

# ON WISCONSIN

For UW-Madison  
Alumni and Friends



**FALL 2001**

**Emotions and Health**

**Al Schwartz Live**

**Electric Chair: No More?**

*Freedom Riders  
Jerome Dotson, Jr. and  
Elizabeth Keeney*

# Here's what Baron Kelly did today:

- Studied lines for his role in "Master Harold and the Boys," playing this fall in Madison's Mitchell Theatre.
- Shared tales with some fellow theater students about the days when he acted with Al Pacino on Broadway.
- Offered tips on technique to a group of aspiring student actors, who are enrolled in a multicultural acting class that he helped design.
- Filmed an episode of "Cultural Horizons in Wisconsin," a PBS educational show that he hosts, which teaches children of all cultures about their heritage.
- Ordered lefse from a local restaurant — in Norwegian, which he's been learning in his spare time.

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# IN WISCONSIN

Fall 2001  
Volume 102, Number 3

## 18 The Past Walks With Us

Calling themselves modern-day Freedom Riders, UW students journeyed into the American South to trace the path of civil-rights history. Along the way, they learned that events of the past aren't always so distant — and that in many ways the past still shapes the present.

By Michael Penn MA'97

## 28 Getting Emotional

When UW researchers Ned Kalin and Richard Davidson first began to suspect that emotions are important to our health and well-being, almost no one in the scientific community agreed with them. Now there's a burgeoning effort to understand the biological roots of feelings like happiness, anger, anxiety, and love — and Kalin and Davidson are leading the way.

By Dian Land and Brian Mattmiller '86



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## 34 Al Schwartz Live

What's it like to serve as Dick Clark's righthand man, marry one of the Doublemint Twins, and stand backstage with Michael Jackson? Al Schwartz '53, who got his start in the UW Haresfoot club, has helped to create shows ranging from the American Music Awards to "TV Bloopers" — and he's still going strong.

By Susan Lampert Smith '82



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## 38 The Switch

There is a national trend toward lethal injection and away from that uniquely American institution, the electric chair. Though it was the country's most common form of execution for nearly a hundred years, the chair is now disappearing as one state after another discards electrocution as cruel and prone to failure. UW Emeritus Professor Theodore Bernstein, perhaps the only living expert on legal electrocution, is working to pull the plug on the electric chair permanently.

By John Allen



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**Cover:** Jerome Dotson, Jr., a graduate student in Afro-American studies, and Elizabeth Keeney, a senior in social work and theater, were among the thirty-four UW students who set off on a bus to learn about civil-rights history — and came back having learned even more about each other.

*Photo by Jeff Miller*



### Who's a Survivor?

As a UW business school graduate, I read with interest the "Dot-com Survivors" story (Summer 2001). I, too, exercised my entrepreneurial spirit when I opened a business combining specialty coffee with on-site bagel production in Columbus, Ohio. However, my experience differs in that I developed a comprehensive business plan, incorporating a break-even analysis before proceeding with financing. I was stunned to read that Anil Rathi lost "more than \$50,000" in his initial venture, India2U.com. A solid business plan should have identified exactly how India2U.com would be profitable, if at all, before proceeding.

Start-ups and dot-com businesses must still adhere to basic business principles. Although Rathi believes "an entrepreneur is a visionary," I would be wary of financing any deal until it is fundamentally sound, visionary or not. Incidentally, I sold Brian's Bagel Café to a chain at the apex of the bagel market and have returned to corporate America.

*Brian Hale '81, MBA'87  
Boston, Massachusetts*

The other night I had this crazy dream. There was a roller coaster full of smartly dressed business types holding Scotches and martinis, chatting and making business plans. After a ride of about a minute or so, they would get off, hair windblown and clothes slightly sweaty and wrinkled. The end of the ride swarmed with press who patted everyone on the back and handed out shiny trophies that read, "SURVIVOR."

According to the mainstream media, first came the boom, then came the bust, and then came the "survivors," rugged entrepreneurs who created an industry, then somehow managed to stay afloat after its precipitous crash.

But there is another side to this story. The dot-com boom trashed San Francisco. Throughout the city, long-term residents, local businesses, cultural organizations, and schools were displaced by skyrocketing rents. San Francisco's Mission District, long an important Latino,

immigrant, working-class, and artists' community, was particularly hard hit.

According to the San Francisco Rent Board, 1,000 Mission District households were evicted from 1990 to 2000. These evictions made possible a drastic increase in rents and have contributed to a severe loss in affordable housing in the neighborhood and the city. Community-serving agencies were also affected. In a massive eviction in the heart of the Mission District, Bigstep.com displaced twenty-six nonprofit tenants in the Bayview Bank building.

Throughout San Francisco, developers, realtors, and cyber-businesses alike took advantage of lax zoning enforcement and an inflated market, dodging city fees and taxes and drastically altering the face of the city.

The real survival story is about the communities that continue to struggle with the displacement of thousands of long-term residents, community-serving businesses, and community-based organizations. The Mission community, for example, is currently organizing a planning process to develop permanent and enforceable zoning controls that respect community needs as opposed to fickle "market forces."

In my book, they are the real survivors and the heroes of this story. If there is any stability and sustainability in our communities and our economy, we have them to thank.

*Sarah Town '96*

*San Francisco, California*

*(Editor's note: The full text of Sarah Town's letter is online at [uwalumni.com/onwisconsin](http://uwalumni.com/onwisconsin).)*

I beg you, in the name of all that's decent, to stop using the phrase "dot-com survivor." Funny how a person who starts a virtual business and fails is a survivor, while a person who starts a bricks-and-mortar storefront and fails is, well, a failure. Perhaps what the dot-com survivors are best at is marketing themselves as such.

Not that there's anything wrong with failure — my failures have taught me a lot more about the world than my successes. And there's the problem —

people who are too arrogant to admit failure are doomed to "survive" again.

If you want to give equal exposure to other survivors, I suggest a visit to the UW's cancer treatment center, or a drive to one of the century-old dairy farms around Dane County. Here you'll find survivors in the truest sense of the word.

*Darren Bush '88*

*Madison*

### A George, by Any Other Name ...

I enjoyed "Listening to History's Voices," Michael Penn's article on Susan Zaeske's Great Speakers class. But just to get history's voices right, the previous version of this course was taught by Fredrick W. Haberman, not George Haberman.

*William Sewell, Jr. '62*

*Chicago, Illinois*

### Garden of Eatin'

It was interesting to read the article "Homegrown Diversity" (Summer 2001). My wife and I moved to 406F in Eagle Heights in August 1959. The spring of 1960 we planted our first garden. I was a second-year medical student without any money. We lived on my wife's teacher's salary of \$290 per month. We had both grown up on farms, and our parents always had gardens.

My wife was due with our first child in late May. When the baby became two weeks overdue, my wife went to the garden and hoed the potatoes, hoping that would induce labor. It did not help.

We were happy to read about how this gardening tradition at Eagle Heights has continued since 1960.

*John MD'62 and Arla Clemons*

*La Crosse, Wisconsin*

Thank you for the soul-nourishing memories stirred by your article on the Eagle Heights gardens. Truly, some of my strongest memories of UW-Madison are rooted back in my two garden plots. In the early eighties my husband, Dennis, was on the Garden Committee, and at the time was one of the few folks who knew how to take care of the watering pipes. He spent many an hour mak-



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ing sure we and other families had water for our gardens. I still get a chuckle reminiscing how I, as a new bride, tried to figure out what to do with all those cukes and zucchini in my tiny kitchen! Deepest thanks for the most personally touching article in *On Wisconsin* yet!

Laura Soldner '81, MS'85  
Marquette, Michigan

### Childcare Thoughts

Your article "The Childcare Squeeze" (Summer 2001) contained some very important lessons, not just for the university, but for society as a whole.

Professors Holden and Rayment must be so thankful that having a child did not affect their academic productivity. I had two children while in the sociology doctoral program at Wisconsin, and I honestly believe my academic productivity suffered because of it. With greater access to quality, affordable, full-time infant care, I might have gotten a job at an elite university comparable to Wisconsin. The changes suggested in the article give me hope that future parents will not have to suffer professionally because of their children, as I did.

The only flaw in the article is the failure to question the assumption that infant care should begin at six weeks of age. For unproblematic births, mothers are now routinely sent home with their children twenty-four hours postpartum. Surely the parents ought to be able to get back to work not long after that. Even six weeks away from work, when multiplied by two or more children, can add up to months of lost productivity.

Thus, when it comes to liberation from the burden of raising our children, our society obviously still has a long way to go. But the fact that, in Professor Holden's words, she and her husband "published just as much as we had before" gives this assistant professor hope for future generations.

David Yamane MS'94, PhD'98  
South Bend, Indiana

Continued on page 57

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The Wisconsin Alumni Association (WAA) is open to all alumni, students, and friends of the university. WAA encourages diversity, inclusivity, and participation by all of these groups in its activities, and does not discriminate on any basis. WAA embraces UW-Madison's sifting and winnowing motto, which is a cherished and widely admired tradition.

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## Reconnect with Your Intellect

As chair of the board for the Wisconsin Alumni Association, one of the things that has been exciting for me is seeing how creative we've been recently with our continuing education programs. This aligns with the university's commitment to amplify the Wisconsin Idea, expanding the borders of the campus to the state and beyond. In support of this goal, WAA and several of its campus partners have teamed up to combine learning opportunities with good, old-fashioned Wisconsin fun.

For instance, a new program called Alumni Weekend College brings you back to campus during home football weekends to enjoy seminars at the new Fluno Center for Executive Education. Everyone who has gone to the Fluno Center has just raved about the quality of its facilities. On November 3, before the Wisconsin-Iowa game, you can attend a management seminar there.

On November 16, the Friday before the Michigan game, UW band director Mike Leckrone will teach a course on the history of American music at the Fluno Center. It's going to be a wonderful program that will culminate in a big band swing dance in the evening. You'll get to hear about the birth of jazz and the early years of rock 'n' roll, and you'll hear it from an expert whose own personal record collection is one of the finest in the United States. Claude Cailliet and the UW Jazz Ensemble will perform in the afternoon. It's going to be exciting.

Other great Alumni Weekend College topics include a marathon training class, which has an online component (see page 17); special executive briefings; and a golf clinic at University Ridge Golf Course. They're all taught by UW experts, ranging from kinesiologist Ron Carda to the UW golf coaching staff.

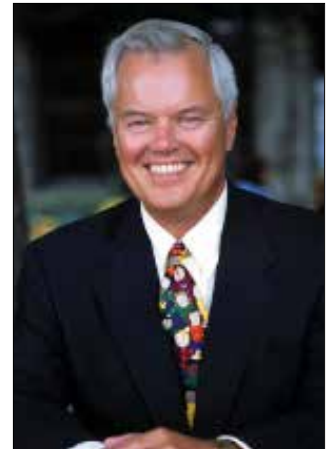
The reaction to Grandparents University, which debuted this past July, was overwhelmingly positive. This event drew alumni and their grandchildren to campus to take classes, stay in the residence halls, and share oral histories. One grandmother wrote, "It gave all of us grandparents an excellent opportunity to bond with our grandchildren in a very special way." (See Association News, page 45.)

The Alumni College at the Clearing was another creative program that took UW-Madison faculty to Door County in July to teach classes on Scandinavian heritage. Participants learned about where "Ole and Lena" jokes come from, why Badger fans polka during the Fifth Quarter, and how truly beautiful a cabin overlooking the shores of Green Bay can be.

Whether coming to a seminar on campus, taking part in a Founders Day or On the Road event in your area, or participating in an online class, you're going to be enriched. You're going to meet other alumni. And you're going to have a good time.

Be sure to visit [uwalumni.com/learn](http://uwalumni.com/learn) to find out more about these upcoming opportunities. There couldn't be a better time to reach out and feel some of that intellectual excitement!

*Jim Burt '57, WAA's chair of the board, is the CEO of WPC Brands, Incorporated*



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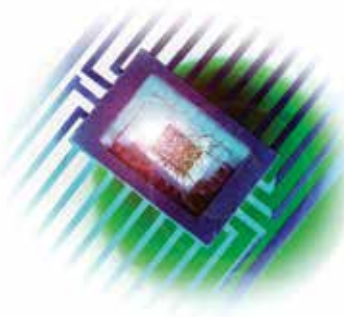
## Research

### A Quantum Leap For Computers

For years, computer scientists have dreamed about a machine that would be the endgame in computing's eternal quest for more speed and power — a device so powerful that it could untangle in seconds what would take today's quickest computer a million years to solve. One possible path toward that dream is to build a machine that runs on the power of quantum physics, an idea so promising and so out-there that it has been called the Holy Grail of computer science.

The latest group to take on that challenge is a team of UW-Madison engineers, including materials science Professor **Max Lagally MS'65, PhD'68**, electrical and computer engineering Professor **Dan van der Weide**, and physics Professors **Robert Joynt** and **Mark Eriksson '92**. The researchers have won a federal grant to begin building an engine for a super-powered machine known as a quantum computer. If they succeed, a working model could be finished within ten to thirty years.

The UW team is combining the theories of advanced physics with a unique environment for engineering and measuring the performance of the computer's "parts." Working at a scale much smaller than a grain of sand, the scientists are crafting quantum dots, which act like tiny boxes that hold electrons inside. Quantum dots could work like the logic gates of classical computers, but instead of relying on the zeroes and ones of binary code, a quantum computer would use the dots to hold and measure the spin state of electrons. The power of a quantum computer would be derived from a linked chain of



thousands of dots.

Although scientists have been able to trap individual atoms before, making the links has proved difficult. The UW's team may be the first to create dots that can be assembled into long chains, a crucial step toward being able to construct working quantum computers.

"That is what is so exciting," says Eriksson. "Here we are building a new type of quantum dot that hasn't been made before, and if we can do this successfully, the infrastructure is out there so that the technical community should be able to run with this."

If they come to exist, quantum computers could make possible a whole new array of tasks that are difficult for today's computers — things such as encryption or language translation. A quantum computer may be able to instantly translate foreign languages as they are spoken, something unthinkable for the most powerful models now.

### One Liver, Two Lives

For the first time in Wisconsin, surgeons at UW-Madison have taken a single liver and transplanted it into two adult recipients to save both of their lives.

With seventeen years' experience, University Hospital has become adept at performing liver transplants. **Munci Kalayoglu**, director of UW's liver transplant program, says the facility has done a thousand such operations, including seventy-nine this year.

But split-liver transplants — in which one donated organ is divided between two recipients — are uncommon. The university has performed only twelve such procedures, and previously the livers had been divided unevenly, with a smaller portion going to a child and a larger portion to an adult.

"Splitting a liver between two adults is more difficult and more technically demanding," says Kalayoglu. "We had to divide the bile ducts and the arteries evenly, or else there might not have been enough functioning liver to maintain life."

The two recipients, Stephanie Ochab and Judy Riley, had both suffered from cirrhosis. According to Kalayoglu, approximately 18,000 patients across the country are awaiting liver transplants, while only 5,500 livers are donated each year. Because of the high demand, Kalayoglu expects that split-liver transplants will become increasingly common.

### Getting to the Root of Evil

When UW-Madison Professor **Claudia Card '62** says she plans to "take the concept of evil head-on," she may not mean quite what you think. She doesn't fight crime, she doesn't battle super-villains, and she doesn't spend her nights speeding through the streets of Madison in her super-charged, rocket-powered Cardmobile.

"I've written a book," she says, "called *The Atrocity Paradigm*. I'm a professor of ethics, and this is an attempt to form a philosophical definition of what evil is — to define evil as opposed to ordinary wrongdoing."

According to Card, philosophers have generally overlooked evil, allowing the term to be used loosely to describe a wide variety of bad actions or conditions



### Free Ride

At least for the next year, it won't cost anything to get on board with the UW's public transit systems. Campus transportation managers have scrapped the fifty-cent fares on the "L" and "LN" bus routes that circulate around campus, in a one-year trial that may become permanent if it helps alleviate the university's notorious parking crunch. They're calculating that one reason faculty, staff, and students like to drive to campus is not necessarily to get *to* campus, but to get around to various meetings and classes. With the free buses there to ferry all comers, the hope is that some drivers will find it easier to leave their cars at home.



JEFF MILLER



### Paddle-In Movies

Terrace denizens enjoy one of the best backdrops in movie-going during a Lakeside Free Cinema showing on a late summer evening. A Monday night tradition for more than a decade, the free theater features a cultish and varied selection of films, which this summer ranged from pop icons like *Jaws* and *Rocky* to oldies like *A Star is Born*. Like all the Union's film events, students do all the planning, and they keep spooling the reels lakeside as late into fall as weather permits. If you're interested in catching the stars under the stars, call (608) 262-6333 for films and schedules.

"Philosophers ought to pay attention" to the way the term *evil* is used, she contends, and she proposes this definition: "An evil is an intolerable harm that's produced by culpable wrongdoing." In other words, an evil is an action taken by one person or group that makes another person or group's life intolerable or death indecent.

"An evil need not be the result of sadism or wickedness but could come from negligence or selfishness," she says. "Many people who participate in evil aren't particularly malicious. My definition isn't based on intent, but on the harm that results."

She lists slavery, rape, and genocide as clear cases of evil, "as opposed to something like riding the subway without paying, which may violate society's rules but doesn't really hurt anyone. That would be an ordinary wrongdoing." Card's book is the result of decades of study and will be available from Oxford University Press in the spring.

### The Importance of Being Early

Early-childhood education programs such as the federal Head Start initiative take the ounce-of-prevention approach to social problems like juvenile delinquency and high dropout rates. Getting very young children rooted in the business of learning, many believe, helps keep kids from veering off track later in life. But, as with most preventive medicine, there's always this question: how do we know if it's working?

**Arthur Reynolds**, a professor of social work, has produced some of the best evidence yet that programs like Head Start do work. During the past fifteen years, he and colleagues have observed more than one thousand graduates of early-childhood education programs that have run in Chicago neighborhoods since 1967. They've monitored carefully the academic and social progress of the children, noting such factors as readiness and achievement in school,

retention rates, and incidence of delinquency and crime. And they've identified a "snowball effect" of positive outcomes.

The survey results, released this summer, show that students in the early-education programs were less likely to be arrested, less likely to be held back in school, and more likely to finish high school than children from the same neighborhoods who didn't start off in the preschool programs. The authors concluded that children in the program gained a "cumulative advantage" that persisted into early adulthood.

"We haven't had this level of long-term scientific evidence for public programs until now," Reynolds says. "These are really life-altering outcomes for young people, with major implications for society."

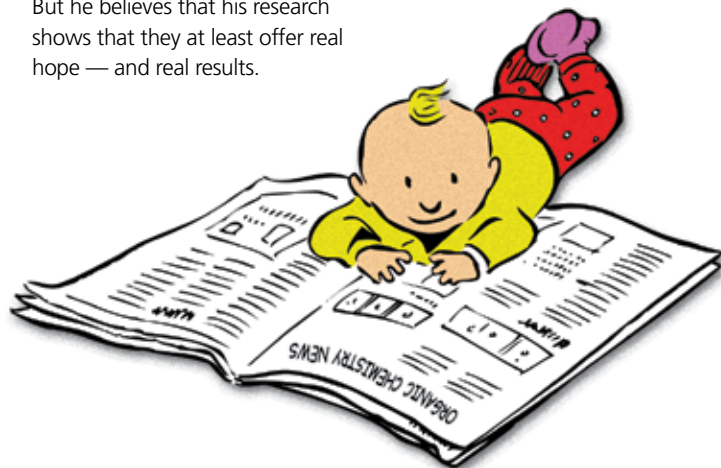
At the center of the study was the Child-Parent Centers program, which is offered through twenty-three schools in inner-city Chicago. Like Head Start, it is supported by federal grants, but the program is run by the schools, rather than social-service agencies. The centers enroll children as young as three and as old as nine, emphasizing literacy and parental involvement in learning.

By themselves, programs such as the Chicago example "cannot ameliorate the effects of continuing disadvantages children may face," Reynolds says. But he believes that his research shows that they at least offer real hope — and real results.

### Overheard

**"I think they feel connected to this place at least as much as the on-campus students, and their presence at graduation proved it."**

— Engineering faculty associate **Wayne Pferdebirt**, noting that he was "surprised and pleased" that all twenty-two graduates in the Master of Engineering in Professional Practice Program were present at spring commencement. The students made up the inaugural graduating class from UW-Madison's first entirely online degree program, and for some, graduation marked only the third time they had set foot on campus.



## The Hard Cell

Few people had more interest in President Bush's recent decision on stem-cell research than **James**

**Thomson**, whom *Time* magazine recently called "the man who brought you stem cells." The UW developmental biologist, who graces the cover of



*Time*'s August 20 issue, in 1998 became the first person to cultivate stem cells from a human embryo, igniting a maelstrom of scientific curiosity and public debate over the morality of using embryos for research. But don't expect Thomson to enjoy his role as media darling. Serious and intensely media-shy, he doesn't even own a television (he watched Bush's announcement at a neighbor's house). And what did the face of stem-cell research do the day after Bush's dramatic address? He tells *Time* that he went hang gliding, "to clear my head before facing the media storm."

The storm is just beginning. Bush's decision to allow federal funding only for research on the sixty-four existing colonies of embryonic stem cells has touched off a battle over how stem-cell work will proceed — and who will control it. Scientists suspect that not all of the lines Bush identified are viable options for research, and the competition to work with the lines that are promising will be fierce.

The UW, through the Wisconsin Alumni Research Foundation (WARF), holds patents on the five lines of cells developed by Thomson, as well as the techniques Thomson used to grow the cells, making it a major player. **Carl Gulbrandsen PhD'78, JD'81**, WARF's managing director, says that the foundation has been distributing cells to a number of academic and private researchers, and the patents help ensure that no private corporation dominates potential stem-cell therapies.

WARF is currently at odds with Geron Corporation, which partially funded Thomson's work and holds licensing rights on some types of tissue that might be developed from Thomson's cells. Geron is seeking to add more tissue types to the licensing agreement, but Gulbrandsen says WARF is opposed, believing that such a move would preclude potentially valuable work by other researchers in the pharmaceutical, medical, and scientific communities.

"We hope that federal funding and appropriate access to stem cells will increase the number of researchers who work with human embryonic stem cells," Gulbrandsen says. "A greater number of good researchers promise to bring the medicine of tomorrow closer to today."

— M.P.

## Students

### Making First Year Clique

Can a friendly face make a big campus smaller? The university will find out this fall, as it launches a pilot program designed to help first-year students connect with like-minded peers as they start rambling around the sprawling campus.

Under the program, about eighty new students have signed up to be part of "first-year interest groups," which are made up of about twenty students who take classes together and, in most cases, live in the same residence hall. Advisers believe that the groups, called FIGs, will operate like mini-learning communities, allowing students to explore common interests and experiences and make friendships that will soften their transition to college.

Here's how the FIGs work: during orientation, students could select one of four clusters arranged around a certain theme, such as folklore, global cultures, or studies of freedom through the ages. Each cluster contains three courses, which the students take along with other FIG members. Freshmen in the "Culture, Civilization, and Communication" group, for example, enroll en masse in Introduction to Cultural Anthropology; Western Culture: Political, Social and Economic Thought; and freshman composition. The idea is that those classroom friendships will spill over into residential life.

"We hope that these FIGs will provide an exciting experience for first-year students, bringing this large campus down to a more human scale," says **Timothy Walsh MA'84, PhD'93**, acting director of the Cross-College Advising Service.

This fall's debut is modest, involving only a fraction of first-year students. But the slots were snapped up quickly when FIGs

were introduced during summer orientation, says **Kari Fernholz**, the program coordinator. "Students really liked the schedule [of courses offered]," she says. If the good reviews persist into the school year, the FIG program will likely be expanded in future years, and at some point down the road, it's possible that most or even all first-year students may get a taste of FIGs.

### Using Their Noodles

UW-Madison's food-product development team has the hottest hand in *nouveau cuisine*. The nine students entered a contest sponsored by the Institute of Food Technologists for the invention of a new edible, and they took first prize with their creation, handicotti.

"It's a hand-held pasta product," says graduate student **Achyuth Hassan**, the team's leader. The dish consists of tomato sauce, sausage, vegetables, and cheese, wrapped in a microwavable pasta case. People eat it like a sandwich.

The top prize brought with it \$1,000, but these students aren't money grubbers. "Split nine ways, \$1,000 doesn't go very far," says Hassan. "It's more important to know we were number one in the country."

The food product development team is seeking to patent handicotti with the aid of the Wisconsin Alumni Research Foundation.



**Handicotti is a handy hand-held snack.**

LINCOLN LIM

## Talking about Revolutions

A team of UW-Madison students hit a grand slam at the World Series of advertising this summer, winning top honors for an ad campaign they designed for DaimlerChrysler.

The American Advertising Federation (AAF) sponsors the yearly contest among some six thousand students of advertising and marketing. Teams design global communications strategies to meet the needs of a specific client, which this year was the recently merged automaker. The UW team — **Heather Burnikel '01, Heidi Hackemer '01, Florian Martens x'02, Kristen Stippich x'02, and Marc Shapiro '01** — created a campaign titled "Revolutions Per Minute," which judges elected over fifteen other finalist teams as the top campaign.

The "Revolutions" strategy focused not on selling cars, but on establishing an identity for the newly formed company as a fast-moving innovator. The students' plan targeted Wall Street investors and others who may have watched the merger of the two companies with interest, using print, television, and out-of-home ads to reinforce their theme.

Charles Hudson, director of corporate communications for DaimlerChrysler, says that the UW students "astounded us with their professionalism and creativity. Their unique and precise strategic plan formed a solid foundation for their creative execution, which captured the spirit of innovation."

The AAF enrolls more than fifty thousand members, representing many of the nation's top agencies. The awards were announced at AAF's national convention in Cleveland, and many firms were there to troll for young talent. **Chris Schell**, the team's faculty adviser, says that some members have already

landed jobs, and the others are all deep in interviews. So don't be surprised if their next revolutions *are* televised.

## On Campus

### Budget Brings Tuition Hikes

Fall in Madison means four things are inevitable: the leaves change color, downtown parking grows scarce, temperatures fall, and tuition rises. This year, the UW System regents approved an 8.4 percent rate hike for Wisconsin undergraduates and a 12.5 percent increase for students from out of state.

The regents set those numbers at their July meeting, when they determined the \$3.35 billion annual operating budget for the entire University of Wisconsin System. About one-third of the System's revenue comes from the state budget, which hadn't yet been finalized when the regents met. In late July, state legislators passed a budget that increased the general purpose revenue (GPR) allocated to the UW System by 5 percent from last year. When Governor Scott McCallum signed the final budget August 30, most of that funding remained intact — although McCallum surprised students by tacking an additional 2.5 percent onto out-of-state tuition.

Because the regents used projected figures, the rates may be readjusted for later semesters. But the fall prices continue an upward trend at UW-Madison, and at universities in general.

Resident tuition here has increased, on average, by 6.2 percent per year during the last decade, and out-of-state tuition has grown at nearly twice that rate. This year's in-state seniors will pay the university 20 percent more than they did as freshmen.

Administrators defend the hikes as necessary because costs

### The One and Only Eudora

*Little known about author Eudora Welty '29, who died in July, is that she enjoyed a brief career at UW-Madison. Perhaps "enjoyed" isn't the right word. As Kelly Cherry, the Eudora Welty Professor Emerita of English and Evjue-Bascom Professor Emerita in the Humanities, shares below, Madison may not have lingered long in Welty's heart:*

On July 23, the world — not just America — lost one of its great writers. Eudora Welty was ninety-two. Most of a lifetime ago, she had come up from Mississippi to UW-Madison to finish her BA in the English department. She was not, unfortunately, happy in Madison: she found the climate and the people cold, she said; and she shot off to Chicago every weekend she could manage.

She was soft-voiced, perhaps shy and certainly unassuming, with a lovely drawl, but also lively, curious, and observant. She liked bourbon, potato chips, gossip, and good times. She loved New York City, where she was briefly in business school, and meeting the then-happening writers and, later, keeping up with younger writers wherever



they were. She loved her garden. She loved birds. She loved photography. She loved reading. She loved writing.

She was no more a regional writer than fellow Mississippian William Faulkner (who, early in her career, wrote her to say, "You're doing all right," a letter she treasured and kept near her desk), I.B. Singer, or Thomas Hardy. Because she also loved her characters, she erased herself from the page, making sure they were never dependent on her for their meaning or vitality. Free as free will, they will go on — and on — living without her, beyond her. Reading about them, we, the world's readers, are gifted to go beyond ourselves.

Kelly Cherry's many books include two short-story cycles set in Madison: *My Life and Dr. Joyce Brothers* and *The Society of Friends*.

are rising more quickly than is the UW's core funding from the state. "In general, there's been a dwindling of state GPR support for the university," says **Steve Van Ess '74**, director of financial aid. "When the share the state pays goes down, the share the students pay generally goes up."

UW System President **Katharine Lyall** points out that UW-Madison's tuition still stacks up well compared to peers. Resi-



dent tuition remains near the bottom of the Big Ten, and this year's increase — which Lyall notes follows a state-ordered tuition freeze last year — is the third-smallest increase among conference schools. "The bottom line is, at least for Wisconsin residents, our tuition is competitive," adds Van Ess.

But the increases put pressure on the university to ensure that financial aid keeps pace. Van Ess says that the university plans to grant more financial aid this year to partially offset the effect on needy students.

The 8.4 percent hike includes a 1.4 percent addition to fund a portion of the Madison Initiative, a program to improve facilities and faculty quality that the university began in 1999. The state earmarked \$14 million in GPR for the plan, and the university is devoting \$20 million.

### Musseling in on Madison

It's finally happened: Zebra mussels have come to Madison.

In May, state biologist Kurt Welke was diving in Lake Monona when he discovered the first of the mollusks to arrive in any of the city's lakes. An unwanted guest in North America's inland waterways, zebra



JEFF MILLER

## Collection

### Palm Reading

When Friends of UW-Madison Libraries member **Beth Kubly '69** donated more than one hundred books to campus libraries recently, no one worried about having to clear shelf space.

The volumes, from the collection of Kubly's father, former business Professor **Harold Kubly '27, MA'31, PhD'36**, are all miniatures, each about the size of a business card. Among the meatier manuscripts of the library's special collection, the little leather-bound volumes stand out like a line of Lilliputian soldiers.

Many of the books are highly illustrated, colorful collections of quotes from famous authors such as William Shakespeare, Robert Browning, and George Eliot. Dating from the early part of the twentieth century, these pocket editions were kept close at hand for when their owners needed a few quiet moments of inspiration or reflection. Now they're available for anyone to inspect in Memorial Library's Special Collections office. If only Browning had written about finals week. . .

— M.P.

mussels have been getting into nearly everything — and they're more than a nuisance. The tiny shellfish threaten to overwhelm freshwater ecosystems.

According to the UW's Sea Grant Institute, the mussels are native to Europe but were likely introduced to America in ballast water dumped from a trans-oceanic ship. The institute has been following the progress of zebra

mussels since they were first spotted in the Great Lakes in 1988, and during the past thirteen years, the mussels have spread throughout the eastern and central United States. They colonize on docks, boat hulls, nets, pipes, each other, and other mollusks, and they multiply until they drive out native species. Very few predators feed



SPENCER WATTS

### Gravitree

The UW botanical garden's new apple tree hangs heavy with history — it's a direct descendant of the tree whose falling fruit inspired Isaac Newton to thoughts of gravity.

Donated by U.S. Representative **F. James Sensenbrenner JD'68**, the tree was created by grafting a cutting from a descendant of the famous English apple tree to root stock that is more suited to Wisconsin's weather. After the tree arrived in May, members of UW-Madison's botany staff prepared it for planting. They chose a spot in the botanical garden near the physics building so that students in both disciplines could appreciate the tree's significance.

The UW's Newton tree is between two and three years old, says the botanical garden's **Mohammad Mehdi Fayyaz MS'73, PhD'77**, but don't look for apples in the near future. "It usually takes an apple tree about five years to bear fruit," he says. "It's going to be a couple of years yet before we can serve up any Newton pie."

—J.A.

on zebra mussels, so there's little to limit their progress.

"Once they get established in a body of water, there's really no effective way to get rid of them," says the Sea Grant Institute's **Stephen Wittman**. So the institute has focused its efforts on educating people about how to prevent the mussels from spreading into new territory. "We launched a zebra mussel watch campaign, and ten years later, we're quite pleased that only twenty-five or twenty-six out of Wisconsin's fourteen thousand bodies of water are infested."

## Dig the New Digs

For all the faculty, students, and alumni who swear by the sumptuous treats dished up at the Babcock Hall Dairy Store, the store itself hasn't had many fans. Since opening in 1951, the store made do with a dreary little home in the dairy-research building that even kind critics described as functional, but nothing special.

But that may change. After a five-month renovation to spruce things up, visitors to Babcock can have their ice cream cake and eat it, too — in a refurbished setting that evokes a classy bistro. The store reopened in July with a gleaming new look, awash in natural maple, ceramic tile, and stainless steel. The menu boards are now easier to read, and lighting has been improved to make the store cheerier. There are even new logos, the work of undergraduate art students, festooned about.

The store may seem larger, but it's actually the same space used more efficiently. New freezers hold a lot more ice cream, and additional counter space and cash registers help crowd flow. They've even worked in a new sandwich grill.

And, as fans of Babcock have come to expect, the dairy masters have added flavor to the occasion



JEFF MILLER

**Visitors to the redone Babcock Dairy Store attest that the decor is munch better.**

by adding a new flavor. Tasty Trip, a red-and-white twist of vanilla and marshmallow, was unveiled in July as an appreciative nod to **John and Donna Hansen**, whose donation made the renovation possible. John Hansen is the founder of Kwik Trip convenience stores; he earned his bachelor of science degree in meat and animal science in 1960.

## His Life in Pictures

**Peter Sís** says that it's no accident that maps and representations of place recur in his art. "Place is so important to me because I left one to be in another," says the noted illustrator, who immigrated to the United States from his native Czechoslovakia as a young man. Since then, he's covered more ground, establishing himself as a leading filmmaker, writer, and artist, possibly best known as the author and illustrator of the children's books *Madlenka*; *Starry Messenger: Galileo Galilei*; and *Tibet: Through the Red Box*.

This summer, Sís's globetrotting journey brought him to Madison, where he exhibited works at the Elvehjem Museum of Art and taught a four-week course on book illustration. His

## • A T H L E T I C S •

### Badger Goodfellas

When basketball star **Michael Finley x'95** signed a \$102 million contract to remain a member of the NBA Dallas Mavericks this summer, fans in Dallas rejoiced. And so did Wisconsin food pantries, neighborhood centers in Chicago and Dallas, and Zimbabwean fans of ballet — all of whom have benefited from Finley's largess.

Finley, Wisconsin's all-time leading scorer in men's basketball, has enjoyed a thriving professional career, being named to the NBA's all-star team this past season. But it is his work off the court that has been drawing honors. Recently, the NBA league office took notice of Finley's involvement in a variety of charities and community projects, naming him a Hometown Hero for the month of March.

Finley has been instrumental in helping fund Buckets for Hunger, a Madison-area group that stocks food pantries around the state. He has helped build boys' and girls' clubs in Texas and his native Chicago, and he recently made contributions that enabled the Dallas ballet to tour Zimbabwe. He also hosts five hundred inner-city Chicago kids each year for a free, five-day basketball camp.

Such benevolence also put Finley among the ninety-nine "good guys" in professional athletics chosen by *The Sporting News*. Joining Finley on the list were former Badger hockey players **Curtis Joseph x'92** and **Scott Mellanby x'88** and footballers **Jerry Wunsch x'97** and **Troy Vincent x'92**.

Joseph, now with the Toronto Maple Leafs, created a room in a Toronto children's hospital dedicated to kids with cancer. Mellanby, a former member of the Florida Panthers (now with the St. Louis Blues), has helped lead a charge in the Florida legislature to raise funds for families caring for autistic children. Wunsch, with the Tampa Bay Buccaneers, returns to Wisconsin each winter to host "children with cancer on a week-long ski trip. Vincent, whose work with fellow Philadelphia Eagles was featured in *On Wisconsin* in spring 2001, is active with many charities and funds eight college scholarships.

— M.P.



DAVID STULKA

**Michael Finley still makes points.**

## PopQuiz!

Match the following UW alumni organizations to their functions.

1. Wisconsin Alumni Association (WAA)
2. UW Foundation
3. Wisconsin Alumni Research Foundation (WARF)
4. Wisconsin Union
5. W Club

.....

- A. Raises money for the UW by seeking contributions from alumni and other friends of the university.
- B. Made up of former varsity athletes; acts as a booster organization for Badger sports.
- C. Administers the UW's patents and makes grants to support university research.
- D. Supports and gives access to facilities and events at the Memorial Union.
- E. Connects alumni and friends of UW-Madison with each other and the university through a series of programs, services, regional chapters, and affiliate groups.

.....

Answers on page 15

### An Eyeful

What do you do with seven thousand eyeballs? Create a museum so people can see 'em. **Richard Dubielzig**, a UW-Madison veterinary pathologist, has collected eyes from dozens of different species of animals — from squid to cheetahs to cats and dogs — and stores them at UW-Madison's Comparative Ocular Pathology Laboratory.

"I sort of call it a museum tongue-in-cheek," he says. "There's no formal structure." Instead, he uses the collection, which consists of slide-mounted eyeball cross-sections, as a teaching and research tool for the study of animal eye disease and abnormality.

—J.A.



SPENCER WALT'S

visit, sponsored by the campus Arts Institute and the Children's Cooperative Book Center, offered student artists a chance to work with Sis and reap the benefits of his broad experience.

Hard to typecast, Sis has worked on movie posters, murals, rock videos, animation projects, and just about any other medium where he can exercise his creative yen for telling stories. He told students that the details in pictures tell a story within the story told by words. "That's what I'm always trying to do — present an overall story and another, maybe even better story in details," he said.

Despite his notoriety, "students say that the artist, as teacher, was eager and approachable. "This famous artist, he is very humble and has this funny, self-deprecating manner about him," says **Sue Medaris**, an illustrator and graphic artist who says she jumped at the chance to take a class with Sis. "Not a snob at all. What a great role model."

The only potential downside was that Sis's life story — a triumph over poverty, a Communist regime unfriendly to artistic expression, and a journey to a world he hardly knew — made it hard for his protégés to complain about being "starving artists." Jokes Medaris, "Well, forget about ever feeling sorry for myself again!"

### Faculty and Staff

#### Spear's Homecoming

When UW-Madison's newly hired provost begins work in October, don't expect too much of that awkward "getting-to-know-the-new-guy" time. That's because just about everybody already knows **Peter Spear**.

Spear was chosen as UW-Madison's second-in-command in July. Most recently, he has been serving as a dean at the University of Colorado-Boulder,

but he's no stranger to the UW, having worked here from 1976 to 1996 as a professor of psychology and administrator.

The combination of experience and familiarity was attractive to Chancellor **John Wiley MS'65, PhD'68**, who chose Spear to fill the vacancy he created in January when he became chancellor. "We had a terrific pool of candidates," Wiley says. "All four finalists were very strong, but Peter's experience makes him the right fit for this campus at this time."

It's particularly handy that Spear needs no directions around campus, as he'll have plenty else to do in his new role. The provost's job has become increasingly important, especially as a greater share of the chancellor's time is devoted to raising funds and support for the university.

The provost is the university's chief operating officer, with significant responsibility for setting the academic course for twelve schools and colleges. The UW Board of Regents acknowl-



edged that level of responsibility last year by raising the salary for the position; in fact, Spear's starting salary will be more than **David Ward MS'62, PhD'63** made when he resigned as chancellor.

Spear, an acclaimed neuroscientist, was associate dean of the College of Letters and Science from 1994 to 1996, when he left to head Colorado's College of Arts and Sciences. "Without question, [UW-Madison] is one of the top public research universities in the country," Spear says. "This is really a wonderful opportunity to come back and work to make it even better."

## A Real Powerhouse

Professor **Jean Bahr**, an expert on hydrogeology and ground water systems, has taken on a unique new day job — or rather, her house has. While Bahr spends the day teaching on campus, her



JEFF MILLER

**The solar-energy shingles on Jean Bahr's roof are making waves around Madison — and currents.**

home, which is rigged to harness solar energy, feeds electricity into Madison's power grid, making Bahr the city's first citizen who doubles as a power-plant operator.

Bahr made the transition to solar energy this spring, install-

ing equipment that transforms light from the sun into electricity. On a sunny day, the system generates about 1,600 watts of juice an hour, and Bahr expects to meet about half of her yearly energy needs through the sun.

Always interested in renewable energy sources, Bahr says advances in solar-energy technology have made it more affordable and efficient. "Ten years ago, a system like this would have been completely out of reach for me," she says. "Now the cost is about as much as a small car."

But the real payoff for Bahr is that during the day, when her house uses very little energy, the excess electricity generated is fed into the local power grid to help meet the city's peak demand. In these days of energy crunches, Bahr can say that she's reducing our dependence on fossil fuels, even if by a little. And that really gives her a charge.

## PopQuiz!

Answers to page 14

1. E.
2. A.
3. C.
4. D.
5. B.

.....

## Flashback

With their crisp suits and flowers in the hair, these students show that move-in day was a more civilized affair in the late 1940s — though it's hard to imagine how, with those heels, they'll be able to move a steamer trunk that large.

When these women came to campus, they were bucking a trend of declining female enrollment. During World War II, the number of women at the UW had risen dramatically, while the male student population plummeted. But once the war ended, veterans flocked to Madison. Between the spring and fall semesters in 1945, enrollment rose by 35 percent. The next year, it more than doubled. The university couldn't handle such a crush of humanity, and the first students to suffer were coeds, especially those from out of state. They faced increasingly strict academic requirements, and the female student population wouldn't recover to wartime levels until 1960.

UW-Madison has come a long way in its support for female students. In May, the national Women in Engineering Programs and Advocates Network honored the university's Women in Science and Engineering (WISE) Residential Program, an effort to create a supportive community for female undergraduates in science or engineering. Participants live in Elizabeth Waters Hall, where upperclass WISE women assist underclass housemates. Since 1995, the program has aided more than four hundred female students.



UW-MADISON ARCHIVES

— J.A.



## *In It for the Long Run*

### *The class*

Marathon and  
Distance Training

### *The professor*

Ron Carda PhD'90

### *Meets*

Early mornings on Tuesdays  
and Thursdays; lectures at the  
McClain Athletic Facility

### *The students*

Twenty-five, most of whom are  
avid runners. (In fact, Carda  
advises that students who sign  
up for the course should  
already be running about  
twenty miles a week.)

### *What's expected*

The class alternates between  
lectures and running sessions,  
which include track workouts  
and distance runs. Students  
ultimately are expected to  
understand and apply the  
principles of high-performance  
distance running. Grades are  
based on both written exams  
and running performance, and  
all students must complete  
a marathon to pass.

You won't find many  
students labeling Ron  
Carda's class as "no  
sweat." In fact, it's  
very much "sweat."  
The lectures are  
sweat, the homework  
is sweat, and the  
final? Well, that's a  
real marathon.

Really, it is.

Each spring,  
Carda (pronounced  
with a soft c) leads a  
few dozen students  
in Marathon and  
Distance Training, a  
two-credit physical  
education elective  
that engages both  
the body and the  
mind. Part of the  
class is your tradi-  
tional lecture-and-  
take-notes routine,  
covering aspects of physiology  
and  
biomechanics. But the rest of  
the class is devoted to putting  
those principles into motion  
during intense running work-  
outs, which build up to a  
final goal of completing a mar-  
athon race.

"I tell students that if they  
consider running homework,"  
says Carda, "this will be the most  
demanding class they're taking."

Students are expected to  
show mastery of the material  
through written exams, which  
count for 35 percent of their final  
grade. But their improvement as  
runners counts more, making up  
most of the remaining 65 per-  
cent. Finishing a long-distance  
road race is not a goal of the  
class: it's a requirement. By the  
end of the semester or shortly  
thereafter, students must select  
and enter a distance competition,  
and they don't receive a grade or



JEFF MILLER (2)

**Students in Ron Carda's Marathon and Distance Training course stretch their bodies and their minds. Carda, a kinesiology expert and veteran marathoner, prepares them mentally and physically for the long run, in the most literal sense.**

credit for the course until they  
turn in documentation proving  
that they finished.

Carda, a member of the  
kinesiology faculty who has  
run in twenty-six marathons, pre-  
pares students for that ultimate  
test by helping them design and  
evaluate individualized workout  
programs. About half of the class  
time is spent on the track,  
reviewing running form and  
training techniques. Students  
chart their distance running (their  
homework) on graphs, which  
they turn in every other week for  
Carda's inspection.

Back in the classroom, Carda  
lectures on topics such as the  
mechanics of running, muscle  
development, cardiovascular  
function, and the benefits of  
nutrition — subjects to which the  
students are keenly attuned,  
since they're interacting with  
them firsthand.

Carda says the lectures are  
designed to help students "get a

sense of why their bodies are  
doing what they're doing" when  
they run. There's a heavy empha-  
sis on how exercise prepares the  
body for endurance tests. The stu-  
dents learn early on, for example,  
that the road training they do  
helps discipline the body to burn  
fat for fuel, rather than the com-  
paratively limited supplies of car-  
bohydrates stored in the body.  
Many of the students, as runners,  
may instinctively know this com-  
ing into the class, but Carda  
shows them how to use that  
knowledge to their advantage.

Running twenty-six miles  
pushes a body up against some of  
its fundamental limitations. If they  
didn't know how to recognize  
those limitations and work around  
them, students would inevitably  
become exhausted and quit before  
they reached the finish line. What  
Carda gives them is the advantage  
of being a smart runner.

On one morning, for exam-  
ple, Carda prompts students to

consider their heart rates. "I think everybody understands that when we exercise, our heart rates go up," he tells a room full of thin, athletic bodies assembled before him in a lecture hall at the McClain center. The reason is fairly simple, he notes: muscles work by burning oxygen, and when we exercise, we increase the demand for fuel. Automatically, the heart responds by beating more frequently to increase the supply of oxygenated blood to the muscles. "It's a pretty remarkable system," Carda explains.

But not a perfect one. Carda illustrates that the total amount of blood the heart can pump out is limited by the fact that at some point a heart can't beat any faster — a factor controlled by a person's age and health.

To some extent, the heart can make up for that ceiling by beating harder, thus pumping a greater volume of blood out with each beat. But that quantity, known as stroke volume, is also limited, he says.

Carda asks the students to consider why this is the case — why doesn't stroke volume just continue to rise as the muscles require more blood flow? "It would be great if it did . . ." he offers, while scanning the room for a volunteer.

When none responds (which may have something to do with the fact that lectures begin at 7:20 a.m.), he begins beating an eraser against the marker board at the front of the classroom in a slow, steady rhythm. As the students recognize this as an imitated heartbeat, he quickens the rhythm, beating faster until he reaches a rapid-fire pounding. "How much time between beats is there [for the heart] to get blood into the chamber?" he asks. "Not very much, right?"

The bottom line, Carda explains, is that no matter how conditioned a runner is, everyone

is limited by certain factors, the heart's capacity being one. At some level of exertion, our bodies are no longer capable of aerobic metabolism; the oxygen we breathe and that the heart carries from the lungs still isn't enough to meet the energy needs of our muscles. As a runner approaches this point, the body relies more on glucose and less on fat for fuel.

"The very thing that we're trying to spare during a marathon is glucose," he says.

*"I tell students that if they consider running homework, this will be the most demanding class they're taking."*

"As we're exercising at a faster work rate, we're burning more carbohydrates, and we're effectively burning the candle down faster. And when the candle gets burned down to a nub, that's when you hit the wall."

These lessons underscore a main theme of the course, that the successful marathoner isn't necessarily the fastest runner, but often the smartest one. A race of that distance challenges runners to maximize their bodies' capacity to breathe efficiently and conserve fuel. The runners who know how to do that are the ones who make it to the finish line.

To that end, Carda encourages students to constantly monitor their heart rates and breathing rates to ensure that they don't push their bodies beyond the aerobic threshold. (Some of the students accomplish this by wearing armband heart monitors when they run.) Although it may seem counterintuitive, he tells them that they really shouldn't breathe hard during a long race. The

lungs, he explains, are "super-organs," with more than enough capacity to fill any marathoner's blood with oxygen. Breathing hard is a bad sign, he says, and it "usually means you're running too hard."

Later, talking about fluid replacement, he cautions students against drinking too little during a race. Runners can lose one to three liters of fluid in an hour of racing, but they usually won't feel thirsty until their bodies are already low on fluids. By that time, it can be hard to replace the fluids, no matter how much water a runner drinks. "You really need to force yourself to drink water," Carda advises. "Don't wait until you're thirsty."

Many of those insights are gleaned from Carda's own experiences. A lifelong runner who hopes someday to compete in a marathon in every state, he says that he tries to share what he's done right over the years, as well as what he's done wrong.

Jenna Garrow '03, an education major who took the course during the spring semester, says Carda's experience radiated throughout the class. "The way he ran the class was amazing," she says.

A former cross-country runner, Garrow has wanted for several years to complete a marathon. In May, she raced in the Madison Marathon, finishing in just under four hours. The class contributed significantly to reaching her goal, she says, noting that she "probably wouldn't have been half as ready without it."

"I know that running isn't necessarily the most enjoyable topic, and it was tough to get up so early," Garrow says. "But it really was the best experience I've had in class since being here."

— Michael Penn



### Does This Look Fun?

Ron Carda's marathon training lessons aren't just for students. He's scheduled to lead a first-ever program on marathon training offered by the Fluno Center for Executive Education and the Wisconsin Alumni Association next spring.

The course has an online component, which begins in January 2002. Enrollees will learn about strengthening and stretching for injury prevention, the biomechanics of running, heart rate monitor usage, and nutrition, using materials developed by Carda. Participants will then come to campus May 24–25 for presentations on race strategies and recovery before competing in the Madison Marathon on May 26. The race, which covers a mostly flat course around three lakes and through the UW Arboretum, is considered a good one for beginners.

For more information on the course, contact WAA's Jeff Wendorf '82 at (608) 262-9645 or toll-free at (888) WIS-ALUM (947-2586).



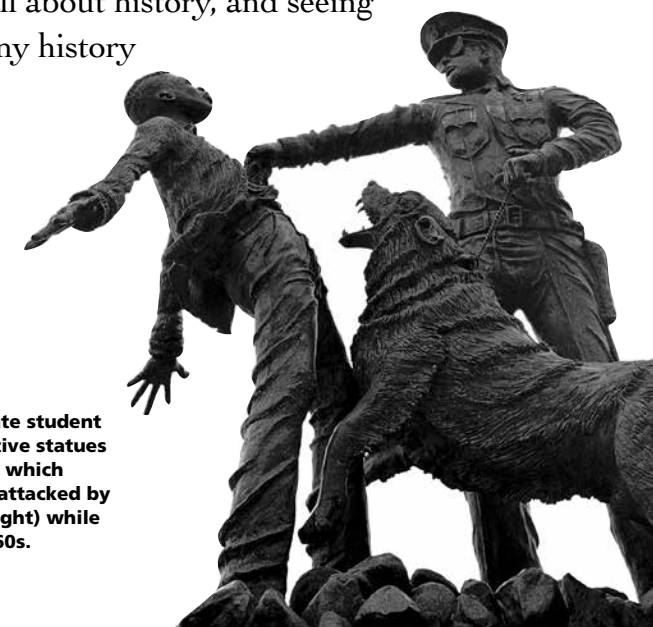
Tracing the path of civil-rights history through the Deep South, a UW class discovers just how far we have come – and how far we still have to go.

## THE PAST WALKS WITH US

At first, all they saw was red — the red of the flag, and the red of their anger. They weren't surprised to see it, really. As students of the American South, they were well acquainted with the red field and blue bars of the Confederate battle flag, and all too familiar with its complicated symbolism. But they hadn't walked into the little restaurant in the dusty town of Clarksdale, Mississippi, looking for symbolism. They just wanted lunch.

It was difficult, however, to see past the flag. So huge, so centrally placed on the back wall of the Delta Amusement Café, it seemed like more than just mere decoration, more monumental than sentimental. Tyina Steptoe, Elizabeth Keeney, and Princess Kent — three of the dozen UW-Madison students who went into the café that day — took in the view and wondered for a moment if it was appropriate for them to stay. People who hang Confederate flags often say that it's merely about commemorating history; it's nothing personal. But the students knew all about history, and seeing the flag didn't feel like any history they'd read in a book.

*It felt personal.*



Facing page: Julie Posselt, a graduate student in education, reflects on the evocative statues in Birmingham's Kelly Ingram Park, which depict children who were jailed or attacked by police (as shown by the statue at right) while protesting for civil rights in the 1960s.

By Michael Penn MA'97  
Photos by Jeff Miller







**Students Matt Danky, Matt Levin, and Charles Hughes join members of the Body of Christ Deliverance Ministry in Birmingham in a chorus of “We Shall Overcome.” Facing page: Tyina Steptoe, Elizabeth Keeney, and Princess Kent take in a meal — and the defiant decor — at Clarksdale’s Delta Amusement Café.**

The students were discovering that there is a difference between learning history and feeling it. Their visit to Clarksdale was about just that — about feeling the intimate tug of human history. They were part of a unique UW class that, for twelve days in June, traveled from Madison into the Deep South on a chartered bus, completing a nearly three-thousand-mile odyssey into the sights and sounds of the civil-rights movement. Stopping at monuments famous and forgotten, meeting people who were heroes and heroines, the class sought to create a real-life framework for the vivid history the students had learned in more traditional classes back on campus.

History is funny, though, in that it is forever happening, and forever disappearing as soon as it happens. The faculty and staff who organized the class knew that they couldn’t give students actual history. That would be like catching lightning. But just as it is possible to trace where lightning struck by looking for telltale downed trees or scorched earth, we can see the scars and healing wounds of history all around us. And in that way, while we can’t ever live in history, we can’t ever live outside of it, either. As Danielle McGuire ’97, MA’99,

one of the course organizers, put it, “The past walks with us at all times.”

And so it is for the South, where the flash marks of the civil-rights movement are visible from Nashville to the Mississippi Delta, and where the class of thirty-four students, three professors, and four staff (as well as myself and photographer Jeff Miller) turned a bus into a moving classroom. We were seeking to come to terms with a South that in many ways is still coming to terms with itself, a place where the struggle for civil rights rests not entirely in the past or in the present, but always treads the ground in between.

The course was called Freedom Ride 2001, an homage to the original Freedom Riders who descended on Mississippi and Alabama in the early 1960s to flout laws that prohibited racially mixed groups from riding on interstate buses. Often, their buses were blockaded and attacked by violent mobs wielding bats and chains, and the Riders could never be certain that they’d return home alive.

The parallels between our ride and theirs were striking. Here was a racially diverse group of students riding a bus into the South to see for themselves what forty years of change had done. In some ways, the changes were historic. Selma,

*You could hear in the texture of the sound that we weren’t singing those songs as camp songs, but as freedom songs.*

JOE FRONCZAK

(Excerpted from student journals. To read more student writings, go to [uwalumni.com/onwisconsin/](http://uwalumni.com/onwisconsin/).)

Alabama, where in 1965 hundreds of African-Americans were beaten by police because they wanted the right to vote, recently elected an African-American mayor, something inconceivable in the tinderbox South that the original

Riders witnessed. But some things in the South — indeed, anywhere — haven’t changed at all. And nowhere was that dichotomy clearer than in Clarksdale, a small town smack in the middle of the Mississippi Delta, where our bus rolled in on day eight of the journey.

Clarksdale is home to the Delta Blues Museum, a small building in the center of town that tells the story of Mississippi blues music, which was born in the fields that surround the town. As an art form, blues music is a paradox. Almost by definition, it’s a testimony of pain, trouble, and heartache. But the tunes are often surprisingly upbeat. Far from being dire, the music of legends like Robert Johnson, Howlin’ Wolf, and Muddy Waters rings with an optimism that borders on joy. Craig Werner, an Afro-American studies professor and our on-bus music expert, told us that “the blues are about laughing to keep from crying.” Before we arrived in Clarksdale, he had played for us one of his favorite blues songs, Muddy Waters’s “Hoochie Coochie Man,” in which Waters boisterously sings, “I’m here. Everybody knows I’m here” — a powerful self-assertion in a world that can be downright nasty.

That a monument to African-American self-expression exists only a few

blocks away from a place like the Delta Amusement Café underlines the complexity of modern race relations. The majority of Clarksdale's population is African-American, yet no black people, apart from the students, were eating in the restaurant that day. The students had wandered in looking for local flavor, and they found it in buffet portions.

One of the first students to arrive there was Genella Taylor '96, an African-American student pursuing a doctorate in counseling psychology. As she stepped to the counter to order, the person behind the register asked, "That's to go, right?" Another student was approached by a customer, who, after learning about our trip, said that he had been involved in the civil-rights movement — but "on the other side."

Steptoe told us that she felt every eye in the restaurant staring as she enjoyed lunch with Keeney and Kent. We all laughed, to keep from crying.

**IN THE MONTHS BEFORE THE FREEDOM RIDE CLASS ROLLED AWAY,** Tim Tyson was preoccupied with a distinct memory of Duck Hill, Mississippi.

A speck of a town off Interstate 55 in the center of the state, Duck Hill would probably be forgotten if not for its infamy as the site of one of the most brutal racial murders in the United States. There, in 1937, a mob of four hundred men, women, and children dragged two African-American men, whom they suspected of murdering a white man, into the woods outside of town. The mob chained the two men to trees and proceeded to brutalize them, burning their bodies, fingers, and ears with a blowtorch. The mob shot and

killed one of the men. They piled branches and wood underneath the feet of the other man, doused the pile with gasoline, set it aflame, and watched him burn to death.

Tyson, a professor of Afro-American studies and history, had discussed the horrifying events of Duck Hill in classes before, and the story always had a profound impact — but never more so than in 1996, when Tyson took a group of students on an impromptu field trip through Mississippi to see some of the sites they had been studying.

Duck Hill wasn't even on the agenda.

*I am frustrated, because even though this is the South I expected to encounter, I hoped I wouldn't.*

JEROME DOTSON, JR., IN CLARKSDALE, MISSISSIPPI.



But as Tyson and his students drove up Interstate 55, they saw an exit sign that read "Duck Hill." The van, which had to that point been full of jovial banter, fell into silence. Tyson says that he has never forgotten the power of that moment, when the group was struck by the sudden reality of Duck Hill's existence.

exploring innovative ways to introduce students to the value of diversity. King had been on a civil-rights tour with students from another school, and they thought the idea would work especially well at UW-Madison. They sought the help of UHS colleagues Katherine Loving MS'95 and McGuire, forming a





**By day, students took in information on the bus, watching documentary footage of protests (left). Night brought sharing and processing, such as a candlelit evening in Oxford, Mississippi (above), where each student spoke about what he or she had learned. Facing page: Oxford activist Nathan Hodges told students that he worked for human rights, not civil rights, because “you can’t have civil rights before you have human rights.”**

planning team that eventually involved the Afro-American studies department, the Morgridge Center, and the College of Letters and Science. Grant applications were filed, and before anyone knew it, the trip had funding, through the university’s Anonymous Fund.

The group began to build a format for the course, which was to be held during the UW’s three-week summer session. Tyson called upon Craig Werner and Steven Kantrowitz, a professor of history with expertise in the development of American slavery, to share teaching duties. When the course was posted, the organizers were overwhelmed by the response. They asked students to write essays, which helped them winnow the pool of interested participants down to a bus-manageable size.

The popularity of the course may not sound surprising until you hear what was expected of students. The travel itinerary, which was preceded by four full days of coursework, barely left time to catch one’s breath. It was choked to the last minute with presentations, visits, and discussions. Even transit times on the bus were filled with videos and lectures. Despite all this, students were expected to keep up with readings in three assigned books, to log their experiences

in a daily journal, and to assemble enough material for a final paper after they returned.

And that doesn’t begin to account for the emotional toll of traveling through a region so replete with stories heroic and tragic. The professors wanted students to have Duck Hill moments — to come face-to-face with the difficult realities of racial prejudice then and now. “We’re going to a very different place than the one we’ve been studying,” Tyson told the class before the bus left. “The history is gone; we can’t get it back. But it deepens our understanding to see that these places are real.”

The agenda included stops in Birmingham, site of countless marches and protests; Selma, where state troopers shot canisters of tear gas at peaceful marchers as they crossed the Edmund Pettus Bridge; Hattiesburg, Mississippi, where Vernon Dahmer, Sr., was murdered for asserting his right to cast a vote in his own country; and New Orleans, where the students would delve into the complicated story of Southern slavery. Lest they be tempted to write off racism as native only to the South, the class heard Patrick Jones MA’96, a doctoral student in history, lecture about civil-rights struggles in Milwaukee. From

start to finish, each day brimmed with experiences that, as in Clarksdale, weren’t always the stuff of awe and wonderment.

After one of those difficult days, Amanda Gengler, a graduating senior, told me that she felt consumed by how much evil the trip brought us close to. “I feel like it’s in my skin, and I can’t scrub it out,” she said.

Charles Hughes, a junior in Afro-American studies, echoed many others when he said, “This is by far the hardest, most rewarding thing I’ve ever done.”

#### **HOPE, IN SOME WAYS, IS THE MOST COURAGEOUS OF EMOTIONS.**

It takes a resolve of character to say, in the midst of a world seemingly gone mad, that things will work out all right in the end. Birmingham was our first lesson in hope.

I was thinking about hope while sitting on the steps of the Sixteenth Street Baptist Church, the site of a 1963 Ku Klux Klan bombing that killed four young girls who were inside getting ready for choir practice. From the steps, I could see across the street into Kelly Ingram Park, where children

were playing in the fountains, splashing each other with plastic cups full of water. The park was once at the epicenter of African-American resistance in Birmingham, the locus for many protests and marches and heated skirmishes with police. By the mid-1960s, so many blacks in Birmingham were already in jail or had lost their jobs for participating in protests that civil-rights leaders had to recruit children to fill out their marches. On one occasion, hundreds of children were attacked by police dogs and sprayed with fire hoses in the park while they organized for a protest.

The park is now ringed by statues designed to make tourists imagine the terror that those children must have felt. I walked the circular Freedom Walk, passing within inches of the jaws of snarling dogs, into the gun like aim of the nozzles of fire hoses, and behind the iron bars of a jail cell. On the other side of the bars were the figures of two children, and inscribed at their feet were these words: "We ain't afraid of your jail."

Also in the park was a stand of four columns, each one cracked, in memory of the four girls killed in the Sixteenth Street Baptist Church. Looking back toward the church, I was struck by how indestructible it appears. It was a little brick bulldog of a building, with soaring towers. Nothing, it seemed, could shake its foundations.

The bomb that ripped through the basement in 1963 didn't bring the church down, nor did it deflate the spirit of the members of the congregation. Even at the girls' funerals, mourners sang "We Shall Overcome," a gesture of hope that so moved Yoseph Teklemariam, a communication arts major, that he sat down and wrote a poem

of tribute to the girls and the ones they left behind.

"That they were singing in the face of everything against them . . .," he told me later. "I don't know how my faith would have held up in those circumstances. I don't know that I could have continued to believe if one of those girls were my sister."

Kelly Ingram Park doesn't only have a past; a few students also saw a glimpse of its present. "Under one of the monuments, there was a black man sleeping in a box," said Patrick Jones. "To me that speaks to where the movement is currently. Things have changed, but the struggle is far from over."

That night, the congregation of the Body of Christ Deliverance Ministry hosted a special program for the group. Among the people there to greet us were Autherine Lucy Foster, who attempted to integrate the University of Alabama in 1956 but was expelled days later after the university feared mob retaliation; Myrna Jackson, one of the children who participated in marches and was arrested, for the first time, at age eight; and Colonel Stone Johnson, who did night watches to protect Birmingham's most vocal civil-rights organizer, the Reverend Fred Shuttlesworth, and his church from bombings. There were others present: people who organized, marched, sang, sat, fought, taught, or lent moral support during those years. The diversity of their stories

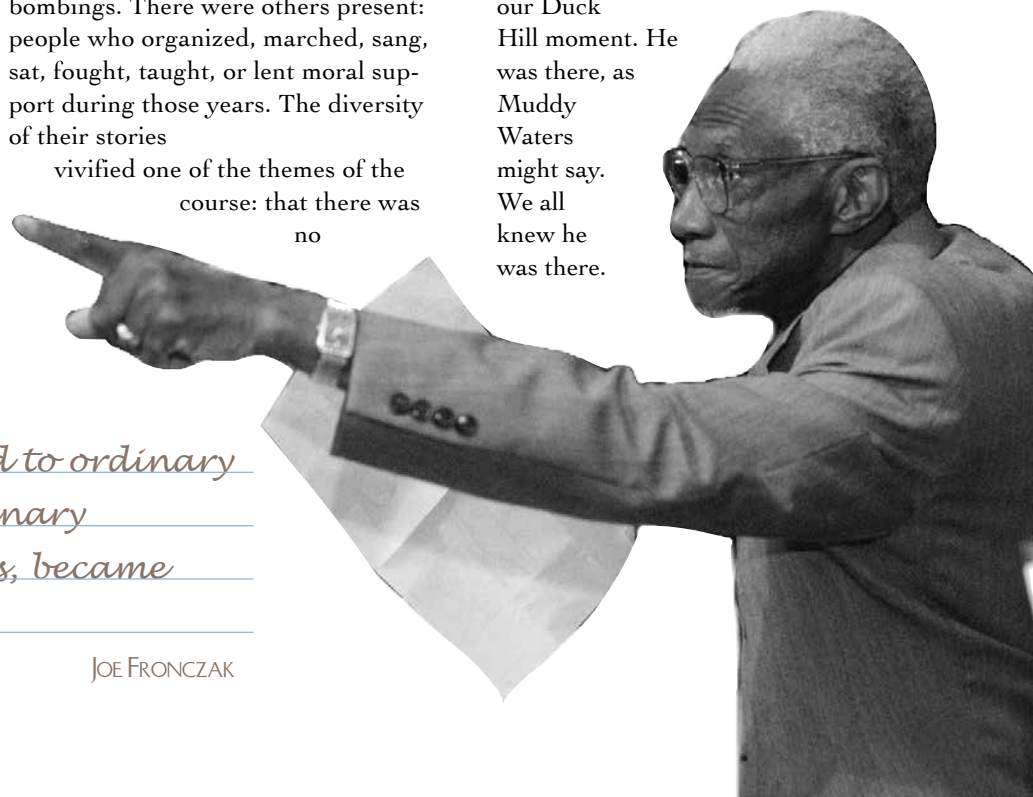
vivified one of the themes of the course: that there was no

monolithic "movement" for civil rights, but rather a thousand individual stories of perseverance and resistance.

Johnson's job in those years was to spend the night on the sidewalks in front of the church, removing the paint cans full of gasoline and explosives that from time to time showed up at the front door. His story differed notably from those of people like Diane Nash, an organizer of the original Freedom Rides whom students met in Chicago, and the Reverend Jimmy Webb, a leader of the Student Nonviolent Coordinating Committee who met the group in Selma. While Nash and Webb were planners and thinkers, Johnson represented the calloused hands pushing the movement forward. He gave the students a new lens on the activism of the time. When someone asked the Colonel what he had with him to guard the church, he smiled and answered, "a nonviolent .38 police special."

The next day, amid the provocative displays of the tiny National Voting Rights Museum in Selma, one of the students spotted Johnson in a photograph from a sixties march. He wasn't identified, but there was no mistaking his tall, gaunt frame, standing between Martin Luther King, Jr., and Fred Shuttlesworth. We had

our Duck Hill moment. He was there, as Muddy Waters might say. We all knew he was there.



*We saw, met, and listened to ordinary people who did extraordinary things, and in the process, became extraordinary people.*

JOE FRONCZAK

**SELMA GAVE ME A CHANCE TO  
SEE A QUEEN-SIZED HOTEL BED**

turned into a classroom. Over the previous days, I had seen Tyson, Kantrowitz, and Werner use many unconventional settings to teach: they lectured from city sidewalks, from the front of a moving bus, from hotel lobbies, from crowded lunch tables. A lot of this was planned. The professors had carved out every possible moment to present material that would help the students place what they were seeing in context. But, as Kantrowitz joked at one point, “the half-life for our lesson plans is about five minutes.” There were too many spontaneous moments, too many worthy conversations that were already spreading through the bus. So, mostly, the professors winged it.

Coming off the whirlwind tour of Alabama, tensions on the bus had been rising. It wasn’t hard to understand why. A lot of people get nervous talking about race, especially among a racially mixed group. These students had been thrown into the deepest end of that pool, and they were starting to flail just a little. Some were reluctant to talk openly about what they were feeling. Guilt and self-doubt crept in, making a few in the group defensive and uncomfortable.

The professors saw a chance to get beyond that discomfort — to “lean into it,” as Tyson said — and talk meaningfully about race. “Racial discomfort is one of the most instructive experiences you can have,” he told them.

That night, Tyson opened his hotel room to students who wanted to work through their feelings. Although he had a lecture to prepare, he spent three hours with students, helping them to break down and analyze their emotional reactions. A parallel discussion was going on in Werner’s room, and on other nights any of the three professors was likely to be up until two or three in the morning, engaging white students and black students, helping them share their perspectives with each other.

No one was getting any sleep, but we were all too wired for sleep, anyway. We were headed for Mississippi, and all that its very name evokes. There’s no place quite like Mississippi, a beautiful state of woods and bayous and bountiful soil, but a state pocked by desperate poverty, and a history of unparalleled brutality and racial savagery. Patrick Jones put it well when he said, “In Alabama, we saw things that made us cry. Mississippi just pisses me off.”

As the bus made its way toward

Hattiesburg, we discussed the details of the murder of James Chaney, who along with two white civil-rights workers was found buried in an earthen dam near Philadelphia, Mississippi, in 1964. As we watched footage of Chaney’s funeral in Meridian, we passed directly through that town — a reminder, again, of McGuire’s statement that the past walks with us. The ghosts of Mississippi were in our midst.

In Hattiesburg, the students attended a conference at the University of Southern Mississippi, where they heard from, among others, Ellie Dahmer and her son, Vernon Dahmer, Jr. In the 1960s, the Dahmers were one of the most prominent black families in Hattiesburg. Vernon Dahmer, Sr., owned a grocery store and a four-hundred-acre farm, and he used his wealth and position to help African-Americans in need. As president of the local NAACP, he organized many protests against Mississippi’s long-held practice of disenfranchising black voters, which didn’t make him popular among white supremacists in the community. He received so many death threats that he and his wife slept in shifts.

The Dahmers said that once the National Voting Rights Act was passed in 1965, they believed that the worst was behind them, and that Vernon would finally realize his own dream of voting, a right he was denied for many years after supposedly failing tests administered by white poll workers. Vernon received his voter registration card on January 25, 1966 — but it was too late. Two weeks earlier, during the middle of the night, several men had fire bombed his house and store. Vernon helped his family escape the burning house, but ultimately died from the attack. He was able to fire shots at the men, puncturing a car tire that helped lead to their arrest.



**Students found the strength and grace of Vernon Dahmer, Jr. (left, talking with student Story Matkin-Rawn) deeply moving and inspiring. Facing page: Graves in the St. Louis Cemetery in New Orleans stand as a reminder that history is merely the story of lives previously lived.**





Although some of the men present at the fire bombing were convicted relatively promptly, it took the Dahmers until 1998 to see Klan leader Sam Bowers held accountable for organizing the attack, and attempts to convict another Klansman in the case recently resulted in a mistrial. This, along with the recent conviction of one of the men responsible for the Sixteenth Street church bombing, made our trip into the past strikingly current. These events weren't so long ago, and, in many cases, we still haven't learned the whole picture. We still have a long way to go.

But set against that despair and discouragement was the elegant grace and quiet strength of the Dahmers, who learned to find hope in heartache the hard way. Ellie Dahmer, now the county election commissioner, talked enthusiastically with students about the good that their being there represented. She maintained that, while her family paid an immeasurable cost, it was a cost that they were prepared to pay for the sake of morality and justice.

Back on the bus, Werner, as he did so often at these moments, selected a song that he thought appropriate to the mood. As a tribute to the Dahmers, he chose a song by soul artists Mel and Tim. It's a familiar tune that most of us had heard before, but never in the way we did that day. The chorus goes like this: "Starting

*I felt empty, hopeless, and destroyed. When [another student] asked me what it was, I said, "I can hear their voices."*

KATE JORGENSEN, IN NEW ORLEANS

all over again/It's going to be rough/So rough/But we're going to make it."

I had always thought of it as a love song. Hearing it anew on the bus that day, I discovered that it, like many things that seem simple on the surface, pulls from a deeper source.

**"WE'RE GOING ON TO NEW ORLEANS, NO MATTER WHAT HAPPENS."**

At the Civil Rights Institute in Birmingham, I'd seen footage of an original Freedom Rider, beaten bloody by a mob that had blockaded the bus he was riding. He was lying in a hospital bed, weak and obviously in pain. But when a television reporter asked him what he was going to do, his answer was firm. The ride would not stop before its destination.

And so we headed to New Orleans, merely the halfway point of our own Freedom Ride, but a place that many of us had already seen as an emotional crescendo. In other circumstances, a bus full of students would have been overjoyed to go to a city synonymous with the

carefree excesses of youth. A few in the group did talk with excited anticipation about French Quarter clubs and favorite spots to drink Hurricanes. But the chatter was subdued when Genella Taylor reminded the group what New Orleans held in store. We were headed to see, among other things, an old slave market and a plantation. "When I saw New Orleans on the agenda, I cried," she said.

As Taylor predicted, the Big Easy wasn't so easy. We walked a very different path through the French Quarter, led by Greg Osbourne, a genealogical researcher who had studied the ancestry of slaves in the region. Osbourne showed us slave quarters (now popular studio apartments) and led us through the city's old cemeteries before bringing us to the center of the Quarter and the St. Louis Hotel, an upscale hotel with a doorman and an elaborately gilded lobby filled with what one student described as "cash green" couches and easy chairs.

That lobby, Osbourne explained, had been the center of slave trade in the Mississippi region during the mid-1800s,



**A teary Danielle McGuire finds support from Professor Tim Tyson (right) and student Michelle Gordon (left) as the travelers prepare to tour Destrehan Plantation. Facing page: Running on empty as the bus rolls on, students Leah Mirakhor and Yoseph Teklemariam have each other to lean on.**

when plantations upriver grew profitable. You wouldn't know the hotel's past by looking at it today, except for two telltale testimonies, neither intended by the hotel management. The first clue came from the hotel's sound system, over which the managers were playing Miles Davis's "Kind of Blue" as background music. As Werner reminded us, "Kind of Blue" is a staple of the jazz impulse that was essentially borne out of slave music. Davis was a direct inheritor of the music made by slaves in nearby Congo Square — some of whom were likely brought to the St. Louis Hotel lobby as goods for trade.

To see the second clue, we walked outside to the side of the hotel, where the fading remnants of an old painted sign were visible. The sign, Osbourne told us, used to read "Slave Exchange." Part of the sign — the "Slave Ex" — was covered up during a remodeling of the hotel. Now the sign just reads, "Change," an irony that wasn't lost on anyone.

It was with that same unintended irony that the afternoon's destination, the

Destrehan Plantation, advertised itself as a "step back into another time." A magazine ad for the former plantation, now a tourist site, promised "costumed tour guides" who would epitomize the gentility and grace of plantation life. The students understood that the plantation was a business, catering to tourists who desired a Scarlett O'Hara fantasy of the Old South. But they weren't about to be so easily won over by the hanging moss and live oaks. It was, in their perspective, a place of human tragedy — a place that Werner described as dripping with evil. Imagine confronting evil, only to have it dressed up in swirling skirts, offering you a mint julep.

The bus plowed into the swampy outskirts of Mississippi, and soon the building was visible through the oaks. Tyson offered a prayer, before we entered, for "the souls of the people who were brought here in the bottom of an African slave ship." Across the row, I could see Michelle Gordon, an African-American student from a predomi-

nantly Southern family, shaking with sobs. Earlier on the trip, she had talked about the regret she felt about not learning more about her heritage when she lived in the South. Part of her trip was a personal odyssey to see what she could no longer ask her departed relatives. Her tears spread like a chain reaction, and soon the bus echoed a chorus of sorrow. It was devastating.

But, in another way, it was comforting. The students had built deep wells of understanding and respect for almost every other person on the bus. What the professors and planners had hoped would happen did: the students had forged a community. They fed off each other's strength and shared each other's pain. As horrifying as the plantation visit may have been, it would have been far worse to do it alone.

Not that many students didn't find the plantation appalling. A video that preceded the walk through the grand house made almost no mention of its slave history, except to note that the house was built "with the help" of slaves. Strangely, the video was told from the point of view of the house itself — which seemed like an attempt to focus people's attention on the beauty of the land, architecture, and antiques, and not the human story within. At one point, the narrator, as house, said that during the 1970s it fell into a period of neglect and decay, when vandals broke the windows and stole many antiques. These times, the house went on to say, were the toughest times in its history. At that point, Tyson broke the silence by singing, "Nobody knows the trouble I've seen. . . ."

**THE NEXT DAY'S JOURNEY NORTH, THROUGH THE MISSISSIPPI DELTA,** was supposed to be easy, at least compared to the torment of New Orleans. Werner, who lived and taught in Mississippi during the 1980s, had promised a low-key day, which the group badly needed. Later, as we headed out of Clarksdale, bristling with all that the

group had taken in there, Werner apologized for predicting that anything would be easy. "I forgot that this was still Clarksdale," he said.

Taylor had selected the soundtrack for our exodus from Clarksdale, choosing an Erykah Badu song that she thought expressed the tsunami of mixed emotions that many were experiencing. The bus was unusually quiet. A few students made notes in their journals. Some in the back chatted softly. But the majority of the group seemed content to fix their gazes out the window, watching the endless stretches of the Mississippi Delta roll away.

No doubt many were mentally replaying the experiences at the Delta Amusement Café. It's hard to overlook the face of racism where it still lingers. But my mind drifted to another person we had met in Clarksdale, a man named Bobby Williams.

Williams worked the cash register in the gift shop at the Delta Blues Museum. He was a tall African-American with an easy smile. A number of us joked with him as our group, never frugal when there's music to be had, bought out the store.

As we were making our way through the line, Williams turned suddenly serious. He looked critically at the group. "How many of y'all are coming back to Mississippi after you graduate?" he challenged. Looking directly at the professors, he told us about the Delta's critical shortage of teachers, which not even service groups like Teach for America had been able to dent. Most young kids preferred to go to inner cities, he said. "We can't get teachers here in the Delta. We need y'all to come back and teach."

The point was pointed: we were tourists in a South that needed activists.

This trip had always been intended as a prelude to action, step one in a plan to energize the hearts and minds of these students. But some, I know, were questioning their capacity. Even logging emotions in their journals had become exasperating. "I just stared at a blank page," said one student. It was only Friday, and we were still a long way from home. We had Oxford, Memphis, and

more stops ahead. There were no weekends on this journey.

But as we left Clarksdale, I felt convinced that this wouldn't be the last time some of these students would make this journey. (In fact, a few had already decided to return to help work with a literacy program in the Delta.) Tired though they were, some of these students had already shown a resolve that would be recognizable to Colonel Johnson, to Autherine Lucy Foster, to Vernon Dahmer, and to the countless people, white and black, whose hope kept a dream alive.

At Destrehan Plantation, for example, the sixteen-year-old tour guide who led some of the students around the plantation began to cry, overcome by the group's questions about how the slaves lived. She clearly hadn't viewed the house through the eyes of an African-American slave before. She was obviously embarrassed and uncomfortable.

At that point, the students could have been arrogant and superior. They could have acted like erudite Northerners come to look down on the South. But they didn't. Gently, the students explained

*On the plantation, it was apparent through body language, whether it be a hug, a touch, a look, a smile, or kind words, that we have elevated our interactions together to a level of trust, love, and sharing.*

MEGAN VAIL

their trip and their academic interests. Marjorie Cook, a senior in sociology and history, approached the guide, holding out a copy of the class reading list. "Excuse me, do you mind if I give this to you?" she asked.

It takes courage to share one's perspective, just as it took a certain bravado not to storm, disgustedly, out of the Delta Amusement Café. Sometimes the hardest thing to be is an example.

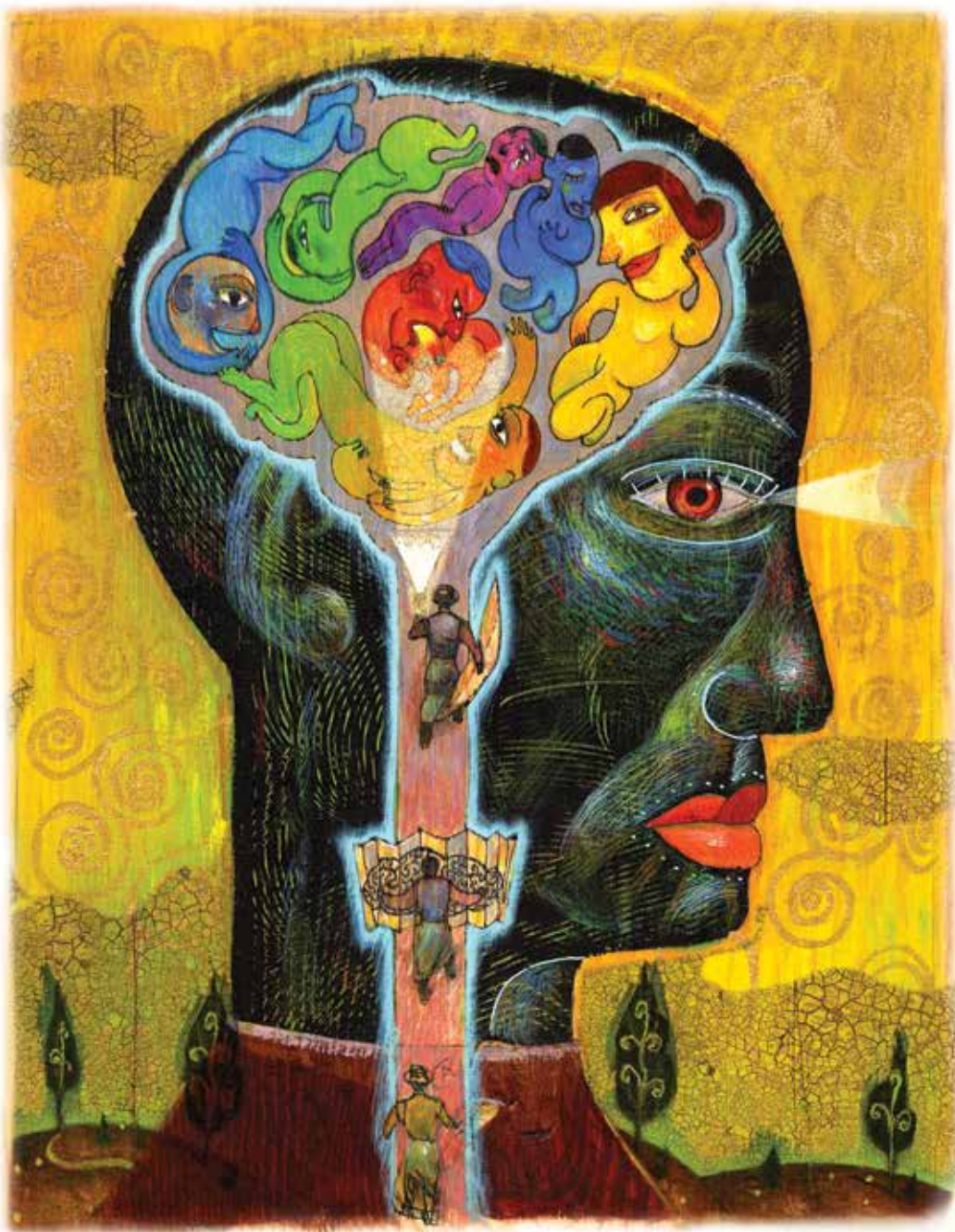
Over the loudspeakers, Erykah Badu sang, "With all the problems of the day, how can we go on? . . . But you're still living." I looked around the bus, seeing faces carved with introspection. The students were exhausted, beaten down, and full with hard experience. But I believe I heard in every one a voice, calling out, "I'm here. Everybody knows I'm here."

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Senior editor Michael Penn MA'97 and photographer Jeff Miller went through nine days, two notebooks, and thirty-seven rolls of film to document the Freedom Ride. To see more from the trip, including selected student journal entries, visit [uwalumni.com/onwisconsin/](http://uwalumni.com/onwisconsin/).







# GETTING EMOTIONAL

Not long ago, human emotions were considered matters of the heart — not the stuff of real science. But tenacious UW researchers and their fascinating findings have moved emotions from the fringes to center stage.

Psychiatrist and emotions researcher Ned Kalin has a bold and hopeful dream for the not-so-distant future. Should the dream materialize, pervasive health problems plaguing our society — including depression, anxiety, some forms of heart disease, and even people's general susceptibility to disease — may be nipped in the bud.

Picture Kalin's dream. Children entering first grade will undergo physical examinations before their first days at school, just as they do today. But those visits to family physicians will include tests to determine whether the children have emotional propensities that, if left unattended, could later become problems. Physicians will administer discrete questionnaires to tease out, for example, if a child is excessively shy. Blood may be analyzed for levels of stress hormones. Brain scans may be taken, revealing the busiest channels of crosstalk between specific structures in the brain — hints of a person's ability to respond appropriately to emotional challenges.

Once certain risks are identified, Kalin imagines that additional tests will show if the children possess genes that heighten their chance of future problems. "Maybe we'll be able to just keep an eye on some of the kids at risk, or help make sure their home environments keep them healthy," says Kalin, chair of the UW Medical School's Department of Psychiatry. "For those at highest risk, I fully expect we'll have some kind of therapy that specifically regulates activity in key

brain structures to make sure they don't go off course during development."

Kalin concedes that this scenario may sound time consuming and expensive — and, perhaps to some, an invasion of privacy. "But such tests could speak volumes about the brain sources of emotional patterns that lead to potentially devastating disorders such as depression and anxiety," he says. "By analyzing emotional makeup, we may be able to predict people's risk for many physical ailments as well."

The payoff for identifying the roots of these problems, and treating them before they escalate to crippling or even fatal proportions, could be enormous for individuals and society alike, he asserts.

Many people may doubt that Kalin's dream will ever become a reality. But he, more than most, is in a position to say where the study of emotions — or affective neuroscience, as it is more formally called — may lead. During the past two decades, he and his UW-Madison collaborator and friend, psychologist Richard Davidson, have played significant roles in moving the field from the fringes of science to center stage.

When the two first met, emotions were more often relegated to the intangible realm of the heart, a domain usually left to poets and philosophers. But Kalin's early work on stress hormones in monkeys and severe depression in humans, and Davidson's interest in plotting how human emotions affect the brain, pointed them in a different direction.

As the young scientists suspected, emotions are, in fact, firmly rooted in the head. They contribute in a meaningful way to decisions we make every day, determinations based on fear, love, sadness, fatigue, and all other imaginable feelings. Within specific entities in the brain lie the sources of both subtle and powerful emotions, from those that last only an instant to those that become extended moods and personality traits.

UW-Madison now has assembled one of the world's leading centers for the study of the brain and emotions. No other facility in the world boasts the resources that Kalin and Davidson have at their



**Hard science convinced naysayers that studying human emotion holds enormous potential for overall health, says Ned Kalin, director of the university-wide HealthEmotions Research Institute and shown here at UW's Waisman Center.**

disposal. The university-wide HealthEmotions Research Institute is dedicated to studying the biology of emotions and how they affect physical and mental health. A primary and unique focus of the institute's work is understanding the mechanisms that underlie positive emotions.

The new W. M. Keck Laboratory for Functional Brain Imaging and Behavior, located at the UW's Waisman Center and featuring highly advanced imaging technology, is central to that work. In addition, two large grants from the National Institute of Mental Health support two other emotions research centers, including the recently created Center for Mind-Body Interactions.

With Kalin at the helm of HealthEmotions and Davidson directing the Keck Laboratory and the two centers, the interconnected organizations bring together an ever-expanding core of bright scientists representing perspectives that include psychology, psychiatry, medical physics, radiology, and computer science.

And scientists aren't the only ones who are noticing. Tenzin Gyatso, the fourteenth Dalai Lama, eagerly accepted

Davidson's recent invitation to visit the new Keck Laboratory. The Tibetan leader has expressed keen interest in the ability of imaging technology to examine the brain effects of meditation, the central practice of Buddhism for 2,500 years. During his visit last spring, the Dalai Lama met with Davidson and a handful of other Western neuroscientists to identify and design research projects on meditation.

But the researchers have always faced skeptics. During the early 1980s, some colleagues in the scientific community thought the Wisconsin researchers' views were eccentric.

"We worked hard to remind everyone that, unlike certain other groups, what we were doing was applying the tools of hard science — molecular biology, genetics, and sophisticated imaging — to the study of emotions," recalls Kalin.

Through the early nineties, the duo received precious little financial aid from the federal government for research on positive emotions. Granting agencies almost exclusively supported the study of diseases, not the psychological and physiological robustness that may prevent disease. "Initially we relied heavily

on private donors,” says Kalin. “And that philanthropy was critical in helping us conduct preliminary studies that produced convincing data, which is what happened with our project studying the free-ranging monkeys of Cayo Santiago. The federal government eventually understood our approach and felt confident in supporting us.”

Despite the doubts of others, Kalin and Davidson stuck to their agenda. More than a decade ago, each began producing research findings that captured attention.

Kalin learned, for instance, that in monkeys — and by close association, very likely humans — some chemical circuits in the brain control reactions to fear, while others control responses associated with affection and affiliation. Davidson discovered that different sides of the same brain structure control different emotions, and that people with elevated activity in one side are generally more cheerful and engaged in life, while people with greater activity in the other are often more pessimistic and withdrawn. The scope of UW investigations has since expanded to topics that examine emotions from all angles. (See sidebar.)

During the past three years, Kalin has noticed a complete about-face in attitudes of the naysayers, with decision-makers at the National Institutes of Health and other scientific peers now accepting the viability of research into emotions. The symposium that Davidson first organized seven years ago, which has been sponsored by HealthEmotions since 1998, has blossomed into the premier meeting in the field.

“This new interest is very probably an outgrowth of the work we and others have done, bringing the subject to the forefront and backing it up with solid data and good science,” says Kalin. “Affective neuroscience has finally become established as a respectable science.”

The university, the Medical School, and the Graduate School have been “incredibly supportive all along,” says Kalin. UW administrators intensified their support recently by allocating two “cluster hires” — interdisciplinary teams

of faculty that work in emerging research areas — to brain imaging research.

Both Kalin and Davidson emphasize that a key factor in their success has been UW-Madison’s tradition of fostering fruitful cross-fertilizations among departments and research units. This unique atmosphere has helped fuel their friendship, which began with a shared passion for the science. The connection between the two men clearly affects how their respective academic departments interact — the very collegial psychology-psychiatry relationship they have is rare.

“It is the chemistry among us all — our ability to work together as a group and be scientifically creative and take risks — that makes us so special and leads to significant advances,” says Kalin of the approximately two dozen UW researchers who have been drawn together by similar questions.

The answers to those questions in all likelihood lie within the structures of the brain, whose complexity has long fascinated scientists, but whose inner workings are only beginning to be understood. With the help of exciting new imaging technology, particularly functional magnetic resonance imaging (fMRI), for the first time scientists are able to visualize the brain while it’s working and see areas that are most active during certain kinds of stimulation. In one study, for example, a subject lies in the scanner and looks at pictures — from adorable toddlers to grisly accident scenes — that elicit a range of emotional responses. An fMRI scan shows specific brain structures in action by detecting increases in oxygen resulting from surges in blood flow. Positron emission tomography (PET) technology, which tracks biochemical processes in the brain, is also highly illuminating to scientists.

“The imaging technology has been an amazing advance over the last decade,” notes Kalin. Without the sophisticated equipment, researchers must rely solely on traditional behavioral studies to glean understanding of emotions. While such studies have provided — and will continue to provide — many valuable lessons, the ability to peer noninvasively

into the live brain is revealing on an entirely new level.

The Keck Laboratory is the nerve center of emotions research at UW-Madison. The \$10 million lab houses the latest model fMRI machine, driven by a sixteen-ton magnet that is so strong it can pull a hammer out of a worker’s hand. An on-site tandem accelerator produces radioactive tracers for use with the PET scanner. Research subjects can also be fitted with a cap that contains 256 ultra-sensitive sensors that pick up electrical signals, a combination that provides one of the most comprehensive looks inside the working brain obtainable today.

With each imaging experiment, scientists at Wisconsin and elsewhere are learning more about critical emotion-linked brain structures. They are finding, for example, that the almond-shaped amygdala deep in the brain generates many different kinds of fear. Complementing their studies in humans, Kalin and his colleagues will soon be doing PET studies of monkey brains to confirm their laboratory finding that, contrary to expectations, the amygdala does not process all kinds of fear.

Davidson’s investigations of the prefrontal cortex, located behind the forehead, show that the left side is associated with positive emotions, and the right with negative emotions. More of the nerve pathways that carry emotional messages from structure to structure are being identified, and patterns of interaction among pathways — which are likely to be crucial indicators of emotional balance — are becoming evident.

At the same time, scientists are eagerly exploring the feedback loop linking emotions, the brain, and other physiological systems. Early indicators suggest that, over time, negative emotions may reshape the brain, altering its chemical composition and changing the normal balance of hormones it produces. This, in turn, can disrupt the normal functioning of the immune and other systems, rendering people susceptible to diabetes, hypertension, heart disease, and other forms of illness. UW researchers are concentrating



## Breast Cancer and Exercise

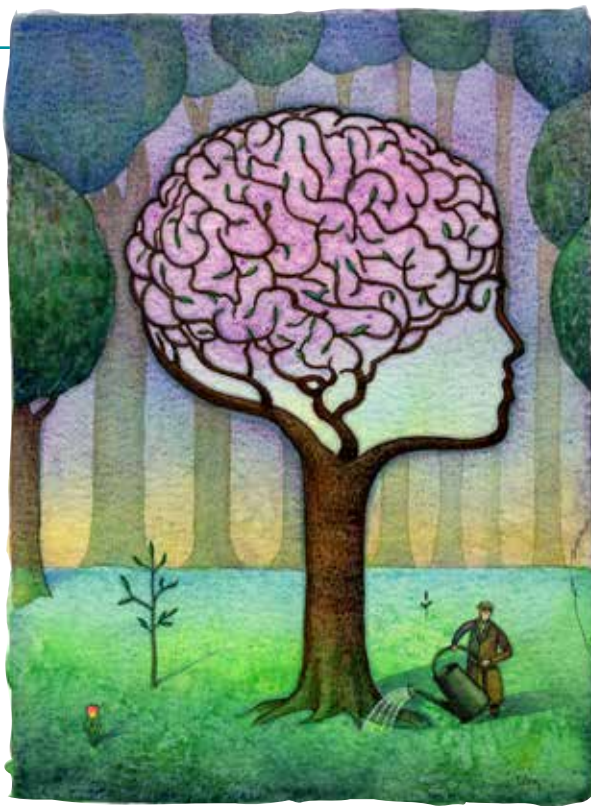
Group support sessions can be beneficial for both the mental and physical health of patients with cancer — but what about exercise? Building on the proven benefits of exercise in treating heart disease, arthritis, stroke, and other disorders, this study examines the effects of a sixteen-week group exercise training program for post-menopausal women with newly diagnosed breast cancer. Researchers and participants are excited about what they're finding: the women show significant improvements in physical fitness as well as psychological well-being.

## How Medication Works in the Brain

A new drug, venlafaxine, is proving successful in treating patients who suffer from depression, but nobody knows exactly how it affects the brain. In a pilot study, UW researchers scanned the brains of depressed people before and after treatment with the medication to learn the answer. The scans showed that the drug affected the emotional circuitry of the brain, and some of the changes significantly reduced symptoms of depression. In the future, scans of the brain's emotional circuitry may be used to determine which patients will respond to the medications and which won't. Larger studies are planned.

## Resilience in Later Life

This study looks at the health and well-being of 150 older women who went through the difficult experience of community relocation. Prior UW research showed that some of these women have been remarkably resilient and upbeat during the transition, while others have experienced setbacks. Researchers will identify psychological and social factors that influenced resiliency, and brain scans will be performed to examine structures and circuits linked to resilience and vulnerability. The goal is to identify how resilient emotional styles are represented in the brain, and to understand the effect these brain patterns may have on improved physical health.



## NURTURING THE MIND

Today nearly two dozen UW researchers are studying how emotions affect human health. Here's just a sample of work in progress.

## Fearful and Vulnerable?

The free-ranging male monkeys of Cayo Santiago, Puerto Rico, provide a unique opportunity to study biological factors associated with different kinds of emotional and social styles. The monkeys normally go through a highly stressful event during adolescence that results in death for 25 percent of them. UW researchers have found that those animals for whom this process is especially difficult have fearful temperaments as well as specific brain activity and hormone levels related to elevated stress. The scientists hope to translate their findings to humans — identifying physiological factors that contribute to making people vulnerable to stress and susceptible to disease.

## Meditation on the Mind

Does meditation change the way the brain works? Employees of a local biotechnology company have gone through

eight weeks of training to learn mindfulness meditation. UW researchers are analyzing specific measures of brain activity, immune function, and psychological characteristics to determine what impact the training may have on the mind and body. One important goal is understanding key factors that predict improvement in job performance.

## Powerfully Positive Outlooks

Diagnosis with a serious illness can be overwhelming, but some people make a remarkable adjustment and manage to sustain a positive outlook and a sense of psychological well-being. This study compares symptoms and physiology in women with two debilitating conditions, fibromyalgia and rheumatoid arthritis, with the goal of determining the benefits of maintaining a positive emotional outlook. In a second phase of the study, half the women in each group will learn mindfulness meditation. Differences in pain sensitivity, immune response, and measures of psychological health will be compared.

— D.L.

on these interactions in several studies, including one in which they hope to unravel the brain-heart connection.

"Doctors know that depression and anxiety can put some people at risk for heart disease, and that negative emotions can cause death in certain people already afflicted with cardiac problems," says Kalin. "With a unique imaging study, we're hoping to learn how brain-driven emotions may contribute to this."

Funded by the Dana Foundation, the study uses fMRI to explore the hearts and brains of healthy volunteers to learn precisely what happens when they are shown intensely emotional pictures. Eventually, the results may help clinicians identify people who are at risk for stress-induced cardiac problems by identifying extreme activity in a specific brain area that relates to altered heart function.

There is also compelling evidence on the potential good effects of positive emotions, which is giving scientists reason to ask whether serenity and contentment may have as much of an impact on the brain as anxiety and depression.

Kalin, an intense and optimistic man, firmly believes the answer is affirmative. Factors such as the quality of relationships and degree of social isolation have already proven to be important influences on longevity in cancer patients and survival in threatened wild monkeys.

"Psychiatrists and psychologists have historically focused on pathology and disease, but at the HealthEmotions Research Institute, we are directing our resources to understanding positive emotions and how they may confer healthy outcomes by changing the brain," he says. Studies examining the protective potentials of meditation and exercise are under way. "I think we will scientifically show that positive emotions can be extremely powerful forces," he predicts.

The brain's plasticity — its ability to change — will play a key role in allowing people to reap the benefits of positivity. "The same processes that cause emotions to produce brain changes resulting in downstream problems may also allow people to change their brains for the good," says Kalin. He thinks it's probable

that brain alterations occur in his patients who are most successful in long-term psychotherapy. Just as years of practice can make a person a good violin or tennis player, a similar persistence can yield desired brain changes.

But in the end, it is not only about learning to develop and hold on to positive emotions, stresses Kalin. He believes it is most important for people to be appropriately emotional. "There are times when each of us should feel sad, angry, or anxious," he says. "We know that without such negative feelings, positive emotions aren't nearly as meaningful. We all need to learn to move in and out of all emotions flexibly, adaptively."

For vulnerable groups of people, Kalin dreams that studying the biology of emotions someday will allow him and his colleagues to help in ways never before possible.

Who is to say his dreams will not come true?

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Dian Land is a science writer for UW Health Marketing and Public Affairs.

# Changing the Course of a River

**BY BRIAN MATTMILLER '86**

Richard Davidson remembers clearly when he first knew that, one day, he would study the human mind.

As a teenager in the mid-1960s, Davidson volunteered two nights a week in a sleep laboratory in his hometown of Brooklyn, New York. The lab did fairly uneventful research, and Davidson spent his time on mundane tasks like cleaning electrodes. But one thing captivated him, night after night. As the subjects drifted into REM sleep, the monitors would come alive, capturing a storm of brain activity — the physical signatures of the dreaming mind.

For the better part of his remarkable professional life, Davidson has trained that

youthful fascination on what is perhaps an even more mysterious quarry than dreams — that of human emotions. By creating ways to scientifically plot the dimensions of emotional activity in the brain, Davidson has helped open the door to a better understanding of both the healing power and the destructive force of emotions.

Davidson has found, for example, that abnormally low activation in one region of the brain — the left prefrontal cortex — is frequently associated with clinical depression. He has looked at the same brain region and mapped the focal points of shyness and stranger anxiety in children. He has tracked how smiling, holding hands with someone, and meditation each can trigger positive physical

changes in the body. He has identified the brain's emotional control center that has gone haywire in people prone to explosive violence.

The UW-Madison psychologist's work has garnered him the top honors in his field, including the American Psychological Society's William James Fellow award and the American Psychological Association's Distinguished Scientific Contribution Award. It also has captured the attention of the Dalai Lama, who spent two days in Madison in May immersed in the research.

Today, Davidson's office is in a new wing of the UW's Waisman Center, where he directs the W.M. Keck Laboratory for Functional Brain Imaging and

Behavior. He is surrounded by a fleet of powerful imaging tools that are akin to a Global Positioning System for mapping brain activity. It's a special vindication for Davidson, considering that early in his career, his ideas were perceived as ranging from unconventional to "completely nuts," as he recalls. He struggled to piece together funding, especially at the federal level. "The thought that you could measure emotions by putting electrodes on the head was regarded as a loony idea," he says.

The conventional thinking was that emotions were relegated to a tiny portion of the brain, called the hypothalamus, and that they had little effect on the more important business of rational thinking. But Davidson's work, with the help of increasingly sophisticated imaging tools, has shown that emotions have a much more pervasive influence on the brain.

"I think of emotions as a kind of ether that permeates everything," Davidson says. "There is almost nothing we do that isn't in some way influenced by an underlying quality of mood. We used to think that mood was something that interrupted thought, rather than driving it."

Think of some of the most complicated life decisions: Should I marry this person? Should I take this particular job? Should I buy this house or that house? These are not decisions made by "cold cognitive calculus," Davidson says. "The way we make those decisions is to consult our feelings. We project into the future and think how we would feel having chosen this path or that path."

People are often accused of thinking with only their hearts or their heads, but Davidson says healthy decisions require both. This new field, known as affective neuroscience, will likely lead to more precise treatments for emotional disorders, such as depression or panic disorder. While that may mean new medications with fewer side effects, his work also suggests the optimistic finding that the mind, like the body, can be trained to change.

It is that question that leads to a more personal odyssey for Davidson, who has

been an ardent practitioner of meditation since his college years at Harvard. Although he was a strong opponent of the Vietnam War, to him the peace movement soon became as much a personal journey as a social quest.

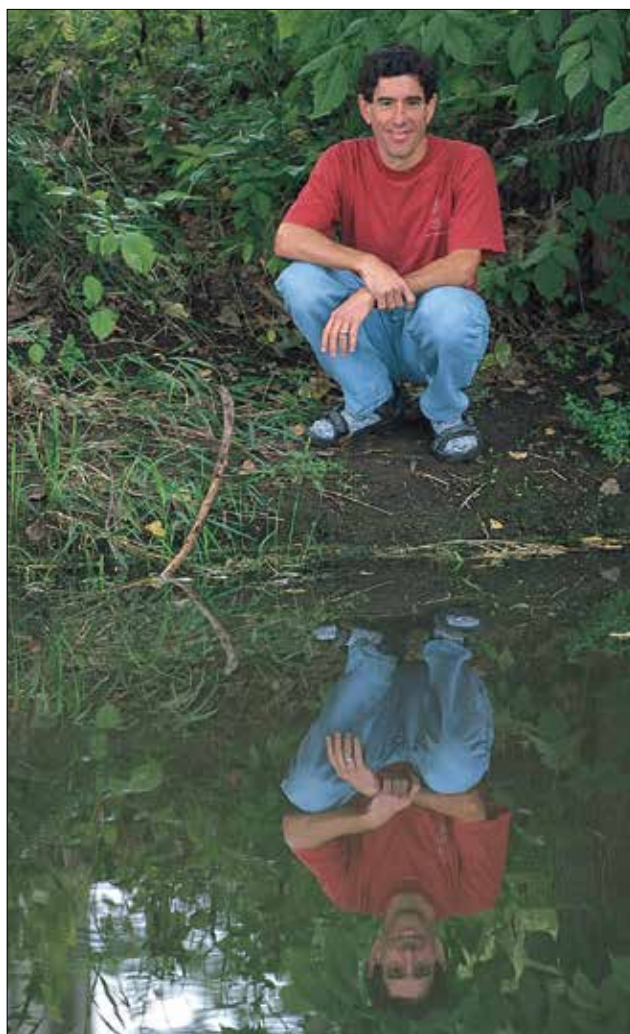
"Meditation really fit into that program," he says. "It offered a specific set of methods that suggested there was a possibility for human transformation for the better."

Once in graduate school, Davidson traveled to India, where he participated in his first intense meditation retreat. He was in a state of complete silence for several weeks. He would meditate with one hundred other people for fourteen to sixteen hours per day. They would awaken at 4 a.m. and retreat to the meditation hall. It was the hardest work he has ever done, he says — "like trying to change the course of a river."

"You begin to experience just a glimmer of what it feels like for the mind to be a little quieter," Davidson says. "You begin to see things a little more clearly. You become sort of less hijacked by your emotions."

In his early years on the faculty, Davidson made a few attempts to scientifically measure this powerful force that he felt in meditation, but the technology was too crude for a serious investigation. So he put the effort aside, until recently. Today he has a number of studies in progress that are measuring whether the minds of people who regularly meditate are physiologically different from those who don't.

The results may provide further evidence of brain "plasticity," the idea that people can alter what was once consid-



**Though he admits it's very hard work, UW psychologist Richard Davidson believes that listening to the human mind is a powerful first step toward understanding it. When you meditate, he says, "You begin to see things a little more clearly."**

ered a hard-and-fast trait. This optimistic idea may be especially well-received in a country that appears choked by emotional strife, triggering modern scourges like road rage and school shootings. Is it possible that, through our own disciplined efforts, we can heal our emotions in a way that Prozac can't?

"There is a disposition in this culture to find a magic pill that will eliminate certain symptoms without much effort. It's kind of the American way," Davidson says. "But our work could underscore the value of certain kinds of training and hard work that it might take to change one's mind." ✍

Brian Mattmiller '86 first met Richard Davidson while covering research topics at UW-Madison.

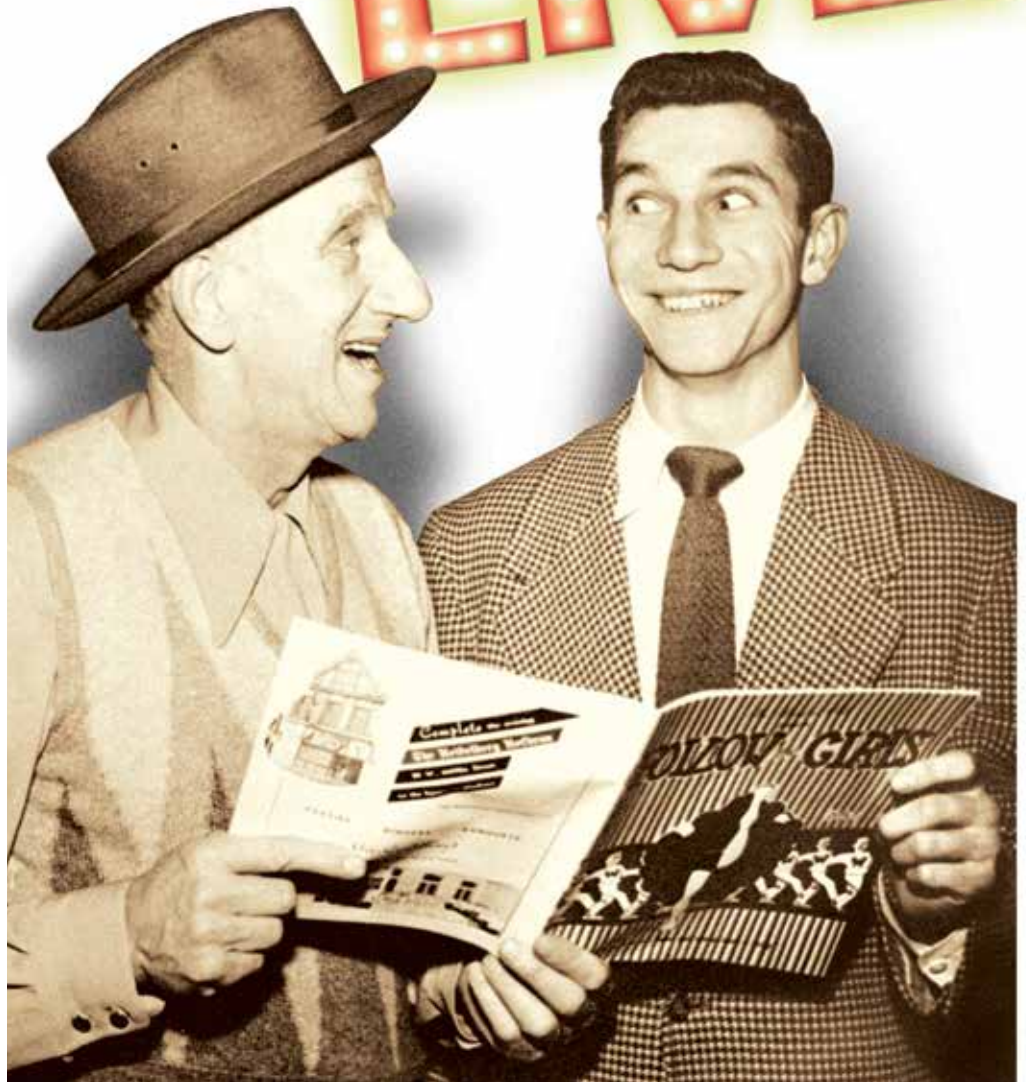


# Al Schwartz

## LIVE

As a producer of live television, Al Schwartz '53 has seen enough significant moments, glitz, and celebrity cameos in his life to provide plenty of material for his own TV special.

By Susan Lampert Smith '82



Open with the birth of television: Schwartz took the first TV production class at the University of Wisconsin and helped launch Madison's first commercial television station a few months after he graduated.

Cut to the historic first televised debate between presidential candidates. Schwartz was there as stage manager when Kennedy debated Nixon in 1960. The camera loved Kennedy, while Nixon (who Schwartz says turned down his offer of makeup) came off

as the sweaty, whiskered face that sunk a thousand votes.

Time for a commercial? Enter the Doublemint Twins. Schwartz tried to date both the Wrigley chewing gum icons at the same time to impress his Madison fraternity brothers, and eventually married Jayne Boyd, one of the originals.

And then we return to our programming, with a segment from *American Bandstand*. Schwartz, who has been Dick Clark's

right-hand man for twenty-four years, deserves the cool-dad Emmy for getting his then-teenage daughters on the show as dancers.

Schwartz laughs when he describes the “wall-to-wall-celebrities” reality of his job — from Julia to J-Lo, from Dustin Hoffman to Celine Dion. As producer of awards shows ranging from the Emmys and Golden Globes to the American Music Awards and MTV Awards, Schwartz revels in the glamorous and stressful world of live television.

In fact, at an age when some of his classmates have retired to the golf course, Schwartz, sixty-eight, seems only to have accelerated. If you had tried catching up with him this past spring, you would have found him in Sri Lanka, where he produced a piece on Arthur C. Clarke, author of *2001: A Space Odyssey*, for the Academy Awards. Then it was on to Vancouver, where he is producer of the Fox TV series *Beyond Belief*.

To hear Schwartz tell it, his road to Tinseltown began at Camp Randall Stadium, where the Chicago native displayed the first signs of his ability to ad-lib by faking “Varsity.” The year was 1951, and Schwartz, a junior college transfer, had just moved to an attic apartment on campus. He knew no one.

“The first good thing that happened to me was that I heard they needed someone to emcee a show before a football game at Camp Randall,” he recalls. “They hired me, and I had to lead ‘Varsity.’ I had no idea of the words or how to sing it. I had to fake it!”

But that show introduced him to what would become a lifelong group of friends who also loved to perform. He soon joined Haresfoot, a show business club named for the rabbit’s foot used to apply stage makeup. The group traveled the Midwest on a train, performing musical comedies at stops along the way. In those days, women weren’t permitted to travel with men, so the guys happily performed the roles of both genders.

“Our motto was, ‘All our girls are men, yet every one’s a lady,’” Schwartz says. UW Regent Roger Axtell ’53, a lifelong friend, remembers Schwartz as

“an early version of Jerry Lewis,” adding, “Al was a natural comedian. He had all the right timing, body language, and plastic facial expressions to be the perfect clown.”

Haresfoot, which was founded on campus in the 1890s and counted luminaries such as Fredric March ’20 as members, died out during the 1960s. But by then Schwartz and his buddies had moved on to a new performance medium: television.

In the spring of 1953, when Schwartz graduated, all three networks were vying to be the first on the air in Madison. And ABC (WKOW-Channel 27) won the race on July 3, 1953, in part by hiring Schwartz and his classmates.

“It was kind of like summer stock. We built scenery, swept the floors, and did everything,” Schwartz says. For the princely salary of \$36 a week, he also hosted two live television shows: *Club 27*, which he describes as a Johnny Carson-style guest interview show, and *Al’s Pals*, a kids’ show.

Thanks to the success of the Badger football team, 1953 was also the year that Schwartz first encountered Hollywood and its celebrities.

“When I went out to the Rose Bowl, I sent a letter to Bob Hope and Jimmy Durante,” Schwartz recalls, saying he told the stars that he’d played the Durante role in the Haresfoot production of *Red, Hot and Blue*. “We met them both. It was like talking to the gods.” Dave Weiner ’54, Schwartz’s former college roommate, remembers that his pal was “delirious” about meeting the two stars, and that Schwartz and Durante hit it off especially well. “Al would hit it off with anybody,” he adds.

After a year at WKOW, Schwartz was drafted into the army. The station bid him farewell by televising his GI haircut live. Even in the military, Schwartz was destined for show business. He was assigned to an officers’ club in Japan and



**If Al Schwartz’s life were a TV show, the credits would be a mile long — and most of the list would be celebrities who made cameo appearances. Here, see Schwartz with Jimmy Durante (at left) and (top to bottom) one of his friends on WKOW’s *Al’s Pals*; Milton Berle; Dick Clark; and Michael Jackson ...**





... and with Fred Astaire; Britney Spears; and Arthur C. Clarke (who's not actually on the moon but rather in Sri Lanka, preparing for an Oscar broadcast).

charged with booking the entertainment acts. His job involved prowling the Ginza entertainment district of Tokyo, previewing and booking the best performers. As with talent scouts everywhere, his presence created a stir, and he enjoyed the unexpected perk. "I was treated like royalty for a guy who was a private in the army," he says.

Back home, Schwartz was hired at WBBM, the CBS station in Chicago. It was there that he stage-managed the 1960 Kennedy-Nixon debate.

"I was sent by the makeup man, Sid Simons, to fetch both Kennedy and Nixon," Schwartz says. "Kennedy went to makeup when he was called; Nixon told me he didn't need any. The next day, Nixon told the press that he was never asked or offered makeup."

During those Windy City years, Schwartz joined the famed Second City comedy troupe. He also met the woman he would marry.

Schwartz recalls that his Zeta Beta Tau (ZBT) fraternity brothers were coming to town for the Northwestern-Wisconsin game. He immediately thought of two twin sisters who sang on his station's radio affiliate. What better way to impress the guys than to arrive with a pair of beautiful twins, one on each arm? Joan Boyd turned him down, but she said her sister, Jayne, wasn't busy.

"I thought, 'Oh, okay, I'll just take one,'" Schwartz says. "We went to the game, and knew right away that love and marriage were in our future. We've been married for thirty-eight years."

The Boyd sisters went on to become the original Doublemint Twins, promoting Wrigley's slogan, "Double your pleasure, double your fun," and becoming commercial icons of the 1960s.

By 1968, Al and Jayne Schwartz had three little kids and were headed to Hollywood. The success of NBC's *Laugh In* had the other networks scrambling for competitors. Based on his Second



Schwartz may not have "doubled his pleasure" by dating both of the original Doublemint twins, but the joy he found with one of them, Jayne Boyd Schwartz, has lasted nearly forty years.

City experience, Schwartz was hired to direct the ABC comedy show *What's It All About, World?* Despite ABC's stated desire for cutting-edge comedy, Schwartz says that fear of network censors and a "white-bread host" meant the show never hit its potential. It lasted one season. But for ABC in the 1960s, Schwartz says, that wasn't too bad.

"There was a joke going around that if ABC had produced the Vietnam War, it would have been over in thirteen weeks," he adds.

When the curtain fell on the comedy hour, Schwartz was faced with starting over to establish his reputation in a new town. He directed and produced all kinds of ventures, ranging from game shows and hunting programs to Saturday morning kids' entertainment. One series, *Far Out Space Nuts*, starred Bob Denver of *Gilligan's Island* fame, which impressed the Schwartz children.

By the mid-1970s, Schwartz's career began to take off. He directed the television hit *Welcome Back, Kotter*, which starred a young John Travolta, and he produced his first big live show, a Donny and Marie Osmond special. This was followed by the American Music



Awards (which Schwartz has produced since 1977) and a number of popular “TV Bloopers” specials. And he met the legendary Dick Clark when Clark hosted *Sea Adventure*, a series produced by Schwartz. That first meeting led to another collaboration, *Dick Clark’s Good Old Days*.

“It was so successful that NBC ordered another one,” Schwartz says. “It opened up a door. I liked working with Dick, and he liked working with me.”

In 1977, Clark offered Schwartz a role in his company. Although Schwartz was hesitant at first, since his independent career was finally taking off, he decided to give it a try. He’s now senior vice president of television at Dick Clark Productions and couldn’t be happier. His tenure of twenty-four years there, like his marriage, is a rarity in Hollywood.

One awards show followed the next. If you look at the credits, you’ll see “Al Schwartz, producer” after the Golden Globes, the Academy of Country Music Awards, the Daytime Emmys, the Primetime Emmys, the MTV Music Video Awards, and the Jim Thorpe Awards.

“Live-event producing really goes back to those days with live TV on

WKOW, when everything was live,” he says.

While viewers are checking out the glittering evening gowns, Schwartz is backstage, fretting over teary acceptance speeches that run too long.

“It’s a show within a show,” he says of this entertainment phenomenon. “While it’s on the air, it takes on a life of its own. There’s a backstage drama going on. We’re pulling things out because something else went on too long.”

One memorable American Music Awards show wound up two minutes short. Schwartz told host Glen Campbell to fill up the space by recapping winners, but he forgot to tell the cue card people. They held up a card saying “Good Night,” and Campbell read it.

Another year, Schwartz was standing backstage with Michael Jackson, who he figured was a sure winner.

“The presenter said, ‘And the winner is Michael ...’ and we sent Jackson walking out ... ‘Bolton!’ ” Schwartz says. “We had to tackle Michael Jackson before he got to the stage.”

The stars themselves — who range from daytime divas to rap artists — need special handling, according to Schwartz. “It’s like being the maître d’ at a fancy restaurant. You have to make sure you get them all to the right table and keep them all happy.”

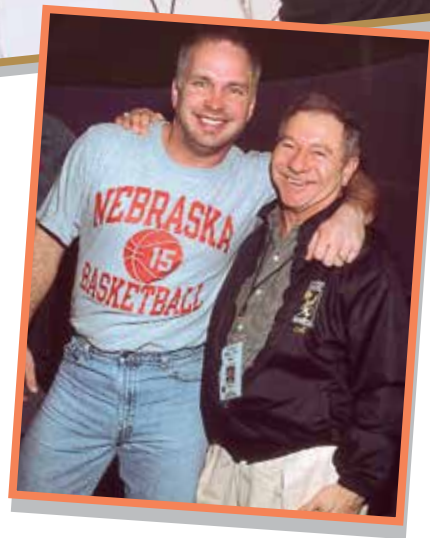
After a lifetime of working with entertainers, you’d think the thrill would wear off, but Schwartz still finds it exciting. He counts his biggest delight as working with Fred Astaire on a 1978 Movie of the Week.

“I think it’s an advantage to be impressed by the stars — it’s what makes this job fun,” he says.

And as long as he’s having fun, ladies and gentlemen, you’d be wise to stay tuned. Al Schwartz will be right back! 🍀

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Susan Lampert Smith ’82 spent the 1970s watching *Welcome Back, Kotter* and other Al Schwartz creations, and is now a reporter at the *Wisconsin State Journal*.



**Hobnobbing with the likes of Whitney Houston, Ricky Martin, and Garth Brooks (above) hasn’t made Schwartz forget his Madison days. He returned to campus this year for a ZBT reunion and was a bit unsettled by how much had changed. “But at least,” he says, “I was still able to get a brat.”**



**Schwartz describes the 2001 Golden Globes as “an unbelievable height of wall-to-wall celebrities.”**

# the SWITCH

BY JOHN ALLEN

**After a reign of 111 years, America's most common method of execution, the electric chair, is disappearing from prisons across the country — with a little help from UW-Madison's Theodore Bernstein.**

Once upon a time, executions were more art than science. Designed for show, they aimed to send off the condemned with a sense of poetic justice.

In the time of Henry VIII, for instance, executioners put a lot of thought and creativity into making death horrible.

When three priests were convicted of treason in 1535, each had to face this end: he was hanged by the neck until almost (but not quite) dead; then executioners cut him down, revived him, slit open his torso, and slowly fed his intestines into a pot of boiling water. Just before each victim expired, his executioners plucked out his still-living heart, held it before his face, and said, "Behold, here beats the heart of a traitor!"

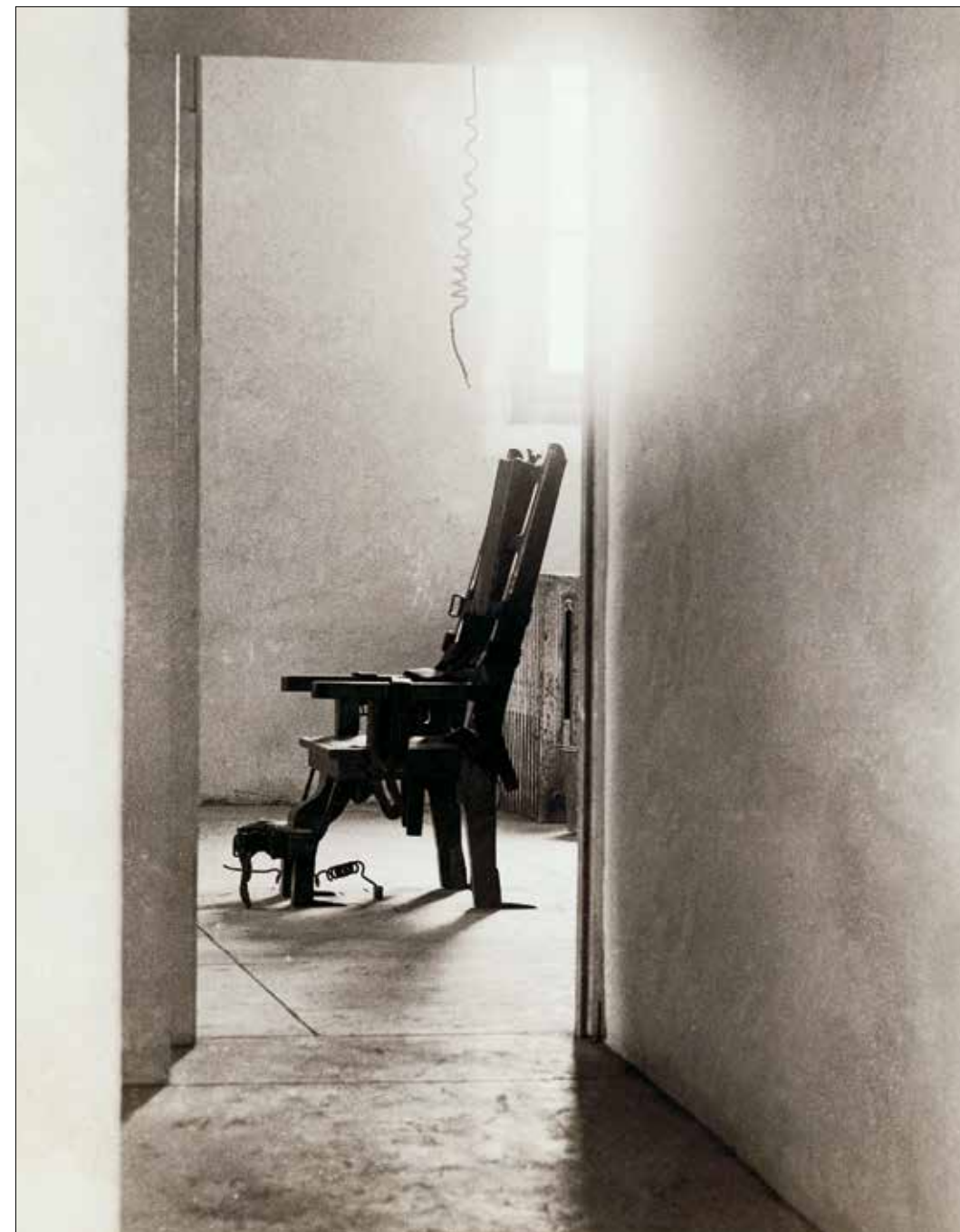
At least that was the plan. In practice, both the executioners and the condemned probably had trouble sticking to the script.

Today executions aim more for science than spectacle. Still, just as Renaissance England's theatrical executions say much about that society, the silent, technical proceedings of America's death houses say something about our own. In the U.S., at the beginning of the twenty-first century, the penalty for some crimes is still death, though we look on boiled intestines and bloody heads as relics of barbarism. When President Bush announced the death of Timothy McVeigh, killed by lethal injection in June, he left out any ominous drama about the hearts of traitors. Rather, with careful understatement, he said simply, "There has been a reckoning."

Of course, the muted satisfaction of Bush's announcement wasn't universal. Many Americans opposed the execution; others believed that McVeigh's end had come too easily. "He didn't suffer at all," one survivor of the Murrah Building bombing told the Associated Press. "I think they should have done the same thing to him that he did in Oklahoma."

But such dissenting opinion is more the exception than the rule. America, like the rest of Western civilization, prefers its justice to appear dispassionate and utilitarian. Thus, ever since the Age of Reason, nations have turned to science to remove incorrigible criminals in a way that is, if not quite kind, at least swift and relatively painless.

Beginning in the eighteenth century, a whole field of technological innovation sprang up to give the world's governments more enlightened ways to kill: Dr. Guillotin's beheading machine was an improvement upon the ax-wielder's haphazard strokes; Spain's garrote cut short a lengthy strangulation by breaking its victim's neck; and England, in the nineteenth century, developed hangman's tables, which calculated how to apply exactly 1,260 foot-pounds of energy to a victim's neck so that the rope would immediately sever the spinal cord but leave the head attached. Each innovation was aimed at modernizing executions. The goal was that justice should avoid excessive cruelty and quietly remove a criminal from society.



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**America was enthralled by electricity. Some of the country's best minds believed that the new technology would show the way to what electrocution enthusiast Alfred Southwick described as the "more humane [execution that] science and civilization demand." What Southwick and his colleagues created was the electric chair, a uniquely American tool of justice.**

At least that was the plan. In practice, each nation has had a hard time translating clean, scientific hypotheses into consistently painless death. You won't find a working guillotine or garrote in the world today.

According to UW-Madison Emeritus Professor Theodore Bernstein '49, MS'55, PhD'59, the curious science of "clean killing" received a boost from the U.S. in 1890. At the time, America was enthralled by electricity. Some of the country's best minds believed that the new technology would show the way to what electrocution enthusiast Alfred Southwick called the "more humane [execution that] science and civilization demand." What Southwick and his colleagues created was the electric chair, a uniquely American tool of justice.

In the last 111 years, more Americans have died by legal electrocution — 4,324 — than through any other method of execution. Indeed, the chair has killed nearly as many Americans as did combat in the War of 1812, the Mexican War, and the Spanish-American War combined. It served as the setting for the final act of such dramatic cases as those of Sacco and Vanzetti, Ethel and Julius Rosenberg, and Ted Bundy.

But the long era of the electric chair is drawing to a close, and Bernstein is one of the hands that is pulling its plug.

Bernstein is, perhaps, the world's only scientific expert on the chair. "Few people with a technical background have really studied it," he says. And that, as he sees it, is the biggest problem with the chair. Legal electrocution has always been the province of people with little or no training in biomedical engineering. Bernstein has spent the last three decades stripping away the chair's scientific veneer to expose the ignorance underlying its operation.

Bernstein, a professor of electrical and computer engineering, didn't set out to study the chair — or execution in any form — when he launched his academic career. His research at UW-Madison focused on magnetics and solid-state devices. But in the mid-1960s, his department head left an article about preventing accidental electrocution on his desk. Bernstein was hooked. For the next thirty years, he would study the effects of electricity on the body — applied both by mistake and deliberately.

"From a purely historical point of view," he says, "it's a fascinating subject — as long as you don't think too much about the people being killed."

**T**he first person to die in an electric chair was William Kemmler. There was nothing unprecedented in Kemmler's crime or his personality to require a new form of execution — the Buffalo resident had hacked his lover to death with a hatchet. But he did so just as New York was revising its execution law — and while two of the country's most influential entrepreneurs battled over the future of business and technology.

In the 1880s, Thomas Edison and George Westinghouse were literal power brokers, and they competed for dominance of the country's fledgling electricity industry. Westinghouse's system relied on alternating current (AC), which could deliver electricity far more cheaply than Edison's direct current (DC) system. But Edison was convinced that his DC electricity was safer — as evidenced by several AC-related deaths.

Meanwhile, New York's prison system was suffering through a series of botched hangings. Some victims were decapitated. Others slowly, painfully



**“From a purely historical point of view, it’s a fascinating subject — as long as you don’t think too much about the people being killed.”**

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strangled. The public and press cried out against such ugly deaths, and Governor David Hill called a commission to determine a more humane method for dispatching condemned criminals.

One member of this commission, Buffalo dentist Alfred Southwick, had witnessed an accidental electrocution in which the victim appeared to die immediately and without pain. He suggested that death by electricity would be the modern solution New York needed, and he called on technology oracle Thomas Edison to bolster his cause.

Edison quickly saw that legal electrocution was just the bludgeon he would need to drive home his point about the lethal nature of AC power. He agreed to support the electric chair and wrote to Southwick: “The best appliance [for execution] is, to my mind, the one which will perform its work in the shortest space of time, and inflict the least amount of suffering upon its victim.... [T]he most suitable apparatus for the purpose is that class of dynamo-electric machinery which employs intermittent currents. The most effective of these are known as ‘alternating machines,’ manufactured principally in this country by Geo. Westinghouse. . . . The passage of the current from these machines through the human body even by the slightest contacts, produces instantaneous death.”

Edison testified before the commission, and as its head, Elbridge Gerry, said, they “had no doubt after hearing his statement.” On their recommendation, New York’s legislature voted to make that state the first in the world to employ legal electrocutions.

Kemmler, however, didn’t appreciate being the subject of New York’s experiment in humane killing. His attorneys fought to oppose the electrocution, aided by funding from Westinghouse, who had

no desire to see his company and his generators grow famous for their ability to take life. But Westinghouse’s money was no match for Edison’s celebrity, and when Kemmler’s appeal came before the state supreme court, Edison was there to stand up for electrocution. Though Westinghouse’s lawyer forced Edison to admit that he didn’t know anything about the structure of the human body or the conductivity of the brain, his “reputation made more of an impression than did his bioelectrical ignorance,” says Bernstein.

The court rejected Kemmler’s appeal, finding little evidence “that this new mode of execution is cruel, within the meaning of the Constitution, though it is certainly unusual.” On August 6, 1890, Kemmler became the first person executed by electricity — and the first victim of a botched electrocution.

It took two applications of current to kill Kemmler, and by the end of the second, he was giving off vapor and smoke. A *New York Herald* reporter (who wasn’t present) claimed that “strong men fainted and fell like logs to the floor.” Southwick (who also wasn’t present) countered that Kemmler’s execution had been “the grandest success of the age.”

Actual witnesses were less sanguine, and few seemed to think the electrocution was a success in any respect other than that Kemmler was dead. Physician E. C. Spitzka said it “can in no way be regarded as a step in civilization.” Electrician Charles Barnes called it “a decided failure.” Westinghouse (who also wasn’t present) said simply, “They would have done better with an ax.”\*

\* Westinghouse could at least take comfort in his ultimate victory over Edison. AC electricity, far cheaper and easier to transmit over long distances than DC, became the basis for the country’s utilities — in spite of the chair.

**A**t least with an ax, the executioners would have known exactly how they were killing Kemmler. With electricity, they were ignorant. And according to Bernstein, those who employ electrocution today know little more about the way it causes death than did the device’s creators.

Edison, Southwick, and other electrocution backers had been convinced by anecdotal reports and a few tests on animals that victims died immediately and painlessly. Theories abounded as to how: perhaps electricity disturbed atomic equilibrium, or demagnetized the blood, or constricted the arteries, or overwhelmed the brain. But most authorities at the time agreed with Edison’s claim that somehow electricity destroyed the nervous system, and thus victims could feel nothing as they died.

Variations on this view are still widely held. In March, as a Georgia court was deciding whether electrocution is cruel and unusual, forensic pathologist Ronald Wright testified that electrical current “causes the nerves inside the head to depolarize” and that death occurs from “just heating up the brain.”

That, at least, is the plan. In practice, according to Bernstein, death by electricity is hardly so clean or quick.

“You hear people talk about electrocution frying the brain,” he says. “That’s a lot of nonsense. The skull has a very high resistance, and current tends to flow around it.” Instead, the effects of electrical current usually have a greater effect on the heart — and so electrocution generally kills through cardiac arrest.

Is such a death painless? Bernstein has his doubts. “They say it must be painless, because, after all, people who die in the chair never cry out. But then, when people are strapped into the chair, they’re

**“They think they’re giving the *coup de grâce*, but instead they may be reviving the victim.”**

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always bound and gagged with a hood over their head, so they can’t possibly cry out.” But he’s careful to limit his opinions to his area of authority: the physics of electricity. “I’m just an engineer,” he says.

**I**n engineering terms, the electric chair is a relatively simple circuit, with current flowing between the two terminals of the generator and passing, on the way, through a single resistor — a human body hooked in by electrodes on the head and one leg. An average human body, says Bernstein, has a resistance of about 300 ohms, though this can vary based on the victim’s weight. (“It’s all about cross section,” he says. In a narrow body, the electrical current is more concentrated and has more effect on the tissues it passes through. In a wider body, it will be more diffuse.<sup>†</sup>) The chair’s generator builds up a certain voltage, the executioner throws a switch, and current passes through the body: voltage divided by resistance equals current, measured in amperes.

It’s that number of amperes that is the key in determining how (or whether) the electricity will kill its victim. If the current is too low — say, half an ampere — it may not kill the victim, but will give a painful shock and may cause muscles to seize up. Very high currents — say five or six amperes — will send the victim’s heart into asystole: it will just stop. And if the current is somewhere in between, the victim’s heart will go into ventricular fibrillation. “It won’t beat,” says Bernstein, “but instead will quiver like a bag full of worms.”

Each individual reacts to electricity differently, and so the level of current necessary to cause fibrillation and asystole is difficult to define exactly. Either condition

can kill, but neither is immediate — and the way that states operate their chairs, neither is a sure thing.

Take, for example, electrocutions in Alabama. Although each state that uses an electric chair has its own unique protocols — each employing different voltages and different cycles of high- and low-current shocks — Alabama’s chair, known because of its color as the Yellow Mama, is fairly typical. First it shocks its victim for twenty-two seconds at between 1,800 and 1,900 volts, then drops for twelve seconds to between 700 and 800 volts, and finishes with a five-second burst back at 1,800 volts. If the condemned has an average, 300-ohm body, he or she would sustain a current of about six amperes, followed by a lower current of about two amperes, and a final jolt at six.

Executioners “start with a high current,” says Bernstein, “because they think they’ll zap ‘em good. This will send a person’s heart into asystole, but the trouble with asystole is that the heart may spontaneously restart as soon as the current is removed.”

The low-current shock that follows may cause the victim’s heart to fibrillate. Unlike asystole, a heart won’t spontaneously recover from fibrillation. According to Bernstein, most electrical deaths, whether legal or accidental, result from this condition. Nothing will reverse fibrillation and restore the heart’s natural beat except the application of a high-energy electrical shock, as from a defibrillator — or possibly from the Yellow Mama’s final, high-current jolt.

“They think they’re giving the *coup de grâce*,” says Bernstein, “but instead they may be reviving the victim.”

If the chair is so unreliable, how does Bernstein explain its perfect record, not just in Alabama but all over the U.S.:

4,324 attempts, 4,324 dead bodies? (Not even Willie Francis — see sidebar — could beat electrocution forever.) The answer is that executioners continue to reapply current until the condemned person is dead. “You give enough shocks,” says Bernstein, “you can kill anybody.”

But the repeated application of current often leads to messy executions. Of the 149 electrocutions performed in the last twenty-five years, the Death Penalty Information Center lists ten of them as “botched.” Five of the condemned were shocked to such an extent that witnesses observed smoke or flames.

**B**ecause Bernstein has spent thirty years studying the effects of electricity on the human body, and because he has published articles about both accidental and legal electrocutions, he’s become one of the major figures in the late chapters of the chair’s story. He’s visited the execution chambers of Louisiana, Florida, and Alabama, and ten times he has given testimony, either in court or in hearings, trying to help defendants avoid the hot seat.

“The substance of my testimony is pretty much always the same,” he says. “I tell the court that most of the work on the electric chair was done with a seat-of-the-pants approach. The electrical design is poor. Every state has a different sequence of shocks. Many of the states use old equipment, and they don’t test it very well. They’ll have in the notebook or the protocols, ‘Check the equipment,’ or ‘Check the electrodes.’ What does that mean? They need to be more specific.”

His testimony covers not just the engineering of the chair and the circuit it creates, but the difficulties of determining, with any scientific certainty, how to deliver

## Willie Francis

### A (Near) Survivor's Story

the proper level of current to kill quickly. In February, he appeared on behalf of Ronald Spivey, who was nearing the end of his stay on Georgia's death row and hoped to have his electrocution commuted at least to death by lethal injection. His lawyers called in Bernstein, who told the court that a man of Spivey's weight — around three hundred pounds — would likely suffer unnecessarily in the electric chair.

"To cause ventricular fibrillation in a 300-pound man," Bernstein told the court, "that man would require exposure to 1.3 times the current necessary to cause fibrillation in a man of more normal weight, say approximately 170 pounds." In Georgia's chair, even a 170-pound person would achieve only a 50 percent likelihood of fibrillation on the first try. "The combination of the particular way in which the circuitry of Georgia's electrocution apparatus is designed, added to the factor of Mr. Spivey's obesity, creates an extremely high risk of a lingering and painful death."

Spivey's execution, previously scheduled for March 6, has been delayed but not yet commuted. In spite of the scientific evidence at Bernstein's command, he has never convinced a judge to overturn an electrocution. "I have," he says ironically, "a perfect record."

That record may remain intact. At seventy-four, Bernstein is thinking of retiring from the expert-witness circuit. But if he has failed to spare prisoners in individual cases, his views in general (and executioners' spectacular botches) are making electrocution less palatable to courts and state legislatures. Until May 2000, Georgia's death sentence for all capital crimes was electrocution. In that month, the legislature dispensed with the chair for all future convictions. Although this leaves nearly 150 convicts who must still face electrocution, it does signal that the chair's end is coming. Florida dropped

**W**illie Francis is the only American prisoner to have survived a session in the electric chair — if only temporarily. A teenager in 1945, he was convicted of murdering a Louisiana druggist and, despite irregularities in his trial, sentenced to death. On May 3, 1946, he ran out of appeals and went to the chair. But while the courts were swift, his execution was not.

At the time, Louisiana used a traveling electric chair. Instead of having a centralized death house, authorities moved the apparatus to whichever prison needed it, and they reassembled it before each execution. The electricians who set it up for Francis wired it poorly, and the device couldn't carry enough current to kill him. The executioners gave it a game try, however, sending two jolts through Francis while he groaned and, since convicts weren't gagged at the time, begged for a chance to breathe. Francis later told reporters that the pain of electrocution was unbearable: "I felt a burnin' in my head and my left leg, and I jumped against the straps" — jumped so hard that the chair came off the floor.

His attorneys launched a new appeal, arguing that one execution was enough for any man and sending him back to the chair would be cruel and unusual punishment. The Supreme Court saw it differently. "The fact that an unforeseeable accident prevented the prompt consummation of the sentence cannot, it seems to us, add an element of cruelty to a subsequent execution," the majority reasoned. They rejected his case. On May 9, 1947, Francis went back to the chair, and this time it took just one cycle before he was dead. — J.A.

the chair in 1999, leaving only ten states that electrocute convicts, and all but two — Alabama and Nebraska — offer lethal injection as an alternative.

All of which leads to a natural question: is lethal injection really any better than electrocution? If Bernstein had to choose, he would rather see prisoners get the needle than the chair. As he says, "At least it looks more sanitary." And that's true. As Amnesty International reports, a lethal injection appears quick and clean. In the U.S., the procedure usually uses first sodium thiopental to put a convict to sleep, then pancuronium bromide to stop breathing and potassium chloride to stop the heart. The convict doesn't wake up but dies without any apparent pain.

At least that's the plan.



John Allen, a skinny fellow, is associate editor of *On Wisconsin*.





## All Aboard!



GLENN TRUDELL

**Jim Burt**



**Linda Pitts**



**Mary Alice Wimmer**



**Ralph Pena**

During its annual meeting in May, the Wisconsin Alumni Association (WAA) board of directors selected **Jim Burt '57** to be its 2001–2002 chair. A Madison resident, Burt is president and chief executive officer of WPC Brands, Incorporated, a leading company in the field of outdoor health and safety.

Burt, who has been a board member since 1991, becomes the first chair to serve under WAA's new, smaller board structure. During the previous year, the board commissioned a task force to evaluate how well WAA

utilizes its volunteers. Among the task force's findings was a conclusion that the board of directors had become too large. The group recommended forming two new alumni councils to handle regional and special-interest concerns, and limiting the size of the board so that its members could focus on strategic issues.

The directors approved the task force's suggestions, adopted a new leadership structure, and reduced the number of voting board members from forty-six to thirty-one.

"Through this reorganization," says WAA President and CEO **Paula Bonner MS'78**, "our board is remaking itself into a more responsive, adaptable body that can help WAA better serve the changing community of alumni. Jim's long and varied executive experience makes him the perfect person to help us take advantage of our new structure."

During his one-year tenure, Burt says he will focus on kicking off an endowment campaign to give WAA more financial flexibility.

At the same meeting, WAA also added three new members to the board of directors. **Linda Pitts '78**, **Ralph Pena '82**, and **Mary Alice Wimmer '61** will each serve a three-year term as WAA directors. Pitts is an assistant vice president in the technology services arm of ABN AMRO, a worldwide banking group based in Chicago. Pena owns his own San Antonio insurance agency, and Wimmer is a professor of art at UW-Rock County in Janesville.

"We're very happy with the experience each new board member brings us," says Bonner. "Their energy and enthusiasm will help WAA grow and change to meet the challenges of the new millennium."



GLENN TRUDELL

"The Clearing isn't so much a cabin in the woods as a state of mind," says Jeff Wendorf '82, WAA's vice president of programs and outreach. "Sometimes it's easy to forget that Wisconsin has such places of natural beauty." The Clearing, in scenic Door County, set the backdrop for the first annual Alumni College at the Clearing, a WAA-sponsored continuing education program. Twenty-seven alumni attended the July event, which offered lessons on Scandinavian heritage and landscape architecture.

## Who's Yer Hoosier?

It's a question that has baffled American scholars through the decades: What the heck is a *Hoosier*? This October, WAA intends to find out.

Before the Wisconsin-Indiana football game on October 6, all students are invited to a Hoosier Mascot Pre-Game Pancake Party. WAA is joining with the University Housing, the Chancellor's Office, and the Robert Wood Johnson Project to sponsor the nonalcoholic event, which includes a free, all-you-can-eat breakfast, door prizes,

and music. But the main event will be a costume contest to see which student can come dressed as the best mascot for Indiana University, thus showing Madison once and for all just what a Hoosier is.

The Hoosier mascot breakfast and costume contest are this year's follow-up to 2000's Paul Bunyan Pre-Game Pancake Party, which nearly 750 students attended. For more information, call WAA's **Becci Menghini MS'99** toll-free at (888) 947-2586 (WIS-ALUM).



## U-RAH-RAH GRANDPARENTS!

Badger students from the past and future came to campus for UW-Madison's Grandparents University in July. The event, sponsored by WAA and the UW Extension Family Living Programs, brought grandparents and grandchildren together to learn, share, and make a little history.

The first-ever Grandparents University hit maximum enrollment, as 160 grandparent-grandchild pairs registered for the event. "We were very happy with the turnout," says WAA President and CEO **Paula Bonner MS'78**. "We wanted GPU to be a chance for alumni to connect with their grandkids, and the enthusiasm throughout the event was infectious."

Participants spent two days on UW-Madison's campus, staying in a dorm and earning "degrees" in one of four majors: history, ecology, science, or communication. But the centerpiece of the event was its oral history project, in which each grandparent-grandchild pair worked together to record details of the grandparents' lives.

"The oral history thing was a nice added feature," says **Frances Sutor**, who came with her grandchild **Kirsten Scheller Sutor**. "I'm now teaching my granddaughter, who has been raised on seedless melons, how to spit watermelon seeds long distances."

**Peter Wallace**, age nine, says that for any child, Grandparents University "is a blast. My favorite thing was going to the

Badgers' locker room." Other grandchildren found different reasons to enjoy the weekend, as their comments on the post-event evaluation forms show:

"I liked the food and the room we stayed in," wrote one grandchild.

"We liked the sword fights" and learning "how they fight on TV," said another, referring to a stunt-technique class led by theater Professor **Paul Dennhardt**.

For some children, the nature classes were the highlight. "We learned that if you have lotion or bug spray on and pick up a frog, it will die," one child responded. Others liked learning "about DNA and how it is used to solve crimes."

But what grandchildren and grandparents enjoyed most was spending time together. Peter's grandmother, **Judy Wallace '50**, says, "It was a thrill to introduce our two youngest grandchildren to our alma mater and watch them blossom as the four of us attended our history sessions together."

WAA is currently working with the UW Extension to plan a Grandparents University for summer 2002. For information, call WAA's **Sarah Schutt** toll-free at (888) 947-2586 (WIS-ALUM) or e-mail her at [SarahSchutt@uwalumni.com](mailto:SarahSchutt@uwalumni.com).



**Catherine Bruner '72, MS'77 (top left) leads children and their grandparents through the natural wonders of the UW Arboretum.**

BOB RASHID

**WANTED: YOUNG OVERACHIEVERS**

Do you know a young person who has achieved beyond his or her years in terms of career or service to the university and community? WAA is creating a new award to honor alumni under forty. Please send your nominations to WAA at the address below by December 3, 2001.

**DISTINGUISHED ALUMNI AWARDS**

WAA is also calling for nominations for the Distinguished Alumni Awards, which connote achievement in professional and volunteer service for those forty and above. Honorees will accept their awards during Alumni Weekend in May. Send all nominations to the Wisconsin Alumni Association, Attention: Nominations, 650 North Lake Street, Madison WI 53706.



GREG ANDERSON

**Gregory Schultz, Gigi Kaeser, WAA President and CEO Paula Bonner, Martha Popp, and Director of Diversity Russell Betts '94 attended the GLBTAC annual brunch in July at Madison's Civic Center. Schultz, Kaeser, and Popp accepted the organization's 2001 Distinguished Alumni Awards.**

**GLBTAC Awards**

The Gay, Lesbian, Bisexual, Transgender Alumni Council (GLBTAC) honored three UW-Madison graduates at its annual brunch in July. **Martha Popp '88, Gigi Kaeser '69, and Gregory Schultz '70** received

GLBTAC's 2001 Distinguished Alumni Awards.

An educator and activist, Popp is a cofounder and member of the Middleton, Wisconsin, chapter of the Gay, Lesbian, and Straight Education Network. She is a teacher at Middleton High School.

Schultz is the CEO of Maxxco, LC, a company that produces nationally known On-Track Seminars, and he is a member of the Bascom Hill Society. With his son, Alex, he co-chairs the publication of *Henry & a Special Friend*, a multilingual, Web-based AIDS awareness program. He lives in New York City.

Kaeser, a resident of Amherst, Massachusetts, received GLBTAC's special ally award for her work as cofounder and codirector of Family Diversity Projects, a non-profit organization that works to eliminate prejudice through education. She's also a nationally known photographer.

GLBTAC has been giving Distinguished Alumni Awards since 1992 to alumni and friends of UW-Madison who make significant contributions to the university, their communities, or their professions.

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Compiled by  
Paula Wagner Apfelbach '83

## 40s-50s

The winner of the Wisconsin Education Association Council's first Great Schools Hero Award last October was **Ervin Johnson LLB'41** of Darlington. Recalling the financial hardship he faced as a student, Johnson has helped more than five hundred southwestern Wisconsin students to pursue their dreams of college since 1979. He opened his Darlington law practice in 1941 and still works there every day. "He is great!" writes his spouse, **(Constance) Phyllis Berget Johnson '39**.

Like his cousin, clarinetist Benny Goodman, **Jack Rael '42** of Rancho Mirage, California, felt destined at an early age to make music his life's work. While touring with one of the bands he'd formed, he recognized the star potential of a teenage singer on a Tulsa, Oklahoma, radio station in 1946, and began to manage the radio career of Clara Ann Fowler — soon to be known as Patti Page. The Everly Brothers, jazz vocalist Carmen McRae, and comedian Soupy Sales also sought out Rael, and his clients appeared regularly on the *Ed Sullivan Show*. He formed Lear Music in New York in 1951 and remains active in the business.

During the 135th commencement at Ripon [Wisconsin] College in May, two UW-Madison graduates received honorary degrees. **Oscar C. Boldt '48**, chair of the Boldt Group, was recognized for his dedication to philanthropy. Since 1950, when Boldt succeeded his father as owner of the Oscar J. Boldt Construction Company in Appleton, Wisconsin, the firm has built nearly every new building at the college. **Rolf Wegenke '70**, president and CEO of the Wisconsin Association of Independent Colleges and Universities

(WAICU), was honored for his work to help the twenty-one WAICU institutions gain greater visibility in the legislature and to increase the Wisconsin Tuition Grant funds that Ripon can offer. Wegenke, of Sun Prairie, has also served five Wisconsin governors.

**Faith Hudson Hektoen '52, MA'53** was one of the first five individuals selected by the American Library Association for its National Advocacy Honor Roll. She was Connecticut's first consultant for children's services, and served in that role for more than twenty years. Recently, that state created an award in Hektoen's honor, to recognize "an individual or group that has made an impact on library service to children in Connecticut at the local and/or state level." She lives in Suffield.

When honorary doctorates were given out at Purdue University's West Lafayette, Indiana, campus during the May commencement, **Leonard Mortenson MS'52, PhD'54** was there to receive one. A pioneer in the field of iron-sulfur proteins, he served on the Purdue faculty from 1962 until 1981. In 1985, Mortenson became the Fuller E. Callaway Professor of Biochemistry at the University of Georgia, and in 1987, he founded and became the director of that university's Center for Metalloenzyme Studies. He is now retired in New Bern, North Carolina.

Okay, Class of '53, can you name your class treasurer? If you said **Louis Freizer '53**, you're right. After forty-three years as a radio journalist for CBS in New York, he retired recently as the senior executive producer for WCBS Newsradio 888, an all-news station in the Big Apple. An award-winning news writer, editor, and producer, Freizer will continue work as an adjunct professor of communications at Fordham University in the Bronx.

**William Dowling MS'55, PhD'59** was among the 2001

inductees into the International Adult and Continuing Education Hall of Fame, which is housed at the University of Oklahoma's College of Continuing Education in Norman. The Worthington, Ohio, resident was involved in adult education at Ohio State University in Columbus from 1967 until his retirement in 1992.

*Right Backed by Might: The International Air Force Concept* (Praeger) is a new work by **Roger Beaumont '57, MS'60**, who has taught history at Texas A&M University in College Station since 1974.

The University of Wisconsin Press has published books by outdoorsy, Madison-area authors in recent months: *Walking Trails of Southern Wisconsin* by **Bob Crawford '58**, who has also written a companion volume about trails in eastern and central Wisconsin; and *Catching Big Fish on Light Fly Tackle* by **Tom Wendelburg '65** and Jeff Mayers.

**John Hall '58** has retired from his position as the director of public office buildings for the city and county of Denver, where he has been responsible for 142 facilities. Hall resides in Evergreen, Colorado, at the Everhardt/Herzman Ranch, which was established in 1861 and is now on the National Register of Historic Places.

**Anthony Sinkula '59** has had a banner year. He received an honorary doctorate from the Royal Danish School of Pharmacy in Copenhagen, Denmark, in recognition of his contributions to pharmaceutical science. He also received the Jack Beal Post-baccalaureate Award from the Ohio State University College of Pharmacy, and was recognized by the American Association of Pharmaceutical Scientists (AAPS) with the AAPS Past President's Award. Writes Sinkula, "All of this has happened since my 'retirement.' I am currently vice president and

*Please send us news of your recent accomplishments and transitions — but remember, less is more! While it's a mixed blessing to receive so many more submissions than we have space to include, we always appreciate hearing from our readers.*

*You may e-mail your updates to [apfelbach@uwalumni.com](mailto:apfelbach@uwalumni.com); mail them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706; or fax them to Alumni News at (608) 262-3332.*

*Please send death notices to Alumni Records, Room 151 Peterson Building, 750 University Avenue, Madison, WI 53706; call (608) 263-2355 or toll-free (800) 442-6469; or e-mail [alumnirecord@gabriel.acadsvcs.wisc.edu](mailto:alumnirecord@gabriel.acadsvcs.wisc.edu). Most obituaries of WAA members and friends appear in WAA's semiannual publication for its members, the Insider.*



Does the book title *Mr. Pine's Purple House* ring a bell, somewhere far back in your mind? If so, you may be interested in the endeavor that **Jill Morgan '83** began last year. Morgan, of Keller, Texas, is the founder of Purple House Press ([www.purplehousepress.com](http://www.purplehousepress.com)), a publishing company that reissues children's books that are long out of print, but well loved and sorely missed. "The response has been overwhelming," writes Morgan. "We brought back three books last year, including my childhood favorite, [the 1965] *Mr. Pine's Purple House*, written by Leonard Kessler, the father of another UW alumna, Madisonian **Kim Kessler '79, MS'86.**" Morgan reports that *Mr. Pine's Purple House* — the reason that she got into publishing — shot up to the number fifteen bestseller slot at Amazon in July. In an e-mail to its customers, Amazon mentioned that the work was also the childhood favorite of its CEO, Jeff Bezos. "This year," Morgan continues, "we're bringing back seven great books, all previously published between 1929 and 1965, and we've still got a long list of more to reprint! The response has been great from the baby boomers, who are glad to find affordable copies of these books to pass down to children and grandchildren."

chief scientific officer for West Pharmaceutical Services in Lionville, Pennsylvania. Ah, well, retirement will have to wait."

## 60s

**Susan Schuckit Naimon**

**Winebrenner '60** is the author of *Teaching Gifted Kids in the Regular Classroom* and *Teaching Kids with Learning Difficulties in the Regular Classroom* (both published by Free Spirit). The Brooklyn, Michigan, resident is also the president of the Education Consulting Service, a speakers' bureau that provides professional development for school staffs in the area of mixed-ability classes.

At an award ceremony in June, USDA Secretary Ann Veneman honored **Gary Beecher '61, MS'63, PhD'66** and his colleagues with the 2001 Secretary's Honor Award for their leadership in developing useful data on phytonutrients. Beecher works at the Agriculture Research Service's Food Composition Laboratory in Beltsville, Maryland.

UW Dean of the College of Engineering **Paul Peercy MS'63, PhD'66** and **Max Lagally MS'65, PhD'68**, the Erwin W. Mueller Professor and Bascom Professor of Surface Science, were among those elected to the National Academy of Engineering in February, making a total of twenty UW faculty members who have received this honor. Peercy became the engineering dean in 1999 after serving as president of SEMI/SEMATECH, a nonprofit consortium that steers technical issues for the semiconductor industry. Lagally joined the UW faculty in 1970 and has conducted groundbreaking research in both new and established areas of surface science.

We received a bio from **Glenn Jacobson '64**, the founder, president, and CEO of the Holland, Ohio-based Unique Systems, Incorporated (USI). Prior to forming USI in 1990, he had crafted a thirty-five-year career in the computer services business. Recently, Jacobson has been an international speaker on the subject of Linux as a desktop operating system — a USI specialty.

**Bettina Brown Irvine '65** is the new president of the Alpha-1 Association ([www.alpha1.org](http://www.alpha1.org)), a national patient advocacy organization for this adult-onset, genetic disease. She had previously served as vice president and director. In April, Irvine also received the Newsmaker of the Year Award at the association's tenth-anniversary conference, where she was praised for putting Alpha-1 on the national "media map." She lives in Cos Cob, Connecticut.

**Franklin Cheng PhD'66** has written *Matrix Analysis of Structural Dynamics: Applications and Earthquake Engineering* (Marcel Dekker). He is the Curators' Professor Emeritus of Civil Engineering at the University of Missouri-Rolla.

Here's a work that we alumnae may look forward to reading: *Heart to Heart: Deepening Women's Friendships at Midlife* (Berkeley Books), the fifth book by **Patricia Gottlieb Shapiro '66**. The Wynnewood, Pennsylvania, author writes that "it's the first book to explore why friends are important to women at midlife, [and to examine] the powerful nature of the bond, and its roots and challenges."

In the early seventies, **Richard Swanson MA'66** wrote the first draft of a novel — a thriller — based on the 1970 bombing of the UW's Sterling Hall. The manuscript then sat in his attic until the Gulf War spurred Swanson to recraft

the book as *Events of the Day: A Tragedy of the American Sixties* (iUniverse.com). The Madison author is also a poet, playwright, and retired Madison Area Technical College writing instructor.

Congratulations to **Aquine Jackson '69, PhD'80** and **Karen Dickson Jackson '70**, who received the *Milwaukee Times* Black Excellence Award in the category of Families in Education Making a Difference. Aquine is the director of student services for the Milwaukee Public Schools, while Karen is that school district's director of human resources.

## 70s

**Cathy Lorber '70** has been elected to the board of directors of the National Association on Alcohol, Drugs, and Disability. She is the executive vice president and chief operating officer of the Anixter Center, a Chicago-based human services agency for people with disabilities. In 1991, Lorber started the first substance-abuse treatment program for people with disabilities in Illinois, including Addiction Recovery of the Deaf, one of only three such programs in the nation.

The International Sculpture Center presented **Joseph Seipel '70**, the chair of Virginia Commonwealth University's Department of Sculpture, with its 2001 Outstanding Sculpture Educator Award in June.

A profile of Professor of Anthropology **Erik Trinkaus '70** that appeared in the Washington University in St. Louis [Missouri] *Record* in April began, "Erik Trinkaus knows Neanderthals." Why? Because his interest in human behavior and adaptation led him to study anthropology, specialize in human paleontology, and

complete his doctoral thesis on Neanderthal feet — which tell a lot about the evolution of human locomotion. A piece in the July 2000 issue of *National Geographic* called Trinkaus “one of the world’s leading experts on Neanderthal anatomy.”

Taking the helm in July as the new president of the San Francisco-based International Association of Business Communicators was **Julie Freeman '71**. In her previous role as the executive director of the Professional Picture Framers Association in Richmond, Virginia, she was credited with leading the four-thousand-member organization through a difficult time to sound financial health.

It's tempting to make a play on words about how Arlington, Virginia, resident **Jay Jacob Wind '71** runs like the. . . . He is, after all, a distance runner, race director, and running coach of considerable note. In the 2001 Boston Marathon — his eighty-seventh 26.2-mile finish — he came in 599th among 13,395 total finishers. Wind's nomination to the Washington (D.C.) Jewish Sports Hall of Fame read, “Jay is by far the most prominent Jewish distance runner in Washington, D.C., history. Among American Jewish athletes, he

ran six of the fastest ten-mile times ever, seven of the fastest marathon times ever, and two of the fastest fifty-mile times ever.”

For **Jolene Koester MA'72**, April 19 was a big day — the day when she was inaugurated as president of California State University-Northridge and received mountains of praise for the notable progress she had already made since beginning her term in July 2000. Koester served Cal State-Sacramento in positions ranging from professor of communications studies to provost and vice president for academic affairs from 1983 until 2000.

The American Association of Colleges of Pharmacy has selected **Holly Mason '72, MS'75, PhD'79** as its 2001 Distinguished Pharmacy Educator. She is an associate dean and professor of pharmacy administration at Purdue University's School of Pharmacy and Pharmacal Sciences in West Lafayette, Indiana.

**George Stege MA'72** received a Distinguished Alumni Award from Western Illinois University in Macomb during the spring commencement. As the president and CEO of Ford Gum and Machine Company, which sells confectionery and novelty items, he developed the firm into one of the top privately held — and philanthropic — companies in the Buffalo, New York, area.

Among the seven UW-Madison faculty who have earned 2001 Romnes Fellowships is **David Mladenoff '73, MS'79, PhD'85**. The \$50,000 fellowships help faculty members to further their scholarly careers through research, professional travel, or equipment. As an associate professor of forest ecology, Mladenoff's research promotes greater understanding of human influences on managed forest ecosystems.

**Ralph Nelson '73, '75** has made quite a career change. He has worked in the field of aerospace electronics development, spending the last ten years in Tucson with Allied Signal, most recently as a program engineer for several systems on the Boeing 737 and 777 aircraft. In July, however, Nelson began his residency in internal medicine at the Medical College of Wisconsin in Milwaukee. Best wishes!

What are some of our Badger attorneys up to? We heard from **Jeffery Mandell '74** that he has opened the ERISA Law Group in Boise, Idaho — a law practice dedicated to employee

benefit matters that fall under the Employee Retirement Income Security Act (ERISA). **Emi Uyehara '76**, an attorney who specializes in representing school districts in labor and employment matters, joined Liebert Cassidy Whitmore as a partner in its Mountain View, California, office in August. And, the Madison office of Quarles & Brady has promoted **Valerie Bailey-Rihn '84** to partner.

**Stuart Brotman MA'75** has been appointed to the board of directors of the United States-Israel Science and Technology Foundation, which works to foster long-range collaboration in science and technology between American and Israeli industry. Brotman lives in Lexington, Massachusetts.

The new dean of the University of Nebraska-Lincoln College of Law is **Steven Willborn MS'76, JD'76**, who has also served as the interim dean and the Richard C. and Catherine Stuart Schmoker Professor of Law. He joined the faculty in 1979 and has received the college's Distinguished Teaching Award three times.

**Barbara Arnold '77** has been named vice president of public affairs and communications for the Minneapolis-based Citizen's Scholarship Foundation of America, a scholarship and educational support organization. She was most recently a manager of community relations at Motorola in Schaumburg, Illinois.

We applaud **Michael Bohn '77, MD'85**, who received an Outstanding Professional Award in May at the annual conference of the Wisconsin Association on Alcohol and Other Drug Abuse. Bohn serves his field as the medical director of Madison's Gateway Recovery, an addiction treatment service; as an assistant clinical professor of psychiatry at the UW Medical School; and as the host of the monthly



SIDELINE

**Cecil Blake PhD'76** has accepted the cabinet-level positions of chief government spokesperson and minister of information and broadcasting in the government of his native Sierra Leone, a country of about 5.2 million people in western Africa. To do so, he has taken a leave of absence from the University of Nebraska-Lincoln, where he is an associate professor of communication studies and ethnic studies and a fellow of the University Studies Program. Since 1991, civil war in Sierra Leone has caused the deaths of tens of thousands of people and the displacement of more than one million others. Blake notes that peace agreements signed in 1999 and this year offer hope that the country will be able to rebuild its economy and infrastructure — and communication will be essential. Blake plans to return to Nebraska eventually, but for now, he is pursuing a lofty goal for his homeland. “I really want to empower people to become part and parcel of one entity called Sierra Leone,” he says, “and information is the key.”





DUKE UNIVERSITY MEDICAL CENTER

If you're a smoker who'd like to quit, **Eric Westman MD'86** may someday help you out. Westman is an assistant professor in the Department of Medicine at Duke University Medical Center in Durham, North Carolina. He and his colleagues have been researching an oral nicotine solution that can be added to a variety of beverages and consumed several times a day in place of smoking. The solution was patented in April in the U.S. The research team is now looking for the resources to fund larger clinical trials to supplement its pilot study. Westman explains the advantages of the solution this way: it involves a hand-to-mouth action that's similar to that of smoking; the nicotine is metabolized fairly quickly, providing a quicker boost than a nicotine patch provides; and, unlike nicotine gum, the taste of the solution is masked by the beverage. "There are 435,000 deaths per year in the U.S. from cigarette smoking," Westman notes. "Obviously, we must continue to research various methods of smoking cessation to provide as much assistance as we can to help people quit."

teleconferences produced by Wisconsin's Bureau of Substance Abuse Services.

We heard this from **Bill Nagler '77**: "Just wanted to relay another Badger success story to you. **Lorna Gruen Nagler '78** has been promoted to senior vice president and general merchandise manager for apparel with Kmart Corporation. [Kmart management] stated that they are 'extremely proud that Lorna Nagler agreed to take on the monumental responsibility of leading our entire apparel division.' " The couple lives in Troy, Michigan.

Winnetka, Illinois, resident **Christopher Brennan '79** was recently inducted into the Chicago Area Entrepreneurship Hall of Fame. He founded One-on-One Sports in 1991 and built its patented, closed-circuit radio product into a top sports talk radio network. In 2000, Vulcan Ventures purchased One-on-One and merged it with Sporting News Radio. Brennan is now the president and CEO of Sporting News Radio, and the executive vice president of Vulcan Print Media. Acclaimed Chicago chef and restaurateur **Charlie Trotter '82** is a past inductee.

Congratulations to **Margaret Daub PhD'79**, who became the head of the Department of Botany at North Carolina State University in Raleigh last October. On the faculty since 1989, she has served as the interim department head since 1999 and has also been the editor-in-chief of *Phytopathology*. (Thanks to Daub's proud sister, **Gretchen Daub Westman '83**, for this update. Her spouse, **Eric Westman MD'86**, is profiled in the Sideline on this page.)

Bloomsburg [Pennsylvania] University has welcomed **Patrick Schloss PhD'79** as its new provost and vice president for academic affairs. Since joining the university in 1994, he has served

as an assistant vice president and dean for graduate studies and research, and most recently, as the interim provost. Schloss has also held positions at Penn State and the University of Missouri, and has authored fifteen books.

## 80s

**Pat (Pascal) De Luca PhD'80** is the new president of Marycrest International University in Davenport, Iowa. Since 1987, he has been the superintendent of the North Scott Community School District in Eldridge, Iowa, and has also worked in school districts in Madison and Waukesha, Wisconsin, and Rockford, Illinois.

*The Luxury of Skepticism: Philosophy and Dialogue in the English Public Sphere, 1660–1740* (University Press of Virginia) is a new book by **Timothy Dykstal '80**, an associate professor of English at Auburn [Alabama] University.

Bethany House Publishers has produced *Gardening Mercies: Finding God in Your Garden* by **Laurie Ostby Kehler '82** of Los Altos, California. Growing up in Madison as the daughter and granddaughter of award-winning gardening mavens, Kehler asserts that the "act of gardening can be a deeply individual experience in personal and spiritual growth. It's the place where we are up close to the daily miracles of creation, death, and rebirth — life itself!"

**Amy Vedder MS'82, PhD'89**, a director at the Wildlife Conservation Society in the Bronx, New York, and UW Assistant Professor of Geography **Lisa Naughton-Treves '85, MS'87** are among the editors of *African Rain Forest Ecology and Conservation: An Interdisciplinary Perspective* (Yale University Press).

In recognition of her work as a producer and director of television commercials, Chicagoan **Carey Lundin '84** recently won

three national awards. For the Illinois Organ Donor Program, she earned both a Silver Telly Award and a Chicago International Film Festival-TV Competition Award of Merit, and for a spot for a referendum in Ohio, she won a Bronze Telly.

Writes **David Shavzin '84**, "After twelve years with the global pharmaceutical firm Aventis, four of those living in Paris, I have moved from the large, corporate world into small business. I have become a partner and the president of Federated Wholesale in the Atlanta area. Federated supports the nation's veterans, needy, homeless, and disaster victims by providing them with low-cost, customized personal-care packages, as well as promotional thank-you gifts for dedicated volunteers who support their efforts."

Here's a short, but sweet update from a Badger mover and shaker: "**Lev Spiro '84** has been directing the award-winning WB series *Gilmore Girls*, as well as episodes of *Jack and Jill*, *Dawson's Creek*, *Arli\$*, and *Popular*. He lives in Los Angeles with his spouse, screenwriter Melissa Rosenberg, and dog, Zuma, who firmly believes that she is queen of Benedict Canyon."

This spring, Chesapeake Academy in Irvington, Virginia, announced the appointment of **Seth Ahlborn MS'85** as its ninth head of school. For the last seven years, he has held positions at Brewster Academy, an independent boarding school in Wolfeboro, New Hampshire; his most recent post was dean of community life.

*The Dixiecrat Revolt and the End of the Solid South, 1932–1968* (University of North Carolina Press) came out this spring. The author is **Kari Frederickson '86**, an assistant professor of history at the University of Alabama in Tuscaloosa.

"As an avid reader of Alumni News, I wanted to keep you

apprised of a not-so-famous UW alumnus: me!" writes **Tom Innis '86**. "*Au contraire*," we reply to Innis, who has recently been promoted to director of sales for Norstar International, a Cedarburg, Wisconsin-based manufacturing firm serving the global plastics industry. "Of particular note," he adds, "is the use of my Spanish, which was my college major, in the recent negotiation of joint venture agreements with partners in Mexico." Innis lives in Milwaukee with his spouse, **Marcia Hall Innis '86**, and their two-year-old daughter, future UW alumna Katherine.

Western Michigan University has published and awarded the 2000 New Issues Poetry Prize to **Elizabeth Itkin Powell '87's** *The Republic of Self*, a meditation on both the public and private American self. The poet has worked as a journalist, teacher, and congressional aide and resides in Burlington, Vermont.

**Lynn Tuttle Gunney '88** let us know about her new venture as the principal of Gunney Orchestrated Marketing Communications, a consulting firm in Livermore, California, that specializes in strategic programs for the medical device and pharmaceutical industries.

## 90s

The newly appointed president and chief operating officer for group operations at Chicago-based CNA Insurance is **Rob McGinnis '90** of suburban Highland Park. In his new role, McGinnis is responsible for the division's strategic business units, \$3 billion in revenue, and 2,200 employees. He was previously with United Healthcare.

"Chicago is treating me very well," writes Windy City photographer **Todd Rosenberg '90**. For the second consecutive year, his images will be featured in the

Children's Defense Fund calendar. To see or order the 2002 version, visit their site at [www.childrensdefense.org](http://www.childrensdefense.org).

The University of Massachusetts Press has published *Reading on the Middle Border: The Culture of Print in Late-Nineteenth-Century Osage, Iowa*, by **Christine Pawley MA'91, PhD'96**. She teaches at the University of Iowa in Iowa City.

"No reservations? No problem," says **Mark Peneski '91**, a co-owner of the Denver-based Sushi Redi. The company makes fresh sushi — more than seven-thousand pieces daily — and delivers it to grocery stores in the Denver and Dallas markets. He also works with Brand Management, a Denver-based sales and marketing consulting firm that he co-founded in 1995. The company specializes in launching consumer products in the convenience store industry.

This just in: "Please alert our friends that their fellow alum, now named Faux Jean [the artist formerly known as **Matthew Schindler '91**], is heading a band by the same name in the Minneapolis area. Warming up at the Cabooze in Minneapolis recently, Faux Jean ran into several Madison alums and chatted about Bascom-induced calf aches. To hear the intellectual rantings of this group, send our friends to [www.mp3.com/FauxJean](http://www.mp3.com/FauxJean). Cheers!"

**Tom Bernthal '95** writes that he "just left NBC after winning an Emmy Award last year to begin consulting and advising on media projects." A resident of Los Angeles, he "has joined the Washington consulting firm Luntz Research, and spends much of his time on the road, working for clients Merrill Lynch, Disney, and the Venetian Hotel and Casino."

As hard as it might be to believe, some Mad grads actually leave the beloved shore of Lake

Mendota to seek advanced degrees at other institutions. Here are a few who went through spring 2001 commencement — elsewhere: **David Schilling '95** received a JD from the William Mitchell College of Law in St. Paul, Minnesota, while **Christian Magnell '97** received his master of divinity degree from Luther Seminary, also in St. Paul. The Medical College of Wisconsin in Milwaukee conferred MDs upon **Christopher Mildenberg '95**, **Andrew Neeb '95**, **Charles Nordstrom '96**, **Cresta Wedel Jones '97**, and **Kelly Siudzinski '97**.

After working as an agricultural photographer for twenty years, **Richard Steven Street PhD'95** returned to academia as a visiting professor at Stanford [California] University, where he designed and taught an illustrated history course on California farm workers. Now Street has received a Guggenheim Fellowship to finish his study of photographers and California farm workers from 1850 to 2000. He lives in San Anselmo, California.

**Joseph Kultgen '96** of New York City and **Jeremy Ahrens MS'97** of Austin, Texas, recently completed the launch of the New York-based TrekShare.com, an application that travel-related Web sites use to allow their end users to publish travelogues online. Kultgen writes that the inspiration for the firm came after he returned from a five-month stint as a photojournalist in Africa.

"As a proud husband of a UW alumna," writes **Alex Mautz '97**, "I feel it necessary to brag a little about my wife. A former UW volleyball player, **Jaime Smith Mautz '97** now owns a successful Internet business with estimated first-year sales of \$1 million." The company, the San Diego-based Pacific Ink, offers inkjet and laser products.

From more than nine hundred applicants, **Harsha Reddy '98** was chosen to receive one of thirty, two-year 2001 Paul and Daisy Soros Fellowships for New Americans, which support graduate study by immigrants and their children. Reddy is currently studying at Harvard Medical School.

Writes **Jolanta Zandecki '98** of Berkeley, California, "Recently, I found out that I have been accepted as a Fulbright grantee to study in Poland. I will be there for ten months, learning alongside Polish feminists in the flourishing women's movement. I am looking forward to meeting strong women and men who are working for gender equality and justice in Poland today."

## 2000s

**Chris Hemauer '01** has won the first-annual Iwanter Prize for excellence in scholarship by a senior in the humanities. The \$2,000 award, funded by L.A. resident **Sidney Iwanter '71**, will be given each year by the UW's Center for the Humanities. Hemauer's senior thesis, "Theatricality in the Hellenistic 'Baroque': The Theatrical Style of the Pergamon Gigantomachy," was considered, among the other prize criteria. This fall, he will begin his graduate studies in Hellenistic art at the University of California-Berkeley.

Compiled by Paula Wagner Apfelbach '83, who's been wondering how you know when your rice cakes have gone stale.



## Information Equals Well-Being

*Connections to UW-Madison are first made, then renewed, in amazingly diverse ways, as these stories demonstrate. For more information, call the University of Wisconsin Foundation at (608) 263-4545.*

Since its creation in 1990, the Comprehensive Health Enhancement Support System (CHESS) has helped thousands cope with health crises or medical concerns. For many, it has meant the difference between living life and merely existing.

The innovative program is an Internet-based information and support system developed and housed in the Center for Health Systems Research and Analysis in the UW-Madison College of Engineering. Originally created for those with breast cancer or HIV — and designed to assess if such a network improved a patient's health and well-being — the

CHESS has proven to be a huge success. Studies have found that those using the breast cancer module have experienced improved functional and emotional well-being, decreased illness-related worries, and greater satisfaction with health information.

"CHESS has introduced me to a wonderful group of support people," says one patient. "Through CHESS, I have learned about the many types of breast cancer, many types of treatments, and that a support group for those of us in rural areas — where we have none — is very important to surviving breast cancer."

It was this particular study that piqued the interest of breast-cancer survivor

### **Carol Bartz**

'71. Bartz, who heads Autodesk, Inc., one of the world's largest software companies, was diagnosed in 1992 on her second day on the job as chair and CEO of the San Rafael, California, company. During her first six months at

Bartz's ninety-seven-year-old grandmother, Alice Schwartz, also has survived breast cancer. Schwartz had a mastectomy at the age of eighty and underwent chemotherapy in her early nineties. Bartz's gift to CHESS honors Schwartz, who raised Bartz and her brother following their mother's death and was "the greatest influence" in Bartz's life. "She's been there for me all along," Bartz says.

The CHESS gift also acknowledges Bartz's work and ongoing commitment to breast-cancer support programs. The program appeals to her because it demonstrates how computer technology can help breast cancer patients deal with their disease. Today, she is actively involved with a community breast-health project in northern California. "We have a data center where women can come and do online searches," she notes. The program also provides volunteers to drive patients to doctors' appointments and chemotherapy treatments.

"People really benefit from interacting with others who are in the same circumstance," Bartz says. "Statistics show that support-group interaction is extremely important, and just giving people the power of information about their disease and the treatment possibilities available is important."

Initially funded through the W. K. Kellogg Foundation, much of the financial support for CHESS today comes from federal and private grants and from grateful donors who have benefited from the program.

— Lynne Johnson



SPENCER WALTS

program has expanded to include topics on heart disease, asthma, menopause, and caregiving and dementia, with others planned.

Autodesk, she underwent a radical mastectomy, sold two companies, pursued an acquisition, and hired a new management team.





## At Wisconsin, Where They Row

Established in the late nineteenth century, rowing is the oldest varsity sport at UW-Madison and represents one of the university's proudest traditions.

Both men's and women's crews have earned national titles and are respected among the country's top competitors. Success has brought increased participation in the sport, but rowers have had to make do with limited space for training and storage. That will change soon, with the expansion and remodeling of the forty-year-old boathouse on the Lake Mendota shoreline.

"We are very excited that the UW is finally building the facility that will meet the needs of all the rowing squads," says **Julie Van Cleave '81, MBA'83** of Elm Grove, Illinois. "The existing boathouse is not adequate, which I learned as a freshman. Back then we had to sneak into the men's room during practice — and after practice, go home and shower and change clothes

in the dorms. I still remember going home in frozen, wet sweats." Julie and her spouse, **Jay '82, MBA'85**, have made a gift to name the women's varsity locker room.

"**Norm Sonju** was my coach in 1966–67," recalls **Greg Farnham '68** of Juneau, Wisconsin. "We had an opportunity to travel to England to row, but we needed to raise money. The number of alumni willing to make gifts and help us get there impressed me. Coach Sonju is one of the people from my past I've never forgotten. Naming the community room in honor of him felt like the right thing to do."

Not only former rowers, but parents of team members, as well as rowing fans, have come together to support the project. **Dr. Robert Simpson '67** and **Kayte Simpson '67** of Duncan, Oregon, have named the men's novice locker room in honor of their son and former rower **Ira Sandon Simpson '99**. "We appreciate what the program did

for our son — teaching him to manage his time, improving his self-esteem, conditioning him, and molding his person to help him become a true leader and skilled athlete," the couple says.

Even **John B. Menn '39, LLB'47** of Vero Beach, Florida, who has never rowed, is excited about the new boathouse and will name the lighthouse section of the new facility. "Crew is a fine sport," he says. "It is dramatic, and I love to watch it. I owe UW-Madison for my education, and anything I can do to help this sport is fine!"

The \$6.2 million expansion will include more boat storage, indoor workout areas, rowing tanks, locker rooms, meeting rooms, and a hall of fame. The private funding goal is \$2 million, with the Division of Intercollegiate Athletics providing additional funding. The facility is scheduled for completion by fall 2003.

— Tracey Rockhill '87



Integrated dairy research and teaching programs at UW-Madison's College of Agricultural and Life Sciences provide vital assistance for the Wisconsin dairy industry.

Many of the businesses that have benefited from the UW's expertise are now saying thank you with contributions that will help update college programs and facilities. The gifts will enable expansion of studies in milk quality, animal well-being, dairy enterprise management, and environmental concerns, as well as new technology initiatives. Donors to date include the Land O'Lakes Foundation, Vita Plus Corporation, Badgerland Farm Credit, and the Wuethrich Foundation.



## THE MAIN EVENTS

### Campus Resources

**Alumni Association (WAA)**  
(608) 262-2551  
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Web: www.uwalumni.com

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**UW-Madison Web Site**  
www.wisc.edu

**Wisconsin Union Theater Box Office**  
(608) 262-2201  
www.wisc.edu/union/theater

## october

**6 Hoosier Mascot Pre-Game Pancake Party** — Two and one-half hours before kickoff, UW Stock Pavilion. WAA, University Housing, and the Chancellor's Office invite all students and community members to attend this free, alcohol-free, lumberjack-style breakfast prior to the Wisconsin versus Indiana game. You'll enjoy live music and door prizes. To learn more, visit WAA's Web site at www.uwalumni.com.

**13 BADGER HUDDLE® at Ohio State** — 12:30 p.m., Fawcett Center, Ohio State University campus. WAA has been sponsoring BADGER HUDDLES® in away-game cities and before UW-Madison's Homecoming game for more than twenty-five years. Join other Badgers for a Wisconsin-style tailgate buffet, as well as appearances by Bucky Badger, the UW cheerleaders, and UW Athletic Department personalities. **Reservations must be made in advance.** For more information on this and other HUDDLES®, or to make reservations, visit WAA's Web site at www.uwalumni.com/huddles. You may also contact WAA's Jeff Wendorf toll-free at (888) WIS-ALUM (947-2586).

**20 BADGER HUDDLE® at Illinois** — Two and one-half hours before kickoff, at the Chancellor Hotel, Campaign, Illinois. See October 13 for details.

**25 Lecture by Patricia Limerick, Author and Historian of the American West** — The Center for the Humanities is sponsoring this free Humanities Without Boundaries lecture. Limerick is a professor of history at the University of Colorado at Boulder and chair of the board of the Center of the Ameri-

can West. Larry McMurtry said of her, "Everything she writes about the history of the American West deserves attention." For information, e-mail info@humanities.wisc.edu or call (608) 263-3409.

**27 Wisconsin versus Michigan State (Homecoming)** — Time TBA, Camp Randall. See the complete Homecoming events listing on page 56.

**27 Miriam Makeba** — 8:00 p.m., Wisconsin Union Theater, Memorial Union. This singer/songwriter, political activist, and reigning queen of African music is touring America to introduce a new generation of fans to her distinctive voice. For ticket information, call the Wisconsin Union Theater Box Office at (608) 262-2201, or send a fax to (608) 265-5084.

## november

**1-3 Alumni Weekend College: Alumni Business Challenge** — Fluno Center for Executive Education,

1:15 p.m. Inject some new blood into your professional network by attending this unique seminar on the ABCs of contemporary management taught by the business school deans and faculty of UW-Madison and the University of Iowa. Top off the weekend with the option to attend the Wisconsin-Iowa football game. For more information, call WAA's Sarah Schutt toll-free at (888) 947-2586 or e-mail her at Sarah.Schutt@uwalumni.com.

**3 Huddle with the Faculty** — 9:00 a.m., the Fluno Center for Executive Education. Learn the latest on business issues from UW-Madison's former School of Business Dean Andrew Policano and the University of Iowa's Gary Fethke in "The Deans Debate." This event is free and open to the general public. For more information, contact WAA's Sarah Schutt.

**2-3 Freshman Parents' Weekend** — All parents of freshmen are invited to join their students on campus for Friday classes, tours, a Q&A session with Provost Peter Spear,



**Bucky in a red sea of football fans** — and a baker's dozen of other evocative full-color images of the UW-Madison experience — are featured in the Memories for a Lifetime 2002 Calendar, now available for the third year under a unique partnership between the university and The University Book Store. Proceeds from sales of the 14-by-20-inch wall calendars go to the Chancellor's Undergraduate Scholarship Fund. To order, stop by any University Book Store location or call (800) 957-7052. Cost: \$12.95.



**Madison's trees put on a fireworks display of fall colors. Nearly 6,000 first-year students enrolled this semester, and enjoyed a host of Welcome Week activities, including a presentation by Oliver Sacks, neuroscientist and author of such books as *Awakenings*.**

and an evening of music at Luther's Blues. On Saturday, enjoy a tailgate breakfast buffet, the Wisconsin-Iowa football game, and a free movie. Call the FPW hotline toll-free at (888) WISC-FPW for details.

**8 Countdown to Commencement** — 10:00 a.m.–6:00 p.m., Tripp Commons, Memorial Union. The Wisconsin Alumni Association congratulates and assists those about to graduate through its Countdowns. Graduating seniors can order caps and gowns, class rings, and *Badger* yearbooks; find out how the alumni association can help make the transition from student to alumnus a bit smoother; and much more. Contact WAA's Marianne Benforado at (608) 262-4047.

**16-17 Alumni Weekend College: History of American Music** — Fluno Center for Executive Education, Friday, 9:00 a.m.–5:00 p.m., and Saturday, 9:00–10:00 a.m. Join UW-Madison Professor of Music Mike Leckrone as he takes you through a tour of American music from the big

band era to the history of rock 'n' roll — all in one morning. Claude Cailliet and the UW Jazz Ensemble will perform in the afternoon. Then dance the night away to big band tunes in the Memorial Union. For more information, contact WAA's Sarah Schutt toll-free at (888) WIS-ALUM (947-2586) or e-mail her at SarahSchutt@uwalumni.com.

**17 Huddle with the Faculty** — 9:00 a.m., the Fluno Center for Executive Education. Michael Goldberg of the Wisconsin Union Theater will lead listeners through the transformation of American musical theater and the career of Richard Rodgers. The general public is invited to join this free musical journey before the Michigan game. For information, contact WAA's Sarah Schutt.

**20-26 Hawaii Basketball Tour** — Basketball fans: here's your chance to cheer on the team at the 2001 Big Island Invitational. Tour packages include three nights at the deluxe Outrigger Waikoloa Resort in Kona, three nights at the Hawaii Naniloa

Resort in Hilo, and an official tournament pass for all tournament games. Packages include optional airfare. For complete tour details, call WAA's travel department at (888) 922-8728 or log on to [uwalumni.com/hawaiibasketball](http://uwalumni.com/hawaiibasketball).

**21 Contemporary Prints from the Marshall Erdman and Associates Corporate Art Collection** — Through January 6, 2002, Elvehjem Museum of Art. Architect and company founder Marshall Erdman, influenced by Frank Lloyd Wright's notion that architecture should integrate the visual arts, primarily designed and built healthcare facilities. As part of his building designs, Erdman provided his clients with art. This exhibition will allow to visitors to view part of this treasure trove of more than 376 pieces.

**23 Paul Bunyan Distinguished Lecture** — Minneapolis. The Wisconsin Alumni Association and the Minnesota Alumni Association annually present the Paul Bunyan Distinguished Lecture Series, held the night before the Wisconsin-Minnesota football game. These educational lectures traditionally focus on themes relevant to both schools. This year, the jazz/big bands for each school will play together in an organized program. For complete details and registration information, visit [www.uwalumni.com/learn](http://www.uwalumni.com/learn) or call (888) WIS-ALUM (947-2586).

**24 BADGER HUDDLE® at Minnesota** — Four hours before kickoff, St. Paul Armory, St. Paul. For details, call Mary Curtis at (612) 869-2569.

For details on the programs listed here or others, visit the WAA Web site at [www.uwalumni.com](http://www.uwalumni.com).



## 2001 Badger football schedule

- October 6  
**Indiana** (Badger Blast)
- October 13  
@ **Ohio State**
- October 20  
@ **Illinois**
- October 27  
**Michigan State** (Homecoming)
- November 3  
**Iowa** (Parents Day)
- November 17  
**Michigan** (W Club Day)
- November 24  
@ **Minnesota**

## Be a Bowl-Bound Badger

Be prepared for any possible bowl action! To make sure you're part of the official university bowl tour, call WAA toll-free at (888) WAA-TRAV or visit [www.uwalumni.com/travel/bowl.html](http://www.uwalumni.com/travel/bowl.html). All WAA tours include: round-trip charter airfare from Madison or Milwaukee (tours also include a land-only option), deluxe hotel accommodations, a Badger welcome party, special Badger souvenirs, admission to the pre-game **BADGERHUDDLE®**, and game ticket.





Put on your grass skirt — it's time for Homecoming 2001: "Badger Luau!" All proceeds from Homecoming events go to the Dean of Students Crisis Fund, which assists students in critical need. For more information, call the Homecoming office at (608) 265-2731, toll-free at (888) 947-2586, or visit WAA's Web site at [uwalumni.com/homecoming](http://uwalumni.com/homecoming).

## HOMECOMING HIGHLIGHTS:

### Saturday, October 20

**Charity Ball** — Grainger Atrium, 8:00 p.m. — midnight. The first annual Homecoming semi-formal will be open to all students and their guests. \$3.00 per person.

### Sunday, October 21

**Charity Run/Walk** — Registration at 10:00 a.m., Library Mall. Run at noon, Memorial Union. Registration fee is \$12 until October 12, or \$15 after that. Register online at [uwalumni.com/homecoming/charityrun](http://uwalumni.com/homecoming/charityrun). Both the walk and run will begin in front of the Memorial Union and curve around campus.

### Friday, October 26

**Golf Outing** — University Ridge Golf Course. UW staff, students, and alumni who participate in the fourth-annual golf outing will get a chance to enjoy eighteen holes on University Ridge's beautiful par 72 course, complete with lunch and door prizes. Registration fee is \$125, and spots are limited — call (608) 265-2731 or register online at [uwalumni.com/homecoming/golfouting](http://uwalumni.com/homecoming/golfouting) today.

**Lake Street Alumni Reception** — University Club, following the fireworks. If you participated in the Wisconsin Alumni Student Board, the Homecoming committee, or the Wisconsin Future Alumni Association, here's your chance to reconnect with old friends. Contact Becci Menghini at (888) 947-2586 (WIS-ALUM) or [BecciMenghini@uwalumni.com](mailto:BecciMenghini@uwalumni.com) for more information.

**AAAA Reunion** — Members of the African American Alumni Association are invited to the all-alumni reception at the State Historical Society from 5:00 to 7:00 p.m., to the all-alumni BADGER HUDDLE® in the UW Field House before the game on Saturday, and to purchase a limited number of football tickets in a special Quad A section. Afterward, they'll enjoy a concert by Miriam Makeba on Saturday evening. Contact Russell Betts at (888) 947-2586 (WIS-ALUM) or [russellbetts@uwalumni.com](mailto:russellbetts@uwalumni.com) for more information.

**Class of 1976 Reunion** — If you're part of the Class of '76, WAA has a party for you! Plans include a cocktail reception from 5:00 to 7:00 p.m. at the State Historical Society and reserved seating for the class at the all-alumni BADGER

HUDDLE® on Saturday in the Field House. For more information, contact WAA's Sue Miller toll-free at (888) WIS-ALUM (947-2586) or [SueMiller@uwalumni.com](mailto:SueMiller@uwalumni.com), or access [uwalumni.com/1976/](http://uwalumni.com/1976/).

**HLAA Reunion** — Hispanic Latino Alumni Association members are invited to the all-alumni reception at the State Historical Society from 5:00 to 7:00 p.m., to the BADGER HUDDLE® in the UW Field House before the game on Saturday, and to purchase a limited number of football tickets in a special HLAA section. Contact Russell Betts at (888) WIS-ALUM (947-2586) or [russellbetts@uwalumni.com](mailto:russellbetts@uwalumni.com) for more information.

**Parade, Pep Rally, and Fireworks** — State Street and Memorial Union, 6:00 p.m. The UW Marching Band will lead the annual Homecoming Parade down State Street, ending on the Union Terrace with a rousing pep rally. At 7:30 p.m., find a spot on the Terrace for the Badger Luau fireworks display, unveiling of the week's awards, and live music.

### Saturday, October 27

**Homecoming BADGER HUDDLE®** — Two and one-half hours before kickoff, UW Field House. This event will feature a generous, Wisconsin-style buffet. The price is \$23 per WAA adult member, \$25 for nonmembers, and \$15 for children ages six to twelve. **Reservations are required.** Contact WAA's Sue Miller toll-free at (888) WIS-ALUM (947-2586), or visit [uwalumni.com/homecoming](http://uwalumni.com/homecoming).

**Badger Action Network Fall Meeting** — Each fall, members of WAA's grassroots advocacy group, the Badger Action Network (BAN), gather in Madison before the Homecoming game to learn firsthand from university officials about progress made in the last year, as well as future plans for UW-Madison. Contact Eric Schutt toll-free at (888) WIS-ALUM (947-2586), or by e-mail at [EricSchutt@uwalumni.com](mailto:EricSchutt@uwalumni.com).

**GLBT Alumni Council Tailgate** — Members of the Gay, Lesbian, Bisexual, Transgender Alumni Council are invited to attend a tailgate party prior to the game on Saturday. A limited number of football tickets are available for purchase in a GLBTAC block. For details, log on to [uwalumni.com/glbtag](http://uwalumni.com/glbtag) or contact Russell Betts at (888) WIS-ALUM (947-2586) or [russellbetts@uwalumni.com](mailto:russellbetts@uwalumni.com).

## Letters

Continued from page 6

I was disappointed to read nothing new in your article "The Childcare Squeeze." What I'd prefer to see is how the university is trying to become *more* family friendly, not less! Why is the UW looking for ways to separate children from their parents, when the majority of parents, as polls show, want more time with their children? The Holdens should be congratulated on keeping their baby in their office space, rather than pitied because there was no space available in an institutional day care.

Your article focused on the needs of parents as professionals, not the needs of children to have a nurturing environment. Which is truly more important?

*Eileen Flanagan Doughty '81  
Vienna, Virginia*

**Campus Map Available**

Thanks for casting an eye on the Campus Map Project (Dispatches, Spring 2001). Alumni will be interested to know that the colorful poster mentioned in that article can be purchased for \$14 plus shipping and tax.

You'll find an image of the poster and an order form at [www.geography.wisc.edu/sco/pubs/maps\\_pubs.html](http://www.geography.wisc.edu/sco/pubs/maps_pubs.html). We can take credit card orders by telephone at (608) 262-3065.

*Bob Gurda '71, MS'86  
Assistant State Cartographer  
Madison*

**All the Farmers Respond**

I just finished reading "Where Have All the Farmers Gone?" (Summer 2001), and I felt compelled to write.

I'm that guy — the one who said "he was going to

farm — after he made some money." I did. And I am. I took Susan Lampert Smith's AJ 204 in the fall of 1993. I graduated in 1995 and got a job with a small company that does ag research. After eleven months, my wife and I had made some money, so we put it toward a down payment on a five-hundred-acre farm near Waterloo.

Why don't many people start farming on their own? Maybe it's because they were told that it couldn't be done. Several professors at UW-Madison scoffed at me. The experts did the same thing to my father. And his brothers. And my grandfather.

Maybe it's also a lack of assistance that frustrates beginners. I tried to get a low-interest loan through a beginning-farmer program with Farmers Home Administration, and the person in charge of my area was extremely condescending. Yes, it can be difficult to start on your own, especially when the programs designed to help can't be bothered to.

Is it worth it? Absolutely. I've come home. My home.

*Dan Kleiber '95  
Waterloo, Wisconsin*

"Where Have All the Farmers Gone?" is particularly appropriate here in rural Iowa. I know of at least one recent UW couple who graduated and are making it farming, but in general, the article is unfortunately correct.

The recipe for success for this couple is small niche markets for organic produce and CSA (community supported agriculture). I wish more CALS graduates would

consider farming, but in a different way than is being taught at the UW. One idea is for families to pool their resources to buy and share land and equipment in a cooperative arrangement that supports a family farm.

The old style of one independent farmer with one or two row crops only works by continuing to get larger. In the long run, this style of farming leads to corporate agriculture, hurtful to both the rural community and the physical environment, as has occurred in Iowa.

*Jon Cowan '75  
Decorah, Iowa*

I really enjoyed "Where Have All the Farmers Gone?" I passed the article on to two co-workers whose husbands are dairy farmers.

The decision to farm has been a major strain on their

relationships. In fact, one co-worker grew up on a dairy farm and vowed never to marry a farmer. However, after she and her husband graduated from college (he has a finance degree, and she a journalism degree), he discovered that what he really loved was farming. However, his father sold the dairy farm he grew up on, because he didn't want his children to live that life. So he decided to take over her family's farm.

Although the lifestyle is difficult for the family, they are dedicated to it.

I wanted to let you know that at least one young couple is able to live the life they want — on the farm. Your article helped validate the difficult decisions they made. Thank you!

*Jennifer Soehnlein '96  
Fitchburg, Wisconsin*

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# A Matter of Degrees

*We know that there is a remarkable difference in the post-collegiate success of people with degrees and those who dropped out. The dropouts do much better.*

The editors of this magazine recently commissioned a survey of you, our readers, so that we can add to the thick dossiers we maintain on each of you. Some of the data are really quite revealing — such as this: did you know that a full 98 percent of you have college degrees?

Because you're such a smart crowd, you probably can tell where I'm headed with this. I figured that, since we distribute our magazine to "alumni of the University of Wisconsin-Madison," I could safely

truth is that you don't have to graduate to be considered an alumnus or an alumna of this fine institution. All you need to do is show up. And to think you worried about all those finals...

According to *Merriam-Webster's Collegiate Dictionary* — which has to be right because it says "The Voice of Authority" right on the cover — an alumnus is "one who has *attended* or graduated from a particular school, college, or university." The word is Latin, stemming from *alere*, meaning "to nourish oneself," and *yum*, meaning "with four years of pizza."

This means that, to your university, you're all alums. Whether you slogged through a six-year program in bacteriology to end up with an eye chart of letters after your name, or you breezed through a macramé seminar, you're still invited to Homecoming. You all get those cool discounts on rocking chairs. You're all the same to us. Makes those of you with the sheepskin feel kind of sheepish, doesn't it?

Rest assured, however, that the lives of alumni are not all alike. In fact, we know that there is a remarkable difference in the post-collegiate success of people with degrees and those who dropped out.

The dropouts do much better.

Really, it's true. The list of people who came, saw, and failed to conquer UW-Madison is mightily impressive: Frank Lloyd Wright x1890, John Muir x1863, Charles Lindbergh x'24, Don Ameche x'31, Tom Wopat x'74. Getting a UW degree can take a person a long way, but apparently not as far as *not* get-

ting one can. (Not getting one earns you an "x" between your name and the last year you were seen around campus.)

You might wonder about the ones who actually did the work, guys like Russ Feingold '74 and Tommy Thompson '63, JD'66. Haven't they done pretty well? Sure, they're important people. But not as important as Dick Cheney x'68. Bagging his UW studies got Cheney all the way to the White House. Maybe that's where Tommy or Russ would be if they'd just had the foresight to skip a history midterm.

The saddest part of all this is the "what ifs." How many epidemiologists and tax accountants could have turned it around in college, bailed on a few courses, and ended up millionaires? Or what if Lorraine Hansberry x'52 hadn't left the UW to write *Raisin in the Sun*? Was she this close to falling into a life of microbiology?

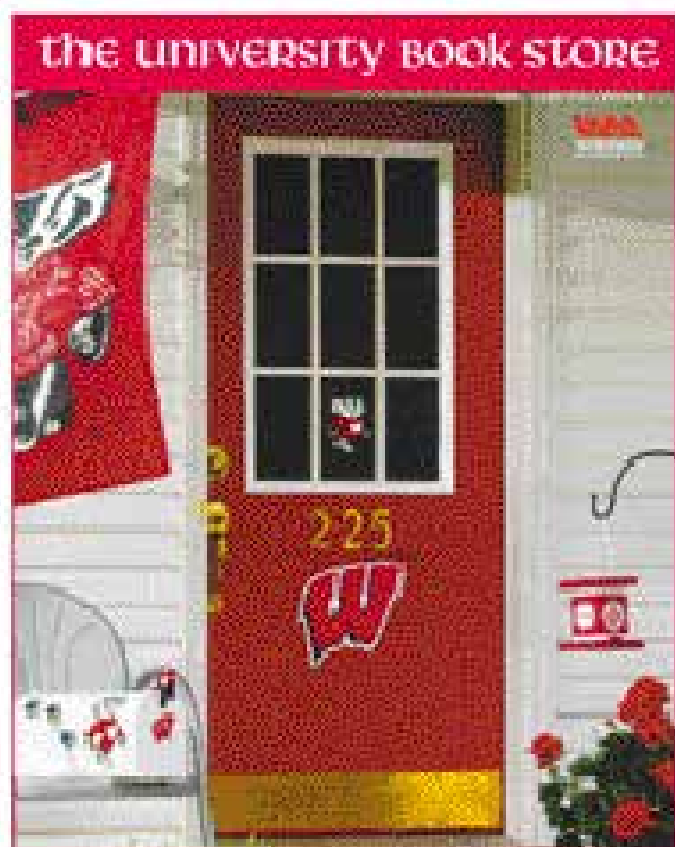
So let's salute the 2 percent of our fellow alumni who had the courage to stand up and say that they didn't have what it takes. We'd be so much worse off without them. We wouldn't have Taliesin or national parks or the *Spirit of St. Louis*. No one would have written, "Some people call me Maurice, 'cause I speak of the pompitous of love." Those lines were written by Steve Miller x'64, the Space Cowboy, not long after he blasted out of Madison. Had he stuck around, surely some English professor would have had him writing things that made sense. And how tragic that would have been.

Senior Editor Michael Penn earned a master's degree from UW-Madison in 1997 — and that explains a lot, doesn't it?



assume that all of you have graduated from a college — such as, say, this one. But I discovered a dirty secret we don't like to admit, at least not until we cash the tuition checks. The





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# Live and Learn

Go ahead. Allow yourself the time to relax to the sounds of big band, rock 'n' roll and jazz. Learn the history of these movements from Madison musical legend Mike Leckrone. Put on your dancing shoes and swing. You'll do it all this November as part of the history of American Music series at UW-Madison.

Plan to return to the new Fluno Center on campus this fall — you'll live a little and learn a lot at these interactive and exciting alumni learning opportunities.

For more information or to register,  
call (888) WIS-ALUM or visit [www.uwalumni.com/learn](http://www.uwalumni.com/learn).

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