began pondering things that we really wanted to know, devising our own list of questions about relationships, raising kids, talking politics, and choosing pets, to name a few. We were confident that we could find the answers without having to leave campus, and we were right.

Turn to page 38 and discover how much you can learn from our experts.

Jenny Price '96

posts

Forgiveness Reverberates

Your article detailing Professor Robert Enright's research on the power of forgiveness resonated with me ["Uniquely Human: Personal Peace," Spring 2013 *On Wisconsin*]. I suffered an injustice that wounded me personally and ended my professional career due to the nature of the accusations against me.

I had been an educator in a California public school district after graduate studies at Madison. One day nearly two years ago, the said injustice happened. Suffice to say the authorities cleared me of the accusations. The California Commission on Teacher Credentialing, by law, also investigated, even after I retired. It, too, found no wrongdoing.

Financially secured, my retirement is nothing but blissful and has afforded me the luxury of time to ponder the motives of my accusers. Analogous to your quote about knowing the abusers' background … in order to reframe, and not excuse their behavior, I, too, can see "the greater context surrounding the injury." My accusers were desperate to keep their jobs in a profession hard hit by recession, and preserve their financially fragile, emotionally frayed families. I was a veteran with thirty years of experience already.

Enright's findings affirm the value of my own journey of healing and happiness. It is achievable for those who have suffered.

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

I was pleased to see the article "Uniquely Human" in the Spring 2013 issue. But the research on forgiveness has even deeper roots at the UW. In 1992, Professor Beverly Flanigan of the School of Social Work published *Forgiving the Unforgivable,* offering forgiveness as a novel approach for healing trauma. ... I give copies to clients, sure that they will benefit from her graceful insights.

Jane Redfield Yank '73, MS'75
St. Paul, Minnesota

In response to "Personal Peace," Spring 2013: In my work as a psychotherapist, the word forgiveness comes up many times a week. Current popular psychology puts a great deal of stress on [forgiveness], sometimes to the point that it is seen to be always a good thing to forgive and even the only way forward. While I agree that it can be a powerful act to forgive, I disagree with what I see as oversimplification.

Notwithstanding the good point that the article makes about the importance of addressing anger, rather than shoving it aside, what I see is too often a tendency to rush into forgiveness as a way to feel better. But forgiveness is a spiritual, not a self-help, exercise, and as such is more rigorous and demanding than appears even in a "twenty-step program."

I highly recommend Solomon Schimmel's book *Wounds Not Healed by Time* for a clear-eyed and uncompromising look at some of the questions not addressed in this article (e.g., Can there be forgiveness without remorse? Are there times when it is the right thing not to forgive?).

Elizabeth Koopman MA'76
Hallowell, Maine

Sharing the Dignity Model

The article by Maggie Ginsberg-Schutz on Donna Hicks and [the dignity model] was wonderful ["Uniquely Human: World Peace," Spring 2013]. I'd like to share it with a small group of people at our church as part of a series of talks called "Great Conversations." The topic this month was how to better open the church to the talents of LGBT people, and this article would be a great follow-up.

Sue Armagost MS'81
Dunedin, Florida

Rowing Protocol

[In regard to] the Wisconsin governor complaining about the crew coach's harsh language [Traditions, Spring 2013]: During finals week 1969 at Liz Waters, we would drag our mattresses to the lakefront back patio to sleep. All was tranquil until dawn, when the crew skimmed by, and the coach from his motorboat kept screaming his head off — and he didn't limit it to "harsh" language, believe me!

I got the inspiration to tape a note to the boathouse door, not so much complaining about the noise, but asking if the coach was having marital troubles or something and taking it out on his team.

Next morning, no yelling, except for this from the whole team: "Hello, Liz Waters!"

Emboldened by that, we left a note again that night — a request that they sing "Varsity" to us. And they did. My favorite Badger moment ever.

Carol Knutson Siedell '71
Cockeysville, Maryland

Ode to Hopscotch

[We sang this] to the tune of "Tennessee Waltz" on the way up Bascom Hill and in front of the Liz Waters residence hall before the hopscotch match [Flashback, Spring 2013]:

> Liz Waters Unit IV
> Hopscotching queens
> We'll see you Friday
> afternoon
> And even in our dreams.

[It was] sometimes followed by an invitation to the Hasty Tasty for dime beers and a friendly get-together. This tradition was usually held early in the fall and served as a great way to get to know the new freshmen.

Thanks to John Allen for revisiting happy days at the UW.

Bob Breen x'59
Scottsdale, Arizona

Bucky Goes to Malawi

I'm a Peace Corps volunteer in Malawi, Africa, working in an (extremely) rural secondary school called Luwazi. My small house in the African bush is adorned with Badger and Packer memorabilia my friends and family have sent me, and I love telling my students about Bucky Badger when I wear my Wisconsin tie to class.

My parents just sent me a copy of *On Wisconsin*, so I wanted to let you know that your publication's readership extends all the way to the remote hills of northern Malawi. Also, UW-Madison was recently named the number-three producer of Peace Corps volunteers. ... Perhaps with some more

---

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

Be Social

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

We welcome your tweets and comments.

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publicity, we can get to number one! Yewo! (thanks).

Cam Stanley '11
Nkhata Bay, Malawi

Online Comments

Pixar is fortunate to have Ms. [Allison] Nelson on their team ["Imagination, Inc.," Spring 2013]. She is fortunate to work at what she understands and loves to do.

Charlotte Rubinstein

[Sonya Baumstein is] an inspiring individual, excellent piece on rowing … ["Rowing to Extremes," Spring 2013].

Richard Purinton '70

Wonderful article [Traditions, Spring 2013]. Randy Jablonic (Jabo) had a great run at UW. I remember chasing him down in a woods after he had a fifteen-minute start. It took over an hour to catch up with him. I was always impressed with his willingness to suffer and sacrifice with his crew. … Wonder if they still run to the "End of the World." I remember doing that ten-mile run in under an hour, good for a dinner for two anywhere in Madison, compliments of the coach.

Paul Crave

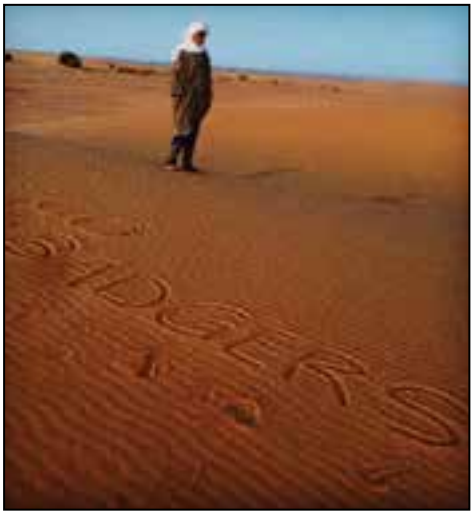
instagram #uwmadison

michelawood_12

kendallferguson

doversoul

melgigs



tweets

@md_bennett
Just finished watching The War at Home. A must-see film for any @UWMadison student.

@epistemophilia
I *might* have just purchased the Glenn Miller version of On Wisconsin. @UWMadison

@uwbadger74
@UWMadison alums. How often are your dreams set somewhere in Madison?

@cour_
Watching a movie about a guy who cut his own arm off to survive. Then I'm going to see said guy speak @UWMadison tomorrow. My school rocks.

@kaye_becca
tons of campus tours today @UWMadison makes me want to yell at them "NOT coming here would be the BIGGEST mistake of your life" #badgers

@JoeySherling
SO to my physics professor riding around class on a rocket propelled bike #physics #UWMadison

@mattripkey
After looking all over I finally decided that the school right up the road is the perfect place to be. So happy to be headed to @UWMadison

@madtownmed
Go anywhere in the world wearing a @UWMadison sweatshirt and you will make friends. Already met several alumni with @erickinbrief in Kauai

scene

The 2013 Biennial Neon and Light Exhibition at the Stock Pavilion, April 19, 2013. Photo by Jeff Miller

news & notes

A New Leader for the UW

Commerce secretary named to begin chancellor post in July.

UW-Madison has a new chancellor.

The UW Board of Regents appointed **Rebecca Blank** to the position at a meeting in April, selecting her from four finalists named by a campus search-and-screen committee after sifting through nearly seventy candidates.

Blank first applied for the UW job in 2008, when the regents hired **Carolyn "Biddy" Martin PhD'85** to fill the vacancy left by the retirement of **John Wiley MS'65, PhD'68.**

For the last four years, Blank has been in Washington, D.C., where she currently serves as acting secretary of the U.S. Department of Commerce, a job she says is not unlike running a big and complex university, given its twelve agencies and 47,000 employees.

Blank will begin work as the UW's chancellor in July, following a two-year period with **David Ward MS'62, PhD'63** as interim chancellor.

"Rebecca Blank has the demonstrated leadership skills to succeed as chancellor and maintain UW-Madison's standard of excellence," Ward says. "Her experience in the academic world and at the Department of Commerce will be critical as the university continues conducting research, creating new ways to teach our students, and reaching out to the state and the world."

Blank earned a bachelor's degree in economics from the University of Minnesota and a PhD from the Massachusetts Institute of Technology. For nine years, she served as dean of the Gerald R. Ford School of Public Policy at the University of Michigan. She also has taught at MIT, Northwestern, and Princeton.

In 1985, Blank was a visiting professor at the UW for a semester. "I have been on the Madison campus many times, and you can feel the energy from both students and faculty," she wrote in a statement as a chancellor candidate. "Your alumni are loyal. And you have one of the most beautiful campus settings in the country."

Despite her time in the federal government, Blank notes she has been a researcher and teacher most of her life, and is elated to return to a college campus.

"I'm ready to come home again," she wrote.

Jenny Price '96

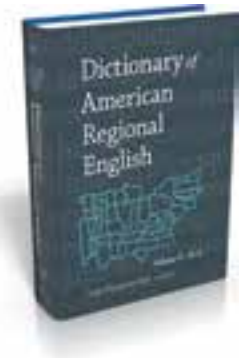
BRYCE RICHTER, UNIVERSITY HOUSING; HARVARD UNIVERSITY PRESS; JEFF MILLER (2)

Quick Takes

A UW research team led by Su-Chun Zhang has successfully transplanted neural cells from a primate's skin into its brain and watched them transform into mature brain cells. The experiment used induced pluripotent stem cells — that is, stem cells derived from an adult rather than an embryo — which were converted into neurons. The results show promise for personalized medicine, which uses a patient's own cells to replace damaged or diseased cells.

Freshmen Matt Dallman and Samuel Calmes of Sellery Residence Hall won a UW Housing contest for the best–decorated residence hall room. Take a tour of their dorm palace on Housing's Facebook page: facebook.com/uwmadisonresidencehalls.

The *Dictionary of American Regional English* (DARE) — a five-volume, three-decade research effort on regional speech — has been facing a funding shortfall, following a drop in private giving and fewer federal dollars, due to the sequester. At press time, an anonymous donor had pledged to help, and the editors were hopeful that additional support would keep the project alive.



Signature Signatures

Their genesis unknown, the names of geography students mark the decades.

BRYCE RICHTER

After seven years of exams, late nights, long field studies, publishing work in top scientific journals, and writing and revising and perfecting a doctoral thesis, there was one more thing **Jacquelyn Gill MS'08, PhD'12** needed to do before she could feel like her doctorate in geography was complete: autograph a brick.

Just down the stairwell from the fifth-floor loft where the grad students toil away in Science Hall, Gill added her name and graduation year to the parting thoughts left by the students who — for as many as one hundred and twenty years — have called the building home.

"Putting my name up there was a sort of final rite of passage, and it was always nice seeing the names of those who graduated before me," Gill says.

People know very little about the practice in the building, which was constructed in 1887 and to this day sustains ghost stories. "The names had been there forever — even when I showed up," says **Jude Leimer MS'82,** managing editor of the History of Cartography Project, and a graduate student in Science Hall in the early 1980s.

"What I heard was, every so often, someone would find a ladder and climb up high, and scrawl their initials and graduation date," says **Thomas Tews MA'90,** geography librarian and a Science Hall resident since 1984.

Among the oldest legible autographs are somewhat familiar names such as **Frank M. Reilly,** a Madison architect who, despite never completing a UW degree, carefully signed his name and added a date — January 16, 1897 — before he left campus.

The inherent tension of academia comes through a little, too, in notes such as one left just a decade ago: "When I look back on this year, it will be with sheer disdain."

Most students take care not to mar the marks of their predecessors, and they choose to leave on a happy and thoughtful note: Gill, for example, paired her name with a quote from poet Mary Oliver: "To pay attention, this is our endless and proper work."

Chris Barncard

The UW's air force ROTC program was ranked first in the nation in physical fitness. The Badger cadets scored 97.42 on a 100-point scale, making them the fittest of the country's 146 air force ROTC programs.

The Division of Housing is adding a new co-ed learning community emphasizing gender issues. Sponsored by the Department of Gender and Women's Studies, the community — called Open House — will be located at Phillips Residence Hall and will offer a one-credit seminar in gay, lesbian, bisexual, transgender, and queer issues.

A team of grad students in the La Follette School of Public Affairs won first place at the Policy Solutions Challenge, a national competition to develop innovative responses to public policy problems. The students — Miriam Palmer, Selina Eadie, Andrew Walsh, Norma-Jean Simon '07, MPA'12, MPH'12, and Jiaqi Lu — presented strategies for reducing obesity.

Badgers are smiling — more than any other college students, according to the online university ranker Unigo. The website listed the UW as number-one for happy students.

FROM *NOVA BUILDING PHARAOH'S CHARIOT* ©1996–2013 WGBH EDUCATIONAL FOUNDATION

Classic Car Enthusiast

Engineering professor explores the mysteries of chariots.

When **Bela Sandor** toured the Museum of Egyptian Antiquities in Cairo fifteen years ago, he was entranced by magnificent exhibits that showcased ancient Egyptian jewelry and the mummies of famed Pharaohs. He all but ignored the chariots. "I was not terribly impressed," says Sandor, who retired in 1997 after thirty years as a professor in the Department of Engineering Physics.

But on a second visit in 2000, he noticed an inexplicable crack in a spoke on the wheel of one of King Tutankhamun's chariots. Sandor, who is an expert in fracture, fatigue, stress, and strain in materials — particularly materials for autos and aircraft — was hooked.

When he returned to the United States, he began researching chariots. While he found a wealth of archaeological information, there was a dearth of technical detail, meaning he had the chance to be the first modern engineer to explore chariot construction.

"It's like entering a huge toy store and you are the only kid," he says.

Today, Sandor has reinvented himself as an international expert on chariot techno-archaeology. When the PBS series *NOVA* ran a documentary called *Building Pharaoh's Chariot* in February 2013, he was the sole technical expert. In the spirit of the epic drama *Ben-Hur,* the documentary (shown above) follows scientists who built two accurate replicas of Egyptian royal chariots.

Ancient or not, engineering and technology have fascinated Sandor since his youth in his native Hungary. He has conducted materials research at Lockheed Palo Alto Research Labs in California and GKN Technology Research Centre in the United Kingdom. In 1985, he became the first officially recognized guest professor of Osaka University and was a research fellow of the Japan Society for the Promotion of Science, lecturing all over Japan, at universities, many different industries, and government labs.

At nearly seventy-eight years old, Sandor says he's attempting to slow down. But newfound fame from *NOVA* has kicked lecture requests into high gear. With a recent talk to the Madison Biblical Archaeology Society (founded by the late **Menahem Mansoor,** a professor of Hebrew and Semitic studies), he is off and running with yet another area of expertise. "Now I am in business as a freshly minted Biblical archaeologist," he says. "My story touches on the *Iliad*, the *Bible*, Celts and Romans, and *Ben-Hur.*"

Renee Meiller '95

SWAMP People

The Software Assurance Marketplace aims to make computers more secure.

Filled with predatory hackers and cyber-spies, the Internet is a dangerous environment. To navigate it safely, software developers may want to take a trip to the SWAMP: the Software Assurance Marketplace, a new facility being launched at the Morgridge Institute for Research (MIR) on campus.

"There are people who want to take over the software on your computer and make it do things it's not supposed to do and do you harm," says **Miron Livny,** the UW professor of computer science who serves as the SWAMP's director. "Our purpose is to help the community of software developers so that computers are safe from those kinds of attacks."

Created through a $23.6 million contract with the U.S. Department of Homeland Security, the SWAMP offers a facility in which software products are tested for weaknesses and vulnerabilities. Led by staff at MIR, the SWAMP brings together experts from the UW, the University of Illinois, and Indiana University.

"This is a new and bold idea," Livny says. "We're creating a place where the software community — software developers, software assurance tool developers, and government — can share expertise and assistance."

The SWAMP's chief facility is the Continuous Software Assurance Lab, which will operate twenty-four hours a day to evaluate clients' software products and tools — from individual applications to entire operating systems. Its goal is not only to protect the country's online infrastructure, but also to create a space in which software assurance tool developers can evaluate and improve their products.

The Software Assurance Marketplace will be open for operation in January 2014.

John Allen

STUDENT WATCH

During a business lunch, you order ribs and your potential boss orders fish. When the food arrives, you place your napkin in your lap and begin to eat the ribs one by one with your hands. Right?

Wrong.

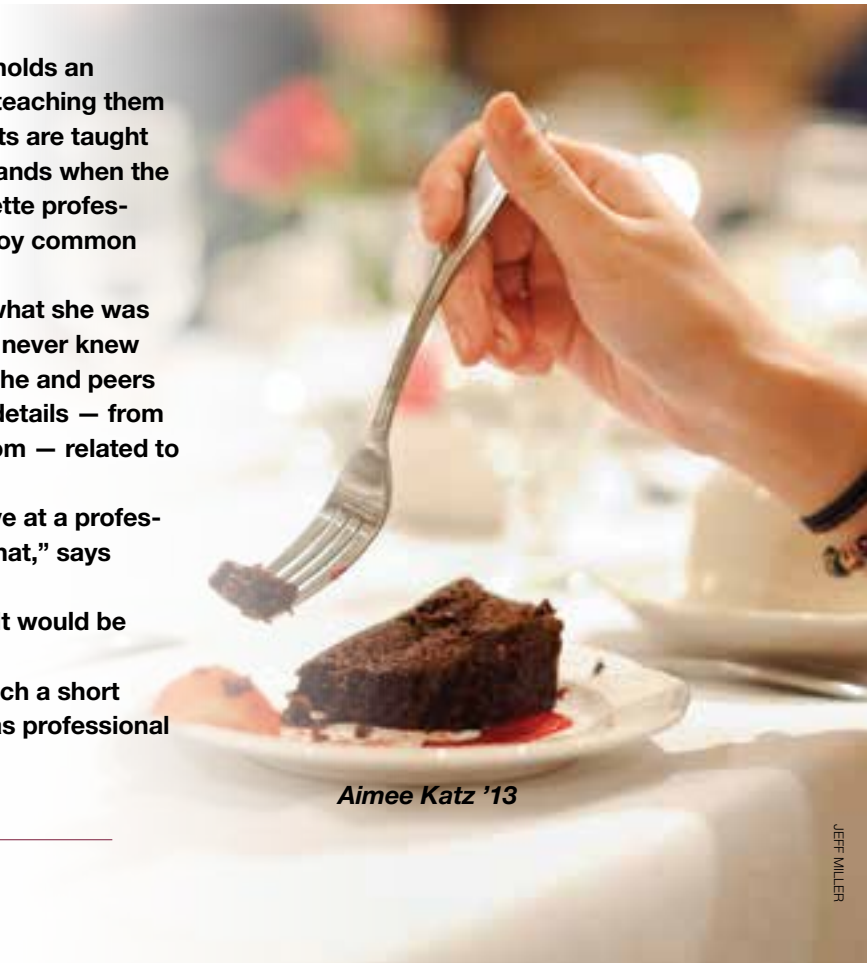
Each semester, the College of Letters & Science holds an Etiquette Dinner at the University Club for students, teaching them tips and tricks for dining during a job search. Students are taught to avoid simple mistakes, such as eating with your hands when the rest of your table is using forks and knives. An etiquette professional leads the group through the proper way to enjoy common foods, including soup, salad, pasta, and dessert.

Caela Northey x'13 attended the event to learn what she was doing wrong and become a more conscious eater. "I never knew there were so many ways to hold a fork," she says. She and peers at her table were surprised by the many meticulous details — from buttering a roll to excusing oneself to use the restroom — related to polite dining.

"You can find anything online about how to behave at a professional meal. But students learn quite a bit in this format," says Angie White, the college's coordinator of advising.

"I'd love to host a similar dinner," Northey says. "It would be a good way to share what I've learned."

"It's amazing how effective the dinner was in a such a short amount of time," says James Olrick x'14. "Eating has professional implications that can potentially secure a job."



Aimee Katz '13

JEFF MILLER

A Promising Sight

Family's cells lead researchers closer to curing an eye disease.

JOHN MANAGI/UW HOSPITAL & CLINICS

Siblings Tim Reese and Teri Selzer, at left, provided cell samples to UW researchers David Gamm and Ruchira Singh, at right, who are working to cure an eye disease that runs in the Reese family.

They looked like eyelashes and ashes captured in pale orange jello.

But the specks in the Petri dishes were the result of years of research in the laboratory of **David Gamm,** an ophthalmologist at the UW's Waisman Center. And as members of the Reese family carefully cradled the dishes, they held the future of their descendants' eyesight in their hands.

They were seeing cells that were a model of their retinas. The Reese family has Best disease, the second-most common inherited disorder of the macula, the center of the retina. Everyone born into the family has a 50 percent chance of inheriting the gene that slowly destroys their retinas and, thus, their sight.

Two years earlier, Tim Reese, who has the Best gene mutation, and his sister Teri Selzer, who does not, drove to Madison from their homes in northwest suburban Chicago. At the Waisman Center, scientists took a small sample of the skin from their arms with a device that resembles a paper punch. Then **Ruchira Singh,** the lead researcher on the project, used induced pluripotent stem-cell methods pioneered at the UW to turn the skin cells back into stem cells, and then grew them into retina tissue. Today, Gamm's technology has advanced so much that his lab can do the same with a blood sample.

The two models allowed the researchers to understand why Reese was slowly losing his vision. They also may yield clues on how to halt or reverse the process. The discovery is one of the most immediate promises of stem cells — creating living laboratory models to understand disease and test treatments.

It's also another first from the stem-cell laboratory of Gamm, director of the McPherson Eye Research Institute, which is funded by the National Eye Institute and donations from UW alumni and others.

Reese, who began losing his central vision as a child, knows that such cures might come too late for him, but he's thrilled to help find answers about a disease that blinded his mother and affects younger family members.

"Losing your sight is the slowest death in the world," he says. "I am doing this for the future. Maybe it won't help me, but it will help my children and grandchildren."

Susan Lampert Smith '82

By The Numbers

1,450

Approximate number of flowers that make up the W Design Garden on the University Avenue side of Humanities.

There are 850 white and 600 red plants, and the UW uses a variety of vinca called Pacifica. Until 2011, the W Design Garden used Pizzazz begonias, but vincas are less susceptible to disease, according to gardener Larry Kraak, and they also hold up better in a drought. The flowers were installed just prior to graduation weekend.

JEFF MILLER

PUPA GILBERT

Looking Sharp

This looks like a colorful ocean reef, but it's actually the forming end of a sea urchin tooth. Pupa Gilbert, a UW chemistry and physics professor, used a scanning electron microscope to make a grayscale image and then painstakingly colored it to show the individual calcite crystals that make up the tooth. Her creation won top honors in the 2012 International Science & Engineering Visualization Challenge, sponsored by the National Science Foundation and the journal *Science*. Gilbert studies urchins' ability to gnaw holes in rock to make hiding places in a dangerous ocean environment. Sea urchin teeth are essentially self-sharpening, a trick that human toolmakers may someday incorporate into cutting edges that never need sharpening.

The Gray-Hair Pink-Slip Blues

Job loss packs a punch for older workers.

Job loss can have a profound and long-lasting effect on older workers, according to research by UW-Madison Professor **Thomas DeLeire** and the University of Chicago's **Ariel Kalil '91.** They found that older workers who suffer involuntary job loss are substantially less satisfied with life, and that significant loss of satisfaction persists for at least five years.

DeLeire, director of the UW's La Follette School of Public Affairs, and Kalil studied data from more than 11,000 survey respondents over the age of 50.

"We know a lot less about the psychological impacts of job loss compared to the economic impacts," says Kalil, "but government leaders are increasingly calling for the establishment of a 'national index' of positive well-being as a key indicator of a nation's wealth and health."

The employment landscape is changing rapidly for older workers. Those over 55 are projected to have the fastest growth in workforce participation rates of any age group in the coming decade, according to the study. At the same time, unemployment for those over 55 increased from 3.1 percent at the start of the Great Recession in December 2007 to 7 percent in February 2010, with the length of unemployment also increasing for older workers.

But the news from DeLeire and Kalil's study is not all bad. Older workers retained their sense of purpose in life even in the face of job loss. And new research suggests that people who maintain that sense of purpose as they age, according to professor **Carol Ryff,** director of UW-Madison's Institute on Aging, "are more likely to remain cognitively intact, have better mental health, and even live longer than people who focus on achieving feelings of happiness."

Understanding the emotional effects of job loss on older workers is important in crafting public-policy solutions, DeLeire and Kalil suggest. Efforts to help displaced older workers often focus on economic solutions, including unemployment insurance and re-training efforts, but this research shows the importance of solutions that focus on older workers' psychological health and well-being.

"Employment appears to not only provide financial support, but also social connections and perhaps a sense of purpose for older workers. Thus a lost job means more than just lost income," says DeLeire.

Ann Schottman Knol

The Stuff of Memories

To call **Patrick McBride MD'80** a *collector* of sports memorabilia doesn't quite cut it. Most collectors are bystanders, folks who honor history by acquiring artifacts.

McBride's collection captures firsthand memories.

At fifteen, McBride — now a professor and associate dean for students at the UW School of Medicine and Public Health — was a batboy for the Milwaukee Brewers in their inaugural 1970 season. He also worked the sidelines for the Green Bay Packers, back when they played half their home games in Milwaukee.

As if that wasn't enough, McBride was also the Milwaukee Bucks' ball boy, and later, as a seventeen-year-old high school senior, he became the youngest-ever equipment manager in a professional sport.

It was a magical time for the franchise. The Bucks landed Lew Alcindor in the 1969 NBA draft. In his second season, Alcindor, at right, who would change his name to Kareem Abdul-Jabbar, won his first pro championship. It was also the Bucks' first and only championship.

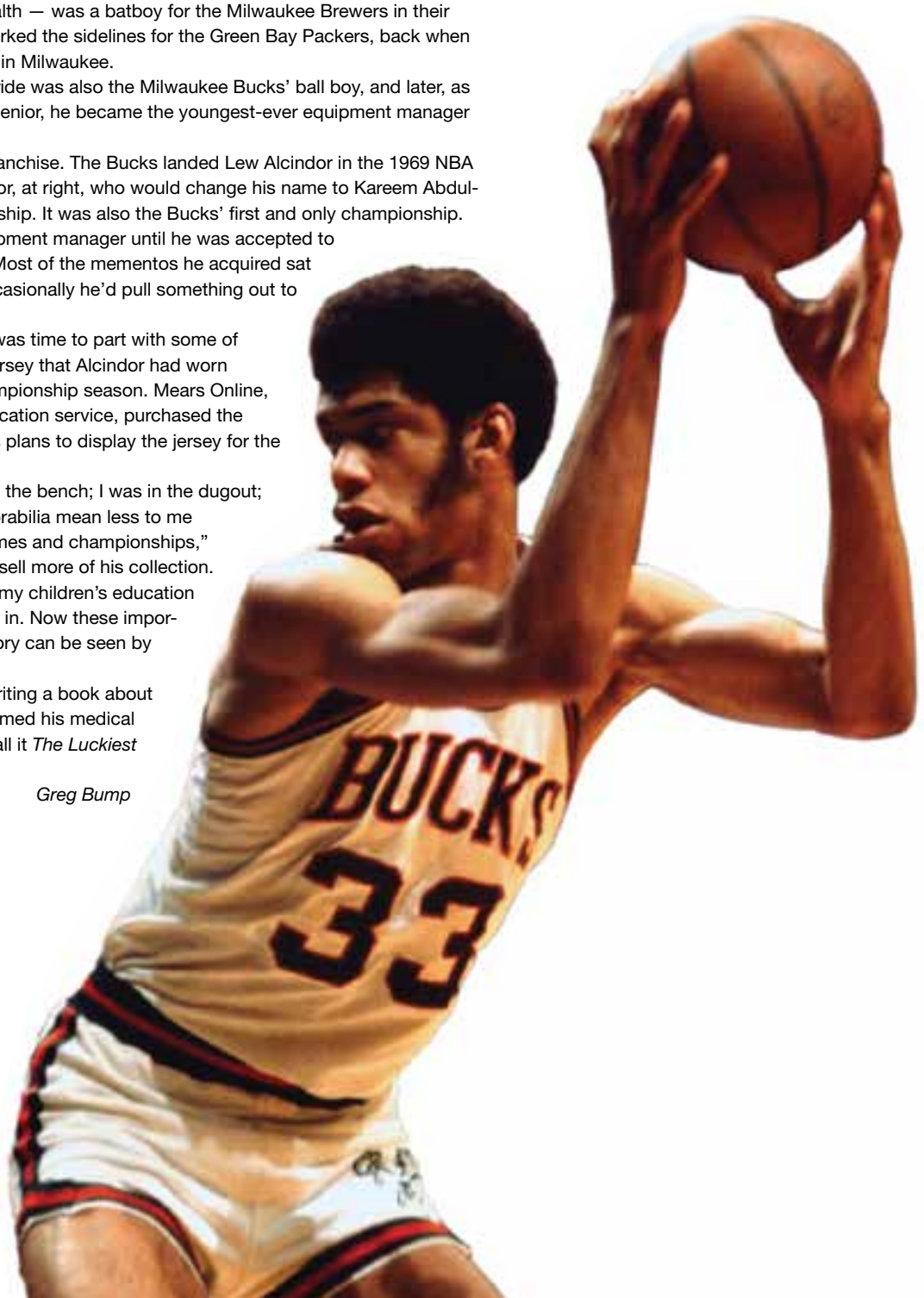
McBride remained Bucks equipment manager until he was accepted to attend medical school at the UW. Most of the mementos he acquired sat in a closet for decades, though occasionally he'd pull something out to show to friends.

Last year, McBride decided it was time to part with some of the memorabilia. He auctioned a jersey that Alcindor had worn during his rookie year and the championship season. Mears Online, a South Milwaukee-based authentication service, purchased the jersey with a bid of $80,000. Mears plans to display the jersey for the public.

"I have the memories. I was on the bench; I was in the dugout; I was on the sidelines — the memorabilia mean less to me because I was there for the big games and championships," says McBride, who is preparing to sell more of his collection. "Selling this allowed me to pay for my children's education and support some causes I believe in. Now these important parts of Wisconsin sports history can be seen by more people."

McBride is in the process of writing a book about his experience and how it has informed his medical and teaching career. He plans to call it *The Luckiest Boy in the World.*

Greg Bump



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Music 660: The Legendary Performers

Today's successful artists are influenced by the greats of past eras.

Learning from a campus legend

Marching Band director **Michael Leckrone** has been teaching this popular class for non-music majors for more than twenty years. That sounds like a long time, but he has been at the university for forty-four years.

What's that sound?

Students show up wearing earbuds and listening to whatever is in rotation on their iPods, but when they enter the Mills Concert Hall inside the George L. Mosse Humanities Building, they take a musical step back to another sonic era. "Most of [the music] they've never experienced before, but have maybe had brushes with it on TV, or in movies or commercials," Leckrone says. His students like the way Leckrone involves the class, asking them to describe what they hear, whether they like it, and why it is or isn't music to their ears. "He teaches you a different way of listening to music," says **Dan Muth '13,** a senior majoring in industrial engineering.

Defining *legend*

Leckrone focuses on artists from 1920 to 1950 who captured the musical magic of that time, yet also influence today's artists. The first lecture explores blues singer Bessie Smith. "Bessie led us to Janice Joplin; Bing [Crosby] led us to Michael Bublé; [Al] Jolson led us to Michael Jackson," he says. "Louis [Armstrong] led, and everyone followed!" The era also featured Nat King Cole, Judy Garland, Billie Holiday, Jelly Roll Morton, and Fats Waller.

BRYCE RICHTER

Michael Leckrone gets students to develop an appreciation for legendary musicians and singers who are not necessarily found on their iPod playlists, such as Billie Holiday, Bessie Smith, and Fats Waller.

Spotlight on history

While there's a lot of good music and a lot of good musicians, not all rise to the category of legendary performer, Leckrone says. "They had to have established a new style or done something socially that was a huge step forward," he says. "I'm very interested in what has happened historically." Take Jolson, a performer many students aren't familiar with until Leckrone shows them clips from *The Jazz Singer.* The film is in black and white, and the sound isn't perfect. But it captures a time when Jolson ruled the music scene, singing "Blue Skies" and "My Mammy." The students learn that Jolson's performances abroad during World War II helped lead to the formation of the United Services Organization.

New appreciation

Leckrone doesn't expect to convert all of his students into huge fans of Jolson or others. Rather, he wants to help them develop an appreciation of what came before today's tunes. "I knew nothing," says **Amy Pedersen x'14,** a biology major. "After listening to some of this music, you realize it laid the foundation for a lot of the modern music you hear." So while Pedersen is still more a fan of Jack Johnson, she has a newfound appreciation for Jolson. "It's actual music — not like a lot of the electronic stuff you hear. … It's not perfect — it's raw."

Coda

After class, the earbuds and iPods reappear. Leckrone gets it: this music won't necessarily become part of their everyday music rotation — and that's okay with him. "What I want to do is help them become more discriminating listeners," he says. "Hopefully, I get them to open their minds to more music. We hear music all the time, but sometimes you don't take time to open up your ears and really listen to it."

Kåri Knutson

TEAM PLAYER: Japheth Cato

Up until April 27, **Japheth Cato x'14** was the Badger track and field team's lucky seven. In the heptathlon, he competed in seven events, and he was among the best college athletes in his field. But at the end of April, he ruptured his Achilles tendon at a meet in California, prematurely ending his season.

The heptathlon combines the 60-meter dash, long jump, shot put, high jump, 60-meter hurdles, pole vault, and the 1,000-meter dash to rack up points during meets.

"I've always done multi-event sports," Cato says. "I'm pretty versatile."

Though he was redshirted his first year, he has always been eager to travel and compete with the team — so much so that during his freshman year, he walked onto the team's bus, looked his coach in the eye, and said, "Next year, I'll be on this bus."

Now not only is Cato aboard the bus, but he also leads the team as one of three captains. Instrumental in the Badgers' appearances at the NCAA Indoor Track Championships for three years, he encourages everyone to be the best athlete possible. In 2012, Cato showed that he holds himself to the same standard, becoming the seventh athlete in NCAA history to break the 6,000-point plateau in the heptathlon.

"I always push myself to do better," Cato says, but he also keeps in mind that the competition is just like him. "They put their pants on one leg at a time," he says.

In the 2013 NCAA Championships, Cato finished runner-up for the second consecutive year, scoring a career-best of 6,165 points. Though he was hoping for more, he's proud of breaking his own record for highest non-winning score. He is the first collegian to top 6,000 points in the heptathlon four times in a career.

"I love being on a winning team," he says. "By being willing to work through challenges and persevere, I've had great success with my teammates."

His next challenge will be a big one. Cato faces six to nine months of rehab as he recovers from his injury. But he still has hopes for future competition, perhaps even at the 2016 Olympic Games.

"I'll always be hungry," he says. "Being on this team has made me always want to work hard for more."

Aimee Katz '13

"I love being on a winning team. By being willing to work through challenges and persevere, I've had great success with my teammates."

UW SPORTS INFORMATION

Good Sports

When it comes to community service, UW athletes are pros.

Kayla Gross '13 isn't a national-champion athlete. She doesn't run, jump, block, shoot, or score at an elite level. But she represents Badger athletics better than just about anyone, though few ever see her. Gross is the hidden hand behind an ambitious undertaking.

Badgers Give Back is UW Athletics' new philanthropic outreach program, in which student athletes have unique opportunities to help make Dane County a better place to live. Created in September 2012 to organize community relations efforts, the program is centered on promoting education, physical fitness, families, and community. From charity fundraising events to appearances at area schools and American Family Children's Hospital, the program enables UW athletes to make a big difference off the field of play.

But the activities don't just run themselves — and that's where Gross steps in. Working behind the scenes, she spent her senior year serving Badgers Give Back as the community relations coordinator, a role that combines her skills in communications with her love of sports and a desire to help others.

After seeing a posting for a similar position on the Minnesota Twins website, Gross was inspired. She took the idea to the UW Athletics academic services department and, in August 2012, was hired to create a program for the Badgers.

"When I came up with the idea and said this is what I want to do, everyone here — from the faculty to the staff and the student athletes — was so supportive," she says. "I even got to write my own job description."

Gross oversees all requests for student-athlete appearances — nearly 800 student athletes in total. Her other responsibilities include transporting and accompanying athletes to events and making sure all appearances comply with NCAA rules.

A full-time student on the strategic communications track in the school of journalism, Gross typically spends twenty to thirty hours per week working with Badgers Give Back. On average, she attends three events each week, year-round. During the program's first academic year, UW athletes clocked more than 4,250 volunteer hours at more than 150 area events. That's up from 3,600 volunteer hours at 68 events last year, when UW Athletics did not have an organized program.

But her job duties don't end there. Following an event, Gross is responsible for publicizing it on the UW Athletics website, uwbadgers.com, and through social media sites such as Twitter, using the hash tag #BadgersGiveBack.

"It's a story people want to hear, and we've received a lot of positive feedback," says Gross. "Our student athletes are a tremendous group of young people, and the fact that they take time out of their already limited schedules to be so dedicated to our community is fantastic."

Libby Blanchette

COURTESY OF KAYLA GROSS

Kayla Gross joined several Badger football players for Read Across America Day in March and visited four elementary schools.

Badger Sports Ticker

Drew teDuits swam to glory when he won the NCAA championship in the 200-yard backstroke. The sophomore's victory marked the first time a UW men's swimmer had won an individual national championship since Fred Westphal '59 took the 50-yard freestyle title in 1959, and teDuits's time (1:38.27) was the third fastest in NCAA history. Overall, the team finished thirteenth at the meet in March.

The men's basketball team may have looked cold in terms of shooting in this year's NCAA tournament, but they looked hot in terms of looks — at least according to *Cosmopolitan* magazine's website. It listed senior UW forward Mike Bruesewitz as one of the "Hottest Guys of March Madness 2013," noting that his curly red hair — or "ginger 'fro" — makes fans swoon.

The men's hockey team won the Western Collegiate Hockey Association title at the conference tournament in March. The victory marked the squad's first conference championship since 1998, and the last they will ever win in the WCHA. Next season, the Big Ten will launch ice hockey play, and the Badgers will join that conference.

Women's hockey players Brianna Decker and Alex Rigsby were named All-Americans. Decker, a senior, is a forward, and Rigsby, a junior, is the team's goalie.

The women's volleyball team has a new head coach. Kelly Sheffield, formerly head coach for the University of Dayton, takes over for Pete Waite, who resigned in November.

the planet hunter

Is there intelligent life beyond Earth? Maggie Turnbull '98 is determined to find out.

By Nicole Sweeney Etter

Maggie Turnbull '98 sits in the fading afternoon light of her parents' living room in Antigo, Wisconsin, her laptop perched on the table before her. This small town of 8,200 in the Northwoods, hours from the nearest university and a plane ride away from the closest major observatory, is an unusual home base for an astronomer and astrobiologist who has dedicated her career to advancing the search for extraterrestrial life.

But Turnbull is not your typical scientist.

"I really like working in places like this," she says, gazing over the back yard's towering trees and small pond, binoculars resting nearby, in case she wants a better glimpse of the woodpeckers dining on the peanut-butter-and-suet concoction she mixes up for them. "Sometimes I just need to stare out the window and think."

But the life she's thinking about is light years away from this back yard. Once labeled a genius by CNN, Turnbull is internationally known for her work cataloging potentially habitable planets and even has an asteroid named after her (7863 Turnbull). She's not afraid to take risks to pursue her scientific dreams — first by choosing astronomy, then by focusing on the search for extraterrestrial life, then by leaving a good job at a highly respected institute to do science on her own terms. As a freelance astrobiologist, she focuses on life in the universe.

The life she has discovered along the way: her own.

NICO HOUSMAN/EUROPEAN SOUTHERN OBSERVATORY

The Milky Way is shown above the La Silla Observatory in Chile's Atacama desert. The vast expanse of stars and planets has always fascinated Maggie Turnbull, who turned her love for astronomy into a career as a freelance astrobiologist. Working out of her home office in Antigo, Wisconsin, she has become internationally known for her work cataloging potentially habitable planets.

As a kindergartner, Turnbull pored over her school's encyclopedia of planets, its pages filled with big, vivid pictures of the solar system. "Saturn, in particular, was just so exotic and so captivating," she recalls. "That's sort of my earliest memory of becoming enchanted with space."

She yearned to be an astronaut and was obsessed with *Star Trek: The Next Generation*. "I was religiously attentive to that show," she says with a laugh. "Every Monday night at nine o'clock it would come on, and I would be in front of the TV, waiting. I think it probably crystallized in my mind that I was going to do something with space exploration."

Although she didn't grow up with a back-yard telescope — frankly, she was underwhelmed by the limited view — she found other ways to feed her fascination with space. In middle school, she devoured every book on the topic that she could find, including one of her father's old college astronomy textbooks. "It was all words, no pictures, just a black cover. And I couldn't tear myself away from it," she says. "I'd come running into the kitchen and say, 'Mom, did you know if you took even a spoonful from the center of the sun, it could go crashing through this table and to the center of the earth because of how heavy it would be?' " In seventh grade, Turnbull tore through Isaac Asimov's *Atom*, about atoms and particle physics. "I remember wanting to talk about

it in science class, and that wasn't going anywhere," she says with a laugh.

On her high school graduation day, a friend asked what she was going to do next.

"I'm going to do astrophysics," Turnbull declared, putting her plan into words for the first time. She applied to only one college — UW-Madison — and she was on her way.

But once she settled into freshman year, her confidence crumbled. Of the forty-thousand-some students on campus at the time, she was one of just three astronomy majors in her year. "I had a moment where I thought, there's just no way that's going to work. Nobody here wants to be an astronomer," she remembers. "And that's because there aren't any jobs. Where am I going to work?"

So she switched her major to biology, thinking it a more practical path. But she felt so sick over the decision that she barely slept for two weeks. One day, her astronomy TA showed a video that included the same pictures of Saturn, Jupiter, Uranus, and Neptune that Turnbull had first spotted in that encyclopedia as a child, and she broke down in tears as the images flashed on the screen.

"Are there any jobs at all in this field? Tell me there's something I can do with my life!" she told the TA after class. They talked about research opportunities through NASA and the National Science Foundation, and, reassured, Turnbull switched her major back to astronomy.

Even then, she was intrigued by the idea of life on other planets, but knew it was considered "fringe."

"It was an identity crisis. This is how I am, and yet this is how the world works, and the world doesn't have a place for someone who wants to do something that's *that* out there," she says.

But if the world didn't have a place yet, she decided, she'd make her own. She soon had her chance.

Turnbull spent a summer working at the Harvard Center for Astrophysics, and while she was there, the movie *Contact* hit theaters. In the film, Jodie Foster plays an astronomer who discovers the first sign of intelligent life from another planet.

"I sat down ready to pooh-pooh that movie. I was going to know all the things that were wrong and inaccurate," Turnbull says. "But by the end, I was practically standing on my chair saying, 'That is what I'm supposed to do with my life!' "

After graduation, she landed an astrobiology internship at NASA's Ames Research Center in California. She then started graduate work in astronomy at the University of Arizona, where she was told that her UW research had set her application apart from some two hundred other applicants.

She switched her major to biology, thinking it a more practical path. **But she felt so sick over the decision** that she barely slept for two weeks.

In grad school, she met Jill Tarter, then-director of the SETI (Search for Extraterrestrial Intelligence) Institute, which was searching for radio signals from extraterrestrial civilizations. Using radio telescopes to observe nearby sun-like stars, SETI researchers monitored millions of radio channels for evidence of communication transmissions from intelligent beings. Turnbull begged Tarter for the chance to work for her, and Tarter was impressed by her enthusiasm.

"Maggie is a unique individual," Tarter says. "She has a huge amount of energy, she's pretty fearless, and she does things in her own way. When she was in graduate school in Arizona, there was no formal program in astrobiology, so she created her own graduate program."

One day, while sitting in the SETI offices in Mountain View, California, Turnbull looked over and saw a photo of Tarter with Jodie Foster. "I had not realized that [Tarter] was the one the movie *Contact* was based on," she says. "I went from sitting in a movie theater to sitting in the office of the real-world inspiration for that movie."

While at SETI, Turnbull embarked on an effort to help the project's researchers refine their search. She turned to the Hipparcos catalog, which lists the names, coordinates, color, and distance of about 120,000 nearby stars, and began piecing together shreds of information like a detective to better understand the stars scattered across the cosmos.

"You have to know how far away it is to know how luminous of a star it is. And if you don't know how luminous it is, then you don't know how massive it is, which means you don't know how long it's going to live or how old it is," Turnbull explains. "The brightest stars only live for a million years. We need to know this when we're building a target list for SETI, because you need a nice, stable environment for billions of years for life to take hold, especially for intelligent life if you're listening for radio signals. On Earth, that took 4.5 billion years to happen."

Turnbull's task: rule out the stars that weren't good candidates. At the same time, she vastly lengthened the target list through her analysis of other stars that SETI hadn't yet considered.

"They had a few thousand stars that they were looking at, but now we could look at tens of thousands of stars that we knew were good, high-quality targets," she says.

Her work became the Catalog of Potentially Habitable Stellar Systems, or HABCAT, as it's better known. Then she added data from other catalogs, including

information on stellar composition. To create planetary bodies and living organisms, you need a star rich in heavy metals — that rules out many of the older stars that lack heavy metal content. During Turnbull's four years at SETI, her database grew, eventually encompassing more than 1 million stars.

"I kept coming up with new questions to ask about the stars," she says.

Turnbull's contributions have been key to the search for planets outside our solar system, says Sara Seager, a professor of planetary science and physics at the Massachusetts Institute of Technology.

"She's known as the person who knows the most about the list of target stars," Seager says.

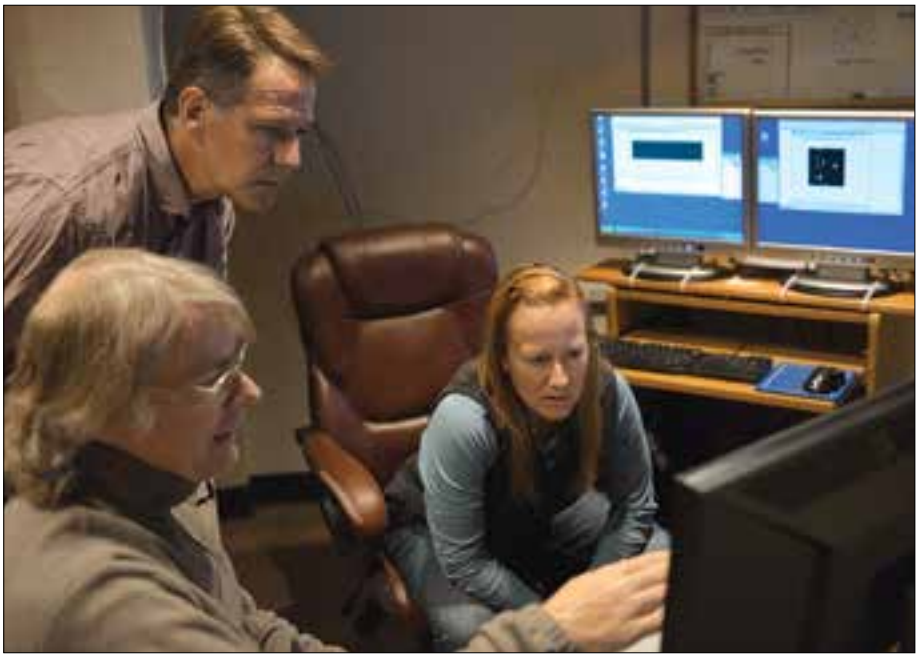
Not everyone gets Turnbull's interest in extraterrestrial life. "I had really mixed reactions," she says. "My parents were always very supportive. My parents are more imaginative people, pretty flexible thinkers. … I'm sure others thought, 'The probability of detecting an alien signal is so small, and is that really a good use of your abilities and efforts?' "

Those are the same sorts of questions Jodie Foster's character encounters in *Contact*. Turnbull loves how the main character's discovery turns the world upside down, and that possibility, however remote, is her own motivation.

"To me, that is what would make science worth doing," Turnbull says. "I realized there was nothing else in all of science or in all of astronomy that I could do that could potentially have that big of an impact on humanity. … Everything else pales in comparison. And why would you do something that pales?"

Still, Turnbull is quick to poke gentle fun at herself and Hollywood's influence on her life.

"For whatever reason, I was sort of innocent and wide-eyed enough to take that idea very seriously, whereas most of my peers would've thought it was a fun idea, but extremely far-fetched, and gone on to do more realistic things. That's what most people would've done and have done. I know a lot of people who have seen the movie *Contact* and their lives weren't changed," she says with a smile.



ANDRI POL

On a recent visit to Lowell Observatory in Flagstaff, Arizona, Turnbull consults with researcher Brian Skiff (sitting) and astronomer Gerard van Belle (standing).

After earning her doctorate,

Turnbull did an astrobiology postdoc at the Carnegie Institution for Science in Washington, D.C. Then she was hired as an assistant astronomer at Baltimore's Space Telescope Science Institute, which manages the Hubble Space Telescope. She helped support the Hubble's last servicing mission and found the work interesting.

And yet, she started to have doubts again. "After a while, I began to feel like I didn't really belong at a big institute," she says. "I felt like it wasn't quite the environment that I could see myself in long term, which caused yet another identity crisis. I went through all of that, and I actually got a job, and it was a good job, and I didn't want it. I had to come up with an idea of what the alternative would be, because there was no other institute in the world I'd rather be at — that place is doing amazing things."

At the same time, she was homesick for family, for the simple pleasures of her childhood in northern Wisconsin. "I realized that I wanted a much bigger life than just astronomy," she says. "As amazing and fantastic as astronomy and astrobiology are, academic research does not encompass enough of the human experience for me to feel like I'm living a happy and well-rounded life. I just felt the need for a major course correction."

She resigned after just six months and decided to invent a new life as a freelance astrobiologist at her own nonprofit organization, the Global Science Institute. The same day she decided to resign, the phone rang. It was Webster Cash, a professor from the Department of Astrophysical and Biological Sciences at the University of Colorado at Boulder, and he wanted to know if she would lead a science team for the New Worlds Observer, a proposed mission to detect Earth-like planets around nearby stars. Her new adventure had begun.

ANDRI POL

"You would think that all scientists are bubbling with creative ideas, but **Maggie's level of creativity is quite rare.** It's a talent she was born with, and she's figured out how to use it in her own way."

The New Worlds Observer

is just a concept for now, centered on the idea of a space telescope that would travel with something called a starshade. The unique design of the petal-shaped starshade is engineered to block powerful starlight so that a telescope can capture images of fainter objects nearby. "It's a really cool design for an observatory, and it has a lot of advantages over trying to block the starlight once it's already in the telescope, which is the way that it works now," Turnbull explains.

"The Hubble has an internal coronagraph to block out the light of really bright stars so that it can see the things around them," she says. But it can't see something as small as an Earth-like planet, "and certainly not a habitable planet, because habitable planets are very close to the star. So it would have to be a new telescope with really good optics and a really good starshade."

NASA recently selected the starshade concept as a possible use for a Hubble-class spy satellite that it acquired from the National Reconnaissance Office, but the project is now on hold indefinitely due to lack of funding. "It's a matter of waiting for NASA to decide, are we going to have a dedicated mission to do something like this or not?" Turnbull says. "And funding is getting tighter and tighter by the minute."

In the meantime, Turnbull continues to submit grant proposals to fund her work, competing with scientists who have the clout of large universities and institutes behind them.

"It probably doesn't help me that I'm at a tiny, one-woman nonprofit organization, but I don't think that it's made my life impossible either," says Turnbull, who currently has funding from NASA and the NASA Astrobiology Institute.

Colleagues aren't surprised that Turnbull succeeds on her own. "She does really creative and interesting things all the time," Cash says. "You would think that all scientists are bubbling with creative ideas, but Maggie's level of creativity is quite rare. It's a talent she was born with, and she's figured out how to use it in her own way."

And she pours that energy into her ongoing study of the stars that she believes are the best targets for habitable planets.

"I would just like to understand our nearest neighbors a lot better," Turnbull says. "Is there a place relatively nearby in the neighborhood of the sun that is anything like Earth at all? Maybe there aren't people walking around, but maybe there are. What if there are animals? Even if there was a planet that didn't have life on it, but that could become habitable, what would that even look like? … We could find anything out there."

Now she's working with colleagues at the University of Arizona to collect data on the stellar ages of top targets by studying their rotation rates and activity levels. She occasionally joins them for a dusk-to-dawn observing run at the Lowell Observatory in Flagstaff, Arizona. It's a totally different energy from her usual work environment.

"To be around that many astronomers puts you in a certain frame of mind that is hard to replicate when you're by yourself in the woods," she admits.

At the same time, Turnbull feels more connected to the real world in Antigo. Soon after moving back, she threw herself into community life, spearheading the drive for Antigo's first farmers' market and winning a spot on the Common Council. She teaches at the local technical college and is active in the Antigo Bow Club. A former vegetarian turned hunter, she's proud of recently bringing down her first doe.

"In the real world, people are fighting for their survival," she says of life in Antigo. "It's not just academics complaining that Washington isn't putting enough money into science. People are trying to actually stay alive and just be able to afford a roof over their heads."

Seager, the professor at MIT, admires Turnbull's attitude.

"Her unconventional approach to life is very refreshing," Seager says. "She wanted to be a scientist, but only on her own terms."

At the 100 Year Starship symposium, an event sponsored by the Defense Advanced Research Projects Agency and focused on interstellar space exploration, Turnbull stood up and made her pitch for better instruments. Despite continued cuts to NASA's budget, she sees that as the only way to make progress. "If you can give me a space telescope that is capable of finding Earth-like planets around nearby stars, then the [funding] problems are all solved. I can tell you where the habitable zones are, and private industry will take over," she says. "Once the discovery has been made and you have destinations, then you will have desire. People will just have an unquenchable desire to go there. And when you have desire, you have success. You find a way to do it, with or without government funding."

And what then? "Then we can take over the galaxy, and we can meet all the other civilizations that are out there," she says with a laugh.

For now, she's content to keep searching from her small corner of the universe. ■

Nicole Sweeney Etter, a freelance writer and editor, lives in Milwaukee.

Another Approach to Finding Signs of Life

Clark Johnson's research is grounded in the study of ancient Earth rocks, but it could reveal clues about life on faraway planets.

Johnson, a professor of geoscience, leads the Wisconsin Astrobiology Research Consortium, which includes about forty researchers and staff, mostly from UW-Madison's Department of Geoscience. He also co-teaches Astronomy 160: Life in the Universe.

While Maggie Turnbull's work focuses on where we might find extraterrestrial life, Johnson's team explores what that life might look like.

Johnson began his career as a geochemist who studied the world of volcanic eruptions, magmas, and the like. Then, in 1996, he read a paper in the journal *Science* in which author David McKay proposed that there was life in a Martian meteorite. "In the end, a lot of people don't believe this idea that he proposed," Johnson says, "but it got people thinking about how to test this idea in a lot of different ways."

Johnson was one of those people. He suddenly found himself drawn to astrobiology, the field that studies life in the universe. Soon Johnson was collaborating with other researchers at NASA's Astrobiology Institute. Then in 2007, he launched the Wisconsin Astrobiology Research Consortium. The consortium recently received a second five-year, $9 million grant from NASA to continue its work.

"We focus more on the chemistry of life and what we call the biosignatures of life. So we're interested in life on the early Earth and what we might find on another planetary body like Mars," he explains. "If you find a big dinosaur bone in a rock, that's a biosignature. But if you look at the early Earth, life was dominated by microbial life, so the biosignatures aren't going to be as blatantly obvious as a big dinosaur bone."

It's extremely rare to find fossilized microbes, because they're easily broken down by heat and the rock-formation process. So Johnson's team mostly focuses on what he calls "the chemical fingerprints of life" — unique minerals, shapes, or compositions in early Earth rocks.

Ancient Earth rocks are also rare, but they can be found in certain parts of the world. Johnson has spent much of his time collecting samples in Australia and South Africa.

"The practical field work is on Earth," Johnson says. "But our goal in the long term is to provide the interpretative context for when we get samples from a planet such as Mars. We want to know what the range of life on the early Earth would've been, in order to recognize the potential in rocks from another planet."

In March, NASA's *Curiosity* rover found evidence in Martian rock suggesting that the planet could have supported living microbes at one time. "The chemical measurements being made by *Curiosity* now clearly show that early Mars had a significant wet, freshwater environment — an environment that certainly could have supported early life," Johnson says.

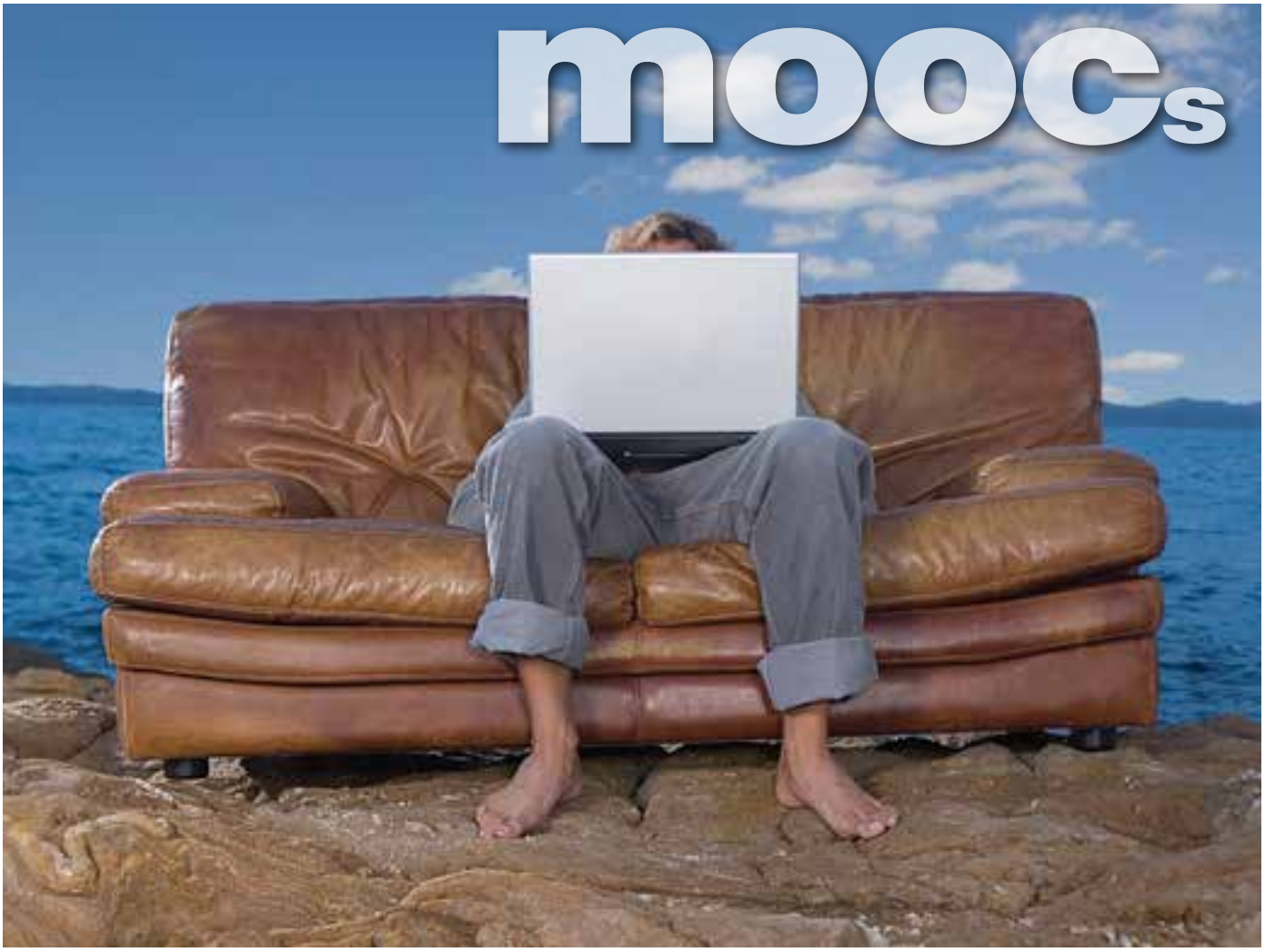
Next, Johnson's team is looking at how microbes might have been affected by a period of rapid change.

"These are really big questions, and they don't have easy answers," he says. "I'd like to think of them as multigenerational questions. They're tied into long-term missions to other planets that take decades to plan for."

N.S.E.

SHUTTERSTOCK

the abcs of moocs



MASTERFILE

The UW is experimenting with the elements of free online classes. What will this mean for the university? Here's a primer on higher education's latest trend.

By John Allen

On the bookshelf in his office, John Hawks keeps a toy woolly mammoth, its face turned in flight from a toy caveman, whose plastic hand brandishes a plastic spear. It's hardly a museum-quality display, but the scene serves as a reminder of the forces that Hawks studies: adaptation and extinction.

Hawks is an associate professor of anthropology, and his specialty is human evolution. The focus of his career has been to ponder why the caveman survived and the mammoth did not.

Adaptation and extinction: Hawks sees these forces in the professional sphere as well as the prehistoric. He'd prefer that his career path evolve like the human rather than die out like the mammoth. In part, that's why he volunteered to teach one of the MOOCs — massive online open courses — that the UW will offer beginning in fall 2013.

"The world is changing," he says. "It's going to be increasingly difficult for a PhD to be hired as a professor without having substantial ability to teach online."

MOOCs are one of the newest trends in higher education. Universities offer classes online, for free, to anyone who wishes to take them. In February, the UW announced a partnership with the firm Coursera to create four MOOCs during the 2013–14 academic year:

- Human Evolution, taught by Hawks
- Markets with Frictions, taught by finance, investment, and banking professor Randall Wright
- Globalizing Higher Education and Research for the "Knowledge Economy," taught by geography professor Kris Olds and University of Bristol professor Susan Robertson
- More Than a High Score: Video Games and Learning, with Constance Steinkuehler MS'00, PhD'05 and Kurt Squire, two School of Education faculty who co-direct the UW's new Games + Learning + Society center.

The announcement sparked immediate interest. According to Jeff Russell, the UW's vice provost for lifelong learning and dean of continuing studies (and the administrator charged with guiding its MOOC program), more than 1,500 people registered to sign up for the classes within thirty hours; by mid-April, that number was over 25,000, even though the university hadn't yet set dates for when the courses would begin.

UW-Madison is hardly the first university in the world to launch MOOCs. Dozens of schools around the globe offer them. Coursera currently has relationships with sixty-one other institutions in seventeen countries, and it's just one of the three major MOOC providers. There's also Udacity, created by faculty at Stanford, and edX, a company spun off by Harvard and the Massachusetts Institute of Technology. UW-Madison isn't even the first UW System school to offer a MOOC; UW-La Crosse created one in the spring of 2013 to teach remedial math.

As recently as summer 2012, UW-Madison was reluctant to get into the MOOC business at all — for reasons that are still relevant.

"There are things that face-to-face education can accomplish that online just can't. But on the other hand, there's a lot of what we do in face-to-face education that's just chalk-and-talk. That can easily be done online."

"We weren't interested in being a show cow," says Russell. "We didn't want to get into [MOOCs] simply because all of our peer institutions were doing it. We wanted to have a sound plan and rationale, to create authentic, substantive classes — or else we knew it would be a train wreck."

But during the last year, university administrators came to see that MOOCs fit within the UW's core values, as expressed in the Wisconsin Idea — the ideal put in words a century ago by UW president Charles Van Hise that the university should spread its beneficent influence to every home in the state. In the past, the university seized on technology to fulfill this goal. When radio and television were new media, Wisconsin had shared its educational resources with citizens gratis though such programs as *School of the Air*. Why not online?

"I view this as part of the Wisconsin Idea," says Hawks. "The University of Wisconsin has the opportunity to be a leader [in online education], so it should be."

The program also fits within one of the goals that David Ward MS'62, PhD'63 set while serving as interim chancellor the past two years: educational innovation.

"The opportunity [MOOCs] afford us is to think about education in a much broader sense," Russell says. "Our current structure and process is, for good reasons, to focus on the traditional residential student body. But only 15 percent of [American students] who are pursuing an undergraduate degree are at a traditional four-year program."

Thus the UW is dipping a toe into MOOC-y waters. The four MOOCs launched this coming year mark phase one of a pilot program; phase two may include another three to six courses, as the university figures out how to make online education more effective. It's essentially an experiment, an effort to learn as much as to teach.

"I would say that right now you're just seeing the first wave of online courses," says Steinkuehler, "which means that people are working on the bare bones of how to structure them, how to let people self-pace. I think that once we're through this phase of nuts and bolts, you'll see a lot of innovation."

Adaptation or extinction: those, ultimately, are the forces that are causing faculty, both at the UW and other institutions, to take a hard look at MOOCs. Squire notes that if the university's prime mission is to educate — to spread information and train people to think — free online courses offer the opportunity to serve more people at less cost than does traditional classroom instruction. And

many of the elements that surround traditional classroom instruction aren't intrinsically necessary to educating.

"Once you make information digital," he says, "it doesn't really cost the university much of anything to make it freely available. As a public, taxpayer-funded institution, we have to seriously rethink what our purpose is and whose interest we're serving. If our mission is to educate the populace, maybe these structures we've created — courses, seat time, attendance — don't inherently make sense. We have to seriously rethink them if we want to stay relevant."

But the MOOC model of free education also raises challenges that the university — the UW in particular and the educational community as a whole — will have to answer before free online classes can make an impact on American higher education. The questions are as obvious as A, B, C, but the answers aren't so simple.

a is for access

The most apparent difference between MOOCs and other university courses can be found in the first letter of the acronym: massive. Traditional courses — even traditional online courses — are typically limited to tuition-paying students, but MOOCs are open to everyone, everywhere, who has access to the Internet.

This presents a technical challenge. In January, a MOOC taught by faculty from Georgia Tech — and supported by Coursera — had to be suspended when it proved unable to handle its 40,000 students. That the class had to be canceled was embarrassing enough, but to make matters worse, its title was Fundamentals of Online Education — it was an online course about how to teach online courses.

"There are a lot of issues," says Linda Jorn, the UW's associate vice provost for learning technologies and director of academic technology, and the person ultimately responsible for the technical end of supporting MOOCs. "We're aware that a lot can go wrong and that we have to make the student experience a good one."

"Once you make information digital, it doesn't really cost the university much of anything to make it freely available. If our mission is to educate the populace, maybe these structures we've created don't inherently make sense. We have to seriously rethink them if we want to stay relevant."

In addition to the technical challenges, there are legal questions. In a traditional classroom, an instructor can assign readings from a textbook or journals at the library. But sharing material online could violate copyright, forcing instructors to either limit readings or seek out permission from authors and publishers.

"It's a copyright nightmare to create an open-access course," admits geography professor Olds. He could do as college instructors traditionally do and tell students to buy a textbook, but that would negate the open spirit of a MOOC, making participation difficult for the poor. "Say a textbook costs $80," he says. "That's more than a month's wages in some countries."

But those are just the practical difficulties of being massive. There's an academic issue, as well. The course that Steinkuehler and Squire will teach is a version of a popular class they've taught on campus. "Our waiting list has a waiting list," Steinkuehler notes, and she hopes that a MOOC format will enable her to teach more students than she currently can. "I would love to have ten thousand sign up," she says. "I think that's a very lofty goal."

But many instructors have had trouble finding a way to engage the large crowds that turn up online, which may, in turn, contribute to the high dropout rate among MOOC students: typically, less than 10 percent of those who sign up for a course complete it. When Stanford offered a MOOC called Circuits and Electronics, it attracted more than 100,000 students, but less than 5 percent of them passed. Even Hawks admits that, while he's signed up for a few MOOCs, he hasn't completed any.

"MOOC proponents say this is fine," he says. "You're hitting people where they want to be. It's free, and they're getting out of it what they want to put into it. MOOC detractors say, how can you say that's education, when 98 percent of students don't finish?"

One of the key points those detractors note is that online classes don't provide the kinds of face-to-face interactions that enhance the educational experience for students and teachers. But Steinkuehler cautions that such worries shouldn't serve as an excuse to stifle innovation.

"There are things that face-to-face education can accomplish that online just can't," she admits. "But on the other hand, there's a lot of what we do in face-to-face education that's just chalk-and-talk. That can easily be done online."

One of the most vital student-teacher interactions — and one that grows increasingly difficult as class sizes become massive — is grading students' progress. Checking homework and exams is a time-consuming chore with dozens of students;

it will strain the abilities of the most energetic instructor with a class in the thousands.

So when it comes to challenges, if A is for Access, it's also for Assessment. With unlimited students, how can instructors be sure that people are actually learning what they're being taught? Testing will be a challenge; grading homework will be virtually impossible.

"Assessment tends to drive instruction," Steinkuehler says. "That's the thing that belies what you think is important to the class. So we'll have to figure out: what are the kinds of activities we can set up where we can see how well a student knows something, understands something, or can do something?"

b is for business plan

There may be less teacher contact online than in a classroom, but from the student perspective, MOOCs offer one advantage that traditional university classes almost never meet: they're free. But this is one clear disadvantage from the university standpoint: it blows up a school's business plan.

If you think of universities in transactional terms, they sell education (measured in credit hours and degrees) to students, who pay through tuition. In MOOCs, however, students still receive education, and faculty still go through all the labor of teaching, but there's no payment. How does the university stay in business? Who will pay faculty for their labor? Where do dollars come from to finance the technical needs of a virtual classroom?

"The rule of thumb now," says Olds, "is that it costs three times as much money and time and effort to create an online course — and to run it properly — as originally estimated."

At the moment, the university doesn't really know how much its MOOCs will cost. "Will they cost us $1,000?" asks Russell. "No. Will they cost us $1 million? No. It'll be somewhere in between." He calls the program's price "the million-dollar question," but that's an exaggeration. Currently, the UW is planning for just half that: $500,000 in private funding, which the UW Foundation will provide to cover the pilot program. But this is only seed money to get the university through its experimental phase. How to make MOOCs sustainable for the long term is still an open question.

So if B is for Business Plan, it's also for Budget — i.e., the university's. Since MOOCs are free to students, they appear to solve the issue of the spiraling price of higher education. Since online education frees schools from costly overhead in buildings and maintenance, it appears to offer an answer to the spiraling budgets. But this, Olds warns, is mere illusion. Online courses don't substitute for the work of brick-and-mortar universities, but add on to it.

MOOCs, he says, "are not a replacement for the university. They're simply a platform for engaging students, to reach different audiences and offer them different experiences. They're not a silver bullet that resolves the fiscal imbalances in higher education."

c is for credit

MOOCs may offer students an advantage in that they're cost-free, but they also suffer one clear disadvantage: they're credit-free. The MOOCs that the UW has created — indeed as with almost all MOOCs everywhere — give no credits toward earning a degree.

Of course, college credits aren't inherently necessary to education. A student can learn without report cards and a GPA. But credits are essential for monetizing one's education, to turning learning into something with financial value.

"College credits have real currency," says Russell, "because they roll up into a credential" — that is, a degree or certificate, something that a student can show to a school or an employer to advance a career.

The MOOC model offers no such currency. And that's important, because according to the U.S. Department of Education, a person with some college but no degree earns $25,000 less per year, on average, than a person with a bachelor's degree. Currently, a fifth of the workers in Wisconsin have some college but no degree.

MOOCs could offer the opportunity to break away from the current credential model and form a new one that gives students rather than institutions the power to determine what those credentials show.

"Most credentials are controlled by universities," says Steinkuehler, "but [MOOCs present] systems that might not be controlled by universities or K-through-twelve. If I were a student, and there were some way to show that I had made my way through some complex content online, then I hold the keys to my education. It'll be interesting to see what the role of the university is in that context."

And that points to the other C challenge: Change, which is inevitable. Online technology is exerting pressure on educational systems to evolve. That doesn't need to be scary — it's simply reality, and a reality that Hawks embraces as he looks toward his MOOC with enthusiasm.

"I have the opportunity to teach evolution on a scale of potentially tens of thousands of students. I could not ignore that," he says. "It's the kind of opportunity that doesn't come along very often." ■

John Allen is senior editor of On Wisconsin, *a massive online (and paper) open magazine.*

Time Travel

This poster uses the "time portal" technique to compare how the campus looked nearly seventy-five years ago with how it looks today. Created by the Wisconsin State Cartographer's Office, it blends a modern color photograph from July 2, 2010, with a historic black-and-white shot from July 6, 1937, using GIS (geographic information system) software.

The poster highlights the dramatic changes that have taken place on campus and the surrounding community during this time period (although current visitors will note that even more changes have occurred since 2010).

You can find the entire image of the 1937 photo and links to other historical images at www.sco.wisc.edu/uw1937.html. The "Then and Now" poster is available for $10 from the Wisconsin Geological and Natural History Survey (608-263-7389).

The Accidental

Carrie Coon didn't grow up longing to be in theater. But her talent took her there.

By Jenny Price '96

CARRIE COON MFA'06 was on stage at the University Theatre with award-winning playwright Tony Kushner when he visited UW-Madison in 2005 for a reading of his unfinished play about Laura Bush. The two had not rehearsed ahead of time.

Norma Saldivar, a professor of theater who directed Coon one year before in Kushner's play *Homebody/Kabul*, was watching from a seat in the house. Kushner began to deliver his dialogue in a quick, clipped fashion. When Coon said her first line, he stopped and simply looked at her. Kushner, who wrote the play *Angels in America* and the screenplay for the movie *Lincoln*, needed a moment to react to what the theater student was doing with his words.

"He was struck by what she was playing," Saldivar says. And in that moment, she realized, "He sees what we *all* see in Carrie."

Now more of those who love theater can see for themselves what Kushner saw then.

Last fall, Coon made her Broadway debut in the Chicago-based Steppenwolf Theatre Company's fiftieth anniversary production of Edward Albee's *Who's Afraid of Virginia Woolf?* She played Honey, the wife of an academic, and in her hands, the character became a scene-stealer. One reviewer noted that Coon should win a Tony award for "excellent drunk acting." Another said her scenes left the audience uncertain whether to laugh or cry. The *New Yorker* simply called her "phenomenal."

"She brings full life to this character. … She's always had that ability," says Saldivar, who attended the play before it ended its Broadway run in March. "There was no doubt in my mind from the very first time I saw her that she had something very special."

Making It Look Easy

Growing up in a small town outside of Akron, Ohio, Coon didn't see a lot of theater. But when she was ten, she attended a children's production with a friend. She recalls wondering about the kids on stage, thinking, "I didn't know kids were allowed to do that. How did they get up there?"

One of five children, Coon spent many weekends watching her younger brothers, which left little time for extra-curricular activities beyond athletics. She continued playing sports when she got to high school and was elected class president. One day, while waiting for soccer practice to start, the busy fifteen-year-old stayed after school and auditioned for Thornton Wilder's *Our Town*. She landed the role of Emily. "I accidentally got the lead in the play," she tearfully told her mother.

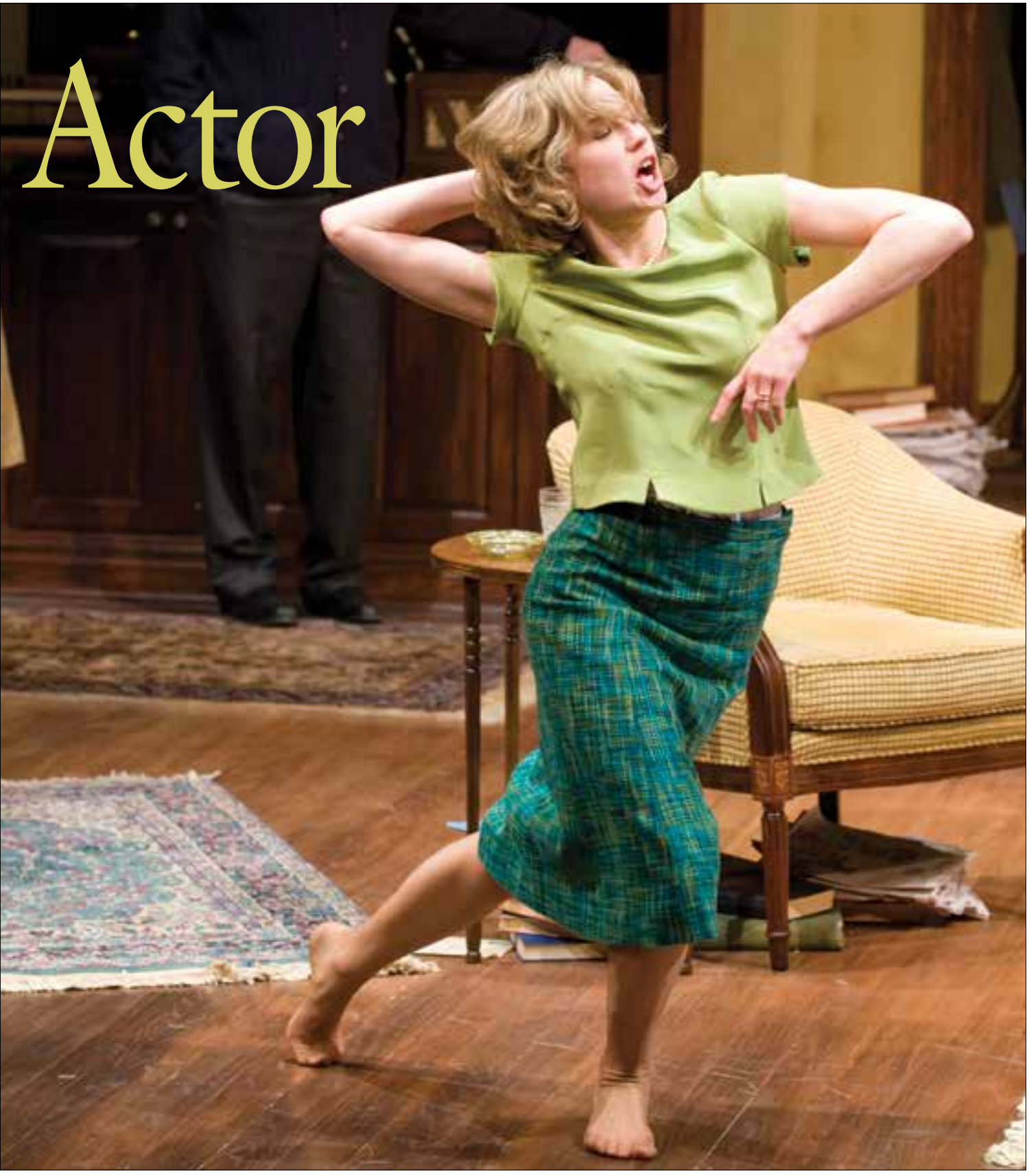
The production was terrible, she says, but it was wonderful, too. She remembers delivering Emily's poignant monologue at the end of the play: "Do any human beings ever realize life while they live it — every, every minute?"

"I knew that it was a really important speech, even if I couldn't articulate why," Coon says. "I could feel it, and [knew] how powerful it was, and I never forgot about that."

Coon won an academic scholarship to the University of Mount Union in Alliance, Ohio, less than an hour from home. She played soccer and ran track, majored in English literature and Spanish, studied abroad in Spain, and set her sights on being a linguist.

Mimicking some of the mannerisms of a family member who often became drunk at her family's Christmas dinner helped Carrie Coon (right) win the role of Honey in the Broadway revival of Edward Albee's *Who's Afraid of Virginia Woolf?*

Actor



MICHAEL BROSILOW/STEPPENWOLF THEATRE COMPANY

SARA KRULWICH / THE NEW YORK TIMES/REDUX

Carrie Coon (right) was cast in the role played by Sandy Dennis in the 1966 movie version of *Virginia Woolf*. She was nominated for a Tony Award for her performance, along with fellow actors Amy Morton and Tracy Letts (at left), and the Steppenwolf Theatre production received a nomination for best revivial of a play. The awards were to be presented June 9 on CBS.

Meanwhile, she continued to effortlessly nail it in auditions.

During her freshman year, Coon spotted a flier seeking actors for William Shakespeare's *A Midsummer Night's Dream*. She auditioned and landed the part of Titania, queen of the fairies. She quit the track team after two years, but continued to play soccer, and acted in a handful of plays when she had free time to rehearse during the off-season.

As graduation neared, a theater professor encouraged her to audition for university and regional drama productions. With little preparation, Coon headed to Chicago. Her mother, grandmother, and aunts tagged along for a weekend of revelry and martinis. Erica Daniels, the casting director for Steppenwolf Theatre Company who would later cast Coon in *Virginia Woolf*, had her first glimpse of the actress at those auditions.

Soon thereafter, the UW offered Coon a scholarship for master's study. "The faculty members at Wisconsin took such a huge risk with me, because I had no experience and I was fresh out of [college]," Coon says. "So the first thing I got from Wisconsin was pure opportunity."

Our Town, Again

At the UW, one of Coon's responsibilities as a graduate student was to teach acting, something she had not formally studied. "I had to really get to the bottom of how I work, so that I could help other people learn to define their own process," she says.

The UW's graduate program also gave Coon the chance to act in Madison Repertory Theatre productions. Her first professional role was familiar: Emily in *Our Town*. "I [had] this wonderful synchronicity where I got to do that role when I didn't know what I was doing — and I was fifteen years old — and then I get to come back and do it as a professional," she says. "Applying your craft in the professional world is something that I think a graduate-level program should prepare you to do, and I felt like that was really possible for me [at the UW]."

After finishing graduate school, Coon did voiceover work for commercials and motion-capture acting for a Madison video-game company. She also did an apprenticeship with the nationally regarded American Players Theatre (APT) in Spring Green, playing small

"There was no doubt in my mind from the very first time I saw Carrie that she had something very special."

roles in four plays that first summer before getting her chance at bigger parts. She stayed with APT for four seasons, before moving to Chicago and finding work with the Goodman Theatre and the Remy Bumppo Theatre Company.

Playing Drunk

In *Who's Afraid of Virginia Woolf?*, Coon's character, Honey, wrestles with how she feels about her life and marriage. She also has way too much to drink. It's a role first played by Melinda Dillon on stage, then by Sandy Dennis in the 1966 movie version that also featured Elizabeth Taylor, Richard Burton, and George Segal.

To prepare for the role, Coon thought about the mannerisms of a cousin who often became drunk at her family's Christmas dinner. And she watched video of an acting class taught by the late Uta Hagen x'37, who originated the role of Martha in the play's 1962 Broadway premiere.

"When you're drunk, you don't want anyone to know that you're drunk, and so you're trying to do everything very carefully," Coon explains.

The preparation paid off. Charles Isherwood, a reviewer for the *New York Times*, wrote that Coon "depicts Honey's vertiginous descent from tipsy to sodden to sickened with hilarious physical precision."

Before auditioning for the role, Coon spent time walking around her Chicago apartment in a slip, pearls, and high heels, pretending to be a 1950s housewife. She took nips of brandy from the liquor cabinet as she wrote out a grocery list, curled her hair, and put on makeup.

"That was the first time I'd really prepared in that way," she says. "By the time I got through to the third callback, I just didn't think there was anybody else who understood [Honey] the way I did — which was pretty presumptuous."

Being a Character

Landing a role in that legendary play is one thing. Actually playing the role is another.

"It's very intimidating," Coon says. "People have a visceral relationship to the first time they saw the film or the play. You can't think about it, because everybody is going to have an opinion as to what you're doing and whether it's right or wrong or good or bad."

Playwright Albee attended rehearsals for the play and gave notes to director Pam McKinnon, who directed last year's Tony-winning *Clybourne Park*. "That was really scary, but also wonderful," Coon says. "[He] had a great sense of humor and was very self-deprecating, and, actually, was as wonderful as he could be … for as intimidating a character as he is."

Coon welcomed the chance to play a character who is, in her words, "a little crazy." The role is quite different from the ingénue and leading-lady parts she has typically played. "The ingénue parts are always like, 'Marry me, marry me,' and they cry, and the leading ladies are stoic, and they stand up really straight," she says. "Playing character roles is fantastic, and that's also the key to longevity: you're not going to have a long career if you're attached to being an ingénue or a leading lady."

When Coon first stepped onto the New York stage as Honey in October, she worried about sustaining her performance. For one thing, eighteen months had passed since she was selected for the role, and in the meantime, she had played two other roles at Steppenwolf Theatre and a guest role on a television show. For another, the play is lengthy — clocking in at more than three hours — and there were eight shows a week during the Broadway engagement. But Coon soon realized she didn't have to worry, given that her co-stars included

STEWART TALENT AGENCY

Coon says playing character roles, such as Honey in *Virginia Woolf,* is one of the keys to career longevity in the theater.

Steppenwolf veterans Tracy Letts and Amy Morton.

"When you're working with actors like that, the truth is always going to be somewhere on stage for you," she says. "And you always have that to rely on, so when you're not feeling it, somebody [else] always is."

Opening night on Broadway was "pretty electric," Coon says. Famous people filled the seats, including André De Shields '70, who played the stage manager to her Emily in *Our Town* at Madison Repertory Theatre. Coon's parents, who encouraged her to study acting at the UW when she wasn't certain of her career path, were also there — as they have been for every one of her plays. On opening weekend, twelve family members rented a loft in Chinatown, attended the play, and celebrated her milestone.

"It's all kind of a big adventure," she says. "It always has been." ■

Jenny Price '96 is senior writer for On Wisconsin.

Ask the Experts

Need the skinny on love, money, lawn care, pets, and more? We've got answers.

We live in a do-it-yourself world (there's even a cable channel devoted to the DIY movement), where information is as close as your smartphone. But that doesn't mean it's easy to get reliable answers to common questions, despite what the latest covers of magazines scream from the newsstand.

Here at *On Wisconsin,* we knew we didn't have to leave the UW-Madison campus to find a wealth of practical expertise on all manner of queries. We talked to a dozen experts, asking about topics many of us ponder at some point in our lives — or on a daily basis.

We were thrilled to find their answers are more practical than professorial, and they offer some welcome bits of wisdom for our complicated times. We can't promise that they will solve all of your dilemmas, but they will help you survive the next heated political debate at the dinner table and give you an unexpected suggestion for a family pet.

Jenny Price '96

SHUTTERSTOCK (2)

Should I get a ***pet***?

The idea of a pet can be more appealing than the reality, says UW animal behaviorist Patricia McConnell '81, MS'84, PhD'88. The good times are fun, but it's crucial to weigh the whole package, which may include time, trouble, and expense for medical care, scheduling around an animal's needs, arranging care when you're away, and coping with illness or injury.

Consider the worst-case scenario, she suggests, recalling her own recent midnight adventures involving a lot of diarrhea and one very unhappy pooch. "If you can deal with that, then continue your thinking about what kind of pet," she says.

The best pet fit is highly personal, depending on the type of interaction and time commitment you want. Some parrots can live sixty years and often outlive their owners, for example, and dogs need daily mental and physical exercise.

But there are many options, and some are often overlooked. Want the social nature of a dog in an easy-care package? "People often laugh at me when I say get a rat," McConnell says. "Rats are great pets — they're highly social, interactive, really smart, and they love to cuddle. And yet you can be gone all day and not feel guilty about needing to take them on a walk when you get home."

Jill Sakai PhD'06

Should I believe the stories about ***good foods*** and ***bad foods***?

With headlines such as "Study Finds Java Drinkers Live Longer," "A Cup of Confusion: Is Coffee Healthy or Not?" and "Is Coffee Fattening?" how can consumers separate truth from fiction? Donna Weihofen '63, MS'67, a senior nutritionist at UW Hospital and Clinics, has a simple answer: look for consistency.

It's easy to conclude that something such as coffee, which has no calories and can taste delicious, can't possibly be good for you. But consumers need be concerned only if studies pop up out of the blue, Weihofen advises. Research about foods and their healthfulness should have similar themes; when this information is interrupted by an outlandish claim in a single study, consumers should be skeptical. The best strategy is to look for reliable facts about the food and whether it is healthy.

New studies about coffee, for example, have found that it prevents diabetes, lowers risks of heart disease, and helps to maintain better cognitive function overall. If amid these positive findings a study claimed that coffee is a carcinogen, it's time to be wary of its accuracy.

"In the past, experts truly believed that coffee was detrimental to health," Weihofen says. "Now studies have come out on a regular basis explaining how coffee adds years onto your life — pay attention to those!"

As for all those claims about magical weight loss, she says, "The only miracle diet is getting the nutrients you need and finding an eating pattern that will help you live a healthy life."

Aimee Katz '13

Should I give my child an ***allowance***?

Allowances are a good idea for children starting around first or second grade, says J. Michael Collins, faculty director of the UW Center for Financial Security, an expert on financial literacy, and the father of two children under age eight.

Start with $1 or $2, and hand it out systematically on the same day and at the same time each week. Most important, Collins says, the money should be in exchange for doing small chores, rather than a no-strings-attached cash flow for buying candy in the grocery store line. "That's how it works in the real world, right? We usually don't just get things," he says. "It can be something as simple as picking up your toys or making your bed."

One other tip: forget the piggy bank. Collins says it's better for kids to stash the money somewhere they can watch it grow, yet still get their hands on it to work on their math skills. "For kids, I think a glass jar is the best thing because they can see it, they can play with it, they can count it," he says.

If kids save rather than spend, and the amount becomes too much for the jar, Collins suggests setting up a custodial bank account, which most banks offer at little or no cost to help kids continue to learn about banking and saving.

Jenny Price '96

ISTOCK (3)

Is there any truth to "feed a ***cold***, starve a ***fever***"?

Or is it "starve a cold, feed a fever"? Either way, there's not much evidence to back it up. "I frankly have never understood what it means, because a cold does sometimes have a fever," says Bruce Barrett, a UW Health family physician.

The saying probably developed through hundreds of years of folklore, and "cold" and "fever" may have had different meanings over time. Today, a "cold" typically refers to a rhinovirus infection, regardless of symptoms, and most respiratory infections cause neither chills nor fever.

"There are thousands of home treatments for colds and fevers," Barrett says. "Each culture has dozens, but using food to change the outcome of a current illness is unknown."

His own research suggests that any benefit is more likely due to the power of positive thinking. In a recent study of Echinacea, people who believed in its effectiveness recovered from a cold more quickly and had milder symptoms, whether or not the pills they received contained the herb.

"So if you believe in chicken soup, it will be helpful; if your mom believes in ginger tea, it will be helpful for her," Barrett says. "But that's probably through some positive-outcome psychological process that's not well understood."

Jill Sakai PhD'06

What's the greatest source of conflict in a ***relationship***?

The big three? Money, sex, and kids — not necessarily in that order — says Darald Hanusa '75, MS'81, PhD'93, a senior lecturer in the School of Social Work and a therapist with a full-time mental health practice that includes couples counseling.

"I don't worry so much about where the fight's coming from," he says. "I worry about how it's dealt with once it's there."

Even minor issues can lead to bigger problems without positive communication on a daily basis. "If you want to have a healthy garden, you have to tend to it on a regular basis.

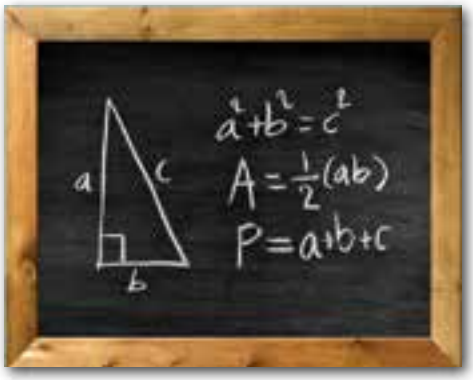
Maybe not every day, but pretty close," he says. "Relationships are the same way. Oftentimes after the initial romantic phase is over, people forget that they have to keep doing all the positive things that attracted them to one another in the first place."

Couples who successfully weather the inevitable conflict in relationships show tolerance and acceptance for individual differences, he says. "Unfortunately, we get in the relationship — and we know that there are differences — [but] the first thing we try to do is force the other person to be just like us," he says. "It doesn't work."

What defeats most relationships is a desire to win. "If you want to win, and you want to prove your partner wrong, go ahead, you can do that," Hanusa says. "But just know it always comes at the price of closeness."

J.P.

Do my kids need to learn ***math***?



SHUTTERSTOCK (2)

When it comes to math, you and your kids are studying it whether you want to or not, says math professor Jordan Ellenberg.

"When it comes down to it, everyone — including university math professors — is formalizing, classifying, and dividing things up according to rules," he says. "If you're looking at part of something, and guessing what the rest of it looks like based on what you know, that's math."

A math class at school is just a formalized version of a natural kind of problem solving, he says. Although it's fair to ask whether certain things should be in the classroom curriculum, that's probably not a debate you want to have while a pile of math homework awaits. A better argument could paint a mathematical approach to problem solving as a basic cognitive skill, such as writing well, says Ellenberg, who has written a popular novel and a column about math outside the classroom, and regularly reviews books for several publications.

"I think most students could see that being able to write a clear English sentence is a necessary skill," he says. "If you don't have the sense of a mathematical way of thinking, there are things you won't be able to do."

Chris Barncard

What is the hardest ***language*** for English speakers to learn?

The U.S. State Department's Foreign Service Institute classifies languages for difficulty based on the length of time it takes its students to reach general proficiency in speaking and reading. The ranking lists Japanese as exceptionally difficult, and that's primarily due to the structure of the language, says Junko Mori MA'92, PhD'96, director of the UW's Language Institute and professor of Japanese.

It is easier to learn French or Spanish because, like English, European languages have a parallel word order: subject-verb-object. But Japanese word order is subject-object-verb. "You have to reassemble the order of the way in which you express the idea," Mori says.

There are also fewer shared cognates and characters (rather than letters) to learn. Japanese, however, uses two sets of phonetic symbols, plus about two thousand characters borrowed from Chinese. "We have to develop [a student's] oral proficiency at the same time we have to introduce this whole new writing system," Mori says.

That's the same challenge English speakers face when learning other East Asian languages, including Chinese and Korean.

Japanese also contains a lot of grammatical markers for politeness or deference toward other people or groups in the social hierarchy. The cultural value systems embedded in languages, Mori says, "give students the opportunity to look at the world differently, and in comparison, they can also then reflect on their own language and culture, too."

J.P.

What aspect of ***U.S. history*** is often misunderstood?

The role that religion plays in government, as settled during the Revolutionary War era, was a fundamental departure from what had come before — and is often misunderstood, says Charles Cohen, professor of history and religious studies.

In fact, the oft-cited division between "church and state" is a misnomer, says Cohen, who also serves as director of the UW's Lubar Institute for the Study of Abrahamic Religions. The settlement occurred in the context of a culture friendly to religion, even as it divorced civil and ecclesiastical authority at the federal level.

"The idea that you sever religious practice from the state is in the larger Western historical trajectory a radical step," Cohen says. "The First Amendment says that Congress can make no establishment of religion, and for more than two centuries, people have argued what precisely that formulation might mean. But the constitutional formulation of the late eighteenth century occurred in the context of a cultural understanding that the United States was overwhelmingly Protestant, and that religion is absolutely necessary for the betterment of civil society."

That arrangement has produced a middle ground in which the alleged "wall of separation" has never been as stout as some would want it, nor the foundations of the nation as "Christian" as some would prefer, Cohen says.

Greg Bump

Do I need a ***will***?

Yes, you do — although "no one likes to talk about dying," says Howard Erlanger JD'81, Voss-Bascom professor of law.

Certain assets, such as life insurance, are automatically transferred to the beneficiaries you've named, and a will won't change that. But for the rest, he says, a will is your way to make sure property is distributed in the way you want it to be.

ISTOCK

Generally, the older a person is, the greater the assets (or the more complicated the family relationships) — and the greater the need for a will, Erlanger says. Some property, such as a family heirloom, may not have great monetary value, but a will ensures that it will go to the person you'd like to have it.

Parents need a will to name guardians for their children. Wills should be reviewed when there are major life changes, such as marriage, divorce, the births of children, or the deaths of beneficiaries. And if you're doing anything out of the ordinary in your will, tell family members beforehand so it doesn't come as a surprise, Erlanger recommends.

"As soon as it gets the least bit complicated, you really should have a lawyer," he says. "If it's absolutely straightforward, it might be okay to do it on the web."

Kari Knutson

How can I maintain my ***lawn*** in tough weather?

Even when a severe drought — such as that of summer 2012 — leaves many lawns looking more like deserts, homeowners can bring grass back to health, says Doug Soldat '01, MS'03, assistant professor of soil science. Soldat's department has done extensive research on do-it-yourself lawn care, and has found that the best approach during unpredictable weather is picking a smart grass seed to plant.

And planting, he says, can begin when forsythia bushes start blooming, a sign that grass seeds are starting to germinate. He recommends renting a slit seeder from any gardening or home

SHUTTERSTOCK (2)

store, using it to cut tiny slits in the soil, and then dropping the grass seed inside. Small slits mean less exposed soil so weeds can't get a foothold.

The best grass for lawns is debatable, but Soldat recommends planting tall fescue or Kentucky bluegrass. "Tall fescue did well in last summer's drought," he says. "Deep roots make it great in droughts, but you have to watch out in the wintertime, because cold temperatures and ice accumulation will kill it." Kentucky bluegrass varieties, on the other hand, perform well in winter.

Last, he says, mowing grass to three or four inches, along with providing nutrients and ample water, will make lawns stand out and stay healthy.

Aimee Katz '13

What's worth watching on ***TV***?

ISTOCK

"TV is an experience," says Myles McNutt, a PhD student in communication arts and author of *Cultural Learnings*, a blog that weighs in on television shows from different genres.

Watching great actors perform on TV and finding a way to "use your brain and think" is one of the best things you can do when sampling different shows, he says. Viewers can use Netflix, Hulu, or other online streaming to try out shows and decide what they like to watch.

The idea of "high-concept television" — meaning shows that explore more complex themes — is becoming more popular, McNutt says. He points to ABC's *Nashville*, which premiered last fall and pushed the meaning of a soap opera beyond *Days of Our Lives* by portraying the struggle of a singer wanting to reinvent herself. For something lighter, McNutt wholeheartedly recommends NBC's *Parks and Recreation*, starring former *Saturday Night Live* star Amy Poehler. A sharp political satire, the show depicts the daily happenings of the Parks and Recreation Department in Pawnee, Indiana. McNutt says its viewers can relate to the group of colleagues and friends working together to achieve their dreams, with a few bumps along the way.

"Learning for yourself is easier than ever," McNutt says. "We all should value high-concept TV. Shows with heart, and shows that are morally complex and thrilling, are worth your time."

A.K.

How can I calmly talk ***politics*** with people I don't agree with?

Kathy Cramer Walsh '94's advice is to do less talking and more listening.

"There is a time and a place for political debate, but if we're trying to get along with each other, the way to do that is not to figure out how to win the fight, but to actually listen to the other person and figure out what insight [you] can take away from that," says Walsh, an associate professor of political science. "In the end, by listening to what someone you disagree with has to say, you should be able to better understand your own opinions."

Walsh has traveled across the state to coffee shops, restaurants, and churches — wherever Wisconsinites gather — to listen to regular folks for the Wisconsin Public Opinion Study.

Sometimes, she says, it's best to walk away when you feel yourself getting angry. "It doesn't hurt to sort of step away for a moment before you get too mad," she explains. "Get up, go to another room, and come back and say, 'This is what I really meant, and I just want to understand why you think what you think.' Ask directly about whatever it is that is getting to you, and then just listen." ■

G.B.

SHUTTERSTOCK

Brick by Brick

With a passion for a very popular toy, Ryan Ziegelbauer is building miniature marvels — and a career.

By Jenny Price '96

Ryan Ziegelbauer's workplace is a child's dream realized: the nine-foot walls surrounding him are stocked floor to ceiling with Lego pieces of every color, shape, and size. In his role as a master model builder for Legoland California Resort in Carlsbad, California, he gets to create things that transcend dreams. "Imagine — building eight hours a day, for five days straight — what you can accomplish with an unlimited number of parts," says Ziegelbauer MS'06. "It is quite amazing."

When he began working at Legoland in 2010, his first big assignment was to construct models of characters and scenes from the *Star Wars* movies, including Han Solo and the X-Wing.

Allow your inner child to let that sink in.

Although most kids love building with Lego pieces, their passion often fades as childhood ends. That was true of Ziegelbauer, too, until his twentieth birthday, when a friend gave him a Life on Mars set, complete with a spaceship and little green aliens. The gift induced an epiphany of sorts: "You don't have to put this on the shelf; you don't have to leave this back to when you were twelve," he realized. "You can continue to build."

While studying urban and regional planning at UW-Madison, Ryan Ziegelbauer learned skills that help him maintain miniature Lego architectural models of major U.S. cities, including New York. And that Lego Bucky he's holding? Turn to page 47 to find out how he built it.

COURTESY OF LEGOLAND CALIFORNIA RESORT

COURTESY OF LEGOLAND CALIFORNIA RESORT

Ziegelbauer has worked for Legoland since 2010. One of his first assignments was to construct models of characters and scenes from the *Star Wars* movies, including this 20,000-brick giant opee sea killer found on the planet Naboo in *Star Wars Episode I: The Phantom Menace.*

When Lego bricks re-entered his life, Ziegelbauer was studying urban geography and urban planning as an undergraduate at UW-Milwaukee. He learned how to do computerized mapping, and he worked as an intern at the Nonprofit Center of Milwaukee, where he mapped public health issues, such as cases of lead poisoning in children, teenage pregnancy, and asthma.

His fascination with all things Lego continued on a post-college trip to Europe, where he visited Legoland in Windsor, England, and marveled at the huge models. "It really expanded my mind, and I thought, 'Wow, there's huge, huge Lego models here, and how cool would it be to build these things?' " he says. "In the back of my mind, I always thought this would be a great dream job."

His next stop was Madison, where he worked as an instrument technician, setting up operating rooms at UW Hospital and Clinics.

He took German, urban planning, and computer programming classes at UW-Madison before enrolling in a full-time master's program in urban and regional planning. Ziegelbauer focused on land use, indoor-air quality, and sustainable construction. He also attended free classes offered by the campus's Division of Information Technology and learned how to use Adobe Illustrator and Photoshop — software he still uses today to design Lego creations ranging from miniature cities to zombies.

He decided to join Hoofers Sailing Club, which proved serendipitous: to this day, he says, he calls upon the nautical knowledge he gained there to ensure that the rigging on Lego's miniature sailboats is authentic. "I never thought [what I learned] would apply to a job — unless I was a professional sailor of some sort," he says.

In spring 2006, as he was finishing his degree, Ziegelbauer entered Lego's nationwide Master Model Builder search. First prize: that dream job. He survived the early rounds in Chicago, impressing judges by building a pirate brandishing a knife and flashing a mouth of gold teeth. From there, he went to Legoland California for a three-day "build-off," an exhausting marathon of timed building challenges and interviews. Each night, he stayed up late in his hotel room, building models and planning what to tackle the next day. "We had to build under pressure," he says. "It was almost like a reality show."

He didn't win, but he kept building and getting better.

Ziegelbauer moved three times that year — from Madison to Milwaukee, and then to Weaverville, California, for a short-term job doing airport-use planning, before starting a new position in Berkeley. His list of must-haves for an apartment included an unusual item: studio space to build with the Lego collection he and his younger brother had amassed during their childhood. It filled a large duffle bag — weighing in at seventy-nine pounds — that he moved halfway across the country from his parents' home in Johnsburg, Wisconsin.

He had just built a table and shelves for his new studio when Legoland California called. The park needed additional help on a large project, and, based on

his performance in the competition nine months earlier, they wanted to hire him.

He said no. (This is not a typo.)

Ziegelbauer had just started his new job with Build It Green, a startup nonprofit that supports sustainable construction — work directly connected to his master's degree.

"I had to turn [Lego] down. … But it ate at me, as you might imagine — offering me a full-time job, getting paid to build Legos, and I [had] said, 'No.' I thought, 'Well, if they wanted me then, maybe they'll want me in the future,' " he recalls.

He spent two years at Build It Green before taking a job in the city of San Francisco's capital planning department. He commuted by train from Berkeley, continuing to build Lego models in his spare time, filling the shelves of his studio.

After four years, three jobs, and a lot of Lego building in his free time, Ziegelbauer decided to tackle the dream he had deferred. He returned to Legoland California for another Master Model Builder competition in 2010. This time, he got the job and the access to "unlimited brick" (as he calls it) that comes with it.

There are always models to build. At Christmastime, builders create a tree using 250,000 Duplo bricks, the larger Lego pieces designed for younger children. Zombies and skeletons crawl out of a New Orleans cemetery at Halloween, a holiday that Ziegelbauer got hooked on during his time at the UW.

Legoland California is also home to 1/20-scale architectural models of major U.S. cities, including Las Vegas, New York, San Francisco, and Washington, D.C. He recently worked on refurbishing the Lego models that make up New Orleans, a city he first visited the year before Hurricane Katrina hit. He had returned on a spring break trip with the Wisconsin Union Directorate's Alternative Breaks program to help clean up the devastation, and he fell in love with the place.

COURTESY OF LEGOLAND CALIFORNIA RESORT

On Wisconsin asked Ryan Ziegelbauer MS'06, a master model builder for Legoland California Resort in Carlsbad, California, to take on a special project in his spare time: the UW's beloved Bucky Badger. Ziegelbauer used a computer model to help him envision this **Lego Bucky,** ultimately devoting sixteen hours — and more than **2,000 individually glued bricks** — to design and create the one-of-a-kind build.

"I really got to know the city, got to know all different corners of it — parts that tourists don't really go to very often," he says. "When we refurbished [the Lego model], it was kind of a personal thing for me."

Ziegelbauer frequently calls upon his urban-planning skills, using computer-aided design tools similar to what architects, engineers, and city planners employ, to draw plans for new Lego models or to modify current ones to make them more authentic. For the New Orleans Miniland, he laid out new streets patterned after the city's Ninth Ward. He examined the ward's sidewalks and how far homes are set back from the street to recreate a streetscape with approximately the same scale.

"We want it to be as realistic as possible," he says. "When I look at the electronic version of it, it doesn't look too much different from how a real city might look."

Although his job has room for play, Ziegelbauer says it also pushes him beyond what he imagined he could do when he first landed the position. His ultimate goal is to design a new Legoland city or a first-of-its-kind airport from top to bottom.

"Most artists would say that they might never be satisfied with their projects," he says. "They want to move on to the next thing and make something better. It's a drive that might never go away — and that exists, definitely, for me at this job." ■

Jenny Price '96 is the mother of a seven-year-old Lego model builder.

Lakeside Cinema

In the age of surround sound and stadium seating, moviegoers who crowd the Memorial Union Terrace on Monday nights each summer make a deliberate choice to eschew those creature comforts for the atmosphere and lake breezes.

Since 1978, the Wisconsin Union Directorate film committee has sponsored free movies on the Terrace. Originally called Starlight Cinema, a name later co-opted by an avant-garde film series, Lakeside Cinema brings action, comedy, and cult classics to its outdoor audience.

Each summer centers on a theme. Last year's — quests — kicked off with *Raiders of the Lost Ark*. Other recent themes highlighted movies from the 1990s, including *Wayne's World*, and musical classics such as *The Rocky Horror Picture Show*.

The moviegoing experience vastly improved last summer with the purchase of a high-definition projector and a new screen (replacing what looked like a bed sheet with a line down the middle). The image on the screen is now bigger and brighter, and the dialogue and action scenes are easier to hear over conversations at nearby tables.

UW students and city residents gather on the Terrace as the sunset paints the sky and motorboats bob offshore with lights illuminated. Serious viewers plant themselves front and center, and some look as though they have been there since midafternoon, surviving on provisions offered by the brat stand.

As dusk makes way for dark, empty chairs are annexed from neighboring tables and maneuvered to ensure a better vantage point for watching the screen. Some viewers sit on the low stone wall that runs midway through the Terrace, and others park folding chairs on the narrow patch of grass behind. On one summer night, a bride and groom made their way through the crowd, eating ice cream cones.

Music blares from speakers before the projector turns on. People cheer when a familiar movie title comes up on the screen, primed to laugh at famous lines and savor their favorite cinematic moments, along with the summer night.

Jenny Price '96

On summer nights for more than three decades, it's been location, location, location for those who settle in to watch free movies on the Memorial Union Terrace.

BRYCE RICHTER

Badger connections

DAN CLOUTIER

On Top of the World

Bucky Badger gets around. When this group of alumni took him to Machu Picchu in Peru on a Wisconsin Alumni Association tour in 2007, he got up to about 8,000 feet above sea level. With the assistance of WAA, various incarnations of Bucky have been to all seven continents and floated on every ocean. The alumni travel program is marking its fiftieth anniversary this year, and as part of the celebration, it held a photo contest. This shot, submitted by Dan Cloutier '75, received an honorable mention. See the grand-prize winner and other images at uwalumni.com/travel.

Half a Century on the Road

WAA Travel celebrates fifty years of tours around a world that keeps changing.

This year the Wisconsin Alumni Association is celebrating fifty years of offering tours across the country and around the globe to Badger grads and friends. The Badger spirit hasn't changed much in all that time, but the rest of the world has changed a lot. Follow WAA's travel highlights in the bottom portion of these pages, while the top notes cultural developments over the last half-century that have changed the way we look at travel.

1964–65
World's Fair in New York

1964–67
Gilligan's Island premieres: SS *Minnow* begins three-hour tour that lasts three years

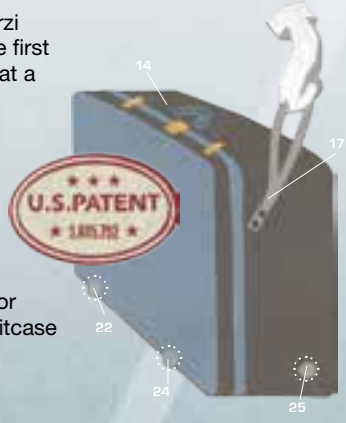
1963
Kennedy administration restricts U.S. travel to Cuba

1969–70
Thor Heyerdahl attempts to sail the Atlantic (Africa to Caribbean) in a boat made of papyrus

1970
Bernard Sadow applies for a patent for the rolling suitcase

1971
Amtrak forms

1973
Bonnie Tiburzi becomes the first female pilot at a major airline (American)



1975
Hotel key card invented by Tor Sørnes (it used hole punches, not a magnetic strip)

1976–03
Concorde is in service; can cross the Atlantic in less than three and a half hours

1977–86
The Love Boat airs on ABC

1978–81
Garden State Bowl in operation

1963

1963: Rose Bowl: Badgers fall to USC 42-37

1963: First international WAA tour visits eight European nations

1964: World's Fair trip to New York

1965: First of annual trips to Hawaii

1967: WAA takes first cruise (to Caribbean)

1968: First WAA trip to Asia

1969: First WAA trip to South America

1970

1970: First WAA trip to Africa, as Mediterranean cruise lands at Tunis

1978: WAA tour group returns from London on the Concorde

1980

1980: G'day, Bucky! First trip to Australia

1981: First cruise around the world

1981: Jersey, here we come! Badgers go to Garden State Bowl, first bowl game since '63

1983: WAA takes a Love Boat cruise

1986: First WAA tour to the USSR

1987: First trip to Antarctica

1990

1991: First WAA cruise to Galápagos

1992: First WAA trip to the North Pole; Santa was not at home

1993: International football: WAA takes group to watch the Badgers play in Tokyo and clinch Rose Bowl berth

2000

2000: Badger men's basketball team in Final Four for first time in 59 years; WAA tour to Indianapolis

2002: First WAA trip to Cuba, as travel restrictions are lessened

2002: First WAA service-learning trip (to Blackfoot Reservation in Montana)

2007: First WAA trip to Vietnam

2010

2011–2013: Three straight Rose Bowls

2013: WAA celebrates fifty years of travel. What will the future bring?

2014: Centennial cruise of the Panama Canal

2014: Time-travel tour arrives*

2014: Normandy trip near seventieth anniversary of D-Day

2019: Time-travel tour departs*

**Tour will be offered only if scientifically feasible*

B.O.Y. Band

Twenty-one alumni chapters honor local Badgers of the Year.

Don't look now, but Badgers are everywhere. From Miami to Alaska, these teachers, doctors, engineers, and entrepreneurs are making their communities better. These are the people who inspired the Badger of the Year (B.O.Y.) award. Established in 2004, the awards allow local alumni chapters to recognize UW graduates who embody the Wisconsin Idea — the concept that the university can extend its benefits around the world. Alumni chapter leaders select the winners and honor them as part of their respective Founders' Day celebrations.

This year, the chapters are honoring twenty-four alumni as WAA Badgers of the Year. Four of them are mentioned below. To learn about the other Badgers of the Year, see uwalumni.com/foundersday.

Dale Bruhn '48, MS'74 of the WAA: Palm Beach (Florida) Chapter was recognized for his service as an Alzheimer's disease volunteer and advocate. After caring for his own wife for fifteen years before losing her to the disease, he now lobbies state government officials to support Alzheimer's research and mentors caregivers within his Delray Beach community, serving as an example of someone who faced a difficult hurdle in his own life, yet chose not to let it defeat him.

The WAA: Milwaukee Chapter's 2013 Badger of the Year, **Curt Culver '74, MS'75,** is chair and CEO of MGIC Investment Corporation. He funds two annual scholarships for UW-Madison real estate students and has been a guest lecturer for the program. He has served on the dean's advisory board for the business school and received the school's distinguished alumnus award in 2006. A former member of the UW golf team, Culver has also supported the new indoor golf facility at University Ridge and endowed a golf scholarship.

Mary Clare Freeman '48 is the WAA: Wausau Chapter's honoree. Freeman has been a tireless advocate for the UW and WAA. She has served on the board of visitors for the College of Letters & Science and has been active with Alumni for Wisconsin, WAA's higher-education advocacy group. She has also been very supportive of the UWC-Marathon County campus, serving on the board of its foundation, and is the proud parent of five UW-Madison graduates.

DON MILICI

Kelly Kahl '89, executive vice president with CBS Primetime Television (in suit), accepted his Badger of the Year award from the WAA: Los Angeles Chapter at its May Founders' Day. With Kahl are former CBS interns (left to right) Mallory Mason '08, Alexis Krinsky '08, Alexa Sunby '12, Emily Coleman '12, and Dan Brower '11. All are now working in the L.A. entertainment industry.

Molly Vandervest '04 was honored by the WAA: Brown County (Wisconsin) Chapter. As marketing and events manager with Downtown Green Bay, Inc., Vandervest has enhanced events ranging from the Holiday Parade and Gallery Night to the Summer in the Park music series, earning her recognition from the *BBJ (Bay Business Journal)* and *Bay Cities, Inc.* magazine. Also active in the Green Bay Chamber of Commerce's Current Young Professionals network, she won the group's 2009 Young Professional of the Year award.

Badger Tracks

If you missed the following WAA-sponsored enrichment lectures, you can now find them online. Learn about the "Importance of Green Job Creation for Women and Youth" from Shams Banihani '03 of the United Nations Development Programme. Paul Robbins '89 addressed the topic "What Keeps You up at Night? Daunting Environmental Challenges and Surprising Opportunities." You can access both at uwalumni.com/learning.

Do you know an accomplished UW graduate under age forty? Nominate him or her for a 2014 Forward under 40 award (deadline: July 7, 2013). See forwardunder40.com, and don't forget to read about this year's honorees while you're there.

What was your academic "Aha" moment? As part of this year's Founders' Day celebrations, WAA is soliciting memories of how one moment in a UW-Madison classroom or lab impacted your life. Read about how others found confidence, discovered new passions, and experienced personal epiphanies, and share your own academic aha at uwalumni.com/foundersday.

Come watch the football Badgers take on Arizona State at the Sun Devil stadium in Phoenix September 12–15. WAA's tour package includes deluxe accommodations at the Westin Kierland Resort & Spa, welcome reception, game and tailgate tickets, and more. See uwalumni.com/athletics for more details.

Alumni can get connected with the UW and one another by liking the Wisconsin Alumni Association at Facebook.com/WisAlumni and following WAA on Twitter at @WisAlumni.

If You Have News ...
Do tell! Direct the (brief, please) details of your recent achievements, transitions, changes of mind, and other important life happenings by email to classnotes@uwalumni.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. It would be oh-so-sweet if we could publish all of the submissions that we receive, but space limitations prevent it. Know that we appreciate hearing from you, though, no matter what.

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

The great majority of obituary listings of Wisconsin Alumni Association (WAA) members and friends appears in our triannual publication for members, the Badger Insider. *If you're not already a WAA member, we'd love to welcome you aboard the mother ship at uwalumni.com/membership.*

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

early years

At age 101, Chicagoan **Les Orear x'33** shared this Thanksgiving memory with the *Chicago Tribune:* In 1929, he was a University of Wisconsin freshman when he noticed a newspaper kiosk with the headline that the stock market had crashed. "I received a telegraph message ordering me to come home to Chicago to get a job. My family … moved in with a neighbor. Thanksgiving was coming closer, and we hardly had bread, let alone an elaborate Thanksgiving dinner." Orear continued that he finally did get a job with a chain of restaurants for twelve cents an hour, and he looked over the steam table before leaving on Thanksgiving night to see what was left. "I took it home in a paper sack. Our extended family shared several spoonfuls of Polish sausage and cabbage and stuff like that. You make do with what you've got."

"Thanksgiving was coming closer, and we hardly had bread, let alone an elaborate Thanksgiving dinner." — Les Orear x'33

Big Badger congratulations are certainly in order for **Mary Van Eman Schoenike '34** and **Clifford Schoenike '40:** she will reach one hundred years on January 21, 2014; his centenarian date was May 9, 2013; and their seventy-second wedding anniversary will be June 21, 2013. They're still in good health and living in their Oconomowoc, Wisconsin, home. Two of the couple's sons are UW grads — **Ken Schoenike '69** of Kaukauna, Wisconsin, and the late **Steve Schoenike '79** — as well as granddaughters **Julie Schoenike Beloungy '02** of Thorp, Wisconsin, and **Lynn Schoenike Enter '05, MPT'08** of McFarland, Wisconsin. A May birthday bash was planned.

"I am now ninety-eight years old and in very good health," writes **Roger Rashman '38** from Tarzana, California. "I shared an apartment while at the university with [the late] **Bob Feinstein ['37, MS'38, PhD'40]** and [the late] **Burt Zucker ['40].** I enlisted in the army air forces in 1944 as a private and was discharged in 1946 as a major. In 1973, I founded Prestige Medical Corporation, which is now being managed by my son, Richard Rashman. I would appreciate hearing from anyone who remembers me." You can reach Roger at rogerrashman1@earthlink.net.

40s–50s

R.T. (Robert) Holtz '47 of Glen Ellyn, Illinois, alerted us to what could be "the most important project for global welfare in the twenty-first century." He's the director of Agrasol International, which is "setting up a pilot plant in Kenya to prove … that the use of solar energy to pump water from the aquifer into an irrigation system is not only profitable and sustainable, but will be affordable to provide not only food but the economic engine needed to develop the country's economy." Holtz worked for B.F. Goodrich Chemical Company. In his retirement, he became involved with Rotary International's program to provide potable water to arid areas of Africa, and this led to his work with Agrasol.

Alumni were well represented on the search committee for UW-Madison's next chancellor, and who better to include than one of the UW's finest stewards, **Tashia Frankfurth Morgridge '55?** Adding their perspectives to hers were other eminent alumni, faculty, staff, and university leaders **Doris Borst Meissner '63, MA'69; Ben Graf '75, MD'79; Douglass Henderson MS'79, PhD'87; George Hamel, Jr. '80; Patricia Flatley Brennan MS'84, PhD'86; Irwin Goldman PhD'91; Dave Florin '92; Katherine Cramer Walsh '94; Heather Daniels MA'03;** and **Aaron Bird Bear MS'10.** Incoming Chancellor **Rebecca Blank** will succeed Interim Chancellor **David Ward MS'62, PhD'63,** who has reprised his leadership for the past two years.

The founding president and former CEO of the Missouri Foundation for Health — **James Kimmey, Jr. '57, MS'59, MD'61** — is the 2013 recipient of Grantmakers In Health's Keenan Leadership Award in Health Philanthropy, honoring innovation, achievement, creativity, and boldness. He began at the foundation in 2001 with no office, staff, or funding strategy and built it into the largest health-focused grantmaker in the state, awarding $50 million annually. Now retired from the foundation, Kimmey is a professor emeritus and executive-in-residence at St. Louis [Missouri] University's School of Public Health.

60s

Being chosen as a Southern California "Super Lawyer" has become quite routine for **Richard Baumann '60, LLB'64** because it happens every year. A member of the law firm of SulmeyerKupetz in Los Angeles for forty-four years, he's written and lectured extensively on creditors' rights and commercial collections, and is a past national president of the Commercial Law League of America.

Ronald Trent Anderson '61, MS'62, MFA'63 — an artist extraordinaire living in Amherst, Massachusetts — shared a beautiful photo of Mount Everest snapped during his recent adventure in Nepal with a Road Scholar travel group. The highlight was an "arduous, thirty-five-mile, six-day trek over ancient mountain paths outside Pokhara," during which a porter yanked Anderson out of a brush-concealed ditch when he became stuck.

Food + travel. Eating your way through distant lands. Sounds pretty tasty, doesn't it? That's what **Joan Baier Peterson 61, MS'72, PhD'75** has cooked up for the international culinary tours that she'll

lead this summer in Norway and Turkey. The excursions include cooking classes, chef demonstrations, trips to food markets and festivals, and special menus, along with visiting the major tourist sights. Peterson is the author of many *Eat Smart* culinary travel guidebooks and the president of Madison's Ginkgo Press, which publishes them.

The states of Oregon and Wisconsin have an avid fan in former UW faculty member **Laurelyn Schellin '61, MA'62.** A resident of Salem, she's served as executive director of the Oregon Commission for Women, which last year celebrated the one-hundredth anniversary of the passage of women's suffrage in the state. Schellin is also president of the local UW alumni chapter and helped out when the football Badgers played Oregon State. She's the aunt of former Bucky mascot **Jeremy Schellin '05** of Minneapolis, as well as the sister of former varsity cheerleader **Edwin Schellin '68** of Columbus, Wisconsin, and the UW's first nuclear engineering grad, **Steven Schellin '64, MS'71** of Sussex, Wisconsin. Their father, the late **Ervin Schellin '33,** and great-uncle **Joseph Schwada** taught engineering at the UW.

The 2012 Robert Wood Johnson Foundation Health Policy Fellows Lifetime Achievement Award is both a mouthful and deservedly in the hands of **Karen Kramer Hein '66.** She's an adjunct professor at Dartmouth Medical School, a visiting fellow at Tufts University's Feinstein International Center, and one of five appointees to the Vermont Green Mountain Care Board, which is overseeing the state's comprehensive health care reform efforts. Hein is also the immediate past president of the William T. Grant Foundation and the shepherdess of a small herd of American Cashmere goats at her home in Jacksonville, Vermont.

The Institute of Futures Studies and Knowledge Management, part of the EBS Business School in Wiesbaden, Germany, has tapped **Paul Rux '67, MA'77, PhD'94** to join an expert panel of trend forecasters who will design global certification standards for professional futurists. He's also an active member, presenter, and writer for the World Future Society; teaches online courses for Jones International University; and offers planning, speaking, and "imagineering" services through Paul Rux Associates in Mount Horeb, Wisconsin.

We introduced **Carol Beule '69, MFA'72** to the UW Zoological Museum so that she could find a new home for the birds' eggs that her late grandfather **E.A. Beule,** a UW alumnus from around 1903, had collected. Next, she and the museum curators discussed the taxidermied birds and moth and butterfly collections that her late father, **John Beule '38,** had also amassed, and they joined the eggs in Madison. Now everyone is happy: Carol credits the helpful museum staff for giving her Studio City, California, home more breathing room, and the museum has many exciting, new (well, old) treasures.

If you knew you were going to be the subject of a documentary film, you might harbor a few reservations about what would be said … but former U.S. Secretary of Defense Donald Rumsfeld went into filmmaker **Errol Morris '69**'s next project with his eyes — and his archives — open. *The Unknown Known: The Life and Times of Donald Rumsfeld*, scheduled for release this summer, is drawn from extensive interviews between the two men and never-before-seen materials that Rumsfeld provided. Morris's *The Fog of War* documentary — about another former secretary of defense, Robert McNamara — earned him an Oscar. Morris, of Cambridge, Massachusetts, made an excellent subject himself as the star of *On Wisconsin*'s Spring 2009 cover story.

70s

The Alameda County [California] Women's Hall of Fame has inducted **Barbara Bernstein '70** of Berkeley, a social work administrator who's been managing nonprofit programs and agencies there for the past four decades. Her hometown of Long Beach, New York, has also paid tribute with placement on its Wall of Fame.

It's "interim no more" for **Reed Hall '70** as he becomes the permanent CEO of the Wisconsin Economic Development Corporation (WEDC), where most of the functions of the former Wisconsin Department of Commerce now reside after the latter was dissolved in 2011. Hall is the former executive director of the Marshfield [Wisconsin] Clinic and had been the WEDC's interim head since November.

"After serving four executive editors, it was time for new horizons."
— John Geddes MA'76

You might be tempted to say, "That's all she wrote" when hearing of the retirement of bibliographer **Janet Sparks Monk '70, MA'79** following the proud, 2012 completion of Volume 5 (SI–Z) of the *Dictionary of American Regional English* here at our very own UW. But, we hope that she still has many excellent words and works ahead, albeit in different settings. Monk, of Middleton, Wisconsin, has also held posts with the UW-Madison General Library System and the Wisconsin Legislative Reference Bureau.

Citizens for the Educational Advancement of Alaska's Children, a group advocating for struggling schools, has directed part of the proceeds that it won in a lawsuit against the state of Alaska to fund the future defense of the Alaska constitution's right to education. This legal war chest has been named the Howard S. Trickey Constitutional Defense Fund in honor of **Howard Trickey '72,** the Anchorage attorney who pursued and settled two lawsuits on the group's behalf. The issue began in 1997 and was completed in 2012.

It took three years to raise funds and oversee the professional restoration of the "little sister of Lady Liberty" statue in Madison's Warner Park, but restoration committee co-chairs **Barbara Cornell Arnold MA'73, Susan Peck '99,** and John Frey got it done. Among their loyal committee members were **Anita Glasenapp Weier '67, MA'01; Christine Muehlmeier Style '74; Paul Rusk '77, MA'91;** and **Gerhard Pechmann '84,** all of whom worked with Madison Arts Commission administrator **Karin Wolf '97, MS'06.** This fall the Northside Planning Council honored the group's past accomplishments and their efforts to create an endowment for ongoing care of the statue.

If you're a seventies grad, you probably have a nostalgic fondness for the blessedly cheap movies that were shown through campus film societies. **Randy Berler '74, MS'76** was active in programming and promoting them (read: taping fliers to the city's vertical surfaces), and now, following his retirement as a city planner, he's promoting films once again. Berler, of Torrance, California, uses the web platform Tugg to book screenings of foreign flicks and art-house fare at his local AMC Cineplex, rounds up a crowd through social media, takes a cut, and shares the remaining proceeds with the theater, film-rights owner, and Tugg.

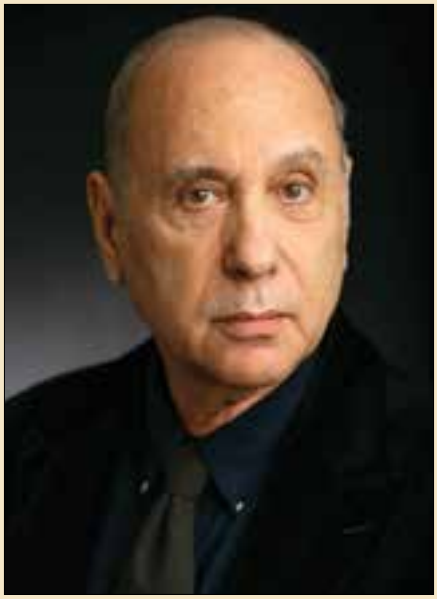
John Geddes MA'76 — a managing editor at the *New York Times* for the last decade and one of the top three editors at the venerable newspaper — announced in January that he would leave within a few months. He reflected fondly on his tenure in a note to the staff, concluding, "After serving four executive editors, it is time for new horizons." Before joining the *Times* in 1994, Geddes spent thirteen years at the *Wall Street Journal* in New York and Europe. *Times* executive editor Jill Abramson called him "the consummate newsman with superb instincts

Marshall Brickman ’62: The Jersey Score

“My theory of life — and career choices — then and now is to hang out with people that I don’t mind having lunch with,” muses **Marshall Brickman ’62.** For the banjo-playing comedy writer, that simple guideline has resulted in an astonishing show biz career encompassing movies, bluegrass music, television, and musical theater.

In his most recent incarnation, Brickman co-created *Jersey Boys*, but the Tony-winning musical peppered with songs by 1960s singing group the Four Seasons represents just one of many Zeitgeist moments for the Brooklyn-raised talent.

In his Madison days, Brickman focused on folk music. His apartment served as the unofficial headquarters for the campus folk scene (and a then-unknown Bob Dylan crashed there on his way to New York City, fame, and fortune). Shortly after graduating with a double major in music and science, Brickman and **Eric Weissberg x’61** recorded the *New Dimensions in Banjo and Bluegrass* album that provided most of the soundtrack for the 1972 movie *Deliverance*, including the hit “Dueling Banjos.” Not long after that, Brickman was back in New York, where he found himself crafting Johnny Carson’s Carnac the Magnificent bits as head writer for *The Tonight Show.* Then, Brickman teamed with Woody Allen to co-write four pictures, including *Annie Hall.*



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Brickman followed Jersey Boys with The Addams Family musical, and he’s now writing a biopic about the Mamas and the Papas, with whom he played in a folk group before they became famous.

Describing his collaboration with Allen, Brickman recalls, “Our work took the form of an extended dialogue. We would go out for walks and talk the thing out: ‘What if this or that happens?’ It would not look like we were working. It would look like we were having a conversation.”

About ten years ago, after directing four movies of his own, Brickman shifted creative gears when poker buddy Rick Elice sounded him out about developing a musical featuring the Four Seasons’ top-forty catalog. Brickman took a pass.

“I still wake up screaming, realizing that I almost turned the thing down,” jokes Brickman. “They wanted to use their catalog of songs and retrofit them to some fictitious plot like they did with *Mamma Mia.* I said, ‘Not my cup of tea.’ ”

Brickman changed his mind after hearing personal stories from band members Bob Gaudio and Frankie Valli. “Over a couple of lunches, Bob and Frankie warmed up and told us what their life was like growing up in New Jersey, being poor, trying to make it in show business, the casual involvement with the Mafia, and all this stuff that eventually found its way into the musical. Rick and I said, ‘If that’s not a home run, it’s certainly a triple, and if you let us do that, we’re in.’ ”

In 2006, *Jersey Boys* won four Tony Awards, including Best Musical. The show continues to enjoy touring productions worldwide as Brickman helps to shepherd the project toward a big-screen adaptation. “Songs are obviously a big part of the show, but there has to be a good story, too,” he says. “We snuck in some references in the dialogue to T.S. Eliot and Vivaldi that give the show a little more dimension than if it were simply a tribute show. The audience eats it up.”

Hugh Hart ’72

for stories and people.”

Among those named 2013 Leaders in the Law by the *Wisconsin Law Journal* were **Allen Arntsen ’77, JD’81,** a partner in Foley & Lardner’s Madison office who’s strongly committed to the future of the city; and **Sarah Edelman Coyne ’87, JD’95,** a Madison-based Quarles & Brady partner who’s also the national chair of the firm’s health-law group and was the Wisconsin State Bar’s 2011 choice for Wisconsin Health Law Attorney of the Year.

“I am the first woman in one hundred and five years to be elected president of the American Society of Agronomy,” writes **Sharon Pendzick Clay ’77,** who got to work on her presidential duties in January. During the rest of her professional life, Clay is a professor of weed science at South Dakota State University in Brookings.

CarolAnn Garratt ’77 has thus far raised more than $370,000 to find a cure for ALS, which took her mother’s life. How? Garratt has flown around the world — more than once — in her single-engine Mooney airplane and has raised funds through sales of her books about these flights (alsworldflight.als.net). Her second flight set a world record: circumnavigating the globe in eight and a half days. Her most recent flight — detailed in her third book, *Upon Silver Wings III* — was in decided contrast to the second: this time, she spent eleven months to enjoy thirty-five countries. When Garratt’s not in the air, she has her feet on the ground in Worthington Springs, Florida.

Already a respected audiologist, educator, and administrator, **Kenneth Wolf PhD’77** can now add the position of *dean* to his curriculum vitae: he’s been appointed dean of the College of Science and Health at William Paterson University in Wayne, New Jersey. He was formerly the associate dean of faculty affairs in the College of Medicine at the Charles R. Drew University of Medicine and Science in Los Angeles. Wolf is also a fellow of the American Academy of Audiology and the American Speech-Language-Hearing Association, and he’s earned the latter’s Dreyer Award for Volunteerism.

Frank Sinatra was known as the Chairman of the Board, but now **Mary Sweeney ’78** actually is one: she’s the new chair of the board of Film Independent, which produces the Film Independent Spirit Awards, the Los Angeles Film Festival, and the Film Independent at LACMA film series. Sweeney is a screenwriter and director, as well as the De Laurentiis endowed professor at the School of Cinematic Arts at the University of Southern California.

ABET is the recognized accreditor for college and university programs in applied science, computing, engineering, and engineering technology, and among its 2012 fellows you’ll find **William Wepfer PhD’79.** He was chosen for his “contributions to accreditation-related training of department chairs, recruitment and mentorship of new program evaluators, and development of accredita-

tion capabilities worldwide." Since 1980, Wepfer has held a variety of posts at Georgia Tech in Atlanta and currently serves as chair of its Woodruff School of Mechanical Engineering.

80s

If you've never heard of the World Choir Games, you're about to. And you will also learn that the Mansfield [Pennsylvania] University Concert Choir was one of only two American choirs — out of 362 from sixty-four countries — to receive three gold medals in the July 2012 games. Their director was, of course, a Badger: **Peggy Ochsner Dettwiler MMusic'80, '82.** In addition to her roles as a Mansfield professor of music and director of choral activities, she represents Pennsylvania on the board of the National Collegiate Choral Organization. Dettwiler has earned five degrees because she believes that "the choral conductor must be an educator as well as a performer, and must have a thorough knowledge of vocal pedagogy."

Northwestern Mutual has honored wealth-management adviser **Steven Braun '83** with membership in its 2012 Forum group to recognize another outstanding year — in quite a series of outstanding years — of helping clients to achieve financial security. This annual achievement puts Braun, of Highland Park, Illinois, in the top 5 percent of the more than six thousand financial representatives in the company. As if that wasn't enough, he's also qualified for the third time for exclusive, Top of the Table status within the Million Dollar Round Table (MDRT) — an international, independent, premier association of financial professionals. Braun is a twenty-four-year MDRT member.

Jeffrey Keisler '85, a professor in the College of Management at the University of Massachusetts-Boston, is also heading the Decision Analysis Society (DAS) as its president. The society is a subdivision of INFORMS, the world's largest organization of operations researchers and management scientists. Keisler says he has the pleasure of working with DAS past president **Vicki Bier,** chair of the UW's industrial engineering department.

Tom Werlein '85 of Appleton, Wisconsin, is the first policy-development counsel with Medical Protective, a medical malpractice insurance provider.

Jeff DeGraff PhD'85: Dean of Innovation

He advises U.S. Cabinet departments, state governments, and symphony orchestras, and his client list has included the likes of GE, Pfizer, Toyota, Coca-Cola, American Express, and 3M. He writes, teaches, lectures, and composes music.

Not bad for a fellow who considered retirement more than twenty years ago, only to decide "it was awful" when he realized that meditation, playing guitar, and reading self-help books went only so far.

AMY LONGATO/DETROIT PUBLIC TELEVISION

Jeff DeGraff is shown at the Henry Ford Museum in Dearborn, Michigan, the site of his 2011 PBS special. The museum was created to chronicle the history of American innovation.

Jeff DeGraff PhD'85 is the managing partner of the Ann Arbor-based consulting firm Competing Values and founder of the Innovatrium Institute for Innovation. He also teaches at Michigan's Ross School of Business, but some may know him as the author of the book *Innovation You,* which presents a four-step program to "bolster your ingenuity and remake your life." The book was featured in a PBS special in 2011.

DeGraff credits his success in connecting the dots between emerging technologies and traditional businesses to his "joyous experience" in Madison in the early 1980s. He loved Madison's outdoor culture. "Even though I had no money, I lived on the lake," he says. DeGraff also appreciated Madison's art galleries and the "very democratic sensibility that everyone belongs."

DeGraff sees no problem in translating ideas for business innovation into positive change for individuals.

"The key is to turn something that isn't working into an opportunity to try something new," DeGraff says. "Use the twenty-eighty rule. It's easier to change 20 percent of your life [by] 80 percent, than 80 percent of your life [by] 20 percent. Remember to fail early and often off-Broadway. When you finally reach the big stage, you'll be ready to perform."

After receiving his doctorate in educational technology, DeGraff planned to join the University of Michigan's medical school, but instead took a flier with an up-and-coming pizza company called Domino's. His work as vice president of communications and new ventures helped to build Domino's into a national name and earned him the nickname "Dean of Innovation." Meanwhile, he was also serving on the advisory board of Apple.

"People have to be humble about being in the right place at the right time," DeGraff says. "I could have been at a pizza company that ended up being a local business or a computer company that didn't go anywhere."

DeGraff eventually returned to academia to teach at Ross, but under the condition that he would conduct classes the way he wanted — in museums and other public spaces, for instance. He built courses around innovation and creativity before eventually starting Innovatrium, his "innovation laboratory."

When he helped Reuters, the venerable British news service company, to "reinvent itself as a twenty-first-century media and information-services firm," the first meeting was held in one of London's old tram warehouses to keep the topic of change top of mind.

"If you want to become better and new, the positive tension that comes from diversity, people holding divergent views, is essential to making innovation happen," he says.

True to his mission, DeGraff is not done growing. "I'll see if I'm up to reinventing myself again," he says.

Richard Rothschild

90s

Way to go, **Tina (Kristina) Merwin '92!** She's been promoted — in what seems like record time — from technical writer to assistant vice president and retail technical communications specialist for retail banking at Associated Bank in Milwaukee.

Bamboo is "good for the world," say **Kevin Scharnek '92; Steve Royko '95, MBA'01;** and **Justin Hajny '02, MBA'10,** who acquired and restarted I'm Organic, a Madison company that seeks to "spread the organic mission through fun, fair, safe, and eco-minded products." But bamboo is just part of their story: the firm offers apparel, household items, and greeting cards, as well as custom, branded merchandise for businesses and organizations.

Alberta Auringer Wood writes that she and her husband, **Clifford Wood PhD'92,** have partaken of the "absolutely delicious" hamburgers offered at Burger Wisconsin in — get this — Wellington, New Zealand. Their sleuthing on the eatery chain's origin led to this explanation: the company is proud to be owned and operated in New Zealand, but it also pays tribute to "the history of great burgers through our name Burger Wisconsin, which reflects Wisconsin, USA's title 'Home of the Hamburger.' " When they're not Down Under, the Woods live in Ilderton, Ontario.

Already a leader in the education-reform movement, **Rob Birdsell '93** is poised to make further progress as the new CEO of the Alain Locke Initiative in Chicago. The nonprofit education organization focuses on "closing the achievement gap by energizing urban schools with the high-impact leaders of today and tomorrow" through the Alain Locke Charter School, the Inner-City Teaching Corps, and the Ryan Fellowship. Birdsell was most recently the president and CEO of the Cristo Rey Network.

A 2008 popular vote placed **Jorge Rodriguez MS'93** on the board of education for the Grapevine-Colleyville [Texas] Independent School District, a 13,500-student system in the Dallas-Fort Worth Metroplex. He was re-elected in 2011 and became the board's president last year.

O. (Oscar) Marcelo Suárez MS'93, PhD'00 has shared impressive Badger news: of the twenty-five professionals worldwide who were honored in October as 2012 fellows of the materials information society ASM International, three were UW graduates — including him. Suárez is a professor at the University of Puerto Rico-Mayaguez and director of its Nanotechnology Center; **William Lenling '84, MS'86** is president of Thermal Spray Technologies in Sun Prairie, Wisconsin; and **C. (Chengheng) Robert Kao PhD'94** is a National Taiwan University professor and department chair.

When the students who create the J-School's *Curb* Magazine — an annual print and online publication — held their 2012 launch party and celebrated *Curb*'s tenth anniversary, they landed a prestigious guest speaker for the event. She was journalism alumna **Ali (Alison) Weisberg Zelenko '93,** now a vice president of communications at Time, Incorporated in New York.

Brothers **Brad Igl '94, MS'97** and **Brian Igl '95** belong to a family that's been growing potatoes near Antigo, Wisconsin, since the 1930s, and in recent years, they've transitioned to a completely organic operation. This is apparently a rare thing for spuds in our part of the country, which makes the brothers Igl a hot (potato) commodity in the Madison and Twin Cities markets. And they're nice folks, too: they donated truckloads of their produce to help feed victims of Superstorm Sandy.

People across the nation who work to restore the form and function of rivers and floodplains through the nonprofit American Rivers look to **Stephanie Lindloff '94, MS'98** as their leader: she's the senior director of the group's River Restoration Program. Her job encompasses overseeing grant programs, spearheading policy initiatives, and advising on restoration projects. Lindloff works out of the Northeast field office in Albany, New York, but her favorite streams are the spring creeks of southwestern Wisconsin.

The Association of School Psychologists of Pennsylvania thinks so highly of **Rob Rosenthal MS'94, PhD'99** that it's named him its School Psychologist of the Year. Rosenthal is the director of autism-spectrum services at the Growth Opportunity Center in Huntingdon Valley and recently became a supervisor of pupil services in the Abington School District as well.

"We all decided it would be best to roll up our sleeves and aid in the recovery effort." — Brent Kimbel '95

Where have some of our 1990s legal eagles flown? **Beth Webber Clark '95** has been promoted to special counsel in the New York office of Stroock & Stroock & Lavan, specializing in reinsurance and insurance litigation and arbitration. Chicago-based Quarles & Brady attorneys **Thomas McCarthy '97, JD'00; Norah Jones '98;** and **Christopher Fahy '99, JD'05** have all been named 2013 Illinois Rising Stars by *Illinois Super Lawyers* magazine. **Jessica Lewis '98** is a new associate in the intellectual-property group of Quarles & Brady's Madison office, and **Michelle Waller Cohen '99** has been elected to the partnership of Patterson Belknap Webb & Tyler, a New York law firm.

Brent Kimbel '95, Sara Schroeder Kimbel '95, and their sons were in the Big Apple in November so that Sara could take on the New York City Marathon. But, when the city took on Superstorm Sandy instead and the race was canceled, Brent says that "we all decided it would be best to roll up our sleeves and aid in the recovery effort" — while proudly wearing Badger gear, of course. The Kimbels live in Verona, Wisconsin.

Get ready for some amazing stats about Ironman triathlete **Jesse Marquardt '95** of Gardner, Massachusetts. At his qualifying competition in July, he finished eighteenth overall and third in his age group in a field of well over two thousand. His time of 9:51:13 was better than those of eighteen of the twenty-seven professional triathletes who were there. Then, at the Ironman World Championship in Kona, Hawaii, in October, Marquardt placed 392nd in a field of 1,936 competitors from sixty-four countries, with a time of 10:05:12.

Felicitations to **Robert Tarrell MFA'95:** for "cultivating personal, professional, intellectual, and spiritual resources to empower others, and for a commitment to teaching and preaching through the arts," he's earned the Mazzuchelli Medallion from Madison's Edgewood College, where he's a professor of art.

Longtime readers of *On Wisconsin* may remember the byline **Michael Penn MA'97** preceding many excellent feature stories. He's been at Duke University in Durham, North Carolina, since 2011 and has now been promoted from managing editor of *Duke Magazine* to executive director of marketing and communications for the university's alumni association.

Scott Tappa '98 of Iola, Wisconsin, writes, "After [former Badger football star] **Russell Wilson** completed a Hail Mary pass to lift his Seahawks to a *Monday Night Football* victory over the Packers, most fans went to sleep." But Tappa and the team at Oppermacher.com seized the moment, creating a shirt that read, "Worst Call Ever 09.24.2012." "With the help of incompetent officiating and widespread media attention," he continues, several thousand of the shirts were snatched up by customers in all fifty states and as

far away as Germany, Colombia, and Afghanistan.

Boy Meets Girl is the beginning of a timeless story, but it's also a New York-based fashion brand that's recently added a UW-themed product line. Why? One reason is that the company's founder and creative director is Badger **Stacy Morgenstern Igel '99.** Her new products blend Boy Meets Girl's "edgy yet wearable, stylish yet casually classic" look with the UW's signature colors and logo. Igel is also a mentor, frequent lecturer, and advocate for nonprofits that fight breast cancer and bullying in schools.

2000s

Custom, handmade, ceramic growlers — those half-gallon beer jugs that are popular among microbrew aficionados — are the specialty of artist **Tim Carlburg '00,** the proprietor of Carlburg Pottery in Kalispell, Montana. He's celebrated his fourth anniversary of selling his wares nation- and worldwide, and to some acclaim as well: one of his creations was showcased in the November 2012 issue of *Men's Journal*, and they made a guest appearance on the 2012 season finale of NBC's *Parks and Recreation.* Carlburg is also proud to be a veteran and a licensed K–12 art teacher.

Anyone who thinks that a hobby can't morph into a career hasn't met **Tim Kopacz '00** of Marquette, Michigan. He acquired a passion for disc golf the first time he tried it … which caused him to propose a design for a new course … which triggered a passion for course design and improvement … which led to founding Watch It Bend, a company that's now consulting on and building courses around Michigan's Upper Peninsula (UP). Moreover, as the vice president of the local Disc da UP group, Kopacz and his comrades are committed to "creating a disc golf destination here in the UP!"

The fight against animal cancer has gained new strength at the Virginia-Maryland Regional College of Veterinary Medicine with the launch of an oncology program, the arrival of assistant professor **Shawna Lowrey Klahn '00, DVM'07,** and the hope she holds to build an investigative research program that's linked to the oncology program. Klahn was previously a veterinary medical oncology clinician at Upstate Veterinary Specialists in Greenville, South Carolina.

Two alumni played special roles in the November elections. **Josh Levin '00** writes that he "led the campaign for marriage equality in Maryland: the first state to approve gay marriage at the ballot box, and the first south of the Mason-Dixon Line to achieve it by any means." Meanwhile, says Levin, **Sam Nitz '04** of Washington, D.C., "worked as targeting director for EMILY's List, where he helped to increase the number of women in the U.S. Senate to twenty" starting this year.

"I can't wait to be able to do it all."
— Lauren Kendall '05

Chicago filmmaker **Alana Grelyak '02, MMusic'04** hit it big as a finalist in the recent Catdance Film Festival, sponsored by Fresh Step cat litter to showcase original, scripted film shorts about felines. Grelyak wrote the script for *Catalogue*, acted in it, and composed its music. She attended the film's screening at the Sundance Channel's headquarters in Park City, Utah, and became part of a nationwide competition to claim the most votes and the $10,000 Viewer's Choice prize. Unfortunately, *Catalogue* didn't win, but it was seriously funny.

Manu Raju '02 of Washington, D.C., has been a political reporter for the last ten years and is currently a senior congressional reporter for POLITICO, which means that you may see him on major TV news outlets or hear him on NPR. Raju was fêted at the White House Correspondents' Association dinner as a 2012 winner of the Merriman Smith Award for excellence in presidential coverage under pressure, and we'd like to think that writing about sports for the *Badger Herald* during his UW days set Raju on his current path of success.

Healthcare Business Insights, a national, provider-focused research firm, has hired **Tim Lantz '03** as the managing director of its new Supply Chain Academy. He also founded Pantheon BC, a consulting firm that he sold in August, and serves as the VP of the Waukesha [Wisconsin] County chapter of the Wisconsin Alumni Association.

News of three 2000s attorneys made its way to Class Notes HQ: *Illinois Super Lawyers* magazine has named **Alissa Misun Pohlman '03,** an associate with Ulmer & Berne in Chicago, as a 2013 Illinois Rising Star; **Anders Holmgren '06** is a new associate at Flanagan Partners in New Orleans following a stellar career at Tulane Law School; and **Caroline Belloff '08** has been promoted from apprentice to associate in the business and finance practice group at Much Shelist in Chicago.

The new national coordinator for the American Academy of Family Physicians' National Family Medicine Interest Group (FMIG) Network (phew!) is **Lauren Kendall '05,** a fourth-year student at the University of Illinois at Chicago College of Medicine. She works with regional FMIG coordinators to develop and strengthen FMIGs on medical-school campuses, all in an effort to promote family medicine as a career. Already a passionate advocate for disadvantaged patients, Kendall plans to practice in a rural, underserved area where she can "connect with the community, [and] practice everything from obstetrics and newborn care to geriatrics. I can't wait to be able to do it all."

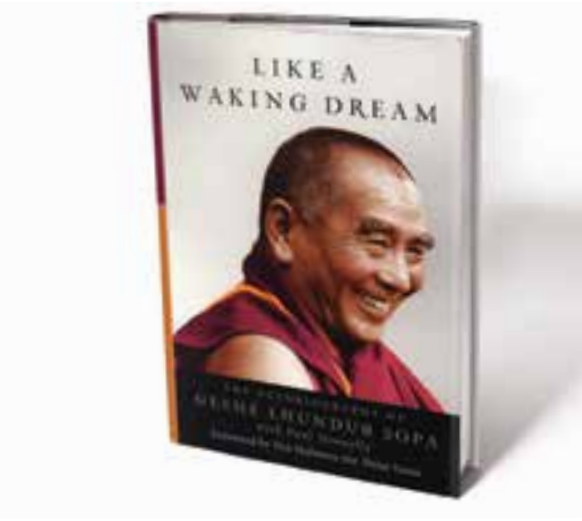
Doctorate? Check. Employment? Check. Book in the works? Check. **Ted (Robert) Gutsche, Jr. '06** has got it handled. He completed his PhD in mass communications at the University of Iowa in December, became an assistant professor at Florida International University in Miami, and is toiling over a book about black migration in the upper Midwest.

Global brand-management firm dunnhumbyUSA has welcomed **Patrick Johnson EMBA'07** to its Cincinnati office as associate director of client solutions. Most recently, he was Western & Southern Financial Group's director of business development.

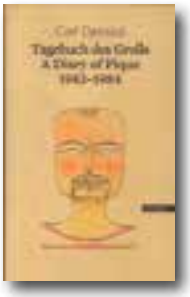
An Amtrak train moved **Todd Brogan '08** from Minnesota to Brooklyn, New York, a week after his UW graduation. There, he became the communications coordinator for the Damon Runyon Cancer Research Foundation and married his college sweetheart. And now, in addition to his political and community-organizing endeavors, Brogan has become press secretary for New York City mayoral candidate Sal Albanese.

Ben Raznick '08 may be one of those people who's good at everything and stopped by nothing. As a UW junior, he studied in Argentina, which led to a two-year stay in Buenos Aires after graduation, a passion for the country's music and culture, and the inspiration to record *Tango y Folklore Argentino*, his first professional CD of piano music, the artwork for which — no surprise — he designed himself. Next Raznick headed off to teach English in the Andalucía region of Spain, where he created a web series called *Pueblo*, the last episode of which premiered at the Philadelphia Film Festival. These days, you can listen to Raznick's piano stylings during Saturday-night gigs in Barcelona, where he's gearing up to co-direct two short films.

In the unlikely event of a water landing, Class Notes compiler Paula Wagner Apfelbach '83 suggests reading Class Notes while awaiting rescue.

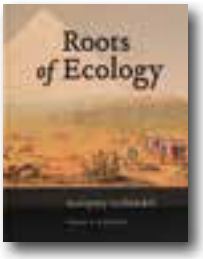


Like a Waking Dream: The Autobiography of Geshé Lhundub Sopa (Wisdom Publications) is authored with **Paul Donnelly PhD'97** and includes a foreword by the Dalai Lama. In 1967, Sopa was invited to teach in the recently formed UW Buddhist studies program and is now a professor emeritus. In 1979, he became the founding abbot of the Deer Park Buddhist Center in Oregon, Wisconsin, and remains one of the greatest living masters of Tibetan Buddhism. Sopa's also orchestrated several visits to the Madison area by the Dalai Lama. The book covers these accomplishments and more, but also his extraordinary experiences in Tibet prior to the Chinese occupation and his flight over the Himalayas into exile. Geshé-la, as Sopa is affectionately known, turns ninety this year. Donnelly is an associate professor of religious studies at Northern Arizona University in Flagstaff.

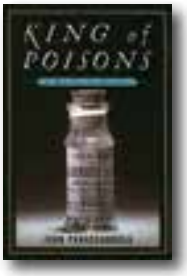


On May 8, 1983, biographer Diane Middlebrook left **Carl Djerassi PhD'45.** In the despondent wake of losing his life's great love came literary revenge: a "poetic volcanic eruption" of brutally open and vulnerable free-verse poems, now collected in both German and English as ***Tagebuch des Grolls, A Diary of Pique, 1983–1984*** (Haymon Verlag). Middlebrook unexpectedly returned to him in 1984 and became his wife. Djerassi, of San Francisco, London, and Vienna, is known as the "Father of the [birth-control] Pill" and is an eminent scientist, author, playwright, and Stanford University professor emeritus of chemistry. He received a Distinguished Alumni Award from the Wisconsin Alumni Association in 2012.

Barbara Klessig Oehlberg '54 of Solon, Ohio, has long taught child-assault prevention, is a certified child trauma consultant, and has studied extensively how early trauma alters brain development. In her latest book, ***Ending the Shame: Transforming Public Education So It Works for All Students*** (RoseDog Books), she asserts that teachers alone cannot ameliorate the nation's achievement gap or drop-out rate: policymakers must also commit to a leadership role in forging school reform. *Ending the Shame* outlines how this can be accomplished through a "trauma-informed education system" and closes with advocacy recommendations.



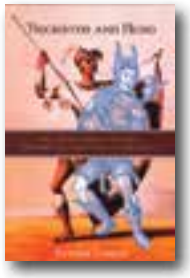
Ecology is at the heart of many of the most important decisions that face humanity. ***Roots of Ecology: Antiquity to Haeckel*** (University of California Press) is the only work to gather a vast literature that chronicles the deep ancestry of this science from the early ideas of Herodotus, Plato, and Pliny, through Linnaeus and Darwin, to those that inspired zoologist Ernst Haeckel, and ultimately informed our modern view. The book is based on **Frank Egerton PhD'67**'s long-running series of columns. He's a UW-Parkside professor emeritus of history who lives in Racine, Wisconsin.



For centuries, arsenic has been a staple of murder and suicide in literature and real life, and now **John Parascandola MS'67, PhD'68** examines the surprising history of this lethal element in ***King of Poisons: A History of Arsenic*** (Potomac Books). In the past, it was frequently found in wallpaper, paint, cosmetics, medical treatments, and even candy, and today arsenic remains a major public-health menace as an industrial toxin and agent of chemical warfare. Parascandola has served as chief of the National Library of Medicine's History of Medicine Division and as the historian of the Public Health Service. He's currently a historical consultant and teaches at the University of Maryland in College Park.

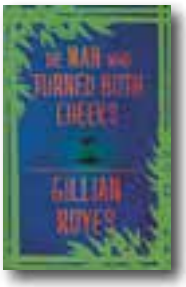
Neal Samors '65 is "Mr. Chicago": he's authored, co-authored, and/or published twenty books on its downtown, landmarks, neighborhoods, and city life through the company he founded in 2003, Chicago's Books Press. Windy City foodies may start rejoicing because his latest work is ***Chicago's Classic Restaurants: Past, Present, and Future***. Prior to this second career in writing and publishing, Samors spent twenty-five years with the Educational Testing Service, including a post as executive director of market development. He lives in suburban Buffalo Grove, Illinois.

Would you like to grow delicious, healthful fruits — *easily?* Then listen to the advice of horticulturist **Lee Reich '69, MS'76, MS'77** as he adds ***Grow Fruit Naturally: A Hands-On Guide to Luscious, Homegrown Fruit*** (Taunton Press) to his gardening series. Reich gives guidance on using natural controls and highlights the importance of choosing the right fruits for your locale. He's worked in fruit research for Cornell University and the USDA, and now writes, consults, and works in his "farmden" in New Paltz, New York.



The name **Harold Scheub PhD'69** is both familiar and fond to many readers as a folklorist and longtime UW professor of African languages and literature who's perfected his storytelling art through years of listening to indigenous tale crafters as he's traversed Africa. Scheub's latest book is ***Trickster and Hero: Two Characters in the Oral and Written Traditions of the World*** (University of Wisconsin Press), which surveys a rich array of oral traditions, folktales, mythologies, and literature to illuminate two seemingly opposed characters who often unite as one.

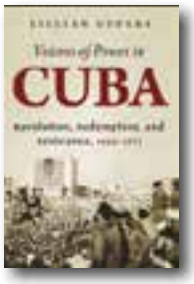
Combining memoir, travel literature, and food writing, **Christopher Bakken '89** explores what he sees as an under-appreciated European cuisine in ***Honey, Olives, Octopus: Adventures at the Greek Table*** (University of California Press), which is illustrated by Mollie Katzen of *Moosewood Cookbook* fame. Bakken looks at the traditions, history, and leisurely ceremonies surrounding eight pillars of Greek cuisine and scouts the country looking for stellar examples of each. He's an associate professor and chair of the English department at Allegheny College in Meadville, Pennsylvania.



A sequel to debut novel *The Goat Woman of Largo Bay* has come from **Gillian Royes MA'73** in the form of ***The Man Who Turned Both Cheeks*** (Atria Books). It's the story of a beautiful, but poverty-stricken Jamaican village "in a land where religion is strong, but life is cheap and violence is often the answer." There the people grapple with family secrets, broken relationships, the quest for love, and a dangerous plot to banish a taboo that threatens their future. Royes was born in Kingston, Jamaica, and now lives in the U.S. Virgin Islands.

How would workplaces be different if the employees were also the owners? In ***Co-operative Workplace Dispute Resolution: Organizational Structure, Ownership, and Ideology*** (Gower Publishing), **Elizabeth Hoffmann '91, MS'95, JD'98, PhD'01** focuses on dispute resolution — a key element of work-life quality — and finds several important differences between worker cooperatives and conventional, hierarchical business models. Hoffmann is an associate professor of sociology at Purdue University in West Lafayette, Indiana.

Nearly ten years of research and twenty trips to the UK for archival study — while teaching and studying full time, and caring for two terminally ill parents — have culminated in ***Paving the Empire Road: BBC Television and Black Britons*** (Manchester University Press). It's author **Darrell Newton MA'96, PhD'02**'s historical analysis of the BBC's broadcast policies and practices from the 1930s to the post-millennium period as African-Caribbeans have assimilated into "constructs of Britishness." Newton hopes that his experiences while writing the book will inspire others to persevere despite adversity. "This is particularly important to me," he writes, "as the first African-American student in the media-studies program at Vilas." Newton is an associate professor and chair of the Department of Communication Arts at Salisbury [Maryland] University.



The University of North Carolina Press has published ***Visions of Power in Cuba: Revolution, Redemption, and Resistance, 1959–1971,*** about the tumultuous first years of the Cuban revolution, when Fidel Castro and other leaders saturated the media with their "campaign to win the hearts of Cuba's six million citizens." The resulting mass "support" quickly became a requirement for political inclusion in a new Cuba that policed dissent and silenced dissenters. Author **Lillian Guerra MA'94, PhD'00** focuses on the experiences of citizens as they struggled to resist repression. She's an associate professor of Cuban and Caribbean history at the University of Florida in Gainesville.

Jeff Strahl '93 of Denver has written a big, colorful book about small, sometimes colorful homes: a photographic survey of the cottages that frame Madison's Lake Mendota. In ***Little House on the Lake*** (Spring Harbor Press Limited), he explains that as lakefront property values have risen, so has the square footage of these lakefront homes, leading to a more densely packed shoreline and the removal of the cottages that once enhanced Mendota's charm. Strahl's goal was to document the remaining homes before they're gone. **Anne Biebel MA'85** of Cross Plains, Wisconsin, summarizes the history of the area in the book's introduction.

The title of **Michelle Richter Dudash '99**'s book, ***Clean Eating for Busy Families: Get Meals on the Table in Minutes with Simple and Satisfying Whole-Foods Recipes You and Your Kids Will Love*** (Fair Winds Press), pretty much says it all. She's a registered dietitian, columnist, and television personality; has taught at the Arizona Culinary Institute; and earned her toque from Le Cordon Bleu College of Culinary Arts in Scottsdale, Arizona, where she makes her home.

How political elites use religious language, and how voters respond to expressions of religion in the public sphere are examined in **Christopher Chapp '02**'s ***Religious Rhetoric and American Politics: The Endurance of Civil Religion in Electoral Campaigns*** (Cornell University Press). One reviewer praises the work as "a thoughtful addition to a continuing, uniquely American, conversation." Chapp is an assistant professor of political science at UW-Whitewater.

The intimate details of the Civil War and army life, conveyed through the words of those who fought in it, are captured in ***This Wicked Rebellion: Wisconsin Civil War Soldiers Write Home*** (Wisconsin Historical Society Press). Editor **John Zimm '03** selected correspondence from the Wisconsin Historical Society's renowned Quiner Collection of more than eleven thousand Civil War missives to reveal the soldiers' desperation and fear, encounters with slavery, struggles with the reasons for the war, and visions of disease, combat, heroism, and heartache. Zimm has worked for the Wisconsin Historical Society Press since 2002.

When you flip the cover of the children's story ***Open This Little Book*** (Chronicle Books), you get to open another book, and another, and another, until you come to its heart and then get to close all the little books one by one — definitely a draw for kinesthetes. Along the way, this multi-volume volume teaches kids about colors and reminds us all about the power of friendship and reading. The story is the work of debut author and children's book editor **Jesse Klausmeier '04** of New York City, who wrote the first draft when she was a mere five years old.

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

News

By Lisa Mattingly ’07

BARRY ROAL CARLSEN

“Good news and bad news,” Dad said. “Which do you want first?”

I was standing in the Wellfords’ kitchen. I had been a nanny for their four children since I moved from Wisconsin to Brooklyn, New York. I was washing the dishes, the wet phone resting between my shoulder and chin. He always does this — makes up some good news in order to tell me what’s really going on. I told the kids to go into the living room and start their homework. I asked him to start with the good, as a slight swell ballooned in my throat. “I’m retiring,” he said. There was a pause. I let my silence answer him.

He inhaled, and said, “It’s the C-word again.” Here it was, that word, shrieking across Midwestern airwaves to this cluttered kitchen, to this slushy block in Brooklyn. After sixteen years of hiding, it had found me once more. Back then, when I was eleven, I barely spoke for a year. When I did, it was in the form of a whisper to my dad when he tucked me into bed at night. “I miss her,” I’d say. He’d hug me, leaving the scent of Old Spice on the side of my face and my neck. “Me, too,” he’d reply.

Before we lost her to ovarian cancer, my mother had a way about her that emanated light, positivity, and honesty. She was modest, didn’t wear flashy clothes, spoke softly, and believed strongly in the miracles that childhood gives us. During my childhood, she was my miracle. At the time I needed her most, she was there. After the winter of 1995, my friends had families who became families to me: mothers who mothered me, beds that held me, vans that took me to soccer practice. My aunts and uncles and grandparents were around to play cards with us, cook us meals, and to hug us when we needed someone to remind us of Mom.

My brother and sister, each several years older than me, dealt with our mother’s death with the solace of friends and cars, in their own dark basements of grief. Soon, they went away to college, leaving not just one enormous gap to fill, but three. The dishes sat on the counter for months at a time, the laundry heaped in piles, and the bright television stayed on mute, as my father and I walked around in a numb state, together. We built a two-person team to fight against the grief of losing wife and mother: the sun around which the world orbited. We grew into a rhythm, and each slow year that passed, we became more and more alive. When I was thirteen, I got my first period, started wearing bras and deodorant. Each time I had a birthday, he’d feign anger that his little girl was growing up. We went on ski trips and road trips and college visits. He met my boyfriends and took photos of me when I dressed up for prom. We went to a movie together every Sunday night. We were quietly best friends.

After college, I didn’t stay in Wisconsin — or any one place — for very long. I moved around and traveled to all corners of the world, sometimes for years at a time, making small spaces for myself here and there. I used a variety of foreign currency, baht and reais and pounds, to call him long distance. Our conversations were short, the trans-Pacific and trans-equatorial connections always cutting us off.

That evening, as I stood in that Brooklyn kitchen, Dad explained that surgery was scheduled for a month away. After we hung up, I gathered the extra dishes and put them in the sink, shaking. One of the kids I had sent to the living room stepped slowly into the kitchen. She hugged my side. I wanted to stop crying and shield her from my pain, but she had already seen my tears. “Your parents will be home soon,” I said, wrapping my arms around her as if she were my own, scared, eleven-year-old self.

But there’s good news and good news. Dad’s surgery was successful, and two years later, he still has a clean bill of health. Today, he spends a lot of time with his new grandchildren. Now when I tell people that I lost my mom when I was young, they frown and touch my arm. “I’m so sorry,” they say. “Don’t be,” I reply. “I’ve gained more families than you can imagine since I lost her, and I’ve gained the best friend I will ever know.”

Lisa Mattingly ’07 is an assistant manager at an independent bookstore and lives in Burlington, Vermont.

flashback

JEFF MILLER

We've Got Mail!

Travel back with us now into the shadows of ancient history, to the year A.D. 1993. That fall, the UW took a great leap forward in terms of communication, when, for the first time, the university offered all students email accounts.

We're not sure how students communicated before this. Legend says that they used smoke signals, or perhaps they beat out coded rhythms on drums made of dinosaur hide. Or maybe it just feels that way — it's difficult to imagine a time when the @ symbol was one of the least-used keys on the board.

Email wasn't exactly new in 1993. The Madison Academic Computing Center (one of the forerunner organizations of today's Division of Information Technology) began supporting a few accounts as early as 1978. But it wasn't until '93 that email became a general perk. And while not all Badgers took advantage right away, about a quarter of the student body (around 9,500 people) had signed up by December. That was enough to occupy a pool of modems using 200 telephone lines. In January 1994, the service was extended to faculty and staff, and campus hasn't looked back.

You may think: big deal. Students text nowadays, so isn't email old hat? But email remains a primary method of communication for students and faculty. The UW's wiscmail server processes 2 million messages a day and supports 100,000 active accounts. In addition, the university's Learn@UW online support system helps 2,000 instructors to manage online course content every semester. The Wisconsin Experience is increasingly an online experience, and it all started with email.

The photo above was taken in 1996 in Bradley Hall, and it shows Carrie Johnson '99, Alisha White '99, and Heather Hazelwood '00, JD'11 waiting their turn to check email. Their posture indicates that, then as now, the arrival of a message in any format is exciting.

John Allen

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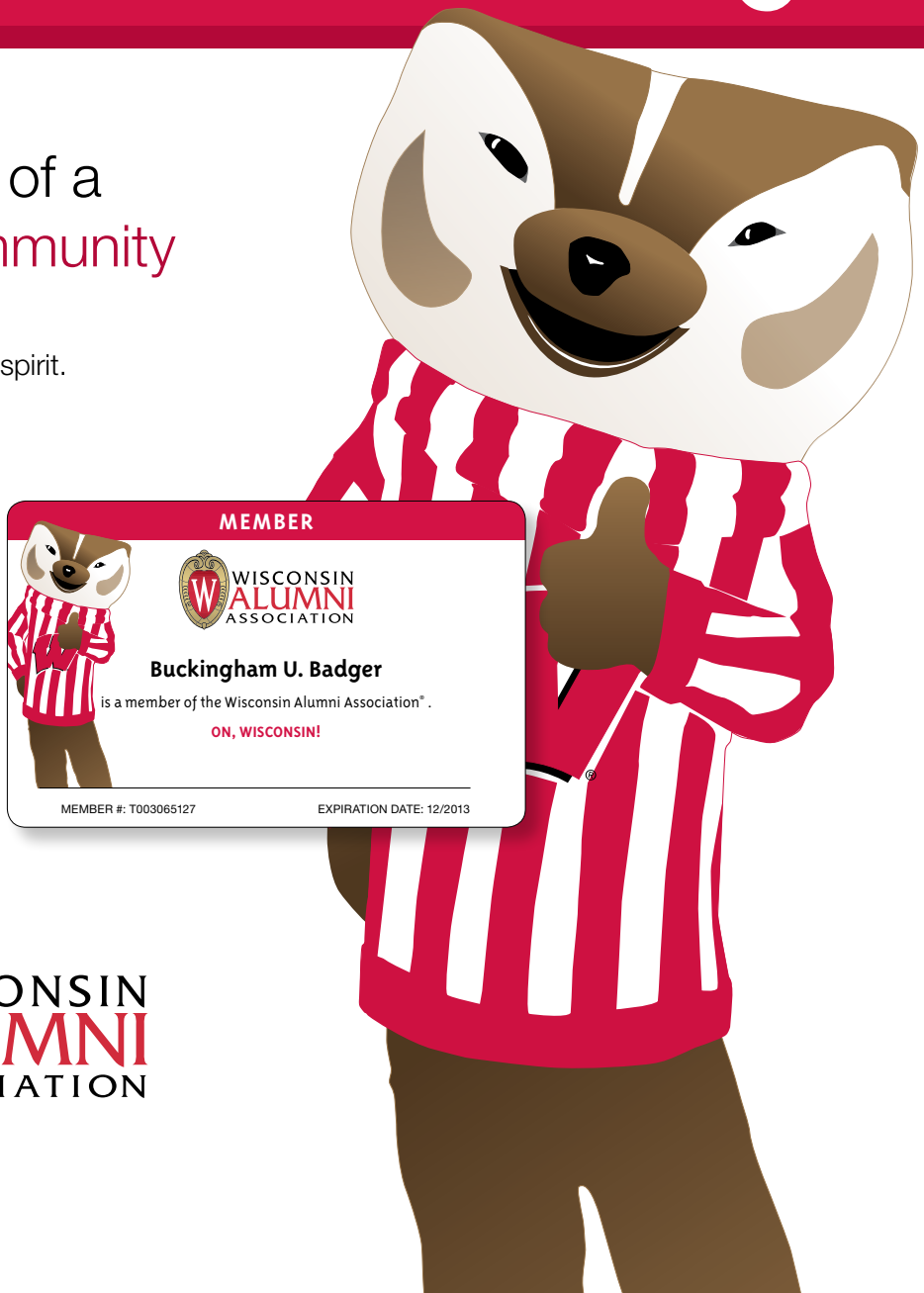

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