

one  
number

550

Number of ash trees on the main campus (with many more in the lakeshore natural areas) potentially threatened by the emerald ash borer, an exotic wood-boring beetle that has been found in the Midwest and appears headed for Wisconsin. Campus naturalists have begun selectively removing ash trees and planting other varieties to try to minimize the damage if the pest arrives.

## Staying Out, Staying Safe

A series of campus attacks gives cause for caution — but not panic.

**Karissa Cerroni x'07** never walks home alone from the library, where she often wraps up study sessions well after midnight in her quest to go to medical school.

Calling herself “one of the more paranoid people here,” she is always careful to stick with friends when out on weekends. And when she leaves the library at night, she either takes the bus or dials up one of the campus programs that offers escorted transportation after dark.

But despite a recent wave of campus-area assaults, Cerroni and many other students aren't going so far as to alter their routines. “You can't change,” she says. “I'm not going to not go to the library and study or go have fun just because of it.”

Since the end of the spring semester, more than a half-dozen assaults or robberies have taken place in the campus area, a high number for a university that has traditionally experienced little street crime.



JEFF MILLER

**Brian Conger and Cara Mitchell of SAFEwalk, a free service students can use, escort Dani Koel (center) to her destination.**

The late-night attacks were notable for their violent nature and the fact that many of the victims were intoxicated young men who were walking alone, says Madison Police spokesman **Mike Hanson**.

As students returned to campus for the fall semester, university officials and police took some extra steps to remind students about precautions, such as walking in groups, locking their residence

### STUDENT WATCH: Sconnies and Coasties

When they sing “On, Wisconsin,” UW-Madison's students may seem united. But at least one spirited rivalry exists among undergraduates: the long-standing divide between native Wisconsinites — Sconnies — and students from out of state, often called Coasties because of the large number of students from New York and California.

Sconnies outnumber Coasties about three to one, and they say they can spot the non-natives based on what they wear. “Sometimes they get all dressed up for classes and stuff like that, and I just get [angry] at that because I'm a sweatpants person,” says **Ashley Foss**, a junior from Wisconsin. And there are digs about behavior, too. While Sconnies deride Coasties as snotty and condescending, Coasties retort that students from the Midwest are judgmental and closed-minded.



SPENCER WATTS

“My first impression was that people from the Midwest could be really nice,” says **Melissa Cabrera**, a sophomore from New York. “Then in my [women's studies] class, we had a discussion, and they started bashing people from the coast, and I was shocked.”

Mostly, it's all in fun, but there are a few deeper issues. Coasties, for instance, often live in off-campus private residence halls, which some students say creates a kind of geographic segregation that makes it difficult for students to get to know one another. But Coasties and Sconnies do have one thing in common: they're all Badgers. “Football games definitely bring us together, because we're all rooting for the same team regardless of where we're from,” says Cabrera.

— *Elli Thompson x'08*

doors, and not propping open secured entrances to buildings. They also have encouraged students to use UW's SAFE Nighttime Services, which includes escorted walks, free cab rides, and bus service. But they also acknowledge that many students still have academic or social lives that require them to be out around campus late at night.

For bookworms and barflies alike, college is a twenty-four-hour-a-day lifestyle. And that makes campus security a twenty-four-hour-a-day challenge.

"There are students who need to go about their business in the wee hours of the morning," says Hanson, adding that some of the recent assault victims were students "simply walking alone from their chemistry lab."

**Taylor Hughes x'07**, for example, edits the *Badger Herald*, often putting the paper to bed around the same time that the bars close on State Street. "The late nights and our production schedule in general are just an integral part of this whole experience," he says. "If we got out at 10 p.m. every night, it wouldn't be the same."

However, Hughes says he has never been worried about walking home, because many of the victims have been "drunk guys."

The fact that many of the recent victims were inebriated is one reason authorities have avoided raising too much alarm about after-dark safety. "We haven't put out a generic, 'Oh, my god, the sky is falling.' We've been pretty specific [about] what seems to be the problem," says UW Police Chief **Sue Riseling**.

She adds that the UW campus has had a remarkably low street crime rate for many years. "It's boggled my mind you can have this many people in one place and have only a couple robberies in a year," she says. "It's almost too good to be true."

But an uptick in crime is a disturbing reminder that despite its reputation as a safe place, Madison is not immune to violence — a message that sometimes can be overlooked by students. "Some people may be moving here from a really large city, and they may think they're moving to Hicksville in the Midwest and everyone keeps their doors unlocked," says **Lori Berquam**, interim dean of students.

Berquam says the conundrum is how to make students feel comfortable enough so that they don't miss out on a vibrant campus life, but not so comfortable that they become reckless.

"We really do create a pretty tight campus community, and we like to say we make this big, huge place smaller," she says. "In doing that, we almost build this false sense of security. That's what we need to combat again."

— **Jenny Price '96**



"I also learned that it is nearly impossible to get nothing out of a class unless you never attend."

— Senior **Holly Bertera**, in a keynote address to new students at the Chancellor's Convocation in September. For the first time, a student was selected to offer advice to incoming freshmen about "what I learned my freshman year."

#### Q AND A

### Dan Okoli

It's been little more than a year since UW-Madison revealed its master plan to redevelop many areas of campus. **Dan Okoli**, university architect since April 2005, has been in the frontlines of the redevelopment process during the most extensive building period on campus since the 1960s.



#### Q: How do you envision the campus looking in ten years?

A: We want to be able to create a strong sense of arrival. If you're driving from the west coming into campus, at some point you begin to see buildings that suggest campus, but you never come quite to a place where you say, "Wow, this is it." It's a university within a city, but I still want us to be able to say, "I have crossed the boundary of the academy." The other important thing we ought to be able to do is have architectural coherence or visual consistency with what we do. I'd like a situation where, when you drive through, [the buildings] feel like they all fit together.

#### Q: Do you have a favorite building on campus?

A: Well, I think there are a number of buildings that I would consider iconic on campus, but it's not entirely because of the architecture, even though the architecture is good. It's because of what it represents together with the architecture. Bascom Hall is one such building, because when you talk about this campus, that's the thing that jumps out at you. The Red Gym, as well.

#### Q: What about a least favorite building?

A: I believe that design of a building should be inviting and make people feel comfortable around it. To design a building that people don't really feel comfortable around is a failed design in my mind. There are quite a few buildings like that on campus, and [the] McArdle [Cancer Research Building] is one of them.

#### Q: Where would be the perfect place on campus to construct your "dream building"?

A: One of the places that I have found most soothing is where some of the lakeshore dorms are. I'm telling you ... if I could roll the clock back and come here as a student, I'd love to live in one of those.

## Exercising the Stock Option

The UW System tries to put financial pressure on Sudan.

UW-Madison has reached an agreement with the Internet company **Google** to join its ambitious effort to create a worldwide online library. The university will digitize hundreds of thousands of historical texts and documents from UW-Madison and Wisconsin Historical Society collections. The texts will be available through Google Book Search, which allows users to download complete copies of millions of public-domain works and summaries of copyrighted books. UW-Madison is the eighth library system to participate in the massive digitization effort, joining institutions such as Harvard, Oxford, and the New York Public Library.

With a September dedication ceremony, the Social Science Building officially changed its name to honor the late **William H. Sewell**, a former professor of sociology who held a number of leadership positions on campus. A prominent sociologist renowned for his survey research, Sewell served as UW-Madison chancellor from October 1967 to June 1968, during the height of campus unrest over the war in Vietnam.

A new identity for the **UW Comprehensive Cancer Center** recognizes two pioneers in cancer research and treatment. The center now bears the name of Paul Carbone, who led the center for more than two decades and was responsible for numerous innovations in treatment and patient care. The center's research tower also has a new name, honoring Harold Rusch, who founded the center and preceded Carbone as director.

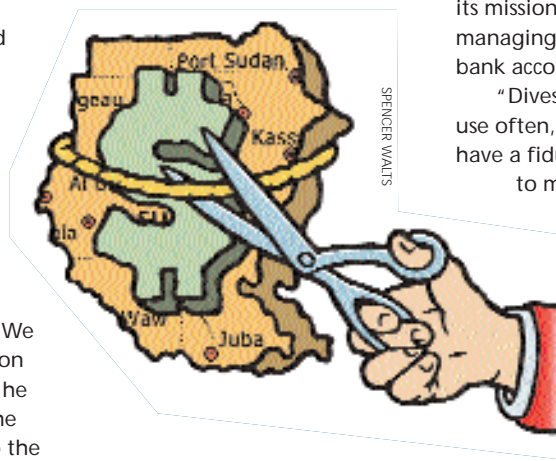
**Charles Pruitt** knows there isn't much he can do to stop the widespread killing in Sudan. But that doesn't mean he won't try. And as chair of the board of regents finance committee, he has one tool at his disposal: divestment.

Through a carefully planned stock dump, he hopes to communicate that the UW System wants nothing to do with the slaughter going on in East Africa.

In August, Pruitt instigated a move to divest the UW System of all holdings in companies that do business in Sudan. "We felt this was the right decision on humanitarian grounds," he says, noting that not only the finance committee, but also the regents as a whole, supported the decision unanimously. "Sudan is involved in state-sponsored genocide, and that's something a university shouldn't be involved in even in a tangential way."

Finance and humanitarianism may seem like an odd mix, but for several decades, the UW System has occasionally used divestment to express its displeasure with countries or companies that violate its political or moral principles. In 1978, the

System divested itself of stocks in companies that did business with South Africa in protest over that nation's apartheid system of racial segregation. It didn't lift the ban until 1994,



when apartheid came to an end. In late 2003, the System turned to divestment again, dropping some \$201,000 in stock in Tyson Foods, in objection to that company's labor practices.

Pruitt, who has been a member of the finance committee since 2003, says that each year there are several calls for new divestment programs. Recently, groups have asked the regents to divest from Wal-Mart and from Israel, though

neither request has been granted. While the financial committee is willing to consider ethics as part of the UW System's investment planning, it must also balance its moral stands with its mission of profitably managing the university's bank accounts.

"Divestment isn't a tool we use often," Pruitt says. "We have a fiduciary responsibility to manage the invest-

ments well so that the UW System has the money it needs to operate."

Still, Pruitt acknowledges that divestment is an indirect and limited tool

for change, and he doesn't expect any immediate practical effect in Sudan. While the System has some \$370 million in trust funds, only about \$1 million are invested in mutual funds that include companies with ties to Sudan.

"We hope it will send a clear message," he says. "We want to bring responsibility to the university's investments and set a standard for others."

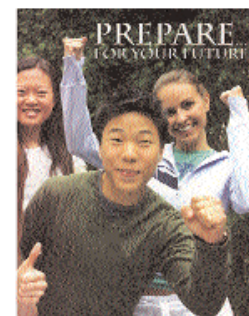
— John Allen

## Helping Kids Get a Jump on Jobs

What kind of work does an auditor do? Are there jobs for people who like to be around animals?

These are the kinds of questions kids ask when they start thinking about the things people do for a living. Now, a new workbook offers answers — and a guide to help students begin thinking about which jobs might suit them.

Titled *Prepare ... For Your Future*, the workbook is published by Wisconsin Careers, a program in UW-Madison's Center on Education and Work. Featuring self-assessments and interactive guides, it's designed as a tool for teachers and school counselors to stimulate discussion about occupations and lifestyles among middle-school students. It also links to career-related curricula such as WISCareers and CareerLocker, two online resources for older students. For more information about the project, visit <http://wiscareers.wisc.edu>.



— Staff





## Rewriting 'Psycho'

UW prof works to demystify a loaded term.

For most people, the term *psychopath* evokes thoughts of violence and bloodshed, evil of the darkest kind. UW-Madison psychologist **Joseph Newman** would like to change that perception — and he's spent his career building evidence to do it.

"People think [psychopaths] are just callous and without fear, but there is definitely something more going on," says Newman, who has been studying psychopathy since he joined the UW faculty in 1981. "When emotions are their primary focus, we've seen that psychopathic individuals show a normal [emotional] response. But when focused on something else, they become insensitive to emotions entirely."

Newman has gained insight on the disorder, thanks to an extraordinary partnership with the Wisconsin Department of Corrections, which has allowed him and his students to interview and evaluate thousands of prison inmates during the past two decades. In doing so, he came to believe that the dominant scientific explanation of psychopathy — which held that psychopathic individuals were incapable of feeling fear or other emotions and therefore indifferent to the consequences of their actions — was inadequate.

Instead, Newman argues that psychopathy is essentially a type of learning disability — an information-processing deficit that arises when an affected person perceives the promise of instant reward. Being focused on a short-term goal, Newman says, makes psychopathic individuals incapable of detecting surrounding cues, such as another person's discomfort or fear.

In one study, for example, Newman gave psychopathic and non-psychopathic individuals a

series of mislabeled images, such as a drawing of a pig with the word *dog* superimposed on it. While most people are momentarily confused by the conflicting signals and stumble when asked to identify what they see, psychopathic subjects answer immediately, barely taking notice of the discrepancy. The difference, Newman says, points to a basic fault in how psychopathic people perceive peripheral cues that are obvious to others.

Newman's work may lead to new interventions that help identify and target the disorder. It also could help end the overclassification of criminals as psychopathic.

"My main concern is that the label is applied too liberally and without sufficient understanding of the key elements," says Newman. "As a result, the term is often applied to ordinary criminals and sex offenders whose behavior may reflect primarily social factors or other emotional problems that are more amenable to treatment than psychopathy."

By some estimates, 1 percent of the general population could be described as psychopathic. In prisons, however, 7 to 15 percent of female inmates and 15 to 25 percent of male inmates display psychopathic behaviors, according to researchers. Trying to alter stereotypes about this reviled segment of society has been a long and uphill road. Newman's provocative theory has faced opposition from his scientific peers, although he has now won over many of his critics.

"In looking back, I see [Newman] as one of the preeminent research scientists in the field — his work is ingenious, meticulous, methodologically sophisticated, and driven by theory," says Robert Hare, a leading psychopa-



MICHAEL FOSTER ROTHBART

**Psychology professor Joseph Newman says his research shows psychopathy is similar to a learning disability.**

thy expert at the University of British Columbia. "I really think he's the top man in the area."

— Paroma Basu

### COOL TOOL

## The Weedometer

UW-Madison agronomist **Ed Luschei** often assigns his students projects with only one requirement: "Do something useful for someone." In developing the Weedometer, a nifty tool that helps farmers seek and destroy some of their peskiest enemies, Luschei followed his own advice.

Weedometers are speedometer-like graphs that chart the emergence and flowering periods of nearly seventy species of weeds common in Wisconsin. Using the color-coordinated meters, growers can see when to expect invasions of everything from bull thistle to yellow foxtail, revealing the best times to spray herbicides.

The Weedometer is based on data collected through years of growing and observing weed species at the UW's Arlington Research Station. To give it a spin, you can find it online at [weedecology.wisc.edu/weedometer/](http://weedecology.wisc.edu/weedometer/).

— Staff



**A Weedometer reading for Pennsylvania smartweed, one of seventy weeds tracked by the project.**

## The Dream of Green Gas

Scientists move closer to a leafy substitute for oil.



MICHAEL FOSTER ROTHBART

Engineering graduate student Yuriy Roman-Leshkov heats a glass vial to convert plant sugar into HMF, a chemical that can be used to make plastics and other products currently produced with petroleum.

Drive through southern Wisconsin in late autumn and you'll pass acres of yellowing cornstalks, the post-harvest residue of another growing season come to a close. But what if all those remnants weren't just symbols of summer's end? What if a dying Wisconsin cornfield represented something as rich and plentiful as a Texas oil well?

It's a vision shared by UW-Madison engineers and agriculturalists who believe the United States can reduce its dependence on foreign oil and find a cheap, renewable energy source by using materials left over from agriculture. And while gassing your car up on corn stover isn't a reality yet, it's inching closer.

"The theory is right there," says **Yuriy Roman-Leshkov**, a chemical engineering graduate student and one of several dozen people on campus researching renewable energy sources. "A lot of research still has to be done to get it to be commercially viable. But I think

as more people get into this field, it will become a solution."

Making gasoline from plants is nothing new. The first automobile built by Henry Ford was designed to run on ethanol, an alcohol-based fuel typically made from corn grain. Today, about 2 percent of transportation fuel used in the United States comes from corn-grain ethanol. The world's biggest producer of ethanol — Brazil — obtains more than 20 percent of its gasoline by converting sugar cane into fuel.

But rather than relying on corn grain or sugar cane — crops that could feed people and animals — many researchers have long eyed other kinds of plant material as sources of energy. Grasses, fast-growing trees, and the leafy remains of agricultural crops are loaded with cellulose, a carbohydrate that stores energy in the form of carbon — the same as fossil fuels, which are essentially just the liquefied remains of long-

dead plants and animals.

Like grain-based ethanol — and unlike fossil fuels — fuel made from plant waste releases no new carbon into the atmosphere, making it an environmentally friendly alternative to crude oil. But it has yet to break into the marketplace because it's costly to produce in large quantities — far less efficient than converting cornstarch into fuel, or even than making diesel from vegetable oils and animal fats. But many people consider it much more promising as a long-term energy solution because there's so much of it around.

"In the short term, it's a good thing to turn grain into ethanol, because it's quite easy to process, but long term, you don't want to use grain for your fuel," says **James Dumesic '71**, a professor of chemical and biological engineering. "You want to get your hands on the abundant forms of biomass."

In recent years, Dumesic's lab has uncovered more



efficient ways to extract energy from those readily available materials. With chemical engineering researcher **Randy Cortright PhD'94**, Dumesic pioneered a process for converting byproducts such as corn stover and paper-mill sludge into hydrogen. That led to the creation of Virent Energy Systems, a successful spin-off company that produces hydrogen fuel for various applications.

Lately, Dumesic's team has been examining the process for making the chemical intermediaries that go into many plastics and other products currently made using petroleum. The team has identified vastly improved methods for converting plant sugar to an intermediary known as HMF, which then can be turned either into diesel fuel or used to make commercially valuable polymers.

"It has always been very energy-intensive and very expensive to make HMF in high concentrations," says Roman-Leshkov, who led the study. He says the new techniques may cut the cost in half, which could make it possible for companies to begin using plants as an alternative to petroleum in making things like plastic soda bottles.

Still, commercial viability remains a significant obstacle for these processes. No industrial-scale plant exists in the United States for processing cellulosic biomass into fuel, and it's not yet clear whether farmers would benefit economically by harvesting and transporting crops for that purpose.

"I can take bales of switchgrass to the biorefinery right now, and they may be willing to pay thirty-five or forty dollars a ton for that bale. But it's going to cost me forty or forty-five dollars a ton to bring it to their gate," says **Kevin Shinnors '81, MS'82, PhD'85**, a professor of biological systems engineering. "Unless we have an economical way to do these things, it won't be profitable for agricultural producers to do it."

That, too, may be changing. Shinnors and colleagues in the College of Agricultural and Life Sciences are working to drive down the cost of harvesting and processing biomass, both by finding new ways to treat and transport materials and by identifying other uses for the byproducts of ethanol production. **Paul Weimer MS'75, PhD'78**, a research microbiologist and associate professor of bacteriology, hit upon one such solution

recently, when he discovered that the fermented materials left over from the ethanol process can be used to make a potentially valuable adhesive.

Biomass has also gotten much more attractive with recent spikes in oil prices. In the United States, the consumption of petroleum-based products required 20.7 million barrels of oil per day in 2004, and 60 percent of those barrels were imported. Beyond the political and environmental complications inherent in that equation, there's a simple lesson of economy. States such as Wisconsin, which has no fossil fuel reserves and must purchase energy on the open market, are anxious to pin their economic growth on something they have, rather than something they lack.

"Agricultural states and universities have a great opportunity to contribute to developing the fuels of the future," says **Patrick Walsh JD'77** of the UW biological systems engineering department. "Most of the money spent on energy in Wisconsin leaves the state, but we have renewable [sources] that could help take the edge off demand."

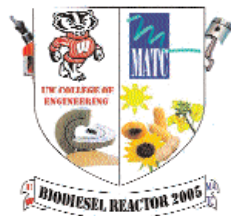
— *Michael Penn MA'97*

## Deep-Fried Fuel

Want fries with that fill-up? A new collaboration between UW-Madison and the Madison Area Technical College (MATC) is exploring that possibility — that the same cooking oils that fill our food may someday fill our cars.

At the request of MATC's diesel-technology program, UW-Madison engineering students have designed and built a small reactor for processing biodiesel — a form of diesel fuel derived from the fats in vegetable and animal oils. The reactor will help MATC students learn about and test various forms of biodiesel, which is growing in popularity as an alternative to fossil fuels and currently powers many small engines on UW-Madison's campus.

"Biodiesel is an environmentally friendly



fuel," says **Stephanie Britton MS'04**, a materials science graduate student who is completing a teaching internship at MATC. "Because the oils used to make biodiesel come from agricultural crops, combustion of the fuel has zero net carbon dioxide emissions. This reduces greenhouse gases and helps address global warming."

At an August ceremony to inaugurate the reactor, students and faculty from the two colleges demonstrated how the reactor purifies cooking oil recovered from a restaurant's deep fryer and blends it into a fuel that can operate a diesel-powered vehicle. They then drove a semi running on fry power around MATC's campus.

— *M.P.*

Studying how bodies regulate the growth of new blood vessels, a researcher in the School of Medicine and Public Health has discovered a chemical link that may help halt the growth of **cancer tumors**. The study, led by Emery Bresnick, a professor of pharmacology, shows how a particular chemical in the nervous system helps to regulate the formation of blood vessels, which can sprout when wounds heal or in pregnancy, but also are key to the growth of tumors. The new research suggests that the chemical may hold promise as a way to stop new blood vessels from forming, thus cutting off tumor development.



### Maps for the people:

UW-Madison assistant professor Mark Harrower creates tools that allow virtually anyone to design a map. Why is that important? Maps are becoming increasingly critical for categorizing and interpreting all kinds of data, but Harrower says that the skills to create maps have long been held by only a small class of cartographers. His public-domain software programs offer map-making help such as selecting colors, filtering data, and designing features — and they have been used by architects, publishers, regional planners, and federal agencies. "I'm building tools that can be accessed online — anytime, anywhere — that will help people do one small piece of the puzzle," he says.



## Big Dig

### Rookie archaeologist finds the discovery of a lifetime.

In their hunt for clues of the ancient past, archaeologists have been known to toil for years, endlessly searching for signs of those who lived long before us.

In such a storied place as Rome, of course, that search can be a whole lot faster. Or at least it was for **Katja Schorle '03 MA'06**, who dug for just days before stumbling on a breathtaking relic of ancient history: a two-thousand-year-old bath complex, part of a luxurious villa built at the height of the Roman Empire.

Fresh off earning her master's degree in classics, Schorle was spending the summer in Rome supervising an excavation site for the American Institute for Roman Culture (AIRC), a



Remains of a ceiling mosaic (inset) made Schorle's first dig a jackpot.

COURTESY OF KATJA SCHORLE

nonprofit organization that runs field courses in archaeology and architecture for English-speaking undergraduate and graduate students.

With seventeen students under her watch, Schorle began working in an area known as the Park of the Aqueducts, named after the ancient system of man-made channels that transported water into ancient Rome. The park is one of the best-preserved sections of the Campagna Romana, the so-called suburbs of early Rome, where wealthy families maintained lavish country estates.

Based on old military reports and standing ruins near the aqueduct system, the scientists guessed that a legendary site known as the Villa delle Vignacce — or Villa of the Vineyard — was buried in the area. But as luck would have it, Schorle and the students didn't have to look very far. Within days of beginning excavation, they saw bricks dating back to the second century. "We kept on going and started seeing entire walls coming out," says Schorle. "We were thinking, 'Oh my god, this is it!'"

As they cleared away more earth, the budding archaeologists found the walls actually

formed a semicircular room — most likely some kind of bath chamber — made of marble, with terra-cotta pipes lining its walls. The room's ceiling had fallen to the floor, but incredibly, had remained intact, with beautiful pieces of colored mosaic glass still embedded within. Nearby, the team uncovered a massive water tank that had been two stories high. Schorle and others think the tank was a source of irrigation for fresh fruit supplies going into Rome.

"This whole find raises all kinds of tantalizing questions," says archaeologist Darius Arya, the AIRC's executive director. "We don't really know what happened in the Campagna Romana between the second and sixth centuries, but now we can work with all this fresh and raw information."

"At a time like ours — when everything is going so fast that we don't even have the time to question who we are — it is important to take a pause and marvel at what it was like to live two thousand years ago," says Schorle. "It is an incredible feeling to find out that in terms of humanity, these people were really close to us."

— Paroma Basu

#### COLLECTION

### The Kind of Science That Isn't

Quick quiz: what's at the center of the earth? If you guessed nothing because a) the earth is hollow or b) the earth is flat, then the Robert Schadewald Collection is for you. Schadewald, a writer based in Minneapolis, was an avid researcher of pseudoscience, and when he died in 2001, he left his vast collection of books, pamphlets, and other materials to the UW Libraries. They now reside in Special Collections, where they're part of the History of Science Collection.

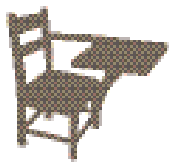
The Schadewald Collection contains some nine hundred titles, which cover a wide variety of "occult knowledge, natural magic, and nonstandard scientific theories," according to **Robin Rider**, curator of Special Collections. These include volumes on psychics, UFOs, spiritualism, flat-Earth and hollow-Earth hypotheses, and books that claim to debunk such scientific essentials as the theory of relativity. They also include boxes of Schadewald's correspondence with those who espoused nonstandard theories and articles that he wrote himself.

Parts of the Schadewald Collection have recently been on display, when Special Collections hosted an exhibit entitled *Secrets Revealed*, an exploration of pseudoscience through the ages. The exhibit will come down this semester, but the Schadewald Collection is still available to the public. The materials may be seen in the Special Collections room, which is located in Memorial Library and is open Monday to Friday, from 9:00 a.m. to 5:00 p.m.

— John Allen







## Ye Olde Englysh Classe

In this course, they still teach language the old-fashioned way.



MICHAEL FORSTER ROTHBART

**Professor Sherry Reames (left) leads her class on a historical journey from Old English to modern English. The course includes a heavy emphasis on grammar and shows how foreign our native tongue used to be.**

English 320: Old English is a bit like linguistic paleontology. Students dig under the surface of the language they speak every day, sifting down through layers of change to find the verbal fossils that lie beneath. And from those fossils, they hope to reconstruct a dinosaur, the ancestor of their own tongue, even though it has a different vocabulary, different grammar, and even different letters.

"Essentially, Old English is a foreign language," says **Sherry Reames**, the course's professor. "That's how we have to teach it. This can be quite a shock for students, many of whom think that they're taking this course to learn to understand Chaucer or Shakespeare." But Old English is much older than the language used by those writers.

Old English, which is also sometimes called Anglo-Saxon, began to develop in the fifth and sixth centuries, after various German tribes — particularly the Angles, Saxons, and Jutes — migrated across the North Sea into the British Isles. It became Britain's dominant language until the Norman Conquest in 1066, after which an intermingling of French vocabulary and grammar turned English into something

much closer to the language we recognize today.

The foreignness of Old English can come as a surprise to the average literature student, as many who enroll quickly find out. According to Reames, the class usually starts with thirty to forty students, but nearly half drop out within a few weeks. This year's class, currently at twenty-four, is made up of about half graduate students and half undergrads — potential medievalists and linguists, according to Reames, "some of whom were inspired by [fantasy author J.R.R.] Tolkien and some who are language nuts."

The class itself is a bit of a relic. "The way it's taught hasn't changed much in at least forty years," says Reames. The curriculum is one she's honed with **Nick**

**Doane**, another professor of medieval literature. She and Doane alternated teaching the course each fall since the 1970s, but since his retirement in May 2006, the ranks of the UW's medievalists have grown thin, and now the task of teaching beginning Old English falls to Reames every year. She spends eight weeks on grammar and the remainder of the course having the students translate various works — biblical and historical prose and poetry that ranges from liturgical to warlike — into modern English. By the end of the course, Reames says, students should be able to take English 359, now usually taught by **John Niles**, in which they read the epic poem *Beowulf* in the original.

Studying Old English might seem like an exercise in

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### Coming to Grips with Grendel

For those who want to experience the English language's oldest epic, but who don't want to take the time to learn Old English, there's a new translation of *Beowulf* available in audio book format. Translated and narrated by **Dick Ringle**, a professor emeritus of English and Scandinavian studies, and read by Wisconsin Public Radio staff and actors from Wisconsin's American Players Theatre, the new *Beowulf* was published as a CD/booklet set in August. The UW Libraries has also made the text available online at <http://digital.library.wisc.edu/1711.d1/Literature.RinglBeowulf>.



academic pointlessness — learning a dead language to understand poetry that few read and many have never heard of. One of the course's textbooks, *The Elements of Old English*, is even out of print, and many students have to read a photocopied version of it. But Reames points out that the class offers students a new perspective on their own language, along with a glimpse of relics of the past.

"A lot of students don't really study grammar in grade school and high school anymore," she says. "It just isn't taught the way it used to be. Some students come in not knowing the parts of speech. For them, the course is a challenge, but it's also a chance to

come to develop a richer and more complete understanding of modern English."

The class is also helping Reames see ways in which language is changing. Even in the last few decades, she says, some of the quirky holdovers from Old English have disappeared as the language becomes more simplified. "For instance," she says, "there are fewer and fewer strong verbs every year. Ones that were common when I was younger have just about disappeared." Strong, or irregular, verbs are ones that conjugate in unusual ways. For instance, *sit* becomes *sat* in past tense; *dive* becomes *dove* — or it used to. "You almost never see *dove* anymore. It's almost always *dived*.

Words are becoming more regular and losing touch with their historical roots."

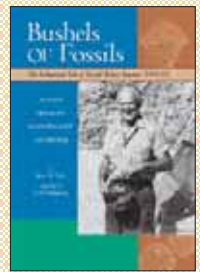
The course may be a scholastic throwback, but it seems to inspire devotion. Many students show up early for the 8:50 a.m. class, and some will even join the UW's Beowulf Club, a group of about a dozen students and faculty who meet each Friday to read passages of Anglo-Saxon literature.

Further, Reames points out, there are advantages to learning a dead language. "It's actually very easy to feel confident about pronunciation," she says. "After all, you're not going to meet a native speaker of medieval English to tell you you're saying things wrong."

— John Allen

Famed geology professor **Lowell**

**Laudon** is the subject of a new biography, *Bushels of Fossils*, distributed by the Department of Geology and Geophysics. Laudon was on the UW faculty from 1948 until 1975 and was known for his field trips to the mountains of the Yukon and western North America. He taught some 20,000 students during his career — including *Bushels'* author, James Parks MS'49, PhD'51.



For the shy tunesmith, there's now a way to study music without the pressure of playing in front of classmates. Music 151: **Basic Concepts of Music Theory** is available online for distance learners. The course teaches concepts in rhythm, melody, harmony, texture, and form and helps students develop basic skills through singing and playing a variety of instruments. As a distance-learning course, it's open to special and guest students — that is, folks who aren't enrolled in a degree program.

The newest students on campus are getting an introduction to one of America's most stubborn problems in **Race and Ethnicity in the Americas**, a new First-Year Interest Group (FIG) — three classes centered on a common theme. Students can take the classes together and find a broader view than they might in just a single course. The new Race and Ethnicity FIG includes Race and Ethnicity in the Americas (Interdisciplinary Studies 103), Problems of American Racial and Ethnic Minorities (Sociology 134), and Modern Latin America (History 242).

# CLASS NOTE

## Toon-ing Japanese

*Interdisciplinary Studies 102: First-Year Seminar in Humanities — Anime and Post-Modern Japan*

Ancient tongues aren't for everyone, and for those students who are more inclined to the international and modern — or even post-modern — there's a new freshman seminar on the cultural influence of anime, Japanese animation that has been winning fans on both sides of the Pacific. This new course focuses on the cultural import of works ranging from the campy *Speed Racer* to the Oscar-winning *Spirited Away*.

**Steve Ridgely**, the assistant professor of Japanese who teaches the course, has had a strong interest in Japanese film and pop culture since he was a graduate student, and he feels that anime has a special place in today's culture. "There's a theory that says there's a special relationship between film and modernism," he says. "I think there may be a similar relationship between anime and post-modernism."

Still, it's a challenge to teach a course when the students are highly familiar with the subject matter, but have seen it as entertainment rather than literature. "Many of them have watched more hours of anime than I have," Clark says. "What I hope to do is give them some context with Japanese history and culture so that they have new ways of looking at these films."



Anime has gone from pop culture to high culture with such films as *Spirited Away*, which won an Oscar.

The class follows the historical development of anime, from its beginnings before World War II, to its surge in popularity in the 1960s, to its artistic maturation in recent years.

Taught for the first time in fall 2006, the course was created as part of a FIG (or First-Year Interest Group), a series of courses designed around a single theme — in this case Japanese culture. Other classes look at language and history. Clark's class has been both very popular and very challenging, as it's all new territory. "The first assignment I gave my students was to write a one-page essay defining just what anime is," he says. "I wanted them to see more than just Japanese cartoons, and many of them did, noting the stylistic complexities of the form."

— J.A.

WWW.SPIRITEDAWAY.COM

# National Lampoon

History professor makes his mark in political satire.

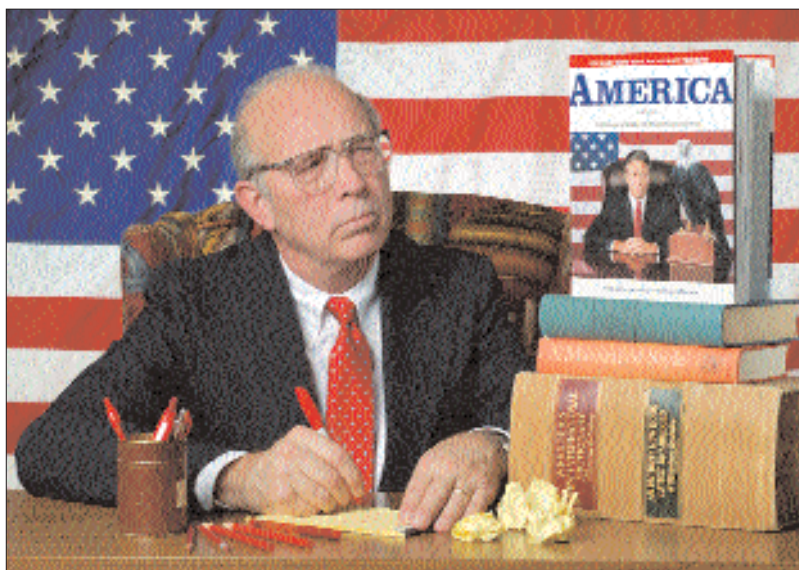
**Stan Schultz** is changing the course of American history — at least as it's told by *The Daily Show* with Jon Stewart.

When the writers of the show's wildly popular best seller, *America (The Book): A Citizen's Guide to Democracy Inaction*, decided to publish a second edition, they took aim at a time-honored academic tradition — the college professor's dreaded red pen. They wanted an authentic history professor to grade the original book as though it were a term paper, so co-editor **Ben Karlin '93** called his alma mater to see if anyone would be willing to work on the project. That's how he met Schultz, an emeritus professor who had developed one of the UW's most popular history classes.

Schultz uncapped his pen and went to work "correcting" *America (The Book): Teacher's Edition*. The rest is history — with an ironic bite and a sense of humor.

"It was immediately apparent that we would work famously together," says Karlin. "Sometimes even if the separate ingredients are awesome, it's not a good match. But this was not the case — this was a delicious recipe."

Like the *Daily Show*, the *Teacher's Edition* is fearless in its political satire. The book includes a depiction of Supreme Court justices in the nude, a guide to dressing and speaking like a journalist, and a chapter entitled "Congress: Quagmire of Freedom." Schultz is quick to point out that



MICHAEL FORSTER ROTHBART

With his work "correcting" the teacher's edition of *America (The Book)*, Stan Schultz has achieved fame that few professors ever dream of: he's had a type font named in his honor. The Schultz (shown below in red) is based on his handwriting and is used for his notes and comments in the humorous history book.

The annals of history do NOT record any one of the 43 men thus far to serve as President ever having gotten a tattoo on being branded!



although it's a bit silly at times, much of the meaty stuff the book covers is quite accurate.

"They've nailed everything that is pompous, everything that is bland, everything that is in a textbook where the authors didn't want to offend anybody and so they aren't really telling the story the way it should be told in the first place," he says. "They got that straight on."

The *Teacher's Edition* touts Schultz on the cover as a "real-life bearded college professor" and includes his professional biography. His comments are scrawled in the margins in red ink, and in his own handwriting, which was made into a font — or was it?

"You should know that he hand-marked one million copies of this book. Do you know how tiring that was for him?" Karlin smirks.

Schultz says he had a great time working with the *Daily Show* writers, and he isn't offended at the tongue-in-cheek jabs at American history. In fact, he can almost imagine actually teaching from this pseudo-textbook.

"I think if you really want to learn about the development of democratic government in the United States, what the Supreme Court does, what Congress does, how elections are run — you'd be hard-pressed to find a better book than this one," he says.

— Erin Hueffner '00

Lecturer Mark Anthony Rolo MSx'08 gives PBS viewers *A Seat at the Drum* with his new film of that title in November. Rolo, who's a member of the Bad River Ojibwe Tribe, takes a look at the lives of the urban American Indians in Los Angeles, the American city with the largest Native population. Rolo shows how the urban experience has caused some L.A. Indians to lose their tribal identity, while others feel a stronger connection. *A Seat at the Drum* is part of the Indian Country Diaries series of documentaries from Native American Public Telecommunications.

The Chazen Museum of Art is taking a look into the stories behind a popular form of folk art with an exhibit on *Russian Lacquer Boxes: A Narrative Tradition*. The exhibit features sixty original boxes from the Frederick Seibold collection, and each depicts a story from Russian folklore or religious tradition. The exhibit will be on display until January 14, 2007.

Andrew Taylor MA'94, director of the UW's Bolz Center for Arts Administration, is making waves in the world of urban arts planning. A recent speech of his, "The Footprints and the Giant: Exploring the Value of the Arts to Communities," will be included in the 2006 edition of *Representative American Speeches*. Taylor delivered the speech to a Milwaukee business group, but the anthology's editors selected it for its relevance to art's place in modern society. Taylor is also the author of the blog "The Artful Manager" at [www.artsjournal.com/artfulmanager](http://www.artsjournal.com/artfulmanager).



# Flight Lessons



Professor Yoshihiro Kawaoka has logged thousands of miles chasing down the secrets of a deadly bird virus. But for the university, he is one who nearly got away. Why keeping Kawaoka is putting UW-Madison at the heart of the battle against pandemic flu.

BY MICHAEL PENN MA'97

Late in the autumn of 2004, as the elm leaves made their last stand and the early chill of winter fell across campus, Yoshihiro Kawaoka dropped by the office of Ronald Schultz, his department chair at the School of Veterinary Medicine, to deliver a letter. Schultz was expecting it, and expecting it to ruin his day.

Around the school, it was no secret that Kawaoka, one of the most prolific influenza researchers in the world, was being wooed. The University of Pittsburgh wanted the fifty-one-year-old professor to lead a new program on viral research, and officials there appeared willing to go great lengths to steal him away to the Steel City.

They had spent the summer courting him, jetting him and his senior lab staff to the Pitt campus and giving them royal treatment. Schultz, who helped lure Kawaoka to UW-Madison's pathobiological sciences department in 1997, knew that the letter contained the specifics of Pittsburgh's offer — and by extension, his first notion of what it would cost to keep his department's brightest star from leaving.

He unfolded the letter and began reading. What he saw took his breath away.

The letter laid out plans for the broad research institute that Pittsburgh was



DARRYL TOROCK/LETHE IMAGE BANK/GETTY IMAGES INSET IMAGE: JEFF MILLER

proposing to put in Kawaoka's hands. He would have a floor of a new building, with lab space custom-designed for his needs. He would be able to bring his lab team from Madison, and he would have money to hire additional staff. He would have five faculty positions at his disposal to bring in collaborators. And as director, he would earn a six-figure salary that was practically unheard of for a veterinarian.

In short, Pittsburgh offered an empire.

Schultz took out a yellow legal pad and began listing the things he would need to compete with the package. After

three pages, he felt depressed. Like all department chairs, Schultz had a little money to spend to keep faculty from accepting outside offers — a couple of thousand dollars to deploy here and there. When you counted money to build new lab space, to land Kawaoka, Pittsburgh was promising to invest more than \$20 million, eclipsing what the entire School of Veterinary Medicine spends on research in a year.

"I certainly didn't want to lose him under any circumstance, but I must say I didn't think we had much of a chance of keeping him when I looked at that letter and that package," says Schultz.

"I thought, 'My god, wouldn't anybody want this?'"

Putting aside his doubts, Schultz typed a letter detailing what it would cost to keep Kawaoka, and, critically, what it would cost to lose him. On his way out of town to attend a conference, he hand-delivered it to the chancellor's office in Bascom Hall.

What came next was a tense game of administrative maneuvering that, while largely unseen, involved the highest levels of university administration, reached the desk of Wisconsin's governor, and enticed the university's patent agency to put \$6 million of its own money on the





Kawaoka listens to an update from Shinji Watanabe (right), an assistant scientist in Kawaoka's lab who is investigating the genetics of the Ebola virus. Kawaoka's collaborators say his enthusiasm for new projects has something in common with the diseases they study: it's contagious.

table. It would consume Schultz and dozens of others for more than a year, this back-and-forth. And it all happened because of a virus, a looming health threat, and a quietly luminous scientist whom everyone knows as Yoshi.

Somewhere above the Pacific Ocean, he sits in the darkened cabin of a jumbo jetliner, intently awake. It is night, and all around him passengers nod off in the fitful slumber of long-distance travel. But Yoshi Kawaoka is not one to sleep on planes. Sleep takes time, and there is so little time as it is.

Trim and angular, with a goatee that wavers between full and artfully scruffy, Kawaoka is one of those rare people born with the capacity to be supernatu-

rally alert. He rarely eats much, and he often sleeps only three or four hours a night, all while maintaining a lifestyle that most people would find ruthlessly taxing. He manages two laboratories — one at UW-Madison, the other in his native Japan, at the University of Tokyo's prestigious Institute of Medical Science — and travels between them at least once a month. Along the way, he fits in a murderous schedule of international conferences and collaborations. His usual itinerary reads like a once-in-a-lifetime journey: Stockholm, Geneva, Bangkok, Hong Kong, Hanoi — except he's often in these places for only one day, usually camped out in some conference site or government office.

"Honestly, I don't see how he is able to survive the kind of travel schedule he has and still get everything done," says

Schultz. Kawaoka not only survives it; he seems to enjoy it. Clattering away at his laptop in the dim light gives him something rare in the life of a globe-circling professor: uninterrupted solitude, a chance to read, reflect, and tidy up the affairs of an unquiet mind. All the jetting about has its disadvantages — the feeling of constantly being between places, always on the way in or the way out — but really, it's just a long commute.

"I just try to be where I'm needed," he shrugs.

And if you're one of the planet's best authorities on the influenza virus, these days you're needed everywhere.

With the emergence of a particularly nasty strain of bird flu in Southeast Asia, influenza has moved up significantly on the list of things to fret about. Public health officials have grown anxious that



figures pale in comparison to what can happen if a more dangerous mutant slips into the human population. Three times in the last century — in 1918, 1957, and

Asked what he does for fun outside the lab, Kawaoka replies, “Nothing, nothing. There are too many interesting things to do here.”

1968 — novel forms of flu triggered global pandemics. In the worst of those, the 1918 outbreak of Spanish flu, the virus spread around the globe in three months, and as many as 50 million people died, according to the CDC.

This is why scientists regard suspiciously every new form of flu that surfaces on the planet, whether it turns up in ducks, geese, pigs, or other mammals. And few have looked as intensively as Kawaoka, or learned as much by doing so. For the past two decades, he has deconstructed thousands of flu viruses — literally picking them apart gene by gene — in an effort to learn what makes them work and what we may be able to do to disarm them.

“If he’s not at the top of the tree, he’s damn near it,” says Robert Webster, who heads the renowned influenza research program at St. Jude Children’s Research Hospital in Memphis, Tennessee, where Kawaoka worked for fourteen years. Webster says that one of Kawaoka’s breakthroughs — a technique called reverse genetics, which allows scientists to custom-build flu viruses in the lab — has revolutionized the field, opening the door for new drug development and faster production of flu vaccines. It’s an invention that insiders whisper may someday put Kawaoka in the running for a Nobel Prize, which wouldn’t at all surprise Webster.

Still, for all that progress, Kawaoka

says “there is so much we don’t know yet about these viruses.” What, for instance, allows a virus that normally infects birds to start making humans sick? Why do some viruses make that leap, while others don’t? And will the virus that surfaced in Hong Kong ten years ago — a highly pathogenic bug scientists call H5N1, which has infected more than two hundred people and killed more than half of them — be the one that sparks a pandemic? These are the questions that keep Kawaoka awake, the problems he ponders on those fourteen-hour flights.

Like the virus he studies, Kawaoka’s path into influenza research evolved through birds. Raised in the cosmopolitan port city of Kobe, Japan, he enrolled at Hokkaido University to study veterinary medicine, continuing on to earn a PhD in microbiology. He was set to accept a faculty job in Japan when his adviser introduced him to Webster, the first scientist to pin the origin of human flus to their avian cousins. Although Kawaoka’s studies had focused on bacteria, not viruses, Webster offered him a postdoctoral position in his Memphis lab, a golden opportunity to learn at the heel of one of the field’s titans. And so in 1983, Kawaoka moved with his wife and two-year-old son to a new country and a new adventure.

Initially, Kawaoka planned to complete his two-year grant and return to Japan. But soon after he arrived, news broke of a potent flu virus spreading through poultry farms in rural Pennsylvania. Webster took the young researcher to New York City, where they made early-morning trips to live poultry markets to hunt for infected birds. When they examined the virus samples in the lab, they made a breakthrough discovery, pinpointing the exact molecular changes that had allowed a routine flu virus to turn into a lethal one.

With such discoveries, Kawaoka shone as the brightest in the constellation of Webster’s young protégés. Virginia Hinshaw, a former colleague at both

the virus that causes the lethal bird flu — a microscopic chain of genetic material that can get inside a body’s cells and create all kinds of havoc — may someday soon begin spreading among humans. To do that, it would need to evolve genetically, but flu viruses are evolving all the time. Like all viruses, which have no cells of their own and must rely on some other creature’s cellular machinery to reproduce, they have a chameleon-like ability to reinvent themselves, constantly stumbling onto new forms and abilities.

Often, these changes don’t add up to much effect; while the seasonal flu bugs that circulate every winter look a little different each time around, for instance, the annual toll of influenza is pretty steady. According to the Centers for Disease Control and Prevention, about 114,000 people are hospitalized with flu each year in the United States, and about 36,000 people die as a result. But those



St. Jude and UW-Madison and now provost of the University of California-Davis, recalls him as being “extremely bright and very creative.” It was obvious that he was extraordinary.” But in a field cluttered with brilliant minds, the difference between a good scientist and a spectacular one is often measured in something other than brains. Kawaoka had a different quality, a single-minded purpose that often had him in the lab before any of his colleagues arrived and well past their departures. It was almost as if he was determined to outwork the flu virus, to kill it into submission by the sheer force of his desire.

“When other people are satisfied with 90 percent or 100 percent, he goes for more,” says Gabriele Neumann, a senior scientist at UW-Madison who has worked with Kawaoka since 1995. “He has the whole package. One has to be brilliant; one has to have ideas. But just having ideas isn’t good enough.”

In Memphis, Kawaoka still harbored doubts about his ability to succeed in the United States. He fretted about his English skills, worried that he didn’t know the language well enough to keep up with the reading or make presentations. Webster had no such concern, and he convinced him to accept a full-time position, created when Hinshaw left the lab for UW-Madison. “I was absolutely convinced he was on his way,” Webster says. “He was special.”

It was Hinshaw who again set the stage for Kawaoka’s next move. In 1995, she left her flu lab in the School of Veterinary Medicine to become dean of the Graduate School. With her encouragement, Kawaoka applied for her job, eventually joining the faculty in 1997. “I remember him coming to my office in the Graduate School and looking around, saying, ‘I just want to see where I’m going next,’” Hinshaw laughs.

Where he was headed next, however, was Hong Kong. Four months after he arrived in Madison, Kawaoka was chosen by the National Institutes of Health to join a select team of international researchers analyzing the H5N1

virus, which had been identified in poultry in China and had begun to appear in humans. By the end of the year, the bird flu had infected eighteen people, killing six — a foreboding sign of the virus’s potential that raised the alarm of public health officials around the world.

Back in Madison, Kawaoka received seventeen samples of the virus and set to work deconstructing them. He and his lab staff discovered that by replacing two genes on a common, low-level flu virus with particles from H5N1, they could create a hybrid strain of the flu that killed mice within thirty-six hours of infection. That’s all it took — two simple mutations to turn a mild case of the flu into a deadly one. Given the shifty genetics of viruses, this meant that even ordinary flu viruses were never far from turning fatal, a sober reminder of the slim distance between routine and chaos.

Not all Kawaoka’s findings have such glum implications. Earlier this year, he published a paper that largely explains why H5N1 hasn’t yet caused a pandemic — and may never. His team found that the virus lacks the genetics to bind efficiently to cells in the upper respiratory system, meaning that while it can make humans very sick once it gets into cells, it has a hard time gaining entry.

But don’t write the virus off yet: despite the slaughter of millions of birds in an attempt to eradicate it, the virus resurfaced in 2003 and has since spread through Asia and into Europe and Africa. It has sickened people in eighteen countries, from Indonesia to Turkey, killing more than half of those infected. And while there is still no confirmed instance of human-to-human transmission, any of the millions of viruses wafting around in the avian population might mutate just enough to be a nightmare.

“We don’t want to make people think there is nothing we can do. And we don’t want to give false warnings all the time,” says Kawaoka. “But for people in the field ... it’s a very scary situation right now.” He says when he gives talks about the threat of pandemic flu, he hears no applause at the end. Just dead silence.

“That’s the reality,” he says. But then, sensing the air of morbidity settling over the conversation, he moves to diffuse it. “I keep telling my wife to stockpile food and water. But she only has one can of tuna.”

Laughter comes easily for Kawaoka, especially when the subject is his science. Despite its fearsome potential, the influenza virus fascinates him, and when he talks about it, his voice takes on an excitement that reveals the inherent coolness he finds in his work. Asked what he does for fun outside the lab, Kawaoka replies, “Nothing, nothing. There are too many interesting things to do here.”

When she was dean of the Graduate School, Virginia Hinshaw from time to time invited Kawaoka on faculty retreats intended to refresh the soul. He always politely declined, which worried Hinshaw at first. Then, she says, “I came to realize that his scientific endeavors and adventures were truly providing that refreshment for him.” The lab is where his soul finds nourishment.

“It’s exciting to watch him think,” says James Tracy, associate dean of the School of Veterinary Medicine. “He’s always working on the next experiment. As soon as someone publishes a paper that’s got some new little twist, it’s got him going off in yet another direction.”

Science can barely keep pace. In 2005, Kawaoka’s research labs in Madison and Tokyo published twenty-seven research findings, astounding productivity in the creeping realm of academia. And the boundaries of his curiosity keep growing. After reading Richard Preston’s book *The Hot Zone*, the best-selling account of an Ebola scare and the only mass-market English-language book Kawaoka has finished reading, he launched a study into the Ebola virus. He says the book’s description of animals infected with Ebola struck him as similar to what happens when they suffer from highly pathogenic flu strains. “When I read that, I thought, ‘Maybe I can do something,’” he says.



**Zejun Li, a postdoctoral fellow in Kawaoka's lab, cultures colonies of *E. coli* bacteria containing genes from influenza viruses, a technique used to identify what specific flu genes do.**

It was that thirst to do more that led Kawaoka to pay attention when the University of Pittsburgh approached him in 2004. The university's medical school was in the process of building a \$200 million biomedical research lab and wanted Kawaoka to lead a program designing and evaluating vaccines for infectious

agents such as flu, SARS, Ebola, and HIV. Initially, Kawaoka said he wasn't interested in leaving UW-Madison, but Pittsburgh officials were persistent, convincing him to hear them out. The more he listened, the more he grew intrigued by the endeavor's ambitious reach.

"I think he was very serious about

it," says Neumann, his UW-Madison colleague. "Every researcher wants the best for his group and for his research, and so if there is a good offer, you should always look into it."

Public health officials have grown anxious that bird flu may someday soon begin spreading among humans. To do that, the virus would need to evolve genetically, but flu viruses are evolving all the time.

These days, more and more faculty are listening. In the 2004–05 academic year, 106 UW-Madison professors received offers from other employers — about one of every twenty faculty on campus, according to a study by the provost's office. The number has doubled during the past four years, and the university's success in retaining those professors has waned. Historically, about three of every four faculty wooed by another university opted to stay at the UW. Now only about half do. The growing perception among deans is that UW-Madison's flat budget has made it a target for better-heeled universities that want to cherry-pick its best scholars.

But if faculty retention is an institutional headache, the prospect of seeing Kawaoka leave for greener pastures bordered on something of an identity crisis. To lose such a prominent figure would have significantly dented the university's image as a research powerhouse. "If there is anyone within the biomedical sciences we needed to retain — especially with the topic being so timely — this was the person," says department chair Ronald Schultz. "There are not many people like this."

Even in the fall of 2004, Schultz saw hopeful signs that he could entice



Kawaoka to stay. At one point, after Pitt had flown Kawaoka's lab team in for a visit, one of the staff confided in Schultz that some in the group weren't thrilled by the visit, a tiny wedge that Schultz wasn't above exploiting. Surfing the Internet, he found a magazine survey that listed Pittsburgh as one of the country's most emotionally depressed cities and gave it to Kawaoka.

The bigger problem, though, was money. With the pile of federal and private grant money Pittsburgh had behind its offer, matching it was out of the question, simply unaffordable. "We were trying to figure out, what's his bottom line? What's the minimum he would accept?" says Schultz.

It was clear that Kawaoka needed new lab space; his eighteen-person staff was bursting through the doors of three shared labs in the veterinary medicine building. "His ability to get grants outpaced our ability to provide space for him," says James Tracy. But adding space, particularly the specialized bio-containment facilities necessary to work on hazardous materials such as influenza viruses, was expensive. No one pretended that a small school such as Veterinary Medicine — or even the university as a whole — could pull it off alone.

And neither would they have to. In January 2005, Chancellor John Wiley MS'65, PhD'68 was attending the governor's State of the State address when he felt a tap on his shoulder. He turned to see Carl Gulbrandsen PhD'78, JD'81, managing director of the Wisconsin Alumni Research Foundation, who whispered, "Have you heard we might lose Yoshi?" WARF, which annually returns some \$50 million in patent royalties to the university, had its own reasons to be concerned. The agency had filed patents on Kawaoka's inventions and saw potential to license his technology to companies producing flu vaccines. And while WARF isn't in the business of doling out faculty raises, it had stepped in to help in a few select cases in the past.

"[Some universities] can snap their fingers and come up with money. It's

very difficult for a public university like Wisconsin to compete against it," says Gulbrandsen. "I think without a WARF, it would have been almost impossible for the university to respond."

Following that chance encounter, an extraordinary cooperation began to take shape. Gulbrandsen went to WARF's trustees and asked for \$6 million to help build Kawaoka a laboratory. The university came up with another \$3 million and pledged to fund three new faculty lines in Kawaoka's field, forming a core group of collaborators that would allow him to expand the scope of his research. University Research Park offered a vacant building that could be remodeled to house Kawaoka's team, which would get a new official designation as the Institute for Influenza Viral Research. Wiley and Governor Jim Doyle '67 both called Kawaoka to sell the virtues of continued Badgerhood.

Next, university officials sat Kawaoka down with an architect and asked him to spell out exactly what he required to do his best work. It proved to be a nearly disastrous misstep. After consulting with Kawaoka, the architect returned with plans for a sprawling, fifty-thousand-square-foot facility that would cost upward of \$38 million — about \$27 million more than the university had marshaled for the project. With Pittsburgh's offer still on the table, Kawaoka and Wisconsin suddenly were at an impasse.

The university had no choice but to tell Kawaoka it couldn't afford his dream lab. "That was not a fun conversation," recalls James Tracy. Kawaoka felt the university was backing away from its promises to meet his needs. At first, he told officials they needed to find more money.

Tracy doesn't read the reaction as egoistic. "I've known Yoshi since the day he got here, and he is not an arrogant person," he says.

"He just wanted to be sure that we put everything we possibly could into making that program a success," says Schultz. "He will push, but he also recog-

nizes when to stop. And I think he knew we were doing everything we could."

In the end, after a year of negotiation and the combined efforts of more than fifty people, Kawaoka agreed to a package that, while one of the most expensive faculty retention deals in university history, fell well short of what he had been offered at Pittsburgh. He says he chose to stay because he likes Madison, and he likes the institutional support he's been given over the years.

As an example, he cites the legwork invested in planning his new laboratory. The \$11.4 million project, which has taken fifteen months to design, will expand and completely reconfigure a building at University Research Park. Construction began this fall, and if all goes well — and much still needs to go well — Kawaoka and his team will move in by next summer.

What most excites Kawaoka — and what most complicates the job's completion — is that the building will include a so-called BSL3-Ag lab, a highly secure space designed to allow researchers to work safely on life-threatening biological agents. BSL3-Ag, which stands for Biosafety Level 3-Agriculture, denotes the second-highest level on the federal government's biosafety regulations and is prescribed for work with viruses that would pose health threats if they escaped the lab. Since no facility of this standard currently exists on campus, Kawaoka has had to ship some research projects — including one to build and evaluate a replica of the 1918 Spanish flu virus — to a lab in Canada.

"Many universities don't want investigators to work on select agents, because it's a heavy administrative burden," says Kawaoka. "But this university, the support is just great. It's a tremendous amount of work."

Embedded in the basement of the three-story building, the lab will resemble a land-bound submarine crafted of concrete. The only way in or out will be through camera-monitored airlock



Kawaoka's ability to get projects funded has outpaced the university's ability to provide enough secure lab space to perform those experiments, making expansion a priority.

doorways, and lab workers will be required to wear safety gear and shower before leaving the area. Every bit of air circulating inside will be filtered and purified. Every drop of water used will be boiled and cooled before entering the sewer system. Every last scrap of material taken out of the lab, from used pipettes to rodent droppings, must be specially treated before disposal. And every contingency must be accounted for: What if the power fails? What if a tornado strikes the building? The university's answers must pass muster with two government agencies — and everyone who intends to work there must pass a Federal Bureau of Investigation background check — before anyone can so much as stain a Petri dish. (Still, government standards can't stand up to the critical eye of the beholder. When architects gave Kawaoka their final plans, he and his staff probed every detail and came back with forty-two changes, right down to the location of the coat hooks.)

The requirements represent "the most stringent set of federal guidelines I've ever seen," says Tracy, who coordinates UW-Madison's biosafety efforts. "It's even more stringent than working

with radioactivity. The level of security is as high as it gets for a campus laboratory." Because of the filtration and entry security measures, only half the building's footprint is usable space. While typical campus labs cost about three hundred dollars a square foot to build, this one will end up running four times as much. "This is the most expensive lab space in the world," Tracy says.

Yet along with concrete and steel, Kawaoka's laboratory will be forged from expectation. When the new institute was announced in March of this year, Governor Doyle proudly took the podium and proclaimed that Wisconsin "has the best minds working to understand this virus." The clear implication was that those experts would produce results.

"If pandemic flu had not been as big an issue, I'm not sure the university would have gone quite as far," says Tracy. "If it hadn't been Yoshi and just an average researcher, they wouldn't have gone this far." He cites James Conant, the former president of Harvard University, who once said: "To advance scientific knowledge, pick a man of genius, give him money, and let him alone."

"That's what you have to believe

with someone like Yoshi," he says. "If you give him money, he'll do something great with it."


If Kawaoka feels pressure, he isn't letting on. He says his lab's role is to provide tools and knowledge, not necessarily to prevent a pandemic. And while he'd

"Many universities don't want investigators to work on select agents, because it's a heavy administrative burden."

love to make some life-saving discovery, "even without that," he says, "I would be motivated. I just happen to be working on this, and it just happens to be pandemic-related. I didn't choose that."

He says the way he approaches his work isn't all that different from how his father ran an exporting business back in Kobe: "What I'm doing is exactly the same thing my father was doing, and that is get money, find good people, get good ideas, and do the work. There's nothing different between business and science."

Except it's not that simple. His legendary drive has not mellowed. If anything, it's kicked up a gear. He hasn't taken a vacation in years, and one gets the impression that the threat of pandemic flu crowds his conscience, pushing other aspects of his life to the margins.

"My only concern about him is that he works too hard," says his mentor Robert Webster. He says that years ago, as a young scientist in Memphis, Kawaoka grew bonsai trees, tiny Japanese shrubs that require meticulous pruning. Some time after he moved to Madison, the hobby fell victim to the ever-increasing demands on his life. "I just wish he would start growing those trees again. He needs to relax," says Webster. And Kawaoka might very well try, if there weren't so much else to do. 

Senior Editor Michael Penn MA'97 vows to remember to get a flu shot this year.



# PRICED OUT *of the Promised Land?*

Rising tuition may be putting a college education out of reach for some students.

BY JOHN ALLEN



Last September, Governor Jim Doyle '67 struck his best Mosaic pose and gave Wisconsin a covenant. In doing so, he surrounded himself not with stone tablets, but rather with fanfare, along with the leaders of the state's educational organizations.

The Wisconsin Covenant, as Doyle called it, offered access to the promised land — in this case, a shot at college for the state's middle-schoolers. When Doyle signed the covenant, it struck the assembled academics as a grand moment.

"The Wisconsin Covenant is about the state stepping up to its own future," said UW System president Kevin Reilly in a press statement at the event.

"The governor's proposal allows children in middle school to imagine that their dreams can be fulfilled," added Elizabeth Burmaster '76, MS'84, superintendent of the Department of Public Instruction. Leaders from the Wisconsin Technical College System and the Wisconsin Association of Independent Colleges and Universities heaped on their praise as well.

The Wisconsin Covenant was one of Doyle's major initiatives in 2006, announced during the State of the State address in January. "The idea is simple,"

he said, "but the impact is far-reaching. All eighth-graders in the state will be given the chance to join the Wisconsin Covenant. If they pledge to stay in school, take challenging courses, stay out of trouble, apply for state and federal financial aid, and maintain at least a B average in high school, we'll do our part and guarantee their [families] a package of financial aid that lets them walk through the doors of one of our UW campuses."

If all goes as advertised, that first Covenant class will enter the UW, fully prepared and fully funded, in the fall of 2011. To Sara Goldrick-Rab, an assistant professor of educational policy studies

and sociology at the School of Education and a faculty affiliate for the Wisconsin Center for the Advancement of Postsecondary Education, the plan is a "grand idea. But," she says, sensing danger in the ambiguities, "it needs cash and clarification."

The Wisconsin Covenant is hardly etched in stone. It's not a law or even a contract, but merely a memorandum of understanding, and even the understanding can be overstated. For instance, the financial aid package may include scholarships and grants — outright gifts to the students — or loans, which don't eliminate but merely delay the cost of education. (See sidebar, "The Indentured Student.")

TUITION  
\$6,730

39%

TOTAL COST OF ATTENDANCE  
\$17,280

Rising tuition has made a lot of news, but it's only about a third of the total cost of attending UW-Madison for Wisconsin residents in 2006-07. According to the office of admissions, room and board, books, transportation, and other needs run to \$10,550 — 61 percent of an in-state student's expenses. This drives up the annual cost to \$17,280, and \$31,280 for out-of-state students.



BASCOM PHOTO, JEFF MILLER DOLLAR BILLS, GREG KUCHIK/GETTY IMAGES

Still, the Covenant recognizes an important, if inconvenient, truth: the price of attending a UW System school is rising at an alarming rate. Students who entered UW-Madison as freshmen in 2003 paid \$5,139 that year in resident tuition. This year, as seniors, they'll pay \$6,730, an increase of 31 percent. Add in books, room, board, and other costs of attendance (as calculated by the UW's office of admissions), and the price rises to \$17,280. It's an increasingly difficult burden for students from poorer families to bear — and so, increasingly, many of them aren't.

Consider this figure: the median family income in Wisconsin, according to the U.S. Census Bureau, is \$46,351. But according to the chancellor's office, the average family income of a new UW-Madison freshman is nearly twice that — about \$90,000. As tuition prices rise, Goldrick-Rab and those who study access to higher education fear that the UW and other public universities are becoming gated communities, excluding poorer families from a higher education and the opportunity for social and financial improvement that goes with it.

"College remains the bastion of the privileged," she says, "where upper-class

**Students who entered UW-Madison as freshmen in 2003 paid \$5,139 that year in resident tuition.**

**This year, as seniors, they'll pay \$6,730, an increase of 31 percent.**

students follow successful pathways to a degree and lower-class students follow different, and thus far less successful, routes."

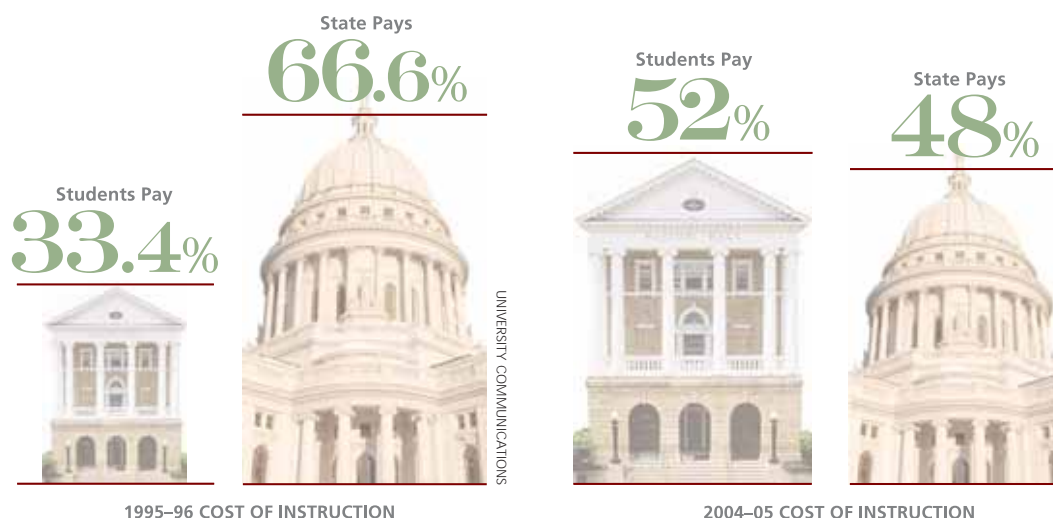
**I**t wasn't supposed to be this way. UW-Madison is, after all, a land-grant university, implying an obligation to open educational opportunities to working-class people. This is encoded in the Morrill Act of 1862, the founding document of America's land-grant system, which donated federal real estate to support the creation of public universities "in order to promote the liberal and practical education of the industrial classes on the several pursuits and pro-

fessions in life." When the UW accepted its federal gift, it presumably accepted that mission as well.

But ambiguous good intentions are hallmarks of the relationship between the UW and government. You can find them more than a decade before the Morrill Act, when the university was created by the state constitution. In Article X, Section 6, Wisconsin's founders called for "the establishment of a state university at or near the seat of state government." To fund it, they anticipated Morrill, expecting a pile of cash to come in from the sale of federal territory: "The proceeds of all lands that have been or may hereafter be granted by the United States for the support of a university shall be and remain a perpetual fund called 'the university fund,' the interest of which shall be appropriated to the support of the state university."

Importantly, the constitution doesn't say anything about tuition. It's possible that the document's framers believed the university fund would produce enough interest to run a college. Still, when they were laying out the legal basis for primary and secondary schools (Article X, Section 5), they made no similar oversight, stating explicitly that "such schools





Over the last decade, the cost of an education at UW System schools has steadily been migrating toward students and their families. According to the System's Fact Book, students paid just a third of the cost of instruction in 1995. Today, they pay more than half.

shall be free and without charge for tuition." In that ambiguity lies more than a century of struggle among the university, the legislature, and the student body, with students making up the difference whenever state funds came up short. (See sidebar, "A Golden Age.")

During the ensuing decades, the UW

developed a formula for how high tuition ought to be. "The traditional ratio is that the state pays about 65 percent of the cost of running the university, and students pay 35 percent," says Freda Harris, the UW System's associate vice president for budget. The bulk of the students' share is paid by non-residents,

who make up a quarter of the undergraduate population but whose tuition (\$20,730 at UW-Madison this year) has ranged from three to four times as high as resident students'.

This formula worked for years. Between 1996 and 2003, for instance, UW-Madison's resident tuition rose from \$2,881 per year to \$4,426, or 53.6 percent. Non-resident tuition rose by 91.2 percent, from \$9,636 to \$18,426.

But then something happened. Beginning in 2001, non-resident applications at all the UW schools, including Madison, started to drop, and the UW began to realize it was pricing itself out of reach for the more profitable non-resident students.

Wisconsin families may well ask: Is this a problem? After all, if there are fewer out-of-state students, then there's more room for in-state students. But it also means that in-state students have had to pay a greater share of the cost of their education. Since 2003, UW-Madison tuition has continued to rise for out-of-state students, but at a much slower rate, with resident tuition taking equal steps upward. Today, both resident and non-resident students pay \$2,304 more than they did in 2003: resident tuition is \$6,730, and non-residents pay \$20,730.

## A GOLDEN AGE

As long as there's been a UW, there's been conflict over who's responsible for funding it, with the university, the legislature, and the students almost constantly at odds. For a brief period in the 1870s, however, the three groups nearly achieved peace.

In 1876, the legislature passed Wisconsin's first tax to directly support the UW: a hundredth of a cent on all property in the state. In return, the board of regents (who had drawn up the bill) agreed that tuition would be free for in-state students. The period that followed was a happy one for all involved, and it produced such illustrious UW graduates as governor and senator Robert M. La Follette 1879 and the father of the Wisconsin Idea, UW president Charles Van Hise 1879. What it didn't produce was enough revenue.

By 1880, the regents saw that the university was in financial trouble, and the legislature, feeling that one tax was enough, was disinclined to bail it out. So the regents levied not tuition, but a fee: \$10 per student. The students weren't taken in by the change in nomenclature and complained that it was prohibitive. One of them, E.B. Priest 1880, sued. The Wisconsin Supreme Court didn't see things Priest's way, however, and it ruled against him. Free tuition has been dead ever since.

— J.A.

“People are always asking me why the cost of education is so high,” says John Wiley MS’65, PhD’68, UW-Madison’s chancellor. “But I try to tell them that there’s a difference between *cost* and *price*.”

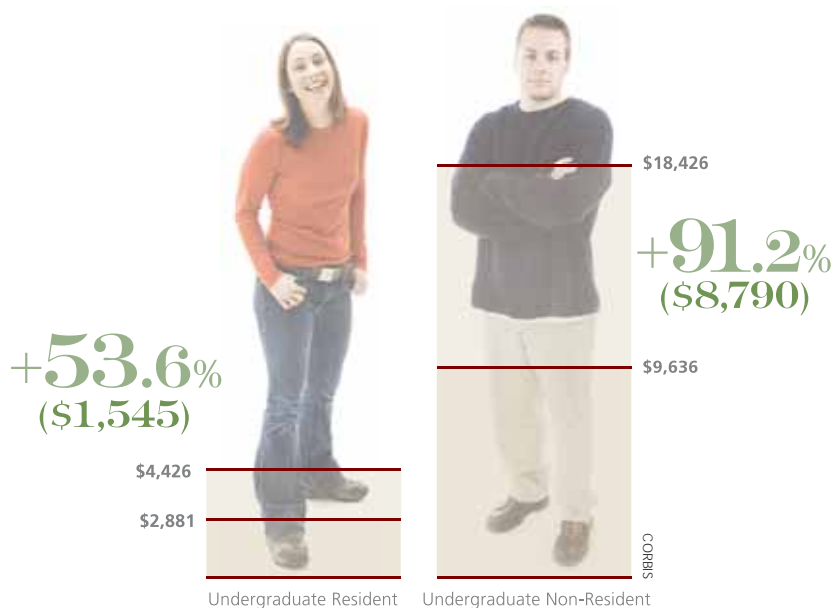
What Wiley means is that the *cost* of running a university, measured, for instance, by UW-Madison’s expenditures, is distinct from tuition, or the *price* that students and their families actually pay.

The *cost* of education rises for a variety of reasons, some of which are predictable (such as employee salaries), while others (such as health insurance rates and utility costs) are more volatile and more difficult to anticipate.

The *price* is calculated each year by Harris’s office, which recommends tuition for all of the UW System schools. Essentially, she and her staff take a look at the budgets put together by each university each March, compare them to the legislative budget — the state’s contribution as set by the legislature and the governor — and the amount of money available from other sources. What’s left over is divided by the number of students expected to enroll, and that’s the price of tuition. In practice, it’s more complicated (involving, among other things, comparisons to peer universities to make sure the UW’s prices are more or less in line with its competitors), but that’s the basic process.

“We try to keep tuition adjusted to reality,” says Harris. “We only raise it to reflect the needs of the university.”

And the needs of the university are growing. Since 1995, inflation (as measured by the consumer price index) has averaged about 2.43 percent a year. During the same time, a period of great expansion in UW-Madison’s research and huge hikes in health insurance and utility costs, the university’s expenditures increased at a rate of about 5.5 percent a year — twice the rate of inflation, but far short of the average rise in resident tuition, which has gone up at about 8.9 percent per year. So the *price* of education is rising far faster than its *cost*.



**Before 2003, UW-Madison’s tuition hikes were directed primarily at out-of-state students. But the UW soon found it was pricing itself out of its market. Since 2003, both resident and non-resident tuition have gone up equally.**

One reason for this lies in that traditional 65/35 ratio that Harris mentioned. The important word is *traditional*. Traditions aren’t laws, and so they’re easy to change or even ignore. Over time, the ratio of state-to-student share has changed significantly. From 1995 to 2005, as UW-Madison’s budget expanded, the state’s contribution in

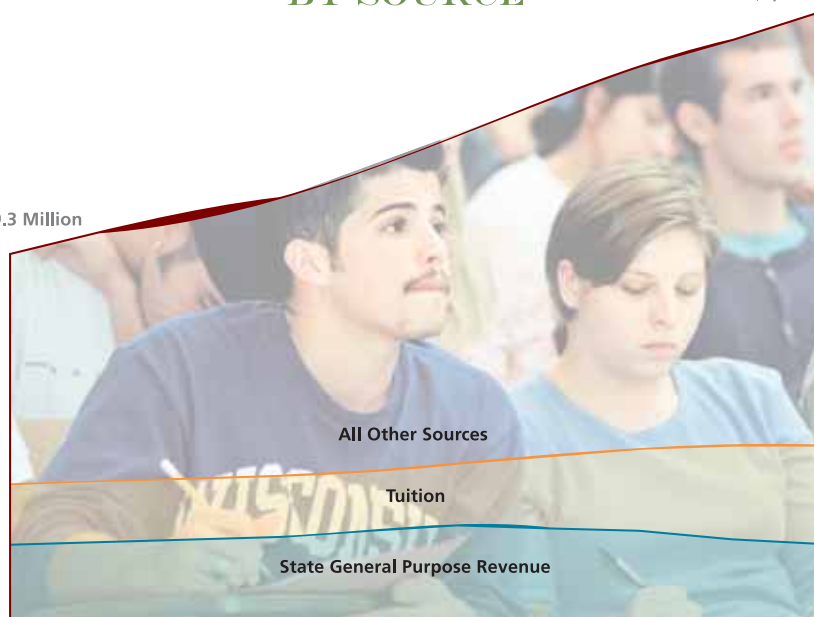
general-purpose revenue (money that isn’t earmarked for a specific program and goes to meet ongoing expenses such as salaries, benefits, and building upkeep) decreased. In 1996 it was \$256.9 million; in 2006 it was \$255.1 million. During the same period, tuition receipts more than doubled from \$156.6 million to \$314.1 million.



## UW-MADISON REVENUE BY SOURCE

\$2,118.1 Million

\$1,129.3 Million



1996-2006

UW-Madison's budget has grown considerably over the last decade, but much of this is due to increases in research, which are generally funded by private and federal grants. The cost of instruction has grown more slowly, but state general program revenue has been stagnant, decreasing from \$256.9 million in the 1995-96 academic year to \$255.1 million in 2005-06. Consequently, tuition has taken on a larger role. The university's tuition receipts more than doubled in the same period, from \$156.6 million to \$314.1 million.

JEFF MILLER

"Basically," says Harris, "the traditional ratio has gone out the window. Students currently pay for more than half of their education."

Still, it's tempting to ask: what's wrong with that? If students are the chief beneficiaries of their own education, shouldn't they pay a good share of its cost? After all, that's the way it works at private universities, and they operate fairly successfully, with healthy budgets and applicant pools.

"On the surface, the private school comparison looks very good for us," says Wiley. "Say I sent my daughter to Princeton. You look at their tuition, and you'd think we could double or even triple ours and still be a good deal compared to them."

This year, tuition at Princeton is \$33,000. Add in room and board and other associated costs of attendance,

and the price rises to \$45,500. The UW's numbers appear minuscule by comparison. But Wiley did not send his daughter to Princeton — she's a junior at the UW. Still, it might have been cheaper if he had.

"What makes the private school model an inappropriate comparison for the UW is that privates engage in price discrimination," Wiley says. "They have a publicly stated tuition, but they discount heavily to students with lower incomes. Don't look at how much they charge. Look how much actual income they're getting from students."

In 2004-05, Princeton collected a total of \$199 million in student fees, but it also paid out \$126 million in student aid. According to its admissions materials, it will give out some \$20 million in grants to this year's freshman class. Not every student will get a grant — those from wealthier families will pay full price

— but the average size of a grant for those freshmen who receive one will be \$30,000. For a low-income student, that cuts the cost of attending Princeton to \$15,500 — less than the \$17,280 that the UW estimates it will cost an in-state student to attend Madison.

"The Ivy League schools really know how to reach out to poor kids," says Goldrick-Rab, herself an Ivy League product. She received her doctorate from the University of Pennsylvania, where tuition this year will be \$34,156, but the school boasts that it "meets 100 percent of a student's demonstrated financial need."

"At many Ivies — as well as some public flagships, such as the University of North Carolina-Chapel Hill — they've begun to make a commitment to building up need-based financial aid," Goldrick-Rab says. "It's included in alumni giving campaigns. They try to appeal to donors' social conscience." In contrast, she says, UW-Madison places much less emphasis on raising money to give to poorer students. "The need-based financial aid budget here is so small that it doesn't even begin to meet that demand."

Wiley argues that, in recent years, the university and the state have tried to increase financial aid to match increases in tuition, but he agrees that the amount of financial aid the UW offers — a total of \$68.8 million last year, compared with \$314.1 million collected in tuition receipts — is a far smaller share than would be found at a private university. "Virtually all the tuition money we take in stays with the university," he says. "We can do very little in the way of discounting."

Compounding this disparity is a growing trend at the UW and other public universities: the push to increase merit scholarships at the expense of those based on financial need. Merit-based awards — those that offer aid to students who demonstrate scholastic excellence, either through grades, test scores, or some other achievement — made up more than half of the scholarships and grants listed on UW-Madison's financial

aid Web site last summer. Fewer than a third say that they consider need.

Again, one could ask, what's wrong with that? If scholarships and grants are recast as rewards for talent rather than aid for the needy, won't that attract the brightest students, rather than the poorest? Surely that must be in the university's best interest.

Not so, argues Goldrick-Rab, who feels that merit aid often offers discounted tuition to the wrong people. "The trouble with merit-based aid is that it tends to give money to the students who need it least," she says.

Most of the criteria used to judge academic merit — PSAT scores, for instance, in the case of National Merit Scholarships — concentrate in wealthy communities. Wealthy families tend to live in areas with well-funded schools, which can attract better teachers and prepare their students to do well on standardized tests. If these students are also given the lion's share of financial aid, then students from poorer communities — inner cities and rural areas, where the schools offer less chance for them to demonstrate their academic excellence — will have a reduced ability to attend universities, even the land-grant institutions that were originally intended to help them.

"These kids have poorer grades not because they're less smart, but because there are fewer resources available in their high schools," Goldrick-Rab says. "We need to encourage the [UW] Foundation and our alumni who give to it to make [need-based aid] a priority. We talk about the importance of making the UW affordable, but the money isn't backing it up."

Additionally, she feels that the UW needs to do a better job of communicating the importance and availability of financial aid to students from poor backgrounds. "Too often, low-income kids and their families develop the belief that college isn't affordable and isn't possible for them," she says. "So they do not prepare academically, do not visit campuses, do not fill out applications. Thus, they never end up in the pool applying for admission and aid. I think the UW

## THE INDENTURED STUDENT

College isn't an expenditure, we're told; it's an investment. On average, according to the Census Bureau, those holding a bachelor's degree will make \$23,000 per year more than their counterparts with just a high school diploma. And according to the *Wall Street Journal*, they can expect to make half a million dollars more during the course of their careers.

Deidra Tuxen '03 bought into that — and she still does. But she also knows that, when the degree comes on borrowed money, the promised financial boost can be elusive.

By the time Tuxen graduated, she had earned dean's list honors and a degree in psychology and Italian. But she'd also acquired a burden of debt — nearly \$19,000 in student loans, along with thousands more in credit card debt, the means of funding housing, food, and books. Her savings were gone, and in the years since, her earnings have barely covered expenses.

"I'm not really satisfied with my career path," she says. It's not that she couldn't find a job after graduation. She currently has three and puts in sixty-five hours a week. She coaches volleyball at Madison's La Follette High School, works as a retail clerk, and is a full-time "medical program assistant associate" for the UW Hospital. "I'm stuck in a position in which a bachelor's degree doesn't really help me," she says. "People with less education, with only a high school diploma, make a lot more money than I do. I'm mad about that."

And so Tuxen faces a dilemma: to pay off her education, she feels she needs to first earn a higher degree — preferably a doctorate in psychology. But financing graduate school will mean borrowing even more money. "I'm applying for every grant and fellowship I can find," she says. "I can defer my student loans and sell my car. But that still leaves me with \$300 to \$400 a month in payments. I have no idea where that's going to come from."

— J.A.

should take an active role in making college a real possibility for low-income families via need-based aid and should communicate that possibility to low-income families via a comprehensive early outreach program."

What she would like to see state universities do is promote socioeconomic diversity with the same attention that they give to ethnic diversity. Through efforts such as Plan 2008, a ten-year program to increase the number of students from underrepresented ethnic groups, UW-Madison has devoted money and administrative attention to its racial make-up. "But diversity is about more than just black and white," says Goldrick-Rab. "It's about getting different ideas in the same place. And it's just as important that those ideas come from different social and economic classes, as

well as races and ethnicities. We've given a lot of cash to Plan 2008, and I think that's good. But we should cast diversity as a much broader issue."

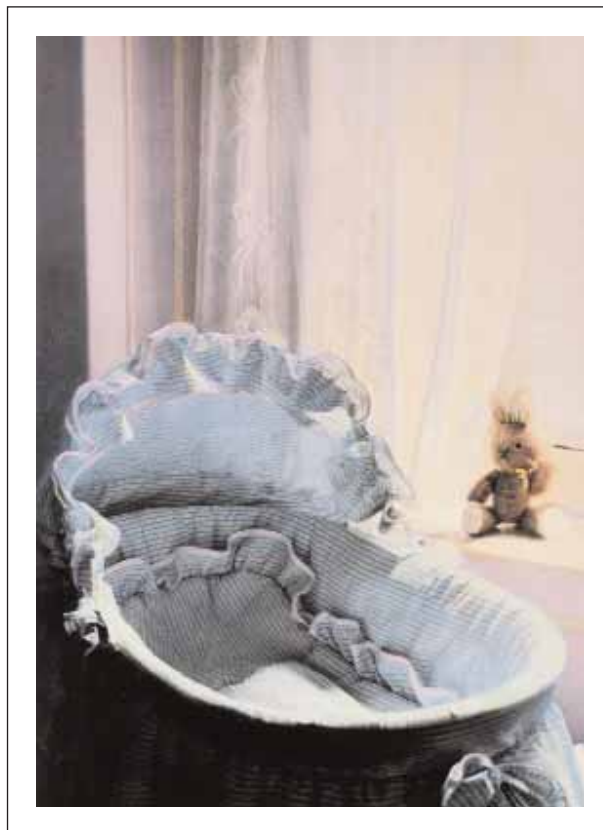
Ultimately, the question of accessibility is about the UW's core mission. If the price of education is keeping out Wisconsin's industrial classes, then the university's purpose is changing. This is why Wiley hopes that the state of Wisconsin commits to its Covenant — or some program to tame the rising price of higher education.

"As a concept, it's a good one," he says. "I'm just not sure where the money is going to come from." If that money doesn't turn up, and all the UW can take in are the state's wealthy, asks Wiley, then "where does everyone else go?"

John Allen is associate editor of *On Wisconsin Magazine*.







DONNA DAVGETTY IMAGES

## *At a Loss*

Medical geneticist Richard Pauli seeks  
to answer the hardest question that parents  
ask when their baby is stillborn:  
*Why?*

By Kathleen Bartzen Culver '88, MA'92, PhD'99

**O**N AN APRIL MORNING IN 2001, JULIA GAYNOR had every expectation that she and her husband would soon greet the round cheeks and heavy eyelids of a newborn. She had enjoyed a healthy pregnancy, her first. She had hit every milestone, and just five weeks short of her due date, she eagerly awaited the arrival of her baby. *But by midnight the following day, her anticipation would turn to numbing grief.*

Admitted to the hospital for monitoring, Gaynor delivered a baby boy, whom the couple named Quinn. Nurses bathed and dressed him and gave him to his mother and father, who held him and took pictures. But they did so with the unbearable pain of knowing that they would not take their son home. Sometime before birth, Quinn had died.

"Honestly, it was hell. It was the worst thing I could imagine," Gaynor says. "I think I cried an ocean."

Each year, that ocean swallows thousands of parents for whom the expectant joy of pregnancy is shattered by the delivery of a stillborn baby. Stillbirth — the medical classification for any fetal death that occurs more than twenty weeks into pregnancy — remains such a deeply personal tragedy that few people appreciate how frequently it occurs. In the United States, twenty-five thousand babies — about one of every 115 — are stillborn each year. (Loss of a fetus prior to twenty weeks into pregnancy is considered a miscarriage.) Averaging nearly seventy each day, stillbirths are eight times more common than cases of sudden infant death syndrome (SIDS).

Yet unlike SIDS, which has been well documented in both the scientific and popular press, stillbirth does not garner the media spotlight, research focus, or funding that its pervasiveness might warrant. For decades, many doctors believed that parents who suffered the death of an unborn child didn't want attention, so deaths were dealt with quietly. As a result, stillbirth became a devastation that many parents suffered in isolation, leaving them with little comfort, and even less information.

Gaynor says that after her son's still-

birth, she was aching to find reasons for her monumental loss. Then she learned about a unique program at the UW School of Medicine and Public Health, which was run by a doctor who seemed to understand exactly what Gaynor and her husband were going through. Richard Pauli, a professor of pediatrics and medical genetics, knew that they yearned for more than just emotional support. As founder and director of the Wisconsin Stillbirth Service Program (WiSSP), Pauli was willing to help them answer the most painful and crucial question that parents of stillborn babies confront: why?

It is a question Pauli knows all too well.

#### IN 1979, PAULI WAS THIRTY-TWO

years old and beginning a fellowship in medical genetics at the University of Washington in Seattle. His wife, Mary Lee, was pregnant with their first child, and for seven months, her pregnancy was uneventful. Heading into her thirty-fourth week, however, she noticed that she hadn't felt the baby move for a while. Mary Lee was evaluated and the couple learned the worst possible news: their son, Zachary Abraham, had died.

The next days came to define not only the couple's personal grief, but also Pauli's professional life. In a fruitless search for information, Pauli learned how little stillbirth was studied and how rarely physicians could determine the cause.

"In some ways, I felt sort of lonely back in the early days," Pauli says. "Nobody was interested, except for the physicians who cared for families who had stillborns."

After joining the UW faculty in 1980, Pauli began to investigate more deeply, collecting information about the frequency and causes of prenatal death. Three years later, he formed WiSSP to fill what he saw as a critical gap. Too few hospitals had the knowledge or the resources to help parents discover why their babies died, and, as Pauli knew from his own experience, having no answers could leave parents in a fog of confusion and grief. Left with a lingering uncertainty long after Zachary's death, he was motivated to help other parents find the answers that had eluded him.

But explaining why a fetus dies is no easy task. The known causes of stillbirth lie in three broad areas: birth defects in the baby, placental or umbilical cord problems, and maternal illness or other conditions that affect the pregnancy. Birth defects account for about 25 percent of stillbirths. Pauli says many other cases are blamed on cord and placental problems when no other reason can be found. Identifying the true cause requires medical detective work — a meticulous analysis of any available information about the condition of the baby and the mother. This is where he aims his magnifying glass.

Pauli has worked with pathologists, obstetricians, nurses, and genetics counselors across Wisconsin to create a community-based process for investigating stillbirth cases. At participating hospitals, if parents of stillborns choose to have WiSSP investigate, local hospital staff examine the baby, using a protocol spelled out by Pauli.

After a full array of tests is completed, Pauli receives a robust file that often includes doctors' examination notes, x-rays, photos, family data, and results of the autopsy and chromosomal tests. He carefully reviews each piece, studying the many clues, forming hypotheses, and winnowing irrelevant information. From this, he tries to reason why a baby died. Pauli emphasizes that the program is not in the business of guessing; he doesn't report a cause of death unless he can do so with certainty.

He feels certain only half the time. But WiSSP's success rate has improved from 40 percent a decade ago, and with some two thousand cases under his belt, Pauli has refined the ability to home in on a cause. He and Peggy Modaff '93, MS'95, WiSSP's assistant director, expect the success rate to continue to climb as scientists learn more about stillbirth. New research, they hope, will shed light on maternal conditions such as thrombophilia, a tendency toward excessive clotting of the blood that may be of special concern for pregnant women, as clots can cut off a fetus's lifeline of blood from the mother.

Pauli wishes that he could unravel the mystery more often. "He can be very blunt with families when we don't find a cause," says Modaff. "It's not that there wasn't one, but we're just not smart enough to find it yet. It frustrates him to no end that we can't find one."

#### DOCTORS AND CAREGIVERS

who have worked with Pauli say the program's sensitivity sets it apart. Unlike any other perinatal loss clinic in the country, WiSSP does not require an on-site examination of the baby or the mother, so parents don't have to travel to Madison or arrange transport of their baby's body. When Pauli has studied the case and made his conclusions, the results are returned to the local doctor for review and counseling with the parents.

"It gives you the ability to perform, in essence, a state-of-the-art stillbirth evaluation without having to send the baby to a referral center like Madison," says Michael Schellpfeffer, a Kenosha obstetrician. "That would create a multitude of problems with bringing closure to the family."

Closure for parents is a somewhat new emphasis, indicative of a cultural shift that has taken place during the past few decades. As

recently as thirty years ago, it was common practice for hospital staff to whisk stillborn babies out of delivery rooms, ensuring that parents never saw them.

"They never talked about my baby being born," recalls Sue Stowell, a Madison woman who had a stillborn daughter nearly forty years ago. "They said, 'We took your baby,' and that was kind of it."

Stowell had reached labor in her pregnancy and was full of the same hopes

Julia Gaynor felt before her son died. But when Stowell's doctor failed to hear her daughter's heartbeat, he initiated a protocol much different from Gaynor's experience, but one that was fairly standard at the time. After four days of induced labor, hospital staff gave Stowell a hefty dose of nitrous oxide to put her under, delivered the dead baby girl, and removed her body from the delivery room before her mother could come to.

Stowell never saw, touched, held, or named her baby. To this day, she says, she is haunted by how empty her arms felt.

Twelve years later, when the Paulis lost Zachary, attitudes about stillbirth were beginning to change. They were allowed to hold their son, and they did name him. But in retrospect, the Paulis felt robbed of other choices. "We elected not to bury him and had the hospital, as they said, 'dispose of the remains,'" says Pauli. "My wife is forever remorseful that that was a wrong decision because she doesn't have a place to visit."

#### CAREGIVERS HAVE COME

to understand that well-meaning attempts to ease parents' grief actually exacerbate their feelings of loss and pre-empt healthy grieving. But in the past, both caregivers and parents struggled with how to reconcile the complex feelings of grief. By the time Pauli began to investigate the medical side of stillbirth, a revolution was already taking place surrounding emotional support offered to parents. Pauli's work has helped to drive that change, but also has been shaped by it.

Those who comfort and counsel parents of stillborns now say that much like any grieving mother or father, these parents need to know their child is acknowledged. They crave affirmation that the baby was real and mattered.



Richard Pauli

"In some ways, I felt sort of lonely back in the early days," says stillbirth researcher Richard Pauli, whose own son was stillborn. "Nobody was interested, except for the physicians who cared for families who had stillborns."

JEFF MILLER



"I think it says a lot about our culture's difficulty with death," says Deb Preysz '87, an obstetrical nurse at Madison's Meriter Hospital. "There's no guidepost, no Lamaze class for having a dead baby."

Together with fellow OB nurse Jan Deitte, Preysz now provides formalized bereavement services for parents of stillborns at Meriter. And like Pauli, she does so with a personal drive, forged from the loss of a baby boy twenty-four weeks into her pregnancy. When she lost her child in 1981, Preysz says, Americans were learning to think more about dying and grieving, thanks in part to Elisabeth Kubler-Ross' seminal 1969 book, *On Death and Dying*.

Along with more enlightened studies of grieving came advances in how stillbirth cases were handled; hospitals began to offer services such as those that Preysz and Deitte provide. Today parents are routinely given the chance to hold their babies, as well as take pictures, collect mementos, convene families, hold

baptisms, and arrange funerals.

During sixteen years of practice, Sabine Droste, a UW Health specialist in maternal and fetal medicine, has seen the pendulum swing fully. "Stillborns were not acknowledged and were discarded as hospital trash. That used to happen," she says. "Those days are over."

In Wisconsin, Pauli's program has helped end those days by raising awareness about stillbirths and by sharing information with a broad network of caregivers about the resources available to parents. Deitte and Preysz say the information yielded by Pauli's investigations is a critical complement to organizations such as Resolve through Sharing, an international network that trains caregivers in how to comfort parents who lose babies before birth.

"[Parents] are in a fog, and it's very hard to make decisions, because you can just hardly hold your thoughts together," Preysz says. An essential part of the grief process for parents, she adds, is "the searching and yearning stage,

where they really try to understand why this happened."

**UNDERSTANDING WHY IS ALSO** essential to the doctors and genetic counselors who want to answer the inevitable question from parents: if we try to have another child, will this happen again?

"When we can find a cause, it alleviates a lot of guilt — probably not anger, but self-doubt that they can have children," says Michael Berman, a New Haven, Connecticut, obstetrician who serves with Pauli as an adviser to the International Stillbirth Alliance. "We want to impart hope on our families. There really is tremendous hope for them to have a baby — not to replace this lost baby, but to have a family."

Overall, parents face about a 0.8 percent chance of having a stillbirth. For those who have had a single stillbirth, the risk of another is about 3 percent. While the odds are overwhelmingly in their

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## A FATHER'S GRIEF

When Kevin Thays watched his wife deliver a stillborn boy just as she reached her due date, he was devastated by thoughts of failure. He felt he had let down both his wife and his son.

It was once thought that mothers needed to be protected from the sadness of having a stillbirth. But while people such as UW medical geneticist Richard Pauli have helped turn that notion around and vastly improved care for mothers of stillborns, fathers often face a different, and at times less visible, struggle. While helping their wives or partners through the ordeal, they often have no time to mourn and no one to support them.

"When we lost [our son], I had this feeling that my wife had to go through the physical part," Thays says. "But the father gets left out when people tell you that you have to be there for her. That is so difficult when you're feeling shattered yourself."

Like Thays, many fathers of stillborns feel they have failed as protectors, says Pauli. He recalls one patient who was so distraught that he took a tree limb and began slamming it against his car. Pauli reassured him that his grief was human and necessary.

"It was a normal, healthy response," he says. "He had such overwhelming feelings of anger and inadequacy that he just had to do something."

Doing something can be a way out of the shadows of desperation. Caregivers now counsel parents of stillborns to create a sense of reality around the baby, which data have shown

is a critical step toward healthy grieving. In one WISSP survey of parents who had experienced stillbirth, more than one-third wished they had done more to understand and cope with the loss, while none said they wished they had done less.

"The biggest thing for us is the acknowledgment," Thays says. "We believe we've got this guardian angel, and keeping him part of our lives is so important. It's that feeling of being able to include that child in your life in whatever way works for you."

The difficulty for many parents is that they are not mourning scenes from a life, but dreams of what might have been. UW Health physician Sabine Droste finds this troubling sense plagues many of her patients, from the time they hear the devastating news through the first anniversary of the baby's death — and often years beyond.

"It's a particular problem with stillbirth," she says. "Even with the death of a child and particularly with the death of an adult, you have a history to mourn. You have something to hang your grief on. With a 'potential' child, there are really no memories. All you ever had were your dreams and your hopes for what this child was going to be."

This leaves some parents with an overwhelming need to memorialize their lost children. Pauli's response to his own son's death was to carve a butterfly and add simple drawings, including a gathering of wheat shafts that later became WISSP's logo.

— K.C.

## Loss

Continued from page 37

favor, many parents who have lived through a fetal death overestimate their risk of suffering another. But even when WiSSP cannot identify a cause of death, its investigations often generate information that can help counselors both rule out factors and assuage parents' concerns.

Margo Grady '89, MS'93, a counselor in Madison, studied with Pauli while earning a master's degree in genetics. She says his training helps him identify subtle clues that would escape many others. Without his program, she says, she could provide her patients with only about a tenth of the answers they can find through Pauli.

"When a stillbirth happens, people have this extreme grief at the loss of their child," Grady says. "They think, 'We have an image of what our family is, but now that dream is destroyed. Can we make a new dream? Can we have children down the line?'"

Julia Gaynor and her husband asked these questions after experiencing stillbirth. She says Pauli and Modaff provided details that helped the couple through a second pregnancy, which resulted in the birth of their son Max.

"Honestly, I don't know if we would have Max right now if we hadn't had the leads they gave us," Gaynor says. "What they provided us helped us through the grief work."

In a small number of cases, Pauli's investigations reveal that the death of a fetus can be attributed to parental behaviors, such as drug or alcohol abuse. In such situations, Pauli tries to help parents focus on what they can do to prevent harm in future pregnancies. "You can't fudge the facts," he says. "I hope they understand that this is supportive, not accusatory."

The cases where no one was at fault far outnumber those where the parents are responsible. Nevertheless, guilt is an overwhelmingly common response. Some parents blame themselves for everything — from exercise to tight clothing — in a desperate quest for answers.

"Most of us would rather deal with guilt than we would with uncertainty," Pauli says. "It's really hard for most of us to live at peace with the idea there is not a reason, it was an irrational act of nature."

Grady sees the results of a WiSSP evaluation as essential to easing that guilt. "It's natural to go through every single day wondering what you did," she says. "People want that answer because then they can say, 'It's not my fault.'"

### YET WISSP STILL FACES SOME

significant hurdles in providing those answers. The decision to proceed with an evaluation belongs solely to parents, and some doctors are more encouraging than others. Some, such as Droste, will "forcefully counsel" them to seek as much information as possible. "They don't realize that getting answers and having a thorough investigation will help them process the loss," she says.

But other doctors take a hands-off approach, providing only basic information about the program. As a result, many files are incomplete when Pauli receives them, and many others never reach him at all. Currently, the program reviews only about one-fourth of known stillbirths in Wisconsin, in part because of limited funding and in part because of lack of awareness that the program exists. In addition, Milwaukee-area hospitals review their cases locally.

The program, which operates on only about \$15,000 per year, is in a near-constant battle for funding. It depends on the good will of participating hospitals to cover the costs of autopsies and examinations. With more staff, funding, and outreach, Modaff says WiSSP could dramatically increase its case load and turnaround time.

Progress is also hindered by stillbirth's relatively low profile among researchers and caregivers. More consistent follow-up counseling, as well as a thorough study of clotting disorders and their relationship to stillbirth, are clearly needed, Pauli says. But he understands why more people aren't drawn to the field. "It's frustrating. It's emotionally difficult. It's not very


sexy," he says, adding that research in the area is "historically unfundable," meaning that few government or private organizations offer grant money to investigate stillbirth-related topics.

Berman, of the International Stillbirth Alliance, is hopeful that a groundswell of stillbirth parents will help change this outlook. "What's going to make [Pauli's] work — and all the others who are doing this — more important is that we are going to be in a position in the next ten years to treat all these conditions that cause stillbirths," he says. "That's where our future is going right now, but we have to start at the basics. And the basic is that funding has to go toward understanding stillbirth."

Stillbirth gets more focus in Britain and Canada, and those countries have better success rates in identifying causes, notes UW Health's Droste. Still, she says, it will take substantial education to change the attitude of many doctors that stillbirth is an unexplainable tragedy.

"It would be nice if patients would understand that in a significant proportion of cases, the cause can be identified," says Droste. "They should demand of their physicians to seek a cause."

At sixty years old, Pauli may never get that kind of closure. A geneticist and pediatrician by training, he is able to devote only a sliver of his professional life to stillbirth research. Work on WiSSP cases competes with faculty appointments in two departments, a heavy teaching load, and a clinical practice in which he cares for patients with bone dysplasia and dwarfing disorders. He plans to retire in about three years, and the program's future is punctuated with a question mark.

While Pauli appears wistfully optimistic that emerging national interest in stillbirth will find new solutions, others worry that losing the program would be devastating to a group of people who are already well acquainted with loss. 

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# Voice of AFRICA

On a trek across southern Africa to study traditional oral folklore, Harold Scheub discovered someone special:



COURTESY OF HAROLD SCHEUB (3)

BY HAROLD SCHEUB PHD'69

I became interested in African oral traditions during the two years that I taught in Uganda in the early 1960s. In the rural areas of that country, I learned of the richness of these traditions, and was determined to return to Africa to work on them as a part of my PhD studies. I studied with the Xhosa writer A. C. Jordan at the University of Wisconsin; he urged me to conduct my research in South Africa, though I was wary of doing so, considering that the country was then in the depths of apartheid. In the event, it was the most significant decision of my life: I learned enormously from the oral storytellers, poets, and historians with whom I worked.



# Masithathu Zenani.

THESE ARE NOTES THAT I WROTE  
IN 1967, AS I COMMENCED MY  
RESEARCH:

"It's August 3, 1967. I am in Umtata. Tomorrow, I shall begin this research project, and I do so with considerable trepidation, not least because of the apartheid system that is fiercely garrotting this country. I shall begin work tomorrow among the Mpondomise ... with no car, no interpreters or translators, completely on my own. I have no idea what kind of reception I shall receive from the Africans with whom I hope to work — what they will feel about a white man in their midst, since, I understand from Africans I have already met in South Africa, there is no African family that has not felt the severe weight of the apartheid system. I intend to begin walking tomorrow, throughout as much of the Transkei as I can, and then I shall move up to Zululand, where I hope to do the same. The South African government has, in the past two weeks, sought to limit my research, insisting that I not work among the Africans, but confine my research to libraries and archives. But I have been equally insistent, arguing that I was admitted to South Africa to do work collecting oral traditions among the Xhosa and Zulu.

The government, just yesterday, agreed to allow my research project to proceed. Shortly after my arrival in this country, I went to the universities in South Africa to discuss my project with appropriate scholars ... and to a person, they told me that this was not a feasible enterprise, not least because the Africans would probably not wish to allow me access to their oral traditions, if in fact,

they argued, these traditions still existed. In the United States, Professor Jordan, my major professor, was able to give me no specific suggestions about my research, since he has not been here for some years. Nor, for the same reason, was he able to give me names of people with whom I might work.

"So I move into this project with little support, little information, and little official hope that the work will succeed. I have a tape recorder, two cameras (one a still camera, the other a super-8 motion picture camera), a lot of tapes, alkaline batteries for the recorder, and a few changes of clothes; these will fit into the pack that I intend to carry. I'll also get candles and matches here in Umtata

before I begin, because there is no electricity in these areas. An African I met in Cape Town sold me a small pup tent to sleep in at night ...

"I'm apprehensive about my language abilities. I studied Xhosa for two years at the University of Wisconsin with Professor Jordan, so I have a solid grammatical and vocabulary base. And I have been working on Zulu, anticipating my work there. We'll see what happens when I'm on my own, with no interpreters: it's the best way to master the language, I have no doubt about that.

"The countryside is beautiful; the people I have met in South Africa to this point have been pleasant but dubious

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During three visits in the 1960s and 1970s, Harold Scheub traveled throughout rural South Africa, collecting more than 9,000 oral tales. But his most rewarding discovery was Nongenile Masithathu Zenani (above and at left, with Scheub).

## Africa

Continued from page 39

about whether or not I can effectively carry out this research in the present political climate.

"We'll see ..."

I WAS GOING TO CONDUCT RESEARCH into the traditions of the Nguni-speaking peoples of that area, the Xhosa and Zulu in South Africa, the Swati in Swaziland, and the Ndebele in Zimbabwe. I began my study among the Xhosa in the Transkei, one of the so-called "homelands" designated by the apartheid government in Pretoria. I walked along the southeastern part of the continent, slowly working my way up to kwaZulu, then to Swaziland, thence to Zimbabwe. I walked fifteen hundred miles during each of three one-year trips, working with hundreds of storytellers, poets, and historians, collecting some nine thousand oral tales, epics, poems, and histories.

But there was one person who was to become an integral part of my life, then, and subsequently.

I met Nongenile Masithathu Zenani, a Gcaleka woman, on September 13, 1967. It was about 5:00 p.m., at a farm, or *kraal*, in Mboxo (Nkanga) Location, Gatyana District, in the Transkei. She was then about fifty-five years old, and, after hearing a story that she performed, I made a brief note: "She is splendid." In the years that followed, I worked with this extraordinary woman, this gifted storyteller, this magnetic intellectual, and came to know her well, came to regard her as the closest friend I have ever had. I again worked with her in 1972, and once more in 1975.

When we parted for the first time, later that September, she said, "*Izithupha ziy, emasini*," which means, "It is the thumbs going for sour milk." When the Xhosa pour *amas*i (buttermilk), both thumbs guide the liquid. In other words, "May our paths cross again, may we renew our friendship." The traditional Xhosa axiom describes intimate friends: Where one is, the other will be.



In oral storytelling, performance is as important as the words themselves. One of Zenani's epic tales required forty-six sessions over five months.

DURING MY THIRD RESEARCH TRIP to South Africa, I taped a fascinating and complex epic performance by Masithathu Zenani. It was in three parts. The first part was told in seventeen storytelling sessions (from July 1 to 19, 1975); the second, in nineteen sessions (from October 10 to November 1, 1975); and the third, in ten sections (from November 17 to 26, 1975). As she was creating this epic, she also performed a Xhosa history, the story of Gcakela, in fourteen parts (from November 1 to 17, 1975).

"The origin of the tales," Mrs. Zenani remarked, "is with the ancestors, with the ancient grandmothers. These narratives were a part of an active tradition when we were born." Masithathu Zenani was a poet, and as with all great poets, her words sparked and sparkled, and in the end gave new form to the way one thinks about and experiences life. Her stories bared her love of life and her penetrating criticism of human foibles. But mainly it was her love of life that remained with me. What she did was take the ancient tradition and reshape it for her contemporary world. And because, like all great artists, her work had a universal impact, she reshaped my ideas as well. In majestic stories, she took me on a perceptive tour of my own heart. She came to know me better, I concluded, than I knew myself, and she worked my emotions and experiences into the very fabric of her stories.

Out of the poverty and racism of South Africa rose this potent voice to call attention to the humanity, the richness, and the universality of Xhosa experience, of the hearts of the Xhosa, and, like the Homer of the Greeks, this Homer of the Xhosa is for all people and all seasons.

She died in 1985.

THE ORAL PERFORMERS IN southern Africa became the core of my studies in oral tradition, throughout Africa and touching on cultures in other parts of the world. And the centerpiece of my studies was this unique woman — artist, intellectual, my closest friend. ▀

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Harold Scheub PhD'69 is a professor of African languages and literature.

Earlier this year, Parallel Press, an imprint of UW-Madison Libraries, published a three-volume collection of traditional stories called *South African Voices*. The books, which were developed out of the work that Harold Scheub describes here, consist of transcriptions of Xhosa performances by Nongenile Masithathu Zenani and of Xhosa and Zulu transcriptions of oral histories and poetry.

The essence of these stories is found not just in the words, but in the performers' delivery. And so, at the same time as these works were published, recordings were prepared for the Internet. The audio versions of the performances can be heard at <http://digital.library.wisc.edu/1711.dl/SouAfrVc>.



# Connect the Polka Dots





# Tracing the chicken dance through UW history



JEFF MILLER

To perform the chicken dance: 1) place arms, elbows bent, at shoulder height and open and close fingers to resemble a bird's beak opening and closing. 2) With arms still bent, place fists near chest and wriggle bent elbows up and down to resemble wings flapping. 3) Lower arms, still bent, to waist level and twist torso back and forth while bending the knees and lowering the body progressively closer to the floor. 4) Stand upright and clap hands three times in rhythm with the music. 5) Take a partner's arm and swing. 6) Repeat. Thanks to Lauren Rosenstein, a senior in the UW dance program, for her technical expertise in demonstrating the correct way to chicken dance.

BY SUSAN LAMPERT SMITH '82

Anyone who's been to Camp Randall on a football Saturday has seen the Badger faithful in the grips of a strange, avian-borne affliction.

Its symptoms are finger tweeting, followed by arm flapping, then a communal wiggling that brings the fans nearly to their knees.

Badgers call it "the chicken dance." But where did it come from? And how did a charade that has been labeled "the world's stupidest dance" jump species and continents to become endemic right here in Madison?

Never fear. Your CSI (Chicken Song Investigation) team is on the case.

The earliest references to the song come from the 1950s in Davos, Switzerland. Accordion player Werner Thomas

is credited with writing an oom-pah song called "Der Ententanz" or "The Duck Dance." The dance evolved during the 1960s, and within the next decade, it was played in many countries, under names ranging from "Vogerltanz" to "Danse des Canards" to "Dance Little Bird."

Wikipedia, the online encyclopedia of sometimes dubious authority, says that Wisconsin bandleader "Whoopee

Norm” Edelbeck and his Dairyland Dutchmen of Wausaukee in far north-eastern Wisconsin introduced the song to the United States during a segment of the television show *P.M. Magazine* in 1982.

You’ve heard of Elvis impersonators? Well, polka is a world unto itself, and polka expert Rick March says “Whoopee Norm” is a sort of “Whoopee John” Wilfahrt impersonator. Just picture lederhosen and a feathered jaeger’s hat instead of a white jumpsuit and gold medallions.

March, the folk arts specialist at the Wisconsin Arts Board and an adjunct professor at UW-Madison, remembers seeing the chicken dance in Wisconsin even before the television show.

“I first saw it at the 1981 Mitchell Street Fair in Milwaukee,” recalls March, an avowed polkaholic. “Louie Bashell played it, and a band member demonstrated the moves to the audience. Louie said it was a new dance from Munich’s Oktoberfest.”

But neither Norm Edelbeck nor Louie Bashell brought the song to Madison and infected the Badger faithful. That honor goes to Randy Jablonic ’60, Wisconsin’s legendary men’s crew coach.


Not only did the dance catch on at Wisconsin — it also helped unite two former rivals and Wisconsin legends: Jablonic, known almost universally as “Jabo,” and UW Band Director Mike Leckrone.

A few decades ago, both Jablonic and Leckrone were building their programs, and both relied on the August registration week before classes start to fill their rosters.

Back in the days before online registration, students would line up at the Stock Pavilion, on the far western edge of campus. At the assigned time, all students with last names beginning with the same letter got their forms and set off, on foot or bicycle, to beat their classmates to the departments where they hoped to register. As quaint as it sounds today, those long lines outside the Stock Pavilion helped build national

championship rowing teams, as well as one of the best college bands in the country.

Jablonic would troll the lines for freshmen recruits. He says he’d look for “tall, gangly kids,” the athletic types who might have played football or basketball in high school, but who weren’t quite good enough to play in the Big Ten. He’d also question them about their other interests, to find his ideal student athletes.



The story begins in a German beer tent  
filled with the aroma of pork hocks and the  
sound of a polka band. Jablonic...  
says he first saw the chicken dance when  
he was coaching the U.S. National Crew at a  
meet on the Danube River near Regensburg,  
Germany, in September 1981.

“If a kid said he played in the band in high school, that was even better, because it meant they were smart. Kids who are good at music are usually good at math,” says Jablonic.

But the kids who are good at music were also the ones Leckrone wanted for his band. While Jabo was eyeing their arm strength, Leckrone was sizing up their embouchure.

“We were rivals,” Leckrone says. “I lost some kids who I wanted for the band to the crew.”

But how could a crazy chicken dance bring them together?

The story begins in a German beer tent filled with the aroma of pork hocks and the sound of a polka band. Jablonic, who is now retired and living along the Black River in Michigan’s Upper Peninsula, says he first saw the chicken dance when he was coaching the U.S. National Crew at a meet on the Danube River near Regensburg, Germany, in September 1981.

He and assistant coach Bob Newman from UCLA had a night off, and they ventured out to an Oktoberfest celebration being held in a huge tent. The two took a seat up front, near the band.

They were partway through a pile of pork hocks and into their second liter of beer when a tiny, gray-haired waitress swept past the bandstand, carrying what Jablonic recalls as six steins of beer in each hand. Jablonic says the band leader motioned her forward, but the woman shook her head in an emphatic no. He motioned again. She looked disgusted. Then she shrugged, slapped the steins onto a table near the crew coaches, and the band began playing.

The music started painfully slowly.

“It was very, very slow,” Jablonic recalls. “Ka-bump. Ka-bump. Snap. Snap. Flap. Flap.”

“It took them about five stanzas to get up to speed. By now the crowd is going wild, because this little gray-haired lady is just flying, and the crowd is cheering!”

After the last frenzied note faded, the waitress calmly picked up the beer steins and went back to work.

And Jablonic had an epiphany. He recalled the popularity of “The Bud Song,” a polka-style sing-along based on the old Budweiser advertising jingle, with lyrics reworked by Leckrone to end, “When you say WISconsin, you’ve said it all.”

“I remember saying, ‘Wouldn’t this be great for Wisconsin?’ ” he says. “I knew it would work here.”

As soon as Jablonic got back to Madison, he headed up to Leckrone’s office in the Humanities building to show him his souvenir dance from Germany.

Now, Jabo is legendary for many things: national championships and creative training rituals among them. He used to train his crew by having them trudge across frozen Lake Mendota hanging on to a rope, in case any athletes fell through the ice. His “hour of power” had crew members running up and down the stands at Camp Randall to the accompaniment of polka tunes from his boom box.

He is also rightly known for his enthusiasm. Anyone who could convince an eighteen-year-old that it would be excellent fun to roll out of bed and into a boat on an icy lake at 5:30 a.m. is a man with awesome sales skills.

On the other hand, it can fairly be said that Jabo has never been known as a singer or a dancer. Leckrone remembers watching with a mixture of amusement and amazement as the bear-like Jablonic started tweeting and flapping and wiggling.

“He went on, non-stop, for what seemed like half an hour,” Leckrone says. “It’s still a vivid memory, one of my magical memories that will stick in my mind forever.”

Leckrone was looking for material to expand the band’s Fifth Quarter repertoire, and despite Jabo’s somewhat dubious interpretive dance, he thought the song might work for the post-game show. There was a problem, though. Jablonic didn’t know the name of the music, and neither did Leckrone, who had never heard the tune before.


This didn’t deter Jablonic. He called up WTKM, the polka radio station based in Hartford, in Wisconsin’s Kettle Moraine, and began singing and describing. The staff there were able to identify the music as “Dance Little Bird.”

Leckrone caught “chicken dance” fever, but his assistant director that year, Jerry Anderson, who went on to become a band director at Beaver Dam High School, thought both Leckrone and Jablonic had lost their minds.

“I bet him five bucks that it would work here,” Leckrone says.

And it did. At a Badger home game in the fall of 1982, the band launched into the first “Ka-bump,” and soon thousands of Badger fans were wiggling away.

“I remember Jerry was directing on a step ladder, and he looked at me, and shrugged,” Leckrone says. The band director won his five dollars, and the rest, as they say, is history.



Leckrone was looking for material to expand the band's Fifth Quarter repertoire, and despite Jablonic's somewhat dubious interpretive dance, he thought the song might work for the post-game show

But there are a few footnotes to the story. (Or should that be chicken tracks?)

While Jablonic is justly proud to have contributed a bit of musical tradition to Wisconsin, the former coach does have a quibble with Leckrone. It seems that the Wisconsin band doesn’t play the song quite the way Jabo remembers it from that beer tent near the Danube — starting slowly, then taking several verses to build the crowd to a frenzy.

Leckrone is aware of the coach’s criticism.

“I know, I know, he tells me that whenever I see him,” Leckrone says.

But while Jablonic knows crew, Leckrone knows controlled chicken crowd frenzy. “We’ve tried it different ways, but it seems to work the best

when we play it once, then stop, then go fast,” Leckrone says. “The crowd gets into it when we manipulate it.”

The other footnote is a confession. It seems that the chicken dance isn’t a true polka.

Polka bands do play the chicken dance in a variety of styles. For example, March says, while “Whoopee Norm” plays it in a Dutchman style, Steve Meisner would play it in Slovenian style, and Norm Dombrowski in Polish style. But it isn’t really a polka, which March says is a couple’s dance in 2/4 time. The chicken dance is a dance for, oh, thousands, and Leckrone has the Wisconsin band play it in 4/4 time.


“The chicken dance is in a category with novelty dance fads like the Hokey Pokey or the Macarena,” March says.

The Hokey Pokey? Ouch, that hurts.

But novelty or not, there’s something that Badger backers can aspire to. Every year, Cincinnati’s Oktoberfest tries to top its own record as the site of the world’s largest chicken dance. (The 2004 event, led by Mötley Crüe rocker Vince Neil, was panned as “the single least metal moment” in heavy metal history.)

With the Cincinnati record hovering around forty-eight thousand people chicken dancing at once, and eighty thousand fans in Camp Randall on a football Saturday, it seems that the UW has a good chance of beating the record.

Leckrone, ever the showman, says he’d be “enthusiastically in favor” of trying to swipe Cincinnati’s claim to fame.

We could bring back Jabo — maybe find a grandmotherly German waitress or two — and put them on a stage with Bucky Badger at half time. Eighty thousand people flapping and tweeting would be a sight to behold — leaving no doubt that it’s the chicken dance, and not the Hokey Pokey, that’s really what it’s all about. 

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Susan Lampert Smith ‘82 has been known to do the chicken dance, but she can’t remember her first time because, undoubtedly, beer was involved.





## Playing a New Tune

Badgers' Anderson becomes a leader on and off the court.

### TEAM PLAYER

#### Sara Bauer x'07:

Five things you need to know about women's hockey player Sara Bauer x'07:

- From St. Catharine's, Ontario, Bauer's first experience playing for a women's hockey team came as a freshman with the Badgers. Until then, she had always played with co-ed teams.
- Bauer has earned a 3.9 grade point average while majoring in kinesiology, which she says combines her interest in science and her passion for sports.
- As a junior, she led the Badgers in assists and scoring and ranked fourth in the nation in total points. In the NCAA tournament, she scored two goals and four assists en route to the program's first-ever national title.
- Just before the championship game, she received the Patty Kazmaier award, given to the top women's college hockey player in the nation.
- So how do you top a season in which you were the best player in the nation and your team won the national title? That's Bauer's goal — to be even better in her final season with the Badgers.



**Jolene Anderson** has never been happy sticking to the same routine.

When she was a high school student in Port Wing, Wisconsin, she wasn't content being the star of the basketball team, so she joined the band. She found the thought of playing just one musical instrument boring, so she switched five times in four years, learning to play the trumpet, the trombone, the tenor and alto sax, and the clarinet.

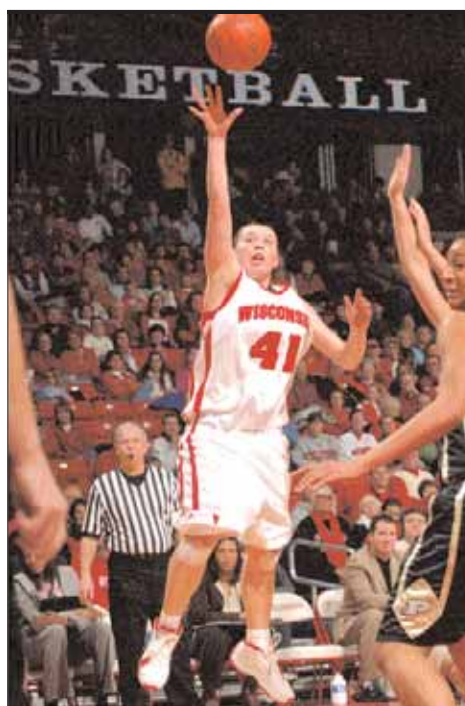
Now a junior at UW-Madison, Anderson still has that restless nature. It fuels her passion for basketball, turning the Badgers' five-foot, eight-inch guard into a blur of constant motion. She enters this season as the team's top returning scorer and the fastest UW player ever to reach one thousand points in her career.

But the need for activity defines her interests off the court, too. Ask her what she wants to do after college, and you get a definitive and surprising answer: she plans to become a prison guard, a job she feels will keep her interested every day.

"I just thought, I always have to be active in something," she says.

That's been the case from Anderson's earliest days. Growing up in Port Wing, a town of four hundred people near Lake Superior, she started dribbling a basketball as a toddler, and soon she was shooting baskets at a hoop in the family's barn. Her mother, Julie, remembers her carrying a ball with her practically everywhere she went.

"She was very active and a



After leading the Badgers in scoring last season, Jolene Anderson has her sights on a different statistic: a winning record.

very happy child," she says. "She was always willing to try anything — always was outside."

As early as middle school, Anderson's skills began to draw the attention of college coaches. And after a stellar career at South Shore High School, just about everyone who followed the sport knew her name. By the end of her prep career, she had become Wisconsin high school basketball's all-time leading scorer with 2,881 points. She also set a state record by scoring fifty-eight points in a single game, helping her school reach the state finals and earning honors as the Associated Press Wisconsin Player of the Year.

The numbers, however, didn't matter to Anderson, who says playing with her older sister, Jennifer, and experiencing the support of her small community are her fondest memories from home. "Everybody came and

supported whatever you did," she says. "There were definitely a lot of games where the whole community would come."

When it came time to leave Port Wing, Anderson fulfilled a lifelong dream by joining the Badgers. She moved six hours south — and to a different world. UW-Madison's enrollment alone was one hundred times larger than the population of her hometown. But she says the environment surrounding the familial Badger program made her feel instantly at home.

"The support that I got here from the coaches and all the players was just the same as I got [in Port Wing]," she says.

"She is a true small-town girl," says teammate **Christine Spencer x'09**. "She has a long list of accolades, but she is still just herself. She is all about hanging out with everyone on the team — going out to eat, going to study — and doesn't show a hint of arrogance."

"She's a good role model on and off the court," mom Julie Anderson says. "She's willing to go out of her way at any time for anyone and always puts her own stuff aside."

It didn't take long for Anderson to make an impression on Badger fans. As a freshman, she averaged nearly eighteen points a game and was named the Big Ten's freshman of the year. She returned last year to score a team-high seventeen points per game, while also leading the Badgers in rebounding and ranking second in assists. Those statistics earned her a spot on the Big

Ten's second-team all-conference list, and they also helped establish Anderson as one of the best young basketball talents in the country. Following her freshman year, she was selected to play for USA Basketball's under-nineteen national team, which won a gold medal at the World Championship in Tunis, Tunisia. This past summer, she joined the under-twenty team, which won another gold medal at the FIBA Americas championships in Mexico City, Mexico.

The international competitions proved to be a challenge for Anderson, and not just on the court. "I never thought I'd be so far away for a month at a time, away from everyone else," she says. "But it was something that I love doing, so that just kept me going."

The knowledge that she wasn't just representing herself also kept her going. Her presence among the top players in the world is a boost for the UW women's basketball program, which hasn't finished with a winning record or seen a post-season berth since the 2001-02 season. With the men's basketball program thriving and both the men's and women's hockey teams winning national championships last season, the women's team has slipped out of the spotlight, and there is growing pressure on Coach **Lisa Stone** and her players to keep up with the success of the other winter sports.

But instead of envying the attention earned by the hockey programs, Anderson looks to their example. She says she and her teammates have seen "all the hard work that they put on the ice — we just have to put [it] on the court."

Anderson and the Badgers showed signs of breaking through last season. In Febru-

ary, the team pulled off a come-from-behind win over nationally ranked Minnesota before more than fourteen thousand fans in the Kohl Center. But the team also lost eight games by six points or fewer and finished the year with an 11-18 record.

If they're going to improve on that mark this season, they will have to do it with a lot of new faces. Eight players have joined the roster, including a strong recruiting class of seven freshmen, meaning that the team will count on Anderson for more than points and rebounds. With no seniors on the team, it will be up to Anderson and fellow juniors **Janese Banks** and **Danielle**

**Ward** to lead the young team on the floor and in the locker room — something Anderson says she is prepared to do.

"I talk to Coach Stone about it every day," Anderson says. "It's just a great challenge for me to take on. I will do anything to see each player succeed this year both on and off the court. I'm hoping that I'm a part of the program turning in the right direction."

And that, she says, would mean a lot more than any personal accolades she has earned along the way.

"As soon as the team succeeds, then I succeed, too," she says.

— *Elli Thompson x'08*

## IN SEASON Volleyball

The UW women's volleyball team is coming off a strong 2005 season, in which the Badgers finished second in the Big Ten and advanced to the Elite Eight. But Coach **Pete**

**Waite** says his players worked "even harder in the offseason in hopes that they can make it one more step" and reach the Final Four. The Badgers also hope to get a boost from a talented group of freshmen — including outside hitter **Brittney Dolgner**, who already has led the team in kills in several matches this season.

*Circle the dates:* December 1-2, NCAA Tournament first and second rounds; December 8-9, NCAA regional rounds; December 14-16, NCAA semifinal and championship matches, Omaha, Nebraska.

*Keep an eye on:* Junior **Jocelyn Wack**, a 2005 Academic All-Big Ten, who set an NCAA record by racking up double-digit digs in eighty consecutive matches. She had a career-high thirty-six in a game during last year's NCAA regional final against Notre Dame.

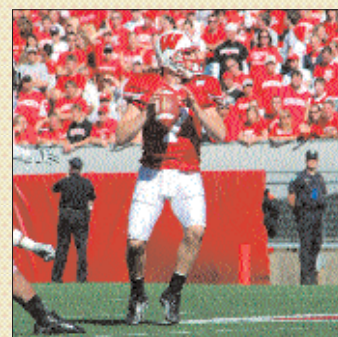
*Think about this:* UW volleyball is accustomed to postseason success, having advanced beyond the opening round of the NCAA Tournament in each of the past ten seasons.



Jocelyn Wack digs UW's volleyball success.

GREG ANDERSON

Make it eight in a row for the UW **men's cross country** juggernaut. At the Big Ten championships, the Badgers placed five runners in the top ten to win the conference title for the eighth consecutive year, a streak tied only by the Badgers' run of titles from 1985 to 1992. The defending national champions were ranked first for most of the season and raced for another NCAA crown on November 20, after *On Wisconsin* went to press.



SPORTS INFORMATION

Badger quarterback **John Stocco** had a day for the record books when Wisconsin defeated Indiana, 52-17, in September. Playing only two-and-a-half quarters, the senior completed 15 of 17 passes for 304 yards and three touchdowns, which amounts to the most outstanding passing game in UW history. According to the complicated formula to calculate a passer's efficiency, Stocco's rating for the day was 296.7, a school record.

Senior goalkeeper Jake Settle did not allow a goal for more than 464 minutes to help the **men's soccer** team climb into the national rankings and compile a six-game unbeaten streak, the program's longest since 1995. Settle registered four straight shutouts during the stretch in late September and early October. UW finished the regular season with a 9-7-2 record.





## Building a Better Homecoming

Student committee leaders raise the roof on Badger spirit.

For **Annie Wright x'06** and **Ashley Lienhardt x'06**, Homecoming is more than a football game. It's a calling.

The two co-chairs have been involved with the UW Homecoming Committee since their freshman year, and they have spent countless hours at the Below Alumni Center. Since last fall, Wright and Lienhardt have poured their hearts into planning this year's festivities and leading the student group that organizes, promotes, and coordinates them.

"I feel like for most people on the committee, the [alumni center] becomes a home away from home," says Wright. "I probably spend more time there than I do at my apartment."

Homecoming is unique because it's the one time when alumni, students, and the Madison community come together to celebrate being a Badger.

### Home Improvement

The Wisconsin Alumni Association recently teamed up with Flagstar Bank to bring Badger grads Alumni Mortgage Service, an innovative way to get quick access to home loans. Thanks to this partnership, alumni can choose from a variety of mortgage options, lock in rates, and get loan decisions within minutes through a streamlined online application process.

"We work hard to select partners who can provide something valuable to our alumni," says WAA President and CEO **Paula Bonner MS'78**. Visit [uwalumni.com/mortgage](http://uwalumni.com/mortgage) for details about the new Alumni Mortgage Service.



Annie Wright (left) and Ashley Lienhardt worked together to chair Homecoming 2006.

This year, the co-chairs wanted to bring more campus organizations on board. So the committee reached out to a diverse array of student groups that had little previous connection to Homecoming Week celebrations, such as the Multicultural Student Center, the Greater University Tutoring Service, and the SAFEwalk program.

"We believe that everyone should have the opportunity to get involved," says Lienhardt, "and that's what we're working toward."

Students have been in charge of celebrating school spirit since the very first Home-

coming Committee convened in 1911. Each year, sixty dedicated students volunteer their time to plan Homecoming Week festivities, such as the annual parade, pep rally, and fireworks display. The UW Homecoming Committee is sponsored by the Wisconsin Alumni Association, and proceeds raised during the week benefit the Dean of Students Crisis Fund and student scholarships. The UW Homecoming Committee also opens doors — both personally and professionally. Wright, who is pursuing a double major in family and consumer communications and women's studies, wants to work in student affairs after she graduates. "This is what I want to do for the rest of my life," she says.

Lienhardt plans to go on for physician's assistant training, but she'll always remember her time with the Homecoming Committee. "For me," she says, "it's just kind of shaped who I am."

— Erin Hueffner '00

### Seeking Classy Stories

You might not know it from the way some alumni talk, but classes are actually part of the UW experience.

WAA's member magazine, *Badger Insider*, wants to know: What was your favorite class? Did you have a prof who rocked? Or did you enjoy the geological ease of Rocks for Jocks? Did Physics for Poets appeal to both rhyme and reason, or did you get your kicks from Anglo-Saxon Grammar? Send your tales to us at *Badger Insider*, 650 North Lake Street, Madison, WI 53706, or e-mail them to [Insider@uwalumni.com](mailto:Insider@uwalumni.com).

*Badger Insider* will publish as many stories as it can in its Spring 2007 issue. *Badger Insider* is sent to WAA members inside their copies of *On Wisconsin*. To join WAA, visit [uwalumni.com/membership](http://uwalumni.com/membership).



At a reception during Homecoming weekend, scholarship recipients Kristin Stricker x'08 (left) and Jillian Meliker x'08 (second from right) mingle with Racine chapter president Pamela Weisenberger '83 and WAA board member Cecil Martin '99 of Philadelphia. The event gave students a chance to meet WAA board members and the alumni chapter leaders who raise money for scholarships.



## A Small Event with a Big Future

### Chippewa Valley event showcases nanotechnology.

The "IQ Corridor," a sort of mental highway that parallels the four hundred miles along Interstate 90/94 between Minnesota's Twin Cities and Chicago, lies largely in Wisconsin. The "IQ" portion of the name refers to an area rich in ideas and intellectual property, especially in the fields of nanotechnology, biotechnology, and the life sciences. In Wisconsin, biotechnology is a \$4.9 billion industry, with almost two hundred companies employing 28,000 residents. The Chippewa Valley sits right on the route — and on the cutting edge.

In September, WAA helped take engineering professor **Francesco Cerrina**, who directs UW-Madison's Center for Nanotechnology, and visiting chemistry professor **S. Michael Condren** to Eau Claire, Wisconsin, for a daylong program centered on nanotech and its future in the state. Part of the UW-Madison On the Road program, the event was also sponsored by UW-Eau Claire, the Chippewa Valley Technical College, and UW-Stout, and it brought together top nanotechnology experts for face-to-face discussions with their colleagues and the Chippewa Valley community.

Cerrina began the day at Eau Claire's Silicon Graphics, a company providing nanotech solutions for a wide range of applications, such as finding creative ways to study global climate change or to share medical images as an aid in brain surgery. Cerrina and Silicon Graphics engineers discussed the "bottom-up" approach, where ultra-tiny nanostructures could be built using common algae (diatoms) whose DNA has been specially reprogrammed.

During the afternoon,

Condren led an Eau Claire Memorial High School class in hands-on nanoscience experiments, while Cerrina toured the Chippewa Valley Technical College's NanoRite Center, a home for entrepreneurial research and business startups in nanotechnology, microfabrication, and biomedical ventures.

A public evening session titled "Thinking Small: Nanotechnology and the American Dream" presented an audience ranging in age from twelve to retirement with the emerging field's newest innovations and research. During the event, Cerrina, UW-Eau Claire associate professor of physics and astronomy Douglas Dunham, Chippewa Valley Technical College nanoscience instructor Hans Mikelson, and **Forrest Schultz PhD '97**, chair of the Department of Chemistry at UW-Stout, discussed the study opportunities available in Wisconsin's institutes of higher learning.



LEE PROHOSKY

**UW-Madison engineering professor Francesco Cerrina (left) talks with Robert Holford at an On the Road event in Eau Claire. The program brought together presenters from several schools to educate the public on the latest developments in nanotechnology.**

"We hope this day will lead to future collaborative efforts among all the UW System campuses, the technical college system, local businesses, and our alumni and friends," says **Mike Fahey '89**, director of state relations for the Wisconsin Alumni Association.

— Candice Gaukel Andrews '77

## Friendly Extension

During the last few years, WAA has launched a variety of new programs to extend UW-Madison's reach among alumni and friends. In response, UW-Extension granted WAA its Friend of Extension Award for 2006.

"It's a terrific tribute to the synergy between our organizations," says **Paula Bonner**, WAA's president and CEO. "Like Extension, WAA's goal is to spread the university's reach across the state and around the country. We feel deeply honored to receive this recognition from our colleagues."

UW-Extension works through twenty-six campuses and seventy-two offices around the state, as well as Wisconsin Public Radio and Wisconsin Public Television, to spread the benefits of university research, knowledge, and resources. The Friend of Extension Award celebrates those individuals and organizations that have given substantial support to UW-Extension as it pursues its outreach mission at the local, state, and national levels.

In honoring WAA, UW-Extension noted the variety of collaborations between the two organizations, including working together on lifelong learning efforts such as Grandparents' University, which brings grandparents and grandchildren together for classroom experiences, and Wednesday Nite @ the Lab, which allows alumni and retirees to explore current scientific topics such as stem cell research and robotics.

— Staff

## UHS Health Records

University Health Services (UHS) retains student health records for ten years after graduation, so the health records of alumni who graduated in 1996 are slated to be confidentially disposed of this winter. UHS strongly encourages alumni to secure copies of their health records — even if they graduated recently. For more information, contact the UHS Medical Records Department at (608) 262-1676 or by e-mail at [uhs@wisc.edu](mailto:uhs@wisc.edu). Or visit [www.uhs.wisc.edu](http://www.uhs.wisc.edu) for a consent form.

## *Is There Anything You'd Like to Tell Us?*

*Please share with us your recent  
achievements, transitions, and  
other significant life happenings.*

*You may e-mail the (brief,  
please) details to  
apfelbach@uwalumni.com;  
mail them to Alumni News,  
Wisconsin Alumni Association,  
650 North Lake Street,  
Madison, WI 53706-1476; or  
fax them to (608) 265-8771.  
While space limitations prevent  
us from publishing every item  
we receive, we do love hearing  
from you.*

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

*Most obituary listings of  
WAA members and friends  
appear in the Badger Insider,  
WAA's publication for its  
members, which is published  
thrice annually and inserted into  
On Wisconsin Magazine.*

Compiled by Paula Wagner  
Apfelbach '83

## early years

We heard about a "remarkable" couple — **Mildred Steel '29** and **Chester '31 Licking** — from **Pamela Holtz Radle '70** of Naperville, Illinois, who shared a heartwarming *Chicago Tribune* article with us. Of particular note was one-hundred-year-old Chester and ninety-eight-year-old Mildred celebrating their seventy-fifth wedding anniversary in June. "We fell in love that last year of high school," Chester says. "Then in college, that love just increased." They live and love in University Park, Illinois.

**Elmer Winter '35, LLB'35** and **Vel (Velvalea) Rodger Phillips LLB'51** were in the limelight in May when the Wisconsin Historical Society honored them at the Wisconsin History Makers Gala. Winter received the Samuel C. Johnson Award for Distinction in Corporate Leadership for pioneering the temporary-employment market by co-founding Milwaukee's Manpower in 1948 — a company which now has more than 4,300 offices in seventy-two countries. Winter is also a local volunteer and philanthropist, author, and artist. Phillips — a woman of notable "firsts" — earned the Robert & Belle Case La Follette Award for Distinction in Public Service. She was the first African-American woman to graduate from the UW Law School and serve as Wisconsin's secretary of state, the first African-American in Wisconsin to serve as a judge, and the first in the nation to join the national committee of either major political party. The Vel Phillips Foundation was recently established in her honor. Both Winter and Phillips live in Milwaukee.

## 40s–50s

In a recent letter, **Frances Benn Hall '40, MA'41** shared reminiscences from her time on campus: directing *Ghost Sonata*, the first play in the Union's Play Circle; membership in Mortar Board with **Edwin Newman '40**; and writing classes with **Helen White** and **Sinclair Lewis**. After a career in theater and writing, Hall retired from teaching college theater at age eighty-five, but remains a summer play reviewer and writes, produces, and directs one play each year in her home community of Lenox, Massachusetts.

As the senior advisory commissioner for the city of Santa Clara, California, **Patrick Driscoll '41, '47, MA'49, PhD'56** has been the originator and lead investigator on a city project that's assessing how well senior centers incorporate key elements such as physical and mental activity into their services, and helping the centers to optimize their offerings. The project has rolled out to five western states, and Driscoll hopes to expand it nationwide.

**Theodore McNelly '41, MA'42** has seen and done a great many things, and thus the title of his memoir and second book: *Witness to the Twentieth Century: The Life Story of a Japan Specialist* (Xlibris). During WWII, he was a cryptanalyst, Japanese translator, and intelligence analyst. Then he spent thirty-seven years teaching in the University of Maryland's European and Far Eastern overseas programs and at its College Park campus. In April, McNelly served as an expert interviewee for a Japanese TV documentary. He lives in Silver Spring, Maryland.

The *California State Retiree* newsletter has called **Max Turchen '41** of Los Angeles "a political animal for senior causes." That's because for

decades, he's consistently been a part of legislative discussions in California's capitol, where he's lauded for his knowledge, preparation, and coalition building among seniors' advocacy groups. "When we are united," Turchen says, "we are a formidable force."

Hailed as a "longtime patent-law hero in university-based technology transfer" and "the father of university licensing," Madisonian **Howard Bremer '44, LLB'49** received the New Jersey Intellectual Property Law Association's Jefferson Award in June. A patent attorney since 1949, he's now a patent counsel emeritus at the Wisconsin Alumni Research Foundation (WARF). We thank his spouse, **Caryl Faust Bremer '47**, for sending this good news.

**Bob Jorgensen '44** shared details of his diverse and adventurous early life, which included fond memories of Memorial Union and Hoofers, work around the country, two years in the navy during WWII, travel around Europe in a Triumph Spitfire, and a Peace Corps stint in Ghana. Jorgensen then moved to Wells, Maine, where "we've had an antique shop for thirty-seven years," he says. "All of my family is in the business — son, daughter, grandson, and myself."

*Watercolor by Design: Classic Designs to Inspire New Creative Directions* (Watson-Guptill) explains and illustrates twelve classic design motifs that can serve as the foundation for innovative, original paintings — and it's the new book by **Marianne Kircher Brown '50**. She's been exhibiting her work and teaching watercolor techniques and design in the San Francisco Bay Area for more than thirty years.

**David Swendsen '52** sent a summary of his career, which has included long stints as a Wisconsin conservation warden, a U.S. Fish and Wildlife

Service special agent, and the author of several books about natural-resource law enforcement. In 1989, Swendsen founded the National Park Service's Seasonal Authorized Ranger Academy and has directed it ever since. He lives in Acton, Massachusetts.

The Special Libraries Association (SLA) recently "tapped the 'stars' of the information science profession for their excellence and accomplishments," and **Karen Takle Quinn '56** of Los Altos, California, is part of that constellation. She earned the SLA's 2006 Member Achievement Award.

## 60s

Madisonian **William Tishler '60** has written *Wisconsin's Emerald Treasure: A History of Peninsula State Park* (University of Wisconsin Press). He's a UW emeritus professor of landscape architecture.

The National Republican Congressional Committee has appointed **Alfred Miller PhD'61** to serve the state of Wisconsin on its Business Advisory Council, a group dedicated to ensuring that "small business has a voice in Washington," and has also chosen him as a 2006 Congressional Medal of Distinction recipient. Miller is a clinical audiologist and the owner of Hearing Associates, a hearing clinic in Hales Corners.

**Donald Pierre PhD'62**, a professor emeritus at Montana State University in Bozeman, has published a historical novel called *Yesteryear's Western Trek*. For details, contact the author at [Pierre\\_Don@IEEE.org](mailto:Pierre_Don@IEEE.org).

Using dry humor to retell well-known children's tales may be an unusual way to convey serious information, but it works for **Gary Davis MS'63, PhD'65** in *Gifted Children and Gifted Education* (Great Potential Press), which explores the opportunities and challenges of

nurturing the talents of gifted children. Davis, of Cross Plains, Wisconsin, taught in the UW's Department of Educational Psychology from 1965 until his retirement in 1994.

**Claire Dorst MFA'63** and his spouse, **Mary Crowe Dorst**, held a September retrospective of their art at Polk Community College in Winter Haven, Florida. Claire was a founding faculty member and art department chair of Florida Atlantic University in Boca Raton, where the couple resides. He's also taught at the Boca Raton Museum of Art. Mary did graduate work with the UW's **Fred Fenster** and **Dean Meeker**, and has had a diverse teaching and art career.

Experiences and achievements spanning several decades and several universities have led **John Wiens MS'63, PhD'66** to the post of chief scientist with the Nature Conservancy ([www.nature.org](http://www.nature.org)) — work that requires bringing the best current science to bear on the conservancy's operations in the United States and in more than thirty other countries. Wiens lives in Vienna, Virginia.

When Cumberland [Wisconsin] High School chose its 2006 Graduates of Achievement, **H. (Howard) Allan Hunt '64** was among them. Since 1989, he's been the assistant executive director at the W.E. Upjohn Institute for Employment Research in Kalamazoo, Michigan. We thank Waterloo, Wisconsin, resident **Roberta Hunt '43** for sharing this news.

The American Association of School Librarians so liked the new work by **Ann Fox Chandonnet MS'65** of Anchorage, Alaska, that they named it an outstanding book for 2006. It's called *Gold Rush Grub: From Turpentine Stew to Hoochينو* (University of Alaska Press), which one reviewer says will allow middle and high school students to relive Alaska's gold rush

through a single book. And, if you're hankering for currant catsup or squirrel soup, look no further for the recipes.

Who became the fifteenth president of the University of Nevada-Reno in September? It was **Milt Glick PhD'65**, Arizona State University's (ASU) provost since 1991 — a period during which ASU has experienced tremendous growth. He's been described as "one of the most able and affable, tech-savvy, and passionate administrators in public higher education."

The Society of American Archivists (SAA) has welcomed **Margaret (Peggy) O'Neill Adams MA'66** and **Gregor Trinkaus-Randall '68, MA'73, MA'80** as new fellows — its highest honor for individuals. Adams, of Washington, D.C., has been an electronic records archivist for the National Archives and Records Administration for nearly two decades, was the founding data archivist at the UW in the late 1960s, and has developed the first and foremost reference service for electronic records in the American archival community. Trinkaus-Randall, of Stow, Massachusetts, is a preservation specialist for the Massachusetts Board of Library Commissioners. He recently received a citation for coordinating the SAA's response to Hurricanes Katrina, Wilma, and Rita.

Were you aware that the Chilean minister of foreign affairs is a Badger? *Es verdad!* He's **Alejandro Foxley MS'66, PhD'70** — a senator from 1998 until this year, as well as a member of the International Advisory Committee of the Council of Foreign Relations in New York since 1998. He received a UW-Madison honorary doctorate in 1993.

The FDA's Office of Testing and Research has a new director in **Vincent Vilker '67**, who was previously the chief of the biotechnology division at the

## Bookmark



Ah, Madison — a picturesque and ever-changing city. For a new look at its faces and places, consider *Madison* (Franklin Street Press), by local photographer and author **Zane Williams '71**.

This book treats the viewer to a stroll around the Capitol Square and down State Street, and makes stops at some of our more recent additions: the Monona Terrace Convention Center and the Overture Center for the Arts. Then it's on to the university campus and the Memorial Union Terrace — a can't-miss-it for locals and visitors alike — and to some of the city's most beautiful parks and gardens, and the colorful Dane County Farmers' Market on the Square.

Quotations by notable Madisonians on local landmarks and special venues round out a look at a place that's been hailed repeatedly as one of the most livable cities in the nation.

Williams has also created two other photography books: *Wisconsin* served as the official book of the state's sesquicentennial in 1998, and *Double Take: A Rephotographic Survey of Madison, Wisconsin* appeared in 2003.



National Institute of Standards and Technology. He lives in Chevy Chase, Maryland.

The National Tropical Botanical Garden will give its 2007 David Fairchild Medal for Plant Exploration to **Scott Mori MS'68, PhD'74** at a ceremony in February. A New York Botanical Garden scientist and curator, Mori has discovered hundreds of plant and tree species that were new to science, and at least fifty-four have been named in his honor.

## 70s

We heard from **Kristine Hafner (Burton) '70, MA'75, PhD'80** of Kensington, California, who's an associate vice president and the chief information officer for the ten-campus University of California system. She also chaired the late-1990s external advisory group that helped to create UW-Madison's Professional French Masters Program, which was hailed recently in *U.S.*

*News & World Report*. Her daughter, **Emilie Hafner Burton MA'99, PhD'02**, earned the American Political Science Association's Helen Dwight Reid Award for Best Dissertation in International Relations, Law, and Politics in 2005, and is now an assistant professor of public policy and politics at Princeton University.

**Jerome Klinkowitz PhD'70** has co-authored *The Enchanted Quest of Dana and Ginger Lamb* (University Press

of Mississippi) — the tale of the amateur archaeologists, spies, authors, lecturers, and documentary filmmakers who, in the 1930s and well beyond, marketed themselves as America's quintessential adventurers. Klinkowitz is a professor of English at the University of Northern Iowa in Cedar Falls.

**(Mary) Agnes McCarrier Wilcox '70** is an actress, director, producer, and educator, but it was her role as the founder of Prison Performing Arts (PPA) — a nonprofit literacy and performing-arts organization — that earned her the 2006 Distinguished Service Award in May from Webster University in St. Louis, Missouri. PPA uses the arts to engender self-discipline, commitment, and teamwork among Missouri's imprisoned.

**Mary Ann DiChristopher '71** has begun to offer "creative solutions for organizational challenges" in the Albany, New York, area through her newly founded DiChristopher Consulting Group. She's been working in the human-services field in New York state for three decades.

Aviation trainer **Tom Murphy '71** of Bellingham, Washington, has established Reclaiming the Sky ([www.reclaimingthesky.com](http://www.reclaimingthesky.com)), a nonprofit organization created to "support aviation workers as they ... meet the challenges of a turbulent time." He's also donating all of the profits from his new book, *Reclaiming the Sky: 9/11 and the Untold Story of the Men and Women Who Kept America Flying* (AMACOM Books), to aviation charities.

The California Journalism Education Coalition has given a Lifetime Achievement Award to **Mark Larson MS'72, PhD'80**. He's a professor and, since 1984, chair of the journalism and mass communication department at Humboldt State University in Arcata, California.

A lifelong passion for cooking and baking has led

## Empowerment with an Edge

Spending time in Brazil, seeing how others live — such experiences can change a person in profound ways, and they had an impact on **Emmanuel Zunz '95**, a classically trained musician with a master's in international economics from Johns Hopkins University.

The time that Zunz spent in Brazil through a UW year-abroad program during 1993–94 sowed the seed of a dream to launch a socially conscious, independent record label that promotes groundbreaking music and helps to develop the communities that produce it.

And thus was born the Brooklyn, New York-based Verge Records ([www.vergerecords.org](http://www.vergerecords.org)) — a name that connotes the "edge or margin," and embodies the ideals that Zunz finds important. "Verge is both a social venture and a real market opportunity in an untapped niche," he says — "politically and socially conscious music from distressed neighborhoods across the globe."

Verge Records has partnered with the Canadian-based Schools Without Borders (SWB), which seeks to develop lasting learning communities, and plans to fund SWB music-education programs that reach out to at-risk youth. It also intends to work with SWB to build local recording studios that give voice, empowerment, and audio-production skills to local musicians. The good work comes full circle when Verge recruits budding talent that's been nurtured through these programs and releases the best tracks that they've recorded in these studios.

Verge's first community project centers on the Vila Alianca slum on the outskirts of Rio de Janeiro — a haven for drug traffickers and one of the most violent places in the world. But, it's also home to the Ponto BR program that's run by local musicians and artists, and offers hip hop, graffiti, percussion, and soccer workshops to keep youth off the streets.

"We want to help out kids in these neighborhoods in a way that is meaningful to them," explains Zunz. "Around the world, hip hop has been adopted by economically distressed communities as a form of expression and empowerment. It's an incredible way for people in other parts of the world to make a connection — and through Verge to actually make a difference. Empowerment with an edge!"

Others besides Zunz think that a "double bottom line" is a good idea. Witness Verge's recent grand-prize win: the Social Entrepreneurship Award in the Maximum Exposure Business Plan Competition sponsored by New York University. It earned Verge Records \$50,000 in seed money — a big help in officially launching the business and releasing products this fall.

The big push, though, will come in the spring. Verge is creating a video page on its Web site where it can stream documentaries and music videos by its artists, and its online store will also offer apparel. The goal, Zunz concludes, is for Verge Records to become a "home for international urban culture with a social agenda."

— P.A.



Verge Records founder Emmanuel Zunz uses the power of music to create the power of good.

COURTESY OF EMMANUEL ZUNZ

**Risé Siegel Routenberg '72**

to co-author *Divine Kosher Cuisine: Catering to Family & Friends* (Congregation Agudat Achim/Wimmer Cookbooks, www.divinekosher.com). She refined her culinary skills as the ten-year leader of As You Like It Kosher Catering, an all-volunteer endeavor at Congregation Agudat Achim in Niskayuna, New York. Similarly, the cookbook and its companion software are the collaborative products of professionals and 150 volunteers.

Calling the new book by **Ann Astell '74, PhD'87**

"learned, startlingly original, and highly personal," Cornell University Press has published *Eating Beauty: The Eucharist and the Spiritual Arts of the Middle Ages*. Astell is a professor of English at Purdue University in West Lafayette, Indiana.

Spring brought more than just fresh blooms to Madison's Olbrich Gardens. It also brought new executive director **Roberta Sladky '74** to replace **Nancy Tuttle Ragland '77**, who's retired after more than eighteen years. Sladky had been the manager of the Marjorie McNeely Conservatory in St. Paul, Minnesota, since 1993.

Publications in Construction and Agriculture, part of the Association of Equipment Manufacturers, has named **Doug Zoerb '74** its Public Relations Person of the Year for 2006. He's the manager of marketing communications at BOMAG Americas in Kewanee, Illinois.

If you're a fan of Fox's *Talkshow with Spike Feresten*, airing in the late-night Saturday slot, you should know that its supervising producer is a Badger: **Jeff Cesario '75** of L.A. He's also writing a pilot for MTV and a television movie for the Disney Channel, and his standup-comedy DVD, *You Can Get a Hooker Tomorrow Night*, is widely available.

From **(James) Brian Kevin Beck PhD'77**, a longtime UW-

## Goodwill — and Good Filmmaking — in Harlem



**Greg Takoudes pauses by a street-carnival ride in Spanish Harlem while shooting a film scene there.**

COURTESY OF GREG TAKOUDIS

Like Emmanuel Zunz (see sidebar, page 52), **Greg Takoudes '96** is a mid-'90s grad, lives in Brooklyn, and believes in improving the lives of at-risk youth through the arts. The difference is his medium: Takoudes is directing a feature film through Nigrita Films' Harlem Movie Project (greg@nigritafilms.com).

This unusual endeavor features a high level of collaboration between a professional film crew and the actors, all of whom are kids, ages twelve to fourteen, from New York's Harlem neighborhood. These youth attend workshops to learn how to write a script, and the film's title will most likely arise from this collaboration. A camera crew is teaching them how to direct and shoot many of the scenes, and the youth themselves are the stars. After all, they know the film's subject matter best: it's inspired by their own lives and experiences.

By combining the talents of the professional camera crew, editors, and post-production people with the enthusiasm of the kids (which is "probably what is driving this project more than anything," Takoudes says), they'll "end up with a movie that is professionally made, but raw in its emotions and starkly realistic in its portrayals of these children's lives."

The kids come from areas ravaged by poverty and violence; they have little access to health care; and they attend schools where arts programs are virtually nonexistent. Because the movie is being shot in their homes, streets, and hangouts, Nigrita Films has teamed up with some local social-service organizations to assist them. "In many ways," Takoudes says, "we are breaking new ground."

That's true for Takoudes personally as well. After three years with Ron Howard and Brian Grazer's creative team at Imagine Entertainment in L.A., he moved to New York to place himself in unfamiliar territory, to find new inspirations, and to "connect with reality in a way that fiction filmmaking usually doesn't," he says. "I am concerned by social issues. I am concerned about urban poverty and education problems, and how arts programs are being cut from schools. ... I wanted to make this movie inside the context of those problems."

Despite this harsh context, Takoudes adds, "These are great kids — very bright and talented — and for one year we are turning them into professional filmmakers. ... I'm amazed and delighted at how wonderful and sophisticated their ideas are when we give them the responsibility of being creative — when we let them know that this is a real movie, with real money involved. They do step up."

The Harlem Movie Project is operating largely on donations of cash, in-kind equipment, and discounted services, and many of the professionals working on it are donating their services because they believe so fully in it. Takoudes expects to complete the film during the fall of 2007 and will then submit it to festivals and national theatrical distributors.

Takoudes and his crew are casting the kids this fall, which is the "truly exciting and inspiring part of the project," he notes. "I kind of get the impression that there's genius in all kids. The problem is that in adulthood, that genius can get buried by other things."

— P.A.

Whitewater professor of English, come two new books. *But So Did Her Brother!*, Beck says, covers "gay minority perspectives (and more) with word-and-image interblending of the verbal and visual," and *The Potato Khronikles* (both published by Wonderside Productions) is a collection of cartoons in which "Chester, a top-tier tuber, adventures the world by dancing the potato polka."

With badgers being the burrowers that they are, it's

perhaps only natural that a Badger has been nominated as the new director of the U.S. Geological Survey (USGS). In this post, **Mark Myers '77, MS'81** — most recently Alaska's state geologist and the director of several survey divisions — will work to fulfill the USGS's mission of understanding the earth, minimizing the damage caused by natural disasters, and managing natural resources. The late **Vincent McKelvey MA'39, PhD'47** led

the USGS from 1971 until 1978.

**Daniel Blinka JD'78, MA'94, PhD'01** has been appointed court commissioner by Milwaukee County Circuit Court Judge **John DiMotto JD'74**. Blinka is a professor of law at Milwaukee's Marquette Law School and is of counsel to Stierman, Steffens & Kuphall.

This fall, Christian Brothers University in Memphis, Tennessee, hosted a thirty-two-year retrospective by **Gary Beecham '79**. Titled *Studies*

## Bookmark



When you live in a cold place, why fight it? Embrace it instead! That's exactly what travel and nature writer **Candice Gaukel Andrews '77** ([www.candiceandrews.com](http://www.candiceandrews.com)) helps you do with her first book, *Great Wisconsin Winter Weekends* (Trails Books).

Andrews, who's also a writer and the "Arctic bureau chief" for the Wisconsin Alumni Association, spent many a winter weekend researching this detail-packed survey that offers something for everyone. Each chapter carefully maps out a three-day plan that includes attractions, festivals, sports and shopping options, good coffee, good eats, and lodging.

Imagine winter walks in the Fox Valley, skiing at Devil's Head, cheering on the American Birkebeiner ski racers, watching dogsledding in Bayfield, enjoying a romantic bed-and-breakfast stay in Door County, visiting a Christmas tree farm near Eau Claire, or hitting the highlights of Milwaukee.

Andrews also includes a thorough resource guide at the end of each chapter for making contacts and reservations.

"For five months," Andrews writes, "I traveled through Wisconsin, looking to find winter — not the season, but the spirit of it. I did. I hope you will, too."

in *Color and Form*, it focused on glass objects. The artist lives in Spruce Pine, North Carolina.

## 80s

Congratulations to **Mike Kastenholtz MBA'80**, who's the new director of the Oak Brook, Illinois, office of Crowe Group — the holding company of the accounting firm Crowe Chizek and Company.

In *Science Has No Sex: The Life of Marie Zakrzewska, M.D.* (University of North Carolina Press), **Arleen Marcia Tuchman MA'80, PhD'85** acquaints readers with one of nineteenth-century America's most prominent female physicians, as well as an abolitionist and early women's-rights advocate. Tuchman teaches history and women's and gender studies at Vanderbilt University in Nashville, Tennessee.

The new president of the Seventh Circuit Bar Association is **Daniel Conley '81, JD'85**, a partner and chair of the commercial litigation group at Quarles & Brady's Milwaukee law office. In this role, Conley is working with the judiciary and association members in planning their fifty-sixth annual joint meeting for May 2007.

The next time you roam the mountains of Colorado, let a new book by **Kim Fenske '81, JD'90** — *Greatest Hikes in Central Colorado: Summit and Eagle Counties* ([www.fenskefoto.com](http://www.fenskefoto.com)) — be your guide. The author is a photographer and columnist for the *County Cable* and lives in Copper Mountain, Colorado.

When the U.S. Postal Service (USPS) received a 2006 White House Closing the Circle Award in June from the Office of the Federal Environmental Executive, **Han Dinh MS'82** was present at the White House ceremony to accept it. He's the Washington, D.C.-based program director of

vehicle engineering, and the USPS was being honored for its use of biodiesel fuel.

The evening of June 22 will long remain in the memory of **Valarie King-Bailey '82**. As the CEO of Chicago's OnShore Technology Group, she was honored that night as a nominee for Ernst & Young's Entrepreneur of the Year Award, and said afterward, "The UW has made *all* the difference in my life!" Although King-Bailey didn't win the final award, she's focused on next year.

**John Brunnquell '85, MS'95** has much to celebrate. As the founder of Egg Innovations in Port Washington, Wisconsin, he's running the largest cage-free egg company in the nation; it recently achieved Humane Farmed Animal Care status, the highest animal-welfare certification that it can attain; and to top it off, UW-Madison benefits. Brunnquell recently began supplying organic eggs to its residence halls and dining services.

Felicitations to **William Connors '85, MA'89, JD'89** — the new director of continuing legal education for the State Bar of Wisconsin. He was most recently the city administrator of Evansville, Wisconsin.

If you knew **Bryant Davis '88** while he was earning his electrical engineering degree, you should know that he's also D'Breeon ([www.dbreeon.com](http://www.dbreeon.com)) — a saxophonist, singer, composer, technical director, and consultant. His new double CD, *Fantasy*, delivers both R&B and club-jazz, and follows his debut work, *Do It*, both of which were produced at his L.A. studio, Big Sound Records. Davis is also a voting member of the Grammy Awards.

The Washington, D.C.-based Advocacy Project (AP) chose two UW grads to intern with AP partner organizations around the world this past summer. **Lynne Engelman '88** is studying international

social work at the University of Calgary [Alberta, Canada] and worked with the UK Association of Gypsy Women. **Jessica Sewall '03** is pursuing a master's in international policy and development at Georgetown's Public Policy Institute in Washington, D.C., and worked with the Women's Consortium of Nigeria.

A career as a financial adviser and publishing *Make Your Kid a Millionaire* (Simon & Schuster) were just the beginning for **Kevin McKinley '88**. Next came co-hosting an Eau Claire, Wisconsin-based radio show called *On Your Money* ([www.onyourmoney.com](http://www.onyourmoney.com)). And now you can hear McKinley delivering entertaining and informative money-management advice statewide through Wisconsin Public Radio's Ideas Network.

You may not give a lot of thought to the seat you inhabit in a lecture hall or corporate training space, but **Wilson Troup III '88, MBA'89** and **Susan Sauthoff Swanson '90** do. Troup is the president and owner of Sedia Systems in Chicago, and Swanson is the company's director of marketing. They sent us a photo from this summer's NeoCon world trade show, in which they were sitting in the "Runner" — a Sedia system that earned the Silver Best of NeoCon Award.

The University of Arkansas has welcomed the first holder of its new Donald "Buddy" Wray Chair in Food Safety, as well as the new director of its Center for Food Safety — and they're both **Steven Ricke PhD'89** of Springdale. He's arrived in Arkansas from Texas A&M University, where he was a professor of poultry science.

## 90s

**Roberta "Bobbi" Cordano JD'90** is the new assistant dean of the Hubert H.



Humphrey Institute of Public Affairs at the University of Minnesota, Twin Cities. Since 2000, she's been that university's director of disability services, and in 2003 was an inaugural recipient of the institute's Hubert H. Humphrey Public Leadership Award.

Best wishes to **Dan Bender '91** on two fronts: he's a founder of the new ABiX Global, and his Washington, D.C., law firm has merged into Aulakh Bender Ferguson.

Several '90s grads have been moving around and moving up. Recently promoted partners in their respective organizations include **Kurt Gresens '91** in the Green Bay, Wisconsin, office of Wipfli, a CPA and consulting firm; **Steven Cottreau '93** at the Sidley Austin law firm in Washington, D.C.; and **Hal Schwartz '97** at Boston's McDermott Will & Emery law firm. In addition, **Antonia (Antonette) Holland '95** has joined the Milwaukee branch of law firm Godfrey & Kahn.

Two new head coaches have emerged from our ranks. **Arllisa Hagan '93** is leading the Hoyas' women's volleyball program at Georgetown University in Washington, D.C., after four years as an assistant at the University of Florida. There she helped the Gators reach two Final Fours. (Thanks to **Andrew Meyer '92** of Los Angeles for letting us know.) And, **Tola Olson Neils '96** is new to the helm of women's basketball at Madison's Edgewood College. She's been the head coach at Preble High School in Green Bay, Wisconsin, for the last five years, a highlight of which was competing in the WIAA Division I girls basketball championships in 2003.

The new senior interactive producer at the Madison-based marketing firm Hiebing is **Kurt Malueg '93**, who will manage all of the agency's Web and interactive media projects.

He was previously a principal and executive producer at Tripstream Productions in Steamboat Springs, Colorado.

It takes successfully completing seven exams to achieve associate status with the Casualty Actuarial Society, and **Brian Mullen '93, MMusic'04** has done it. He's an actuarial assistant at Madison's Capitol Indemnity Corporation.

New Yorker **Alison Weisberg Zelenko '93** has embarked on a big — make that *big* — job. "With a strong and passionate appetite for all things news," she's been appointed vice president of communications for the TIME Group, overseeing all public relations and communications efforts for *TIME* magazine's domestic and international editions, *TIME.com*, *TIME for Kids*, and *TIME Style & Design*. She's also a great fan of the UW's School of Journalism and sits on its board of visitors.

For the second straight year, Madison's Shine Advertising Company was the only Wisconsin agency to receive an EFFIE Award from the New York American Marketing Association. **Curt Hanke '94**, a co-founder and the firm's account director, notes that it's the only award that recognizes ad campaigns both for their creativity and their marketplace effectiveness. The EFFIE applauded Shine's work for Madison's Veridian Homes.

**Jeffrey Henderson '94** has been quite an achiever! He earned an MD and PhD in molecular biophysics from Washington University in St. Louis, Missouri; completed an internal-medicine residency and infectious-diseases fellowship; and is now joining the faculty at Washington University's School of Medicine.

*Treason by Words: Literature, Law, and Rebellion in Shakespeare's England* (Cornell University Press) is a new work by **Rebecca Lemon MA'94**,

**PhD'00**, an assistant professor of English at the University of Southern California.

It's been a big year for **Melinda Gustafson '95, JD'01**. Not only did she become Melinda Gustafson Gervasi in June, but she also recently founded the Gustafson Law Office in Madison to specialize in estate planning and probate issues.

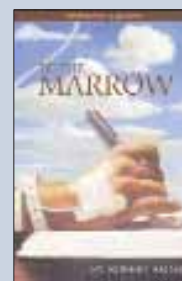
Not every English major finds a way to use the degree in a direct way, but **Kelly Kizer Whitt '95** has done it: her love of words led her to found a crossword-puzzle company, Wisconsin Wordsmith ([www.wisconsinwordsmith.com](http://www.wisconsinwordsmith.com)). Each week she crafts a new Wisconsin-themed puzzle for newspapers across the state; her work appears regularly in *Country Woman* magazine; and she even creates personalized puzzle challenges. Whitt lives in of Sussex, Wisconsin.

**Emily Blair MFA'96** and **M. (Mary) Michelle Illuminato MFA'96** are part of Next Question ([www.nextquestion.org](http://www.nextquestion.org)), an art collective that created an interactive installation titled *GUIDE/VODIC* in Belgrade, Serbia, in May. Blair lives in Brooklyn, New York, and Illuminato began a tenure-track position at Alfred [New York] University this fall.

**Justin Lowman '96** is putting his art history and classical humanities majors to excellent use as an art preparator — a "fancy name for art handler/installer," he explains. Lowman started at the Los Angeles County Museum of Art and is now with the J. Paul Getty Museum. Since 2004, he's been helping to reinstall the antiquities collection at the original Getty Villa in Malibu, where some 1,200 objects are on display — out of the 50,000-plus pieces in the collection.

Chicagoan **Barry Tarter '97** shared news of his "start-up adventure," EXACT Sports ([www.exactsports.net](http://www.exactsports.net)), which

## Bookmark



At age forty-four, **Robert Seder '72** was diagnosed with an aggressive form of lymphoma, and in 1994 he underwent a bone marrow transplant that required six weeks of isolation. He was told that he'd be recovering for a year, and the success rate was only 50 percent.

*To the Marrow*, published by CavanKerry Press in 2006, is Seder's intimate, day-to-day journal of that time — his "uncompromising and moving account of the physically and emotionally harrowing experience ... [and] a profound meditation on a life as lived in the face of medical adversity."

The memoir continues after Seder left the hospital. Five years later, he wrote, "I am still here. Still breathing, still talking, still tickled to be alive. But ... let me tell you it is not over. It is never over." He underwent a second bone marrow transplant in 2001 and died in 2002 from related complications.

The foreword to the book says that it's "heartbreaking in the best sense of the word. It will break your heart open and offer you the chance to not let your life evaporate around you or within you."

Seder was a production and lighting designer for many dance and theater companies, a playwright, and an instructor at Bard College in Annandale-on-Hudson, New York.

he describes as “the only system to predict athlete potential — the ‘SAT of athletic performance.’ ” As the firm’s founder and executive director, Tarter led the process to create measurements of every aspect of athleticism, and the result is a single, comprehensive picture of an athlete that scouts, coaches, and trainers can use in recruiting and training.

Life must have been very exciting this fall for **Nicole Vernon ’98** — the recently promoted chief of staff for U.S. Congressman **Mark Green JD’87** of Wisconsin — as Green ran against incumbent **Jim Doyle ’67** in the Badger State’s gubernatorial race. Vernon started her “career with Congress” in 1997 by interning for former U.S. Congressman **Scott Klug MBA’90** of Wisconsin.

Part of the work that **Krista Horochena ’99** does as a senior law and policy analyst at the University of Maryland’s Center for Health and Homeland Security included a presentation to a NATO Advanced Study Institute course in Macedonia in June. There, she discussed the legal authority that governments need to manage their public-health responses to such emergencies as hurricanes and SARS outbreaks.

**J.R. (Jim) Norton ’99** says that his new book, *Saving General Washington: The Right-Wing Assault on America’s Founding Principles* (Tarcher), is, “in a nutshell, about the ideals and legacy of the Founding Fathers. ... I reference Wisconsin political figures — Proxmire, Feingold, La Follette — as examples of contemporary folks living up to [their] example.” Norton, of Minneapolis, is a producer for *The Al Franken Show* who got his start as the *Christian Science Monitor’s* Middle East editor. In 1998 he co-founded — and remains the editor of — *Flak Magazine*, a daily online journal that’s a “noncompre-

hensive guide to everything.”

At the Studios of Potente in Kenosha, Wisconsin, **Jill Wamboldt ’99** played a big role in its most recent large-scale creation: a custom-made window comprising more than eighty sections of stained glass for the Wisconsin Lutheran Church in Madison. Wamboldt’s involvement included design revisions, full-size layout, color selection, and painting artworks on the glass using the same techniques that glass artists have used for centuries.

## 2000s

A Catherine B. Reynolds Foundation Fellowship in Social Entrepreneurship has gone to **Sara Keenan ’00**, a graduate student at New York University. The fellowship recognizes those with a proven record of success in public service, and Keenan has already attained a broad background in teaching literature and composition to middle and high school students.

From star rower to Bronze Star recipient: that’s **Matt Smith ’00**. While at Wisconsin, he earned three varsity letters in rowing, captained the men’s crew, and was an ROTC member — all of which led to his commission as an army captain, acceptance into the U.S. Army World Class Athlete Program (WCAP), and a spot on the 2004 U.S. Olympic team. Now Smith has earned a Bronze Star for his service in Iraq as well. He returned home in July, but planned to rejoin the WCAP soon after and seek a place on the 2008 U.S. Olympic team.

From a field of 1,100 nominees, **LaKindra Mohr ’02** was among 77 college graduates to earn one of the most generous academic awards offered in the U.S.: a Jack Kent Cooke Foundation graduate scholarship, which covers tuition, room, board, fees, and books — up

to \$50,000 annually — for up to six years. Mohr plans to pursue degrees in law and international relations at Johns Hopkins University and to “play a substantial role in the reformation of U.S. development strategies in Latin America.”

In the world of commercial real estate, **Brandon Wiltgen ’03** is the new director of marketing and financial analysis at Lee & Associates’ Madison office, and **Rachael Weinberg ’06** has begun an eighteen-month management-training program at Developers Diversified Realty in Cleveland.

**John Pederson ’05** said his goodbyes to the U.S. in July when he left on a ten-month Fulbright U.S. student scholarship. He’s now teaching English and researching community radio in Sumatra. “My particular project is the direct result of a mentor and internship that were made possible by the School of Journalism,” says Pederson. “I am forever grateful for the guidance, inspiration, and friendship that I received ... at UW-Madison.”

The Rona Jaffe Foundation thought so highly of the work of **Rita Mae Reese MBA’05** that it chose her as one of six recipients of its 2006 Writers’ Awards — \$15,000 prizes given annually to female writers who demonstrate great promise early in their careers, and the only national literary awards devoted exclusively to women. Reese is a Stegner Fellow in fiction at Stanford University, where she’s working on her novel, *Local Usage*; completing *A History of Accidents*, her first poetry collection; and planning a documentary/biography of Flannery O’Connor.

## obituaries

**Joseph Kauffman** — a Peace Corps pioneer and UW administrator, emeritus professor of educational leadership, and

dean of student affairs during the turbulent 1960s — died in September in Middleton, Wisconsin. Prior to joining the UW in 1965, Kauffman worked as a consultant in Washington, D.C., and advocated a national youth corps during John Kennedy’s 1960 presidential campaign. He then served on the staff of R. Sargent Shriver, Jr. that developed the Peace Corps, becoming its first director of training and playing a crucial role in establishing recruitment at UW-Madison, which today consistently leads the nation in generating volunteers. At the UW, Kauffman provided valuable counsel to Chancellors Donna Shalala; David Ward MS’62, PhD’63; and John D. Wiley MS’65, PhD’68. He also served the UW System as an executive vice president. His legacy lives on at UW-Madison through the Joseph F. Kauffman Administrative Development Program. “Joe Kauffman will be remembered as one of the great contributors to the success of this university,” Wiley said.

**Martha Peterson** served as UW-Madison’s dean of women from 1956 until 1962, and continued as its dean of students until 1967. She died in July in Madison. “Miss Peterson,” as she preferred to be called, was known for fostering calm during her presidency at Barnard College in New York City from 1967 until 1975 — a period of student anti-war demonstrations and unrest. Then, as the first female president of Beloit [Wisconsin] College from 1975 until 1981, she was credited with restoring fiscal stability during a time of declining enrollment and endowment. Peterson was also the first woman to serve on the boards of Exxon and Metropolitan Life Insurance.

Compiled by WAA’s alumni news editor, Paula Wagner Apfelbach ’83 — who is rarely shaken, but frequently stirred.