

Open for Business

The MBA gets a makeover for a specialized age.

This fall's crop of MBA students in the School of Business will pioneer a revamped curriculum that shifts its focus to meet their specific career goals.

The program allows students to tailor their graduate school experience in one of fourteen career specialties, including applied security analysis, supply chain management, product management, risk management and insurance, and applied corporate finance. The changes are part of the school's drive to strengthen the national rankings of its MBA program.

"We have made a conscious choice to be the best program available for students with a clear career objective," says **Michael Knetter**, dean of the school.

Wisconsin's new approach differs from "general management" MBA programs that provide a first-year overview, followed by a year of electives with no specialized major. And it is more targeted than "traditional major" programs empha-



JEFF MILLER (2)

The UW's Grainger Hall likely will be expanded to house a revamped MBA program.

sizing a first-year overview with second-year studies in a broad area, such as marketing or accounting. The revamped first year will provide a strong business foundation in a range of areas, but the second year will allow students to home in on career specializations and gain a depth of expertise.

Knetter says the career specializations will operate out of academic centers, such as the A.C. Nielsen Center for Marketing Research, the Weinert Center

for Entrepreneurship, and the newly endowed Nicholas Center for Applied Corporate Finance, which offer students real-world experience, interaction with business executives, and a strong sense of community.

Changes to the MBA program come as the school plans a \$40 million addition to Grainger Hall, which would extend from the building's east side. If the expansion is approved, it would open in fall 2007.

— *Dennis Chaptman '80*

**OVER
HEARD**

"Cancer is not a death sentence anymore."

— Model **Cindy Crawford**, during a reunion of cancer survivors at UW Children's Hospital in November. Crawford's brother, Jeffrey, was a patient at the hospital twenty-five years ago before dying of leukemia.

President Lyall to Retire

In the fast-burnout world of higher-ed administration, where presidents and chancellors rarely serve for a decade or longer, **Katharine Lyall** has decided twelve years is enough.

Lyall, president of the twenty-six-campus UW System since 1992, announced in February that she will retire at the end of the academic year. The fifth person and the first woman to lead the system, the sixty-two-year-old Lyall said it is "an appropriate time for new energy and fresh leadership."

An economist who also holds a professorship at UW-Madison, Lyall may be best

remembered for establishing the UW System as a key player in Wisconsin's economic development. Chancellor **John D. Wiley MS'65, PhD'68**, one of more than fifty chancellors hired during Lyall's tenure, says she was a strong advocate for students and staff despite a trend of dwindling resources.

Toby Marcovich '52, LLB'54, UW Board of Regents president, who will head the search for Lyall's successor, hopes to name a new president by June. "Katharine is one of the smartest, hardest-working people I know," he



Katharine Lyall, president of the UW System since 1992, will retire in September.

says. "It will take an extraordinary individual to follow in her footsteps."

— *Michael Penn*

**one
number**

29

Number of UW-Madison professors who appear on a list of the most-cited experts in their fields, according to a national survey of scholarly publications by a leading indexer. Fewer than one-half of 1 percent of researchers who published during the past two decades made the list.

Numbers Game

Crowning UW-Madison's 'Grand Integrator.'

Q AND A

Heather Olson

Olson x'06 earned perfect scores on both the SAT and the ACT before enrolling at UW-Madison, the only school to which she applied, in fall 2003. She entered with thirty-four AP credits, which means she's already a sophomore.

Q: Did you ace both tests on the first try?

A: I got a perfect score on the SAT on my first time. The first time I took the ACT, I got a thirty-five [out of a possible thirty-six].

Q: Thirty-five wasn't good enough?

A: Well, after I took the SAT and got a perfect score, I said, "Why not?"

Q: What prepared you for success on the test?

A: I got a good night's sleep beforehand. And I guess I paid attention in class.

Q: What are you studying?

A: I'm thinking medical science or medical microbiology and immunology, looking toward medical school afterward.

Q: Where will you go then?

A: I'm thinking of the UW because I'm in the Medical Scholars program. So I just have to keep good grades, and I don't have to take the MCAT — that's nice.

On a Tuesday evening in February, **Jeremy Rouse** approached a blackboard in Sterling Hall and met his opponent. Only one of them was to survive the showdown of speed and prowess, thereby going on to the third round of the university's first-ever calculus competition and possibly being crowned the "Grand Integrator of Madison" — a title coveted by math enthusiasts.

As Rouse awaited the problem, he circled his shoulders and stretched his back to warm up. Finally, the mathematics graduate student, one of fourteen finalists, put his yellow chalk against the board and began writing figures.

For the next few minutes, fifty spectators sat in rapt attention as chalk raced loudly across the boards. The scratching slowed, then stopped entirely, as Rouse stepped back to review his lines of calculations, momentarily stumped. A few in the audience scribbled calculations onto notebook pages. One drew figures in the air.

The scene was exactly the sort of drama the contest's mastermind, **James Reardon**, wanted to create. An outreach specialist with UW-Madison's Wonders of Physics program, Reardon based the contest on one he competed in at the Massachusetts Institute of Technology. By bringing it to Madison, he hoped to show students that math is both important and fun.

"Learning calculus is like learning how to swim," he says.

"In the beginning, it's painful — you get a lot of water up your nose — but once you learn the basics, you can start playing games and having fun."

Integrals, one of the fundamental building blocks of calculus, are essentially long summations, which can be used to predict phenomena in math and science. Engineers, physicists, and, increasingly, biologists use the tools of math to answer questions such as how much weight a bridge can hold before it collapses, how long it might

contest, which began with twenty-five competitors, including undergraduate and graduate students majoring in mathematics, computer science, chemical engineering, and even a few undecideds.

"We'll make better scientists if we encourage students to learn more math," Reardon says.

At the blackboard, the speed of the chalk picked up as Rouse and his contestant raced toward their final answers. When the buzzer sounded, it was Rouse's opponent who



Mathematics graduate student Jeremy Rouse ponders his work in the heat of competition during the UW's first-ever Integration Bee.

take a cup of coffee to turn cold, or how large a population of bacteria can grow in a few hours.

"Math is the language of the universe," says Reardon. "You can't expect to know physics if you don't know the language of math."

But these days, physics students often struggle with math more than they do with science, Reardon says. It's partly for this reason that the Wonders of Physics program sponsored the

came away victorious, although he, too, would later be beaten. After four rounds and about thirty-five integrals, **Boian Popunkiov MA'01** was named the winner. Popunkiov, a mathematics graduate student, earned one hundred dollars, thanks to a donation from the University Book Store, and the honor of being the university's greatest integrator.

At least until next year.

— Emily Carlson

JEFF MILLER

Book Smarts

Student site offers option to rising textbook prices.

Like many students, **Michael Comstock x'06** knows that hitting the books often means taking a financial hit.

"When you're paying four hundred or five hundred dollars a semester for books, that's a pretty big strain, on top of tuition and housing," he says.

But Comstock, a computer science student who dabbles as a Web site architect, thinks there's a better way to make the bookends meet. In December, he launched an eBay-like textbook-swapping site called Madbook.com, which connects students who want to sell their old books with others who want to buy them. Unlike secondhand bookstores, which buy used texts and resell them at marked-up prices, Comstock's site acts only as a mediator, allowing students to negotiate directly with each other and strike better deals than they can get from stores.

"The whole point is to save students some money," says Comstock.

Two weeks after the site's debut, more than nine hundred books were listed for sale. And while that may represent only a fraction of the usual end-of-semester book trade, it's indicative of the growing backlash against rising textbook prices.

According to the student-run Wisconsin Public Interest Research Group, the average UW-Madison student will shell out \$898 this academic year for textbooks — nearly one-fifth of annual resident undergraduate tuition. As prices have risen, so, too, have the calls for alternatives. Some students have gone online, searching for deals from overseas or discount booksellers. Others have shopped at cut-rate book swaps such as one spon-



Student Michael Comstock thinks he has a better way for students to buy and sell textbooks.

sored by WisPIRG, which are gaining in popularity.

UW-Madison's student government, meanwhile, is calling for a program that would allow students to skip buying books altogether. In September, the Associated Students of Madison showed up at Bascom Hall with one thousand student petitions asking the university to adopt a

textbook rental program, as some other UW System campuses have.

"It's a reasonable request," says **Paul Barrows**, vice chancellor for student affairs. "Students are paying higher costs, and in a year when our tuition went up 18 percent, the responsible thing for us to do is to take an honest look at what can be done to give students some relief."

Barrows expects to convene a committee of students, faculty, and staff to study the feasibility of textbook rental, although UW-Madison's volume of classes and faculty may make a wide-scale program unrealistic, he says. At the same time, he encourages students to explore other avenues.

"If there is a market niche here, some creative, enterprising young entrepreneur will find a way to develop it, and hopefully they will come up with something that creates a win-win situation for everybody," says Barrows.

As for whether Comstock may be that entrepreneur, Barrows says, "I hope he succeeds."

— *Michael Penn*

Good Cops

The UW Police Department wrote the book on dealing with campus harassment. Well, really, it wrote the pamphlet.

Responding to a request by the Dean of Students office, the department created literature outlining the problem of harassment based on sexual orientation, highlighting ways people on campus could seek support and recourse. The outreach was so successful that the police published another pamphlet addressing race-based discrimination and hate crimes. Now, both documents have been

picked up by the Federal Bureau of Investigation, which has adapted them for its crime-fighting agenda. FBI representatives recently told campus police that they plan to use similar brochures in their offices around the nation.

On campus, thousands of copies of both brochures have been distributed to improve climate and community relations. Police officials say the work played a large role in the department winning a civil rights award in 2002 from the International Association of Chiefs of Police.

— *Josh Orton x'04*

Phillip Certain PhD'69, dean of the College of Letters and Science, announced plans to retire after eleven years leading UW-Madison's largest college. The chemistry professor developed a reputation as a careful leader and



problem-solver, particularly for his adroit handling of budget cuts within the college. At a meeting of L&S department heads in October, Certain received a standing ovation after announcing his plan for handling cuts within the college.

An electronic circuit designed by none other than Chancellor John Wiley wound up at the heart of a legal battle. The Wisconsin Alumni Research Foundation filed a lawsuit against Sony and Toshiba, alleging that the electronics giants infringed on one of its patents by using Wiley's design in the **PlayStation 2** video-game system without compensation. Wiley and engineering Professor John Perepezko designed the circuit in the mid-1980s. The case was settled out of court.

Responding to pressure from a student group, the university announced that it will require companies that manufacture **licensed apparel** to disclose how much they pay their workers. Chancellor Wiley said he agreed "in spirit" with the Student Labor Action Coalition, which has been pushing the university to assure its products are not made under sweatshop conditions. UW-Madison currently pays the independent Workers' Rights Consortium to monitor labor practices at licensees' factories around the world.



Botox Boom

UW researchers continue to probe a poison they helped refine.

Ever since UW-Madison biochemist **Ed Schantz '31, PhD'34** cooked up his first batches in the 1970s, botulinum toxin — better known as Botox — has been on a therapeutic roll.

the market for the drug now exceeds \$500 million annually.

But Botox isn't just for wrinkles, says **Eric Johnson**, a professor of bacteriology and food microbiology and toxicology

who has become one of the leading authorities on the toxin. In the lab, Johnson is exploring the biomedical applications for the poison, including its potential in treating pain, a quality recognized when cosmetic users of the toxin reported diminished effects of migraine headaches.

That line of inquiry began with Schantz, who joined the UW Food Research Institute in 1972 and is generally acknowledged as the master of botulinum. Now ninety-five, Schantz got his start in the poison business during World War II, as a young Army officer at Fort Detrick, Maryland, then the home of the Army's biological warfare program. His job

was to develop toxin counter-measures, as military intelligence worried about the potential of botulinum and other bacteria being used against American troops. Because the toxin loses its potency in the environment, it would never have measured up as a battlefield weapon, Schantz recalled in a 1992 interview. But he thought the toxin's unique characteristics might be valuable in other applications.

Six million times more powerful than rattlesnake venom, botulinum toxin works by attaching itself permanently to nerve endings and blocking chemical signals from reaching a muscle, weakening it and, with enough deadened nerve endings, causing paralysis. Victims of botulism-induced food poisoning usually suffocate after their chest muscles are paralyzed.

But the ability to neutralize motor neurons and paralyze muscles also lends the toxin to mitigating disease. It has been useful in treating a class of human ailments known as dystonias — runaway muscle spasms caused, scientists believe, by involuntary nerve impulses from the brain. Other applications have included treating the cramps that plague professional musicians, calming the muscles of children with cerebral palsy, and relieving the spasms suffered by some victims of stroke.

"It's really helped all kinds of people," says Johnson, who has seen it injected into the legs of a close friend to alleviate the symptoms of mild cerebral palsy. "It helps them live a better life."

Beginning in 1985, Johnson worked hours each day with Schantz to learn the fine points of making the poison — a process that is as much art as science. Purifying the toxin has been likened to making fine wine: even with a recipe, not everyone can do it, and the difference in toxin quality can be the same as that between a fine Bordeaux and cheap vino. "There can be a lot of batch variation," Johnson explains.

When used in therapy, the toxin is injected in minuscule doses, targeting just those muscles underlying a condition. To smooth wrinkles, for instance, a



JEFF MILLER (3)

Botulinum toxin, commonly known by the trade name Botox, is helping to smooth the wrinkles of the aging process for millions of people. But the potent poison can do a lot more than erase frown lines — and its potential has UW scientists smiling.

Used first to treat crossed eyes, the nerve poison made by the bacterium *Clostridium botulinum* has filled a growing biomedical niche. Most famous by far is the cosmetic application of the toxin to smooth frown lines and wrinkles — which has spawned a lucrative industry and the existence of "Botox parties." With 1.6 million people receiving the cosmetic injections in 2001 alone,

small dose — usually about one-millionth of a teaspoon — of purified toxin complex is injected into the forehead, the usual target. There, the agent blocks the release by nerve cells of acetylcholine, a chemical that tells muscles to contract. In about a week, the wrinkles disappear.

Despite its widespread use, there are still many unknowns about botulinum's basic biology.

Johnson's lab continues to create and study new generations of the toxin, and the lab has licensed its technology to a company called Mentor, which has opened in the University Research Park to develop botulinum-based drugs. Others on campus, such as Medical School physiologist **Edwin Chapman**, are puzzling out the secrets of how the toxin enters cells.

"It acts on different maladies in ways we don't understand," says Johnson. If you don't know the basics, "it's hard to predict just how something will be used medically," he adds. "But it has helped so many people that we're almost sure to find new uses. By no means is it finished in its development as a drug."

— *Terry Devitt '78, MA'85*

On the Biodefensive



Botox, as Eric Johnson notes, is "the most poisonous substance known." And while that makes it an important target for science, it also underscores the need for careful security surrounding it.

As the federal government ramps up research on potential agents of bioterror, those security measures are getting new scrutiny. While the university has always taken precautions to ensure that work with pathogens and toxins is conducted safely, the terrorist attacks of September 11 have forced universities and the government to reassess security measures. Several new procedures, ranging from physical barriers to stepped-up cyber-security and screening of lab personnel, are now in place at UW labs that work with hazardous agents.

But in some cases, new federal regulations are also bringing costs and hassles for researchers. The ability of faculty to place students in labs, exchange materials, and host visiting scholars has undergone fundamental change.

R. Timothy Mulcahy

PhD'79, associate vice chancellor for research policy and Graduate School associate dean for the biological sciences, says the university is working to ensure that labs are safe and secure without diminishing productivity or hindering free inquiry. "The basic research we do is critical to a better basic understanding of how these organisms and their toxins work," Mulcahy says. "It's our best path to improved treatment and countermeasures for bioterrorism, and it has significant implications for improved public health."

Recent UW-Madison advances have included discovery of the receptors for both anthrax and botulinum toxin, which may make it possible to develop strategies to neutralize the toxins before they enter cells. UW-Madison researchers are also involved with the new Midwestern Regional Center of Excellence, based at the University of Chicago, one of several new centers the federal government funded to coordinate work on biosecurity threats,

including anthrax, botulism, tularemia, hemorrhagic fever viruses, and plague.

"If we didn't do this work, and agents like these were used in a mass attack, as a nation we would be ill prepared to respond," says Mulcahy.

— *T.D.*

COOL TOOL **Two-Ton Tummy**

Hungry enough to eat a cow? UW-Madison's mobile tissue digester can down three full-sized bovines and still have room for side orders. Affectionately known as the "Big Stomach," the stainless steel tank can hold up to four thousand pounds of meat, which is then reduced using heat and chemicals to a sterile slurry. The Wisconsin Veterinary Diagnostic Laboratory, one of the main sites for testing deer tissue for chronic wasting disease, has used the machine to safely dispose of some fifteen thousand samples from potentially infected deer. "It's the world's only large-scale, mobile tissue digester," says **Robert Shull**, the lab's director. Previously, animals infected with pathogens had to be incinerated, but the Big Stomach offers a safer, more environmentally sound way of deactivating the agents responsible for CWD "and anything else of an infectious nature that might be in there," says Shull.

— *M.P.*



UW's Big Stomach takes a bite out of the state's supply of infected meat.

Going for the Green

Can old tires improve your golf game?

Poised to putt a dimpled ball a few yards to the hole, **Jae "Jim" Park** thinks about what's happening beneath the golf course.



MICHAEL FORSTER ROTHBART

UW-Madison researchers John Stier, Jim Park, and Bob Lisi are proving that shredded tire chips can help make golf greens greener.

For several years, the professor of civil and environmental engineering — not to mention avid golfer with a six handicap — has investigated ways to keep the tons of fertilizers used on golf courses out of the groundwater. Recently, he may have hit

upon the perfect blocking device: used tires.

Scrap tires pose their own environmental problem: most states forbid dumping tires in landfills, which has led to millions of discarded tires being stockpiled around the country. These piles tend to collect rainwater, creating a breeding ground for mosquitoes. Some have caught fire, causing severe environmental damage.

Based on his earlier research, which showed that confetti-sized pieces of scrap tires can absorb harmful compounds, Park imagined the chips could soak up pesticides and fertilizers applied to turfgrass. Nearly one thousand pounds of these chemicals are applied annually to most of the country's twenty-three thousand golf courses.

"Because many greens are built near groundwater levels or wetlands," explains Park, "it is vital to consider the mitigation of environmental contamination caused by the pesticides and fertilizers applied to golf courses."

Park — along with **John Stier**, a horticulture professor,

and **Bob Lisi '01, MS'02**, a civil and environmental engineering graduate student — took the theory to a research site near the University Ridge golf course. They inserted a layer of the tiny tire chips between the layers of sand, peat root mix, and gravel commonly found beneath golf greens. They then soaked the test greens with water spiked with nitrate, a chemical often used as a fertilizer.

The researchers found that fields with a ten-centimeter layer of tire chips released about 58 percent less nitrate than samples without rubber bits. Plus, the plots appeared healthy, suggesting the rubber layers didn't alter turfgrass quality or growth.

But won't chemicals from the tires just percolate into the environment? Park says the tires give off minimal amounts of chemicals compared to what they can trap. He estimates that a rubber layer underneath just one eighteen-hole course could reuse up to seventy-two thousand scrap tires, helping erode mountains of waste.

— Emily Carlson

The Joy of Worm Sex

Birds do it, bees do it, and worms do it ... even though they don't have to.

The *C. elegans*, a species of worm often studied by biologists, comes in two forms: male or hermaphrodite. The latter has the capacity to self-fertilize, which would seem to make the former pretty much useless. Yet males persist, and hermaphrodites often choose to mate with them rather than ... well ... themselves. Those in the science community short on romance have pointed out that this doesn't make much

sense: why would worms go to the trouble of having sex when they can get the same result on their own?

The answer, says genetics professor **Elizabeth Goodwin**, is that "sex is good." Her studies have shown that the offspring of sex with males have some cool developmental options not available to self-propagated worms. For one



thing, they can switch sexes — a handy trick, since males can forage for food over greater distances.

"The advantage of having boys around is you have more flexibility in development and gene expression," Goodwin says. "It's probably not the only reason, but it seems to be one of the reasons *C. elegans* has kept boys around."

— M.P.

Looking for a Good Bar

UW joins the search for environmentally friendly chocolate.

If you think everyone loves chocolate, meet José Alberto Moore. He's had plenty of bad experiences with the stuff.

It's not a matter of taste. Moore runs a small-scale farm in Costa Rica, and, while his father made a living growing cacao, the bean behind the bars, terrible prices and ailing trees have soured José on the crop. When UW-Madison scientists **Ray Guries** and **Chris Vaughan** met

more money planting bananas or, worse, selling his land to developers.

"We'd like not to see that happen," says Guries, a professor of forest ecology. "But if you want to stop that, part of [the solution] has to be creating enough value for cacao so that farmers will continue to grow it."

For the past few years, Guries and a group of scientists from UW-Madison and the

growing the beans. The goal is to describe a set of win-win conditions — where farmers make a decent living while protecting the ecological wealth of their environment.

"These are smart guys, and they understand the connections that can be made," says **Chad Wilsey**, a conservation biology graduate student who this summer will begin observing birds on a dozen cacao farms in the region. He says studies like his may help demonstrate the eco-friendliness of the farmers' practices, and thus "give them leverage" with traders and consumers who may be willing to pay a premium for products made in favorable conditions.

One key to that equation is a hunk of velvety dark chocolate called Cacao de Vida, or "chocolate of life," which the Milwaukee Public Museum

began selling in its stores and other retail sites this winter. Made from beans grown on the cooperating farms, the bars benefit the museum's research and educational

programming, but they also return a greater share of profits to farmers by shortening the chain between producer and consumer.

"The bars are important, because they provide tangible evidence to the farmers of what we've been doing," says Guries. "If farmers can see economic value to doing what we suggest, there will be a reason for them to remain in farming." And that's a solution that tastes great to everyone.

— Michael Penn

A group of lab mice strung out on runner's high are yielding evidence that **exercise can be addictive**. When three zoology researchers studied

the brain activity of mice with a special affinity for their exercise wheels, they found the animals' love of running may be wired into their brains. In fact, if the mice aren't allowed to run for a day, the same regions of their brains activate as those in addicts when they are prevented from getting their daily fix of cocaine or morphine. The finding could explain why some people demonstrate great desire to exercise, while others have to force themselves to the gym.

Hospitals usually help people get well, but new research suggests that they also harbor many germs that make patients sick. In one study, Dennis Maki '62, MS '64, MD '69 of the UW Medical School found that nine in fifty EKG wires used to monitor patients' hearts were contaminated with **drug-resistant bacteria**, even after they were cleaned. Many hospitals — including the UW Hospital and Clinics — are now re-evaluating their procedures for handling medical equipment.

Wisconsin has more certified **organic farms** than all but two states, but government and universities provide relatively little support for them, according to a new report by the Center for Integrated Agricultural Systems and the Gaylord Nelson Institute for Environmental Studies. The state's organic production grew 92 percent from 1997 to 2001, which the researchers say makes it ripe for public and private investment.



Organic cacao trees like this one, growing on a lush Costa Rican farm, may help sustain rainforests and please chocolate lovers at the same time.

him not long ago, he was about to give up on the beans entirely.

That is news the two researchers don't like to hear. Cacao trees often grow in forested landscapes replete with plants and animals — just the sort of lands ecologists want to protect. But in Costa Rica, which has a higher standard of living than the West African countries that harvest most of the world's cacao beans, a farmer can make

Milwaukee Public Museum have been trying to keep farmers like Moore from abandoning cacao (which generally refers to the trees, while the Anglicized word cocoa refers to the products made from them). The team has set up experiments on a number of cacao farms, evaluating everything from lighting conditions to the animals that live among the trees, in the hopes of finding more sustainable ways of



Mystical Contemplations

Taylor returns to Kennedy Center

Imagine this appointment in your datebook: give a combined lecture and meditation on the nature of the divine, touching on physical manifestation; spiritual transformation; the creation of the universe; the expression of joy, love, justice, and grace; and the acceptance of death as a means of renewal. And you're to deliver this lecture without uttering a single word.

That's just what **Christopher Taylor**, assistant professor of piano at the School of Music, did on February 18 at the Kennedy Center in Washington, D.C. There he performed the *Vingt regards sur l'enfant Jésus*



JEFF MILLER

Known for the "beauty, tenderness, and white-hot energy of his playing," piano Professor Christopher Taylor turns a performance into a lecture without words.

COLLECTION

On and on and on Wisconsin

Twenty-first-century technology is making UW-Madison history much easier to get your hands on. The library's online archives now offer the University of Wisconsin Collection, a digital compilation sure to prove useful to everyone from serious researchers to those who want to see Uncle Ed in his Badger basketball uniform.

The collection is available at webcat.library.wisc.edu:3200/UW/ and includes yearbooks dating from 1885 (when it was not yet the *Badger* but the *Trochos*) to 1977; issues of *The Wisconsin Engineer* from 1896 to 1984; and a sizable collection of historical photos. And for our devoted readers, there are issues of UW-Madison's alumni magazine dating from Volume 1, Issue 1, back in 1899, when it was called *The Wisconsin Alumni Magazine*, up until 1990, when it finally became *On Wisconsin*.

"The collection is full of all sorts of unexpected things," says university archivist **David Null**. "And we've been adding to it based on what seems to strike people's current interests. For the Union's seventy-fifth anniversary, for instance, we added a group of Union photos. And at the release of **David Maraniss's** [x'70] book about Madison in the 1960s, we added some pictures of student protests."

The entire collection is searchable, both by text and by images, and Null says that it will soon grow to include the *Wisconsin Literary Magazine* and other UW publications.



— J.A.

by Olivier Messiaen, one of the most challenging works ever written for the keyboard. But then Taylor has been giving such "lectures" regularly.

"After ten performances, it's starting to get familiar," Taylor laughs, "but it's still scary. You can't take it for granted."

His February performance was a triumphant return to the Kennedy Center, where eleven years ago he won first prize in the William Kapell International Piano Competition and began a rise to national prominence.

The *Vingt regards sur l'enfant Jésus*, which roughly translates as "Twenty Reflections of the Christ Child," was completed in 1944 and was described by its composer as a work seeking "a language of mystical love." Messiaen wove a number of structural influences, including rhythmic patterns created in thirteenth-century India, into the piece.

For all of its technical complexity, Taylor finds this to be a joyous piece, accessible through its honesty and sincerity: "Audi-

ences are amazed at how invigorating it is. It's not a grueling slog."

Taylor himself revels in the work's juxtaposition of intimacy and grandeur. In his first recital after joining the UW faculty in 2000, he performed just the first half, and he gave his first performance of the complete work in February 2001. His performances regularly elicit excitement from piano enthusiasts, and the *New York Times's* Anthony Tomasi has praised the "beauty, tenderness, and white-hot energy in his playing."

Taylor continues to learn and refine his approach to the work, concerned now with a more "coherent vision of pacing." He applauds venues such as the Kennedy Center, which make a point of presenting unconventional programs, but he is also thrilled at the prospect of someday sharing the work at the university. "Madison is up to the whole thing," he states confidently. "There should be no expectations other than to be open-minded."

— Lori Skelton

Breaking out of Hollywood

Wisconsin Film Festival helps moviemaker earn more than *Chump Change*.

Stephen Burrows '84 wasn't made for Hollywood. With a middle-American background and looks that his own agent describes as "pleasantly unattractive," he's not the sort of person who would be prominently featured on *Entertainment Tonight*. Perhaps that's why his first feature film, *Chump Change*, is a scathing (and hilarious) indictment of the Hollywood film industry. And perhaps that's why he needed the Wisconsin Film Festival to get that movie off the ground.

Burrows's film was languishing in post-production with no distributor and an exhausted budget when he managed to get a rough cut onto the Madison festival's lineup in 2000. The positive feedback the film received helped propel it through the Hollywood system and into the arms of the film studio Miramax. It opened in theaters in November 2003 and was released on DVD this past January.

The Wisconsin Film Festival generated "the first good reviews we got," says Burrows. He particularly cites help from the *Wisconsin State Journal*, which gave the movie repeated and enthusiastic support. "I could give [State Journal reviewer] Tom Alesia a kiss on the mouth," he says.

Chump Change is based on Burrows's early experiences in Hollywood, where he tried to forge a career as an actor, comedian, and screenwriter. "It's about the inexplicable insanity of the movie business," he says.

Burrows, whose work includes directing commercials for Budweiser, DiGiorno frozen pizza, and Ball Park Franks, conceived the idea for *Chump Change* in February 1998, wrote the script in twenty-five days, and later that year, shot the principal footage in just three weeks. But after that, the *Chump Change* team had run out of money, so the film sat unseen for more than a year.

"We had a budget of about \$500,000," Burrows says. "I think that was the budget for one day of shooting on *Lord of the Rings*, but it was all we had for our whole film."

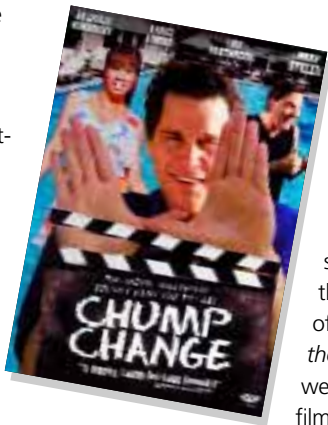
After *Chump Change*'s Wisconsin debut, Burrows was able to get the film seen in other

venues: in 2000 at the American Film Institute and SlamDunk film festivals, and in 2001 at the HBO Comedy Festival, where it was named the audience favorite. That honor caught the attention of the Miramax studio, which helped polish the film and arranged for its theatrical release.

Making a film that pokes fun at the people who make films is "a dangerous game," Burrows concedes, but he remains excited about the effort. "Every time I see this movie," he says, "regardless of all the troubles we had making it, I see that it's what I needed to say about the movie business."

News about *Chump Change* is available at www.chump-changethemovie.com. This year's Wisconsin Film Festival will run at various Madison theaters from April 1 to April 4.

— John Allen



Welcome to Buddhatopia

"Technology," says **John Dunne**, "is very Buddhist."

And soon at UW-Madison, Buddhism may be very technological — at least if Dunne has his way. An assistant professor in the Department of Languages and Cultures of Asia, Dunne is working with artist **Scott Roberts MA'00, MFA'00** and programmer **James O'Keane '85** to create Buddhatopia, an online, three-dimensional, multi-user "cosmological and mandalic space for the interactive study of Buddhism" — in other words, something like a video game to help students learn the basics of this influential religion.

"We use the engine of a video game, but it's really more of an educational tool," says Roberts. "The format has a lot

of appeal because it's something students are familiar with."

In the online world of Buddhatopia, students would be able to experience Buddhist concepts that wouldn't be as available in a classroom environment, such as reincarnation and karma.

"During a character's life, it would do good things and gain karma. Then it would be reborn in a more favorable form," says Roberts.

Currently, Buddhatopia is only in the developmental stages, though UW-Madison's Department of Information Technology has awarded Dunne and Roberts a technology grant. Roberts hopes a prototype will be ready by summer.

— Staff

You don't have to call him Sir, but R. Byron Bird PhD'50 is a **knight** nonetheless. The professor emeritus of chemical engineering was honored by Queen Beatrix of the Netherlands (by way of her consul general in the U.S.) for his efforts to maximize awareness of the Dutch language and culture. He's now a member of the Order of Oranje-Nassau.

The story of Madison just received an update, thanks to David Moltenhoff MA'66. The author has released an extensively revised and updated version of his classic, ***Madison: A History of the Formative Years***, adding new maps and photos to illustrate the rise of Wisconsin's capital. The UW Press released the 496-page book in November.

The Memorial Union's **Terrace Chairs on the Town** exhibit may be coming to an end, but you don't have to bid the big ol' seats farewell.

The Union plans to auction off the six-foot-tall artworks. Pictures of all thirteen chairs, as well as information about the auction, can be found at www.union.wisc.edu/75.



When the UW Press published Professor Gary Rosenshield's new book, ***Pushkin and the Genres of Madness: The Masterpieces of 1833***, last winter, it was helping cement the UW's reputation as the place to go for Pushkiniana. Rosenshield's book examines the ways in which Pushkin represented madness in various works to create a new interpretation of the Russian author's genius.



Tomorrow's Tools

Biomedical engineers learn by building

On a Thursday evening before finals last semester, **Brent Geiger x'05** found himself staring at a spaghetti bowl of black wires, protruding at odd angles from a circuit board on a table before him. He and his four teammates had a problem, and it wasn't so much that the project they had worked on all semester was due the next morning, nor that they still had to solder all those wires into place to get the thing working.

That night, amid the darkened labs of the Engineering Centers building, the problem was that none of them had ever used a soldering gun.

"We've designed circuits and built them on test boards. But this was our first time to actually work on a real board," says Geiger. "You just have to jump in and try to figure it out."

Fortunately for them, jumping in is no problem around the UW-Madison biomedical engineering department, where Geiger is one of 140 students learning how to design the tools of medicine and life science research. Majors complete a sequence of six design courses, in which they create and build biomedical equipment for clients around the university and in private industry. Beginning as early as a student's third semester on campus, those courses leave little option but to dive into unfamiliar waters.

"In almost every other class, if you give students a problem, they can go home and work on it, and there's always an answer in a book somewhere," says **John Webster**, one of six professors who oversee the design courses. "This is different."

The difference begins with the projects. Nothing is in the hypothetical — these are real problems in need of real solutions. Webster and colleagues round up more than a dozen design challenges by asking professors and other contacts in the life sciences what tools they need to do their work better. "Most have some problem they've always wanted to work on or have solved," he says. "We say, here's a team that is willing to spend time on it and get the thing done."

On the first day of each semester, students divide into teams of five or six and sign on for projects, which might involve anything from designing a better IV tube to figuring out how to respiration a blue whale. It's pretty much a given that they will start in over their heads, lacking the technical skills or specific knowledge to complete the task. The whole point, says

Webster, is to figure out what they need to know and how they can learn it. "They learn to work contacts and go places they haven't gone before to find answers," he says.

In the case of Geiger's team, that meant learning about the life of a twelve-year-old boy with lissencephaly, a rare neurological disorder that severely impairs mental and physical development. The students' client, a nurse who oversees the boy's care, had been searching for a muscle-activated massage pad that could provide positive feedback and pleasurable stimulation when the boy flexed a particular muscle. Nothing like it existed on the market, and so it fell to the students — four juniors and one sophomore — to build one from scratch.

During fall semester, the team designed a circuit that would pick up a signal from two electrodes wrapped around the boy's thigh and trigger the massage pad to turn on for two minutes. They ordered the parts and tested them out on Geiger's biceps muscle. They even made a colorful slipcover to put over the pad.

Technical knowhow, though, was only part of what it took to complete the task. "At first, when we got this project, we really had no idea how to do it," says Geiger. "We had to go through the process of designing it, and you really learn a lot by doing that."

At most universities, hands-on design comes only after students have completed a sequence of more traditional classes that teach the basics of instrumentation and biomechanics. Wisconsin's curriculum includes those classes, too, but its emphasis on design is unique — a product of a faculty-led overhaul of the

CLASS NOTE

The Madison Connection

Film historian **Tino Balio** knows plenty about the history of Hollywood, and he puts much of it into the course he's taught since 1990. Still, he recognizes that he's dealing in secondhand knowledge. "I can only describe what other people do," he says. Until now. With the help of the UW Foundation, Balio has lined up an all-star cast of guest speakers for his course this spring, including movie producers **Walter Mirisch '42**, **Jim Abrahams x'66**, and **Jerry Zucker '72**, studio executive **William Immerman '59**, and Home Box Office mogul **Lee DeBoer '74**. More than a dozen alumni will come back to Madison, and their talks will be open to the public. "These people can give a perspective most professors just are not able to have, because they're insiders," says Balio. "And we hope they give students an indication of what type of success is possible with a UW degree."



SPENCER WATTS

— M.P.

JEFF MILLER



Tom Chia x'05 tests a circuit board, which eventually will power a muscle-activated massage pad that he and four other students built as a project for Biomedical Engineering Design. In the past two years, fifteen inventions from the class have been considered for patenting by the Wisconsin Alumni Research Foundation.

curriculum undertaken six years ago. Now, the UW program is the only one in the country in which students are exposed to open-ended design throughout their time on campus.

"It's my favorite class to teach, because it's so creative," says Webster. He points out that the only lectures come at the beginning of the class, when professors offer a few insights on teamwork and the design process. But even those paltry touches of formality try

students' patience. "They just hate it. They want to get into the lab and get going," he says.

To ease the culture shock, Webster teams sophomores with juniors, who can help them with rudimentary skills and serve as mentors. But students say even the most experienced team members rarely have all the answers.

"You're thrown into a lot of new areas where you have to learn on the fly," says **Jon Millin x'05**. He recalls an experience

from a previous semester, when his client was a veterinarian who wanted students to design a ventilator for use on mammals in the field — including animals as large as blue whales. "We had to spend all this time just researching how animals breathe," he says.

By the time they become seniors, students have experience on four or five projects, and their savvy shows. In the past two years alone, fifteen student teams have disclosed their inventions to the Wisconsin Alumni Research Foundation for patent consideration, including a new needle insert for breast biopsies, an apparatus that measures a patient's ability to swallow, and a portable device that allows people with speech disorders to regulate the volume of their voice.

Not all projects go so well. Biomedical engineering is no different from any other tool-related endeavor, in that it's rare that everything works perfectly the first time it's assembled. Most teams endure prolonged periods of trial and error before they arrive at functional solutions. "Our credo in this class is, 'Try it, see what's wrong, and fix it,' " says **Brian Frederick x'05**, whose team hit a dead end when trying to design a restraint that would make it easier for researchers to administer eye drops to lab animals.

But as teammate **Ross Gerber x'05** points out, you can learn as much from the things that don't work as the ones that do. "When things fail, you have to look at different concepts and try other ways," he says. "One of the most important lessons in engineering is to know when to give up on an idea."

— *Michael Penn*

Opera soprano **Julia Faulkner**, who has hit the high notes on stage at the Metropolitan and throughout Europe, is back in her native Wisconsin, teaching voice to UW-Madison music students. After joining the music faculty as an associate lecturer in the fall semester, Faulkner is now leading the course *Language Diction for Singing*, in addition to individual studio instruction. She lent her own accomplished voice to a faculty music concert in January.

When lakes diminish, climates change, or animals disappear from the landscape, it's often the task of scientists to explain why. Researchers at the Center for Sustainability and the Global Environment have designed a new course dedicated to that science. Titled **Ecology and a Changing Planet**, the course will teach students how researchers draw on a broad range of scientific observations to evaluate changes in local and regional environments. Most of the instruction takes place over the Web — although weekend field trips are optional — allowing teachers and others in the field to participate.

Speaking of the Web, more and more popular UW courses are popping up there as students clamor for flexibility in the curriculum. The latest is **American History 102**, Stanley Schultz's survey of post-Civil War history. Taking advantage of its much-lauded Web site, produced by multimedia editor William Tishler '91, the course has moved almost entirely online as of this spring. Students log on to hear lectures through streaming audio and download readings and supplemental materials. Only weekly discussions draw warm bodies.



BARRY'S BIG MOVE

UW's winningest football coach is ready to take on a **new challenge** as director of UW athletics. Is this former linebacker ready for **double coverage**?



From the renovated Camp Randall football office he'll occupy this fall, Barry Alvarez catches a view of his own future — one in which he will oversee much more than the football program he has led for the past fourteen seasons.

cleared out their lockers, abandoning the sopping towels and dampened hopes of a long season — one that had ended miserably, with a 2-9 record. Outside the locker room, seated on red couches, coach Don Morton and athletic director Ade Sponberg — their jobs tethered by friendship and frustration — wore saggy-baggy postures as they passed a tin of chewing tobacco between them.

Sponberg, defeated by the founding football program and the persistent budget ills it spawned, acknowledged that he had one tough job. It was a job he would lose within days. Morton, too, was soon spit out like the Red Man tucked into his cheek.

The second snapshot came nearly two months later, after freshly hired athletic director Pat Richter '64, JD'71 chose an assistant coach from the University of Notre Dame, Barry Alvarez, as Wisconsin's new football coach. The Irish had just delivered a New Year's Day upset, defeating top-ranked Colorado, 21-6, at the Orange Bowl in Miami. Not long afterward, the phone rang in Richter's hotel room. It was an ebullient Alvarez. "How's that?" he asked. It was just fine with Richter.

That night, Alvarez passed Richter a small medal that Notre Dame had given to its players and coaches just before the bowl game. He told his new boss to hold onto it until Wisconsin got back to the Rose Bowl. Four years later, after the Badgers' astonishing run to Pasadena, Richter reached into his pocket and handed it back to Alvarez.

"We haven't waited as long as I thought, quite frankly," Richter said.

Such passages have marked the fifteen-year comeback at the UW athletic department, one that has been the envy of the college sports world. Former Chancellor Donna Shalala handed Richter and Alvarez tough jobs, and, together, they propelled the Badgers from a model of Big Ten futility into a

national powerhouse, both on the field and on the balance sheet.

Since that first night of the 1990s in Miami, their careers have been intertwined. But in the coming months, there will be new snapshots and a new evolution. Richter, the 1960s Badger sports legend who tested the toughness of the job and prevailed, will run a short out into retirement, leaving behind a legacy of accomplishments. But it is Alvarez's move that will be scrutinized by alumni, fans, administrators, and the national media. On April 1, he will make a move uncommon in modern college athletics, assuming Richter's old job while continuing to carry out the demanding duties of being Wisconsin's winningest football coach.

For Alvarez, who counts three Rose Bowl titles among his ninety-nine head coaching victories, the challenge of keeping the UW athletics enterprise functioning at a high level will be vastly different, but perhaps no less difficult, than the rebuilding job Richter performed. He takes the job at a time when the margin of error available both to athletic directors and football coaches is exceedingly thin. The big money of collegiate sports, massive upgrades in facilities, and expectations to perform while running a squeaky-clean operation all put pressure on even the most successful programs. All that will have to be done while Alvarez tends to the care and feeding of the football program, which generates 40 percent of the department's revenue, a reliance that binds football's success to that of the entire department and the nearly eight hundred student-athletes and twenty-three sports it serves.

BY DENNIS CHAPTMAN '80

Deep in the album of Badger sports history are two dog-eared snapshots, moments captured in the unforgiving contrasts that led up to a dramatic reversal of UW athletic fortunes.

One is set on a night in November 1989, not long after UW football players

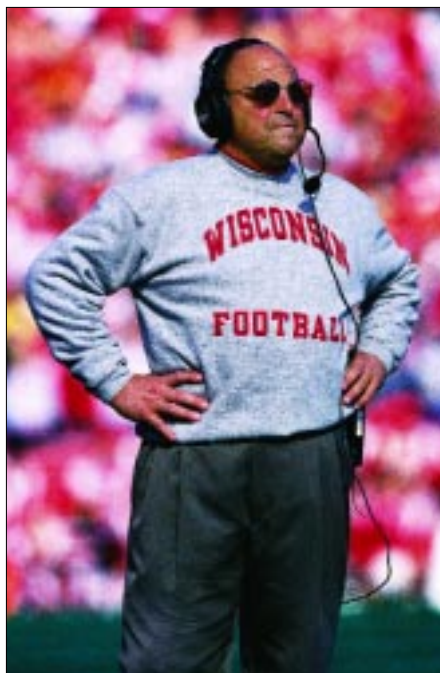
AS UW'S TENTH ATHLETIC director, Alvarez will oversee a \$52-million-a-year operation whose physical complex has been substantially remade since his arrival on campus. The \$76 million Kohl Center,

the renovated McClimon Track and Soccer Complex, the Fetzer Student-Athlete Academic Center, and the Goodman Softball Complex are monuments to Richter's ability to find and cultivate donors — as well as Alvarez's ability to inspire them with winning football. A new crew house is under way, and, at Camp Randall Stadium, work continues on a \$100 million renovation that will ring the east side of the field with seventy-two luxury suites and increase capacity to around eighty thousand fans.

Running such a massive enterprise is no small task, which is why so few people have done it while also coaching. Such dual roles were common at universities from the 1930s through the 1960s, but the unprecedented expansion in athletics budgets and operations has made them rare today. Those who have held the two titles usually haven't done so for long. The last person in the Big Ten to do both jobs, Michigan State's George Perles, lasted only three years, from 1990 to 1992. John Mackovic managed the dual roles at the University of Illinois from 1988 to 1991, while Michigan's Bo Schembechler held both titles from 1988 to 1989 and Penn State's Joe Paterno did the same from 1980 to 1982. At Wisconsin, no one has led the department while coaching football since Harry Stuhldreher, one of Notre Dame's famous Four Horsemen, held the posts from 1936 to 1948.

Those precedents made Alvarez a surprising choice when Chancellor John D. Wiley MS'65, PhD'68 pegged him to succeed Richter last spring. Wiley says Alvarez's profile and management skills, as well as the prospect of a smooth transition from Richter to his longtime colleague, all appealed to him.

"Barry is a superb manager who delegates well and thoroughly," Wiley says. "He has the right skill set to do the job. He's an icon for Wisconsin fans and donors. I don't see any downside, except for the one that everyone notices: that these are two very different jobs, and can one person do both well? I'm confident that he can."



Alvarez "can't live with losing," says mentor Lou Holtz, who predicts his friend will find a way to succeed in both jobs.

Others have been less certain. ABC play-by-play announcer Tim Brant, for example, wondered aloud about Alvarez's new role during last November's broadcast of the Wisconsin-Iowa game. "You have to wonder what Barry's thinking," he said.

Dale Hofmann, sports columnist for the Milwaukee Journal Sentinel, also has expressed skepticism about whether anyone could do both jobs, regardless of his or her personal attributes or the quality of the staff. He likens the arrangement to a recent phenomenon in the National Football League, which has been littered with failed efforts to combine the coach and general manager titles.

"God bless him if he can do it," Hofmann says. "When someone does this, I always wonder, 'What was he doing with his spare time beforehand?' It seems to me that both jobs are full-time jobs."

The University of Alabama-Birmingham's Watson Brown, the only other person in the nation to currently hold down the combined roles at a major program, provides an unvarnished assessment of the difficulty of doing both jobs. Asked if he saw an upside in handling the responsibilities simultaneously, Brown was blunt.

"No. I really don't see one. I don't think it helps me as a football coach," says Brown, who agreed to take on both roles in 2002 after the university went through two athletic directors in three years.

"I am nuts, because I've done it before," he adds, noting that he held both jobs at Rice University in the mid-1980s. "The demands are so much more than they were in the 1980s. That's why there's just a couple of us doing it. You have to have good people."

Alvarez knows the risks. For him, risk isn't the issue. Performance is.

"You think it wasn't risk-taking when I came here in 1990? That's what this profession is about," Alvarez says.

"Donna Shalala said that, when she arrived, this department was run like a mom-and-pop grocery store. Now, we're a full-fledged chain store. Pat started from scratch. I've inherited a far better situation than he did."

THE PROGRAM PAT RICHTER joined ran on typewriters and mimeograph machines, with antiquated accounting procedures and slipshod records management. A 1989 review by the state's Legislative Audit Bureau found that department files were ill-kept, budgets were not given ongoing review, and athletic board and committee minutes were vague or nonexistent. Auditors could not find a copy of an agreement among various parties to fund a \$9.5 million indoor practice facility, for which officials broke ground despite having only 7 percent of the needed funds in hand. As the rest of college sports was dialing up in the dawn of the ESPN age, Richter found a department using Alan Ameche-era tools.

"I came into this office and there was a red push-button phone. If it rang, you had to pick it up. You couldn't put it on hold. There was no one outside to answer it. It was just a phone," Richter says.

From his office in Camp Randall, Richter looks over the superstructure of a new office complex and renovated stadium taking shape. But he remembers how different the landscape looked just

UW SPORTS INFORMATION/DAVID STLUKA (2)

fifteen years ago. Early in his tenure, officials discovered an accounting glitch that ballooned what they had believed to be a \$1.4 million deficit to an astonishing \$2.1 million.

"Once that happened, it threw us into a bunker mentality," Richter recalls. "We were living hand to mouth. Strategic planning wasn't for something that happened in a year or two — it was what was happening this afternoon."

Coaches told Richter they needed resources, not just to field teams, but also to be competitive and win. That, and the pressures of having to achieve gender equity, prompted Richter into the most painful and controversial decision of his tenure. He eliminated five varsity sports, including men's and women's gymnastics, men's and women's fencing, and the baseball program where he lettered three times in the 1960s.

Although the cuts allowed the department some maneuverability to right the financial ship, football was still the money-making engine of the department. When Alvarez led the Badgers to Tokyo in 1993 to play Michigan State, a Rose Bowl berth and the department's future were at stake. A victory there, and another in Pasadena on New Year's Day 1994, sealed the turnaround. Licensing money poured in, tickets became a hot commodity again, and donors were invigorated.

"I got a note from this fan in Chicago a few days after we got back from Tokyo," Richter recalls. "I hadn't met him, and still haven't met him to this day. He said, 'Thanks so much. You don't know what it means to have bragging rights in my own office.' Inside, there was a check for ten thousand dollars."

Success in football paid dividends across the board. On a foundation of facilities, finances, and fans, Richter built one of the more impressive edifices in college athletics, a department that usually ranks among the top twenty-five programs in the nation in terms of success in all sports. Richter's tenure has seen nine bowl berths and seven victories, six NCAA men's basketball tournament berths, a Final Four appearance,



Pat Richter inherited a program that was in debt and in trouble, and it wasn't always smooth sailing as he righted the ship.

three NCAA national titles, and fifty Big Ten team titles. It also has produced more academic all-Big Ten honorees than any other conference school.

Alvarez knows that act will be hard to follow. Before accepting the job, he consulted with John Mackovic, who had done both jobs at Illinois, and John Robinson, who was both football coach and athletic director for the University of Nevada-Las Vegas for eighteen months, until shedding the latter role last spring. Both, Alvarez says, were encouraging. "They felt it would be good for the school and good for the league to have a coach in that position, providing a voice in two arenas," he says. "Robinson asked me how old I was. When I told him I was fifty-six, he said, 'You're still a young kid. You could do both jobs and still pump gas on the side.'"

Being an athletic director has long been among the coach's goals. Alvarez expressed that aspiration when he first interviewed for the head coaching position in 1989, and he restated it to Wiley in 2001, when Shalala, now president at the University of Miami, tried to woo Alvarez there to coach the football team. He won't say how long he plans to han-

dle both jobs, but he does allow that to leave coaching while keeping the director's job would be a "logical progression."

Wiley says there is no timetable for Alvarez to give up one job or the other. "The only agreement we had was that he can continue to do both jobs as long as he wants to, as long as he and I both agree it's working," he says. "We'll keep an eye on that, and if either one of us concludes that it's too much, we'll have some discussions on what to do next."

But it wouldn't be too surprising to see Alvarez move into a full-time administrative role down the road. That is the progression of Alvarez's college football coach at the University of Nebraska, the late Bob Devaney. The Hall of Fame coach held both jobs in Lincoln from 1967 to 1972, before becoming a full-time athletic director until his retirement in 1993. Devaney took on the dual roles when Alvarez was a junior linebacker for the Cornhuskers, and his success in juggling both positions wasn't lost on Alvarez. "I looked up to him as a football coach, and I thought, 'Boy, I'd like to do that someday,'" Alvarez says.

Another of Alvarez's mentors, University of South Carolina coach Lou Holtz, who hired Alvarez onto his staff at Notre Dame, says Alvarez has the drive to be one of the exceptional few who can pull off the double duty. "He can't live with losing, and he will find a way to be successful wearing both hats," says Holtz. "He is well organized, a great motivator, and hires excellent people."

A key variable in Alvarez's favor may be the situation he inherits. UNLV's John Robinson notes that Alvarez takes over a department in much better shape than the one he tried to run. "We were in a financial crisis when I walked into the job. Everything we did had to do with turning off the lights and rationing toilet paper," he says. "But Barry's at a program that's well funded. He's at a place, like Joe Paterno was, where he is an icon and has the prestige that makes his decision the next logical step, one that's good for the university."

"Barry Alvarez is the best athletic fund raiser the university could have,



Alvarez, with women's hockey coach Mark Johnson, says he will be empathetic to the needs of UW's coaches. "I sense that there's something I can communicate that most athletic directors can't. I live in their shoes. I know their problems," he says.

and knows the terrain well enough to have visionary concepts," Robinson says. "If he gets mired in minute budgetary and administrative things, then you're in trouble."

EVEN AS ALVAREZ GREW more involved in the daily management of the department during the past year, he has taken that message to heart. One of his first moves was to appoint a management team. Jamie Pollard, the department's former chief financial officer, was tapped as his top deputy — whom Alvarez will lean on as his day-to-day alter ego. "I have the utmost respect and confidence in him," Alvarez says. "I've told my senior staff, 'You can get to me or Jamie. It will be the same person. You'll know how I'm thinking.' If I didn't feel that I could put strong people in place, I wouldn't have taken this job. I only have one body."

Pollard's reputation as an administrator has been on a steep incline. Last year,

Street and Smith's Sports Business Journal named him as the only university athletics official among its "Top Forty Under Forty," a list of the most influential and creative young minds in sports. Wiley calls him an "absolutely superb sports administrator," and it's clear that he will have a large part in Alvarez's fate as athletic director.

But Pollard is also gaining new respect for his boss. "Most people don't get a chance to see his human side. You tend to see him as coach and icon. But he has fears and concerns, and he's more like us than he's not," Pollard says. "He's very results-oriented, and he's taught us that you don't get paralyzed. Don't be afraid to make a decision because you're afraid to be wrong. They do that every play call. If it doesn't work, adjust."

Alvarez's management style is a reflection of his coaching style: straightforward, highly organized, and, in many ways, drawn from his blue-collar upbringing in western Pennsylvania. He has not been reluctant to push assistant

coaches out the door when they haven't performed up to his standards, such as after the 2001 season, when the contracts of assistants Darrell Wilson and Todd Bradford were not renewed. But his loyalty is also well known.

Because football is the department's meal ticket, much of Alvarez's focus will be on maintaining and improving the reputation he has built in that sport. "The first thing I will do is not allow the football program to slip," he says. "I'm not going to take away from the football program so I can be at all the meetings. Yet I can have someone there, and I can have the information." He adds that players won't notice much of a difference when he officially takes over both jobs. "Nothing's going to change for them," he says. "The first time I walked into the office after it was announced, [Badger running back] Anthony Davis x'04 said, 'Hey, A.D.!' I said, 'No, you're A.D.'"

Richter agrees that, given football's importance to the bottom line, the best thing Alvarez can do for himself as athletic director is to be a good football coach. But care has been taken to put a firewall between the two jobs to avoid conflicts. If rule violations or academic problems crop up in the football program, Pollard says the chancellor and other top university officials will be notified immediately, and they will take charge of decision-making.

"There's too much at stake here to even have the appearance of a conflict," Pollard says.

Alvarez has also worked during the past year to meet with coaches in the other twenty-two varsity sports and erase any doubts about his commitment to the whole department. "I haven't felt that there is anyone who felt threatened," he says. "I made it clear that I wasn't here to build the football program even bigger. I want to sustain the football program, but I want to give them whatever they need to be competitive." He believes his empathy with coaches could be an attribute.

"I sense that there's something I can communicate that most athletic directors can't. I live in their shoes. I know their

problems. They can come to me and I've been there," he says.

At the top of Alvarez's agenda will be seeing the Camp Randall renovation through to its fall completion — a task made easier by the fact that all seventy-two of the new luxury suites have been sold. Officials continue working to sell club seating, and serving the needs of those new customers will be important to the program's future.

But Alvarez has bigger goals — and chief among them is to make sure the department is an integrated part of the university, while supporting athletes and coaches.

"Buildings and fund-raising and the whole business side of things can obscure what we're really here for, and that's to make sure that the athletes have the most positive experience possible, and that we support them academically," he says.

The fallout from three major NCAA rules violations during Richter's tenure will spill onto Alvarez's desk. The department is under NCAA probation until October 2006, and the effects of the Shoe Box scandal, which involved athletes receiving improper benefits at an area shoe retailer, still linger. "You read about guys paying kids, sending checks, academic fraud — it was never anything like that," Alvarez says. But he allows that the reputation of the program has been dented by the affair. "There is a cloud over us. I've warned the coaches, and I can't say it's ever hurt us in recruiting, but we [had] better be aware of it as coaches," he says.

A S CHANCELLOR, WILEY has placed a premium on drawing athletics into the mainstream of university life. But he admits that Alvarez actually arrived at the need for that culture shift before he did. The chancellor's introduction to Alvarez's thinking came in the weeks after he and his staff arrived in Madison. Wiley — then dean of the graduate school and keeper of the university's research mission — received a phone call from

assistant coach Kevin Cosgrove, inviting him to a get-to-know-you lunch. Alvarez, Cosgrove said, wanted to reach out to the campus to form relationships. A surprised Wiley turned him down flat.

"I didn't want to have anything to do with athletics. I didn't want to go to the games, read the scores, or have anything to do with sports," Wiley recalls. "There was this long pause and Kevin said, 'Dean, I can't go back to Coach and tell

As chancellor, Wiley has placed a premium on drawing athletics into the mainstream of university life. But he admits that Alvarez actually arrived at the need for that culture shift before he did.

him we didn't have lunch. We have to have lunch.' "

Wiley finally agreed to lunch at the University Club, but only if Cosgrove refrained from discussing football. There was no talk of blitzes and slants, and the engineer and the coach hit it off nicely.

"Years later, I find myself chancellor and urging the athletic department to forge more ties with the campus. Barry was more than ten years ahead of me on that," Wiley says.

Now, Alvarez agrees that there are more bridges to be built. In his early days on campus, he and assistant coaches used to show up at residence halls and fraternities, trying to sell tickets and pump up football's image. But after the team turned the corner and began selling out the stadium regularly, Alvarez acknowledges that his campus emphasis waned. "We need to do more of that," he says, "so that people on this campus

realize that I'm not just a guy they see on the sidelines, or on TV or in the paper.

"There is a danger of losing touch, because your time is in such demand. People are pulling at you from everywhere. I want to do more on campus and be involved," he says.

But doing so while still dealing with the expectations of football fans will require an even greater time commitment. Skeptics are bound to surface at the first sign of weakness in either of Alvarez's worlds.

Alabama-Birmingham's Brown, who is coming off back-to-back 5-7 seasons, has felt that sting. "Any time you lose a game, they say, 'Can he handle both jobs?' It's not just at the end of the season; it's every Sunday and Monday," Brown says. Conversely, if the football team keeps winning, few pundits are likely to credit Alvarez for focusing his efforts and capably handling the two jobs.

Alvarez has endured plenty of media criticism over the years, and he's no stranger to talk-show Einsteins. "Coaching is so much harder today because of the media, the Internet, and talk radio. Any faceless wonder can say anything he wants, with no credibility. It's open season," he says. "People are going to say what they're going to say."

He takes a football coach's classic point of view: if you can't control it, why worry about it? Come April, though, Alvarez will be faced with controlling more than he ever has. This high-stakes game comes with more responsibility, more scrutiny, and more worry than any he has faced yet.

But Alvarez's old boss, Lou Holtz, has confidence that he will thrive in that role. "When he wants to do something and wants to be successful, he will find a way," Holtz says. "The average person may not be able to do both, but Barry is not average." ■

Dennis Chaptman '80 witnessed the athletic department's turnaround as he covered UW and national college football and basketball for the *Milwaukee Journal* and *Milwaukee Journal Sentinel* from 1989 through the 1999 Rose Bowl. He now writes for University Communications.

THE Toughest Job YOU'LL EVER Leave

For the many UW students and alumni who enter the PEACE CORPS, adapting to foreign cultures often isn't nearly as hard as readjusting to their own.



BY JASON STEIN MA'03

When Anne Garvey '99 returned from the Peace Corps to her parents' home in Wausau, Wisconsin, she came in secret.

Her plane had been delayed, and it wasn't until 2 a.m. that she crossed the threshold of the rustic house, already on a high from talking with her parents on the way home, and eager to see her brother and sister. It was June 2002, and in five days, Garvey's parents would throw her a welcome-back barbecue. There would be old teachers, friends, and family — people she'd missed during her stay in South America, people she wanted to see.

But not just then. Until the day of the party, Garvey didn't want any of them to know she was back.

Don't tell anyone, the twenty-five-year-old had requested of her parents. "I just want to be alone with you all until I'm prepared to talk about the last two and a half years," she added.

Garvey didn't feel ready for the question, "How was Paraguay?" How could she describe her time in the rural village of San Cristobal, the way that slowly, over months, meals, and sips of green tea,

villagers had opened up to her, revealing secrets they had never told their neighbors? How could she explain the death of her friend Tomasa, a single mother who had hung herself and orphaned a five-year-old daughter? Or the reaction of another villager, a married woman, who'd told her, "I can't believe Tomasa killed herself. She must have been so happy — she didn't even have to put up with [a husband]"?

How, Garvey wondered, could she pick up her old life, having seen these things, having carried them home?

During the first days at home, Garvey sat in the sun on her parents' deck, content to be among family once again. But at night, she lay awake, waiting for sleep to come.

In 2003, 153 UW-Madison graduates tucked away their diplomas, shouldered their backpacks, and headed off to join the Peace Corps. For the eighteenth year in a row, the UW contributed more volunteers than any other university in the country. These alumni continue a relationship that extends to the nascent days of the Peace Corps in the



After two years as a Peace Corps volunteer in Paraguay, Anne Garvey brought home a hammock and a cat, both of which reside with her at her Madison apartment.

early 1960s, when UW-Madison served as one of the first institutions to help train volunteers bound for Africa and other faraway places. In all, more than 2,800 UW alumni have served in the Peace Corps since its beginning in 1961.

Today, alumni serve as English teachers, agricultural extension agents, and public health workers in lands as varied as the earth itself, scattered around the globe. When they finish their two-year terms, they will leave their posts in some fifty countries and begin what can prove to be the hardest part of the journey — the return to life in their home country.

Returning volunteers receive \$6,075 and some help in job hunting. Yet that doesn't ensure a smooth re-entry. The Peace Corps has changed the way many participants think and want to live, just as it did for Garvey. That experience, the very thing that makes returnees valuable back in the United States, also makes it hard for them to readjust. It sets a challenge — how do they adapt lessons learned abroad, often in a profoundly rural setting, to the whirling, bustling plenty of American life?

Gary Lore, a spokesman for the Peace Corps's Minneapolis office, says

it takes most volunteers several months to readjust to the pace in the United States and the “mere availability of goods and services.

“The bountiful life that we live is just really shocking when you come from someplace that doesn't have supermarkets or fresh vegetables year-round,” Lore says.

That culture shock has been there since the start of the Peace Corps. Fred Brancel '51 felt it in 1963, when he came back from directing one of the organization's first three pilot programs on the Caribbean island of St. Lucia. After years in Africa and the Caribbean, Brancel returned with new eyes for America. Many of his fellow citizens seemed to him caught in cycles of “achieving, acquiring, and climbing,” he says.

“I felt a great relief I was not a part of that,” he adds.

But being stuck outside the mainstream of American life is not always cause for relief. James Delehanty, a faculty associate in the African Studies program, thought he would “slip back in rather easily” when he returned from a Peace Corps post in Niger in 1981. A driven student who had gained his master's by age twenty-three, he couldn't handle the workload in his PhD program after coming back. He dropped out and spent six months working in a factory.

“I'd always been a good — a great — student,” Delehanty says. “But I just couldn't cope.”

Delehanty also faced another problem common to returned volunteers: few people could relate to his time in Africa, two years in which he changed from a Type A to a Type B personality. “You have to learn to put that [experience] away in a basket in your house somewhere and not cart it out very often,” he says.

Anne Garvey's homecoming brought many of the same challenges and turmoil. Her ambivalence began at another cookout held in her honor, this one not in Wisconsin, but in her village in the south of Paraguay. For that farewell party, Garvey bought a cow for the equivalent of \$120. Her neighbors helped butcher it, roasting the beef and stewing the tripe in tomato sauce. Other villagers brought corn bread, cassava, and sweet rice.

One hundred people from the village gathered on the grass and hard-packed dirt of her neighbor's yard and pasture. The party stretched from late morning well into the night, as villagers danced to the music of San Cristobal's only stereo.

Garvey had worked for two years in this village of six hundred people, where residents grew corn and other vegetables, raised cattle, and mined a red stone they identified only as "rock." At first, she offered meetings on stove-building and wondered why so few people came. She gave parents workshops on how to boil their water and keep their children from getting parasites. But in the houses of her neighbors, Garvey politely drank whatever water her hosts offered her, and came down with dysentery herself.

Garvey knew she'd come to give choices, not dictate solutions. But after the first frustrating months, she started asking herself, "Do people want options? I'm offering options, and people aren't showing up at my meetings."

In time, some did. Garvey formed a youth group, which grew to twenty-five members. With her help, they raised money for sick villagers, held day camps for village children, and even started a radio program. Once a week, Garvey and several of the youths hiked six miles to a radio station in the state capital. In the broadcasting booth of the two-room building, the group answered letters and phone calls from young people throughout the region, taking questions on taboo

"All of it," Garvey wrote in her journal, "the whole two years of stress, depression, illness, and tears, was really worth it."



Dancers in traditional Paraguayan dress perform in the village of San Cristobal, where Garvey came to feel like a kindred spirit with the residents.

topics like sexuality, alcoholism, domestic violence, and depression.

One teenager wrote to say that her boyfriend had broken up with her when she told him she was pregnant. She hadn't told her parents, and she was thinking, her letter said, "about trying to not be pregnant anymore."

"Give her options," Garvey told her group during a commercial break. "You can tell her abortion is illegal in Paraguay, but you can't tell her not to have one."

Her farewell party confirmed what Garvey had come to see in her work and in her friendships with villagers. "All of it," she wrote in her journal, "the whole two years of stress, depression, illness, and tears, was really worth it."

And so when it came time to leave San Cristobal, Garvey found it was the hardest thing she had ever done. She left a place where she had known every face, known the webs of kinship that bound them to one another. More than that, Garvey knew that what she did mattered. That certainty was something she couldn't take back to Wausau.

"I'm less happy now than I was when I got home," she wrote in her journal a few months after her return. "Now I feel like I've never left the U.S.

— like Paraguay never happened ... I just wish I knew what I wanted to do with my life."

Returning volunteers often deal with such dilemmas by carrying some aspect of their Peace Corps years into their new lives. After his time in St. Lucia, for example, Fred Brancel worked in mission projects in Zimbabwe and Zaire and later directed a Christian summer camp in Wisconsin. James Delehanty wrote his dissertation on migration and land use in Niger.

Another volunteer who served in Niger, Charles Dufresne MS'94, found a way to stay in development work. He joined InterWorks, a Madison firm that does training and consulting in disaster management for the United Nations, the U.S. Agency for International Development, CARE, and other relief agencies around the world.

From a renovated church on the city's east side, Dufresne and his five partners — all but two are ex-Peace Corps volunteers — advise relief workers on handling fires and floods, earthquakes, and wars. Their work has sent them to eighty countries since 1990, or as one partner puts it, "all the bad places all the time."

Garvey is also putting her experience to use. More than a year after her return, she finds herself once again surrounded by Latino youth. She's in the cafeteria of Madison's Cherokee Heights Middle School, encircled by some forty-seven students, mostly Mexican immigrants. Garvey runs this after-school program through a nonprofit agency for local Latinos, Centro Hispano.

As Garvey finishes giving the kids their instructions in Spanish, the circle around her breaks up — and with it the momentary sense of order. Twelve- and thirteen-year-old boys take to throwing

mock punches at the girls, and then to throwing grapes from their snack bags, before finally collapsing upon themselves, laughing, jostling, and issuing sailor-strength curses in Spanish. Outside, the smells of spring are rising from the damp earth, and inside, Garvey is missing four of her six volunteer tutors. It's a struggle just to keep these kids sitting down.

But unnoticed amid the adolescent chaos, other students are actually studying.

"They're good kids," Garvey says later. She spends twenty hours a week with her students. She's learned their tricks, visited their homes, and even had one of those tough talkers fall asleep in the back of her car. They've given Garvey what she was missing since her return — a purpose.

"I just feel like I'm doing something worthwhile now," she says. "It was hard to come back and feel that I didn't have a direction and a goal — that my life wasn't helping anyone else."

And on days like today, when the boys' highest aspiration seems to be sneaking into the girls' restroom, Garvey can fall back on a lesson she learned in Paraguay: changing lives — whether it's hers or theirs — is never easy or quick.

As a Peace Corps volunteer in Sierra Leone, Richard Barrows MA'70, PhD'72 made a similar discovery — that change is slow, messy, and utterly dependent on the acceptance of those it's meant to help. Now an associate dean in the College of Agricultural and Life Sciences, Barrows is helping ensure that such lessons are put to good use at UW-Madison. The college now allows students to enroll in both the Peace Corps and a master's program, making UW-Madison one of several dozen universities to offer this option. Students do a year of course work, serve in the Peace Corps, and then return to write a thesis on their experience abroad. Seven UW departments — agricultural

"The bountiful life that we live is just really shocking when you come from someplace that doesn't have supermarkets or fresh vegetables year-round."



Children in San Cristobal practice the proper method of brushing their teeth, one of the small lessons Peace Corps volunteers try to impart to their host communities.

and applied economics, agronomy, animal sciences, forest ecology, horticulture, life sciences communication, and urban and regional planning — offer the degrees, more than any other school in the country.

Students will "come back and have a tremendous opportunity to integrate that practical experience and the academic training," Barrows says. "It's the integration of theory and practice, if you will."

These international master's programs are just one effort to expose students to the Peace Corps's ideal of serving others. Another taste of that message comes during fall orientation, when prospective students and their parents file into a meeting room in the Red Gym to hear about life at the university. The first thing they see is a display covering a large wall, which tells the story of the UW's connections to the Peace Corps.

Mary Rouse, the woman responsible for the wall, thinks the Peace Corps can start volunteers on a lifetime of public service. As proof, she points to prominent names in the display, such as Wisconsin Governor Jim Doyle '67 and his wife, Jessica '67, MS'76, who volunteered together in Tunisia.

"Service in the Peace Corps is literally a life-changing event," says Rouse,

an assistant vice chancellor who coordinates service learning projects at UW-Madison. "If you had commitments to public service when you went in, those commitments are solidified."

For Anne Garvey, that commitment swirls in a pool of memories from her time in Paraguay — such as the recollection of her farewell party in San Cristobal. That evening, after a guitarist and a children's dance troupe had performed for her, another dancer approached. The woman wore traditional dress — a long, red skirt, a woven belt, and a white shirt

with a scoop neck. She sang a plaintive lyric that seemed adapted from an old love song: "Why are you leaving us?"

The singer began to dance around Garvey. She brought a handkerchief to her eyes with a dabbing motion, swaying back and forth with a simple step, encircling the young American with a kind of ritual of loss, a dance of grief. Garvey bawled.

The song ended and the singer brought forward a woven belt, one of dozens of gifts from villagers. Garvey spoke to the crowd:

"When I first arrived, or when I was thinking of coming to Paraguay, I didn't think I would get close to people because that language and cultural barrier is so high," she said. "I didn't think I would feel as close [to you] as I do ... I was wrong. I was so wrong. Thank you for opening your community to me. I will miss you so much. You have become part of me and changed me."

The crowd clapped and drifted back into the empty space of the yard. The dancing continued. 🍷

Jason Stein, who spent two years volunteering in Latin America, graduated with a master's degree from UW-Madison's School of Journalism in May 2003. He is now a business reporter for the *Wisconsin State Journal*.

THE *freeing* OF CHRISTOPHER

After losing twelve years of his life to a miscarriage of justice, Christopher Ochoa has come to UW-Madison, hoping to help fix the system that failed him.

By Michael Penn MA'97

MICHAEL FORSTER ROTHBART



Shortly before nine o'clock in the morning on a brilliant autumn day last year, Steven Avery walked through a chain-link gate that had been closed to him for eighteen years. On one side was the Stanley Correctional Institution in New Lisbon, Wisconsin, where Avery had been incarcerated for brutally assaulting a woman in 1985 — an attack, as it turns out, he didn't commit. On the other side was freedom, exoneration, and, Avery hoped, a decent plate of ribs.

A round man with bright eyes and an enormous, shrublike beard, Avery stepped through the gate and answered

the question on the lips of the assembled news media before it was even asked. "I'm out," he said softly, as his beard puffed out from a broad smile. "Feels wonderful."

The next morning, Christopher Ochoa read the newspaper accounts of Avery's release at his apartment in Madison, where he'd arrived a few weeks earlier to begin studies at the UW Law School. The halls of the law building had been buzzing about the case all week. UW-Madison's Innocence Project, the clinical program run by Professors John Pray and Keith Findley, had devoted hundreds of hours to securing

HER OCHOA



Christopher Ochoa studies under the watch of John Steuart Curry's *The Freeing of the Slaves*, a mural that overlooks the Law Library's reading room. Originally intended for the U.S. Department of Justice, the mural found a home in Madison in the 1940s, after it was deemed too political for the nation's capital. Now, it stands as a reminder that at the root of all laws are human beings — a sentiment that Ochoa knows from experience, and one that now fuels his desire to be a lawyer.

looking back. But now there was Avery, and all the echoes he caused. This is what happens once someone has taken your freedom: it's never yours again, not entirely.

Later, when I asked Ochoa his reaction to Avery's release, he told me he thought about buying a toothbrush, about how, on the day three years ago when he had his own march out of jail, he realized that he was a thirty-four-year-old man who didn't own one. "I would look at my brothers and friends, who had good credit and were getting their lives together, and think I'm so far behind them," he said. "It's lonely. You're happy for your freedom, but it can be really tough."

You could do a lot of things with that feeling: wallow in it, get angry about it, be consumed by it, seek revenge for it.

Chris Ochoa bought a toothbrush. And then he went to law school.

It all came crashing down one morning in November 1988. The police wanted to talk. Ochoa left his car at work, expecting to return in a few minutes. He never came back.

Two weeks earlier, Nancy DePriest, a twenty-year-old manager of an Austin, Texas, Pizza Hut, had been killed while preparing to open the restaurant. Police found her body, naked and bound, by the women's restroom. She had been raped before being shot in the head.

Ochoa had no criminal record. In high school, he was an honors student who managed the football team and worked on the school literary magazine. But he and Richard Danziger, who worked with him at another Pizza Hut, aroused police suspicion by showing up at the crime scene two weeks after the murder and toasting DePriest over beers. It was an innocent gesture to honor someone Ochoa had never met, but, to police, their actions seemed curious.

During more than ten hours of interrogation, detectives insisted Ochoa knew something about the murder and pressured him to admit his involvement. When he repeated that he had nothing to do with the crime, a detective threw a chair at him. He made Ochoa look at pictures of Texas's notorious death row, telling him, "You're going to die on a gurney with a needle in your arm." He was told he'd be put in a cell as "fresh meat" for other inmates. He was told he'd never see his family. He was told that the only way to save his life was to confess.

Eventually, Ochoa crumbled, signing a typed statement that he says he still has yet to read, in exchange for a life sentence in prison. "He made a deal to save his life," Pray says. But it was a Faustian bargain that required that Ochoa testify against Danziger, who asserted his innocence throughout. At his friend's trial, Ochoa was the state's star witness, regurgitating grisly details that he says were fed to him by police. The testimony brought a life sentence for Danziger and seemed to leave little doubt that Texas had convicted the right men. Many in the courtroom interpreted Ochoa's tears

Avery's release, and some of the team had been in Stanley to usher him to freedom. In the photographs that accompanied the news stories, Ochoa saw tears of joy and relief on Avery's face. But he wondered about what he didn't see, the emotions that had yet to surface from somewhere underneath those glorious whiskers.

The irony was the timing of it all, so soon after Ochoa had carted his possessions up from El Paso, Texas, to start this new chapter of his life. He didn't want to dwell on the past. When you lose twelve years for no good reason, you don't waste precious minutes

on the witness stand as signs of remorse, not understanding that they were actually signs of terror.

If the Austin detectives were looking for someone to bully, Ochoa was a perfect choice. Even now, after fifteen years of maturity and hard-won wisdom, he is unassuming in both appearance and manner, a quiet, polite man whose studious looks are amplified by wire-rimmed glasses. As a child, he wanted to be a priest, and he has an inward spirituality that would have served him well in that calling. Confronted by men he believed would kill him, he sought to placate. The experience stamped him with such suspicion and paranoia that in 1998 — after another man doing time in Texas wrote a letter confessing to DePriest's murder — he reiterated his confession when detectives visited him in prison. He believed that the truth would cost him any shot at parole, which at that point he considered his only remaining hope.

Instead, Ochoa looked for someone he could trust with his story. He wrote a letter to the Wisconsin Innocence Project, having picked the name off an Internet list of law-school programs that help

prisoners who are trying to prove their innocence. "Can you help me?" he pleaded. "I have just given up on the system. I've lost faith in everything and everybody — but I haven't lost faith in myself."

A few months later, UW Professor Pray and two law students were in Huntsville, Texas, an iron-barred megapolopolis that is home to some fifteen thousand inmates of the Texas penitentiary system, to meet their prospective client. Ochoa sat on the opposite side of a thick metal screen that almost completely obscured his face. The only way they could look at him was to move quickly from side to side to see through the grate.

"For me to have dreamt that one day he would be a student of mine — I could never have imagined such a thing," Pray says now. "I wasn't even allowed to shake his hand."

Pray entered law after a decade as a social worker. He met Findley, a former public defender, when he joined the Law School's Frank J. Remington Center in 1986. After working together on a number of criminal justice projects there, they formed the Wisconsin Innocence

Project in 1998 as an offshoot of the national effort, started by attorneys Barry Scheck and Peter Neufeld, to use DNA evidence to free wrongfully convicted prisoners.

DNA testing has overturned 138 convictions in the United States since 1992, but Ochoa's was Wisconsin's first big case. Beginning in 1999, the two professors led a team of three law students and several volunteer attorneys in picking apart the evidence, looking for anything that might prove his innocence. Preliminary DNA tests were completed in September 2000, paving the way for Ochoa's release in January 2001.

In law, it's not what you know, but what you can show, and in that regard, Ochoa is a fortunate man. Even with the allegations of police intimidation and another man confessing to the crime, Ochoa's case swung on a few pieces of crime-scene evidence that Texas authorities fortuitously had preserved after the trial.

Without those samples, there would have been no new DNA tests, no way to prove that Ochoa and Danziger weren't the ones who raped DePriest, and no biological evidence that the jailhouse confessor was telling the truth. Steven Avery, the second prisoner proved innocent by the Wisconsin team, may have been even luckier. In his case, it was a single human hair, kept in a crime lab for eighteen years, that set him free.

"Think about how many pieces of luck have to fall into place for someone like Chris or Steve," says Findley. "If any one of those pieces weren't there, the cases probably wouldn't have gone through. And given the improbability of all of those things happening, it seems almost certain that there are a lot of people for whom all of the links in the chain aren't there."

On average, Findley and Pray receive five new letters a day from prisoners who want that kind of luck. Even with the help of twenty law students, the team can manage only about thirty of the most promising cases, and many of those still face slim odds of reaching



In September 2003, Steven Avery walked out of a Wisconsin prison after serving eighteen years for an assault he didn't commit, becoming the second person proved innocent by the UW legal team. DNA tests on a single human hair recovered from the crime scene ultimately showed another man was guilty of the crime.



RODOLFO GONZALEZ/AUSTIN AMERICAN STATESMAN

Moments after a Texas judge declared his case a "miscarriage of justice," Christopher Ochoa hugged his mother, Dora. It was a day he thought would never come. "I had pretty much given up all hope," he says.

a judge, who may or may not rule that injustice has been done.

"There's no doubt we turn down innocent people," says Findley. "That's what makes Chris's story so remarkable."

At first, it was easy to be free, as easy as the taste of steak or the feel of blue jeans. In prison, Ochoa wore a uniform with no pockets, and for a while, after the day when a judge set him free, he reveled in the simple pleasure of reaching for his car keys.

There were interviews and press conferences, his life suddenly alive with engagements. After his release in Austin, he flew home to El Paso to reunite with family and friends, traveling with two small bags and no money in his pockets. When passengers learned he was on board, they passed an airsickness bag around the plane and filled it with five hundred dollars. Ochoa understood the significance of such gifts. He knew others weren't so fortunate — like Danziger, who suffered a devastating brain injury during a prison fight in 1991, and, though also free, will likely spend the rest of his life under special care.

Ochoa could do nothing about the past, but he had been given back his future. After the stories were published or broadcast, and the celebrations subsided, the only question left was how to spend that future. He was determined to invest his time wisely.

Against the urgings of his mother to take things slowly, he bull-rushed back into life, intent on making up for lost time. He enrolled in accounting classes at the University of Texas-El Paso (UTEP), hoping to add a bachelor's to the two associate degrees he'd earned while in prison. He'd always done well in business classes, but he found that he no longer had a taste for the subject.

At the same time, he was constantly invited to talk to justice-reform and anti-death-penalty groups, and he found the experience therapeutic. The events helped with the bitterness, helped him feel that he could grow something good from this empty hole in his life. At UTEP, he switched into pre-law, telling himself that if he couldn't change what the justice system had done to him, the next best thing would be to change the system.

When it came time to apply to law schools, Ochoa says there was really

only one choice. "Wisconsin was my dream school," he says. "I owe Wisconsin my life."

Now, as he grapples with introductory torts and contracts, the people who helped exonerate him are elated by the prospect of graduating him. "We're delighted he's here," says Findley. "He's endured hardships, but he's risen above them, and that shows a kind of grit and determination you need to be a good lawyer."

"People who meet him often think he's a quiet person, but he's very thoughtful," says Cory Tennison JD'01, who befriended

Ochoa while working on his case as a UW law student. "He's intelligent and a very good listener, and those are qualities that will make him a good attorney."

Now an assistant prosecutor for a county near Minneapolis, Tennison talks with Ochoa frequently by phone, coaching him through the cutthroat first-year curriculum and helping him weigh the options for his career after law school. And while ostensibly that could include writing wills or chasing ambulances, most people assume that Ochoa will ultimately bring his experiences to bear by working with those accused of crimes.

"I don't know that he's ever going to be able to escape criminal law, because there are going to be enormous opportunities for him," Tennison says, adding that he wouldn't rule out Ochoa ending up on the other side of the courtroom, where his perspective would make him an equitable advocate for justice. "Working on his case has made me a better prosecutor than I ever could have been," he says. "It's my calling, and it could be his, too."

Like most first-year students, Ochoa has been too busy keeping up to give the future much thought. "There's a lot of work to be done in the justice system,"

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Ochoa

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he says. "The one thing I do know is that I want to help the less fortunate of society. I want to fight for the little guy."

That likely includes working for the program that freed him, perhaps as soon as next year, when the Innocence Project enrolls a new crop of second-year students. And as much as Findley and Pray take care not to burden Ochoa with expectations, they don't deny that his experience would be a tremendous asset to the program.

"Let's just say I'd have a hard time turning him down," says Pray.

At the same time, Pray knows that going down that path would require Ochoa to lug along the emotional baggage of his experience — and that may be too much to ask. Already, Ochoa has confronted occasions in classes when the legal system presented in lectures doesn't resemble the one he has encountered firsthand. "There is still a part of him that, when he reads a textbook, wants to tear his hair out and say, 'That's not the way it really is,' " Pray says.

On a Friday afternoon last semester, it was contracts that had Ochoa excited. His studies in that subject had gone well, and he was entertaining notions about it as his chosen field. A fleeting idea, perhaps, and it probably didn't survive the weekend. At this point, the joy is in the possibility.

Immersed in what is supposed to be a wrenching first year, Ochoa is, by all accounts, having a blast. His legal battles are behind him — in December he settled a civil suit against the city of Austin for \$5.3 million — and he feels ready to turn his mind to a different view of the law.

"It's funny — they say law school is really hard, but it's changing me," he says. "I don't really drink much anymore, and I'm more organized and more disciplined. I even use my planner now." He has been so eager to soak up the new challenge of law that the bigger danger is getting overwhelmed, and his professors



JEFF MILLER

Pray, left, and Findley now receive as many as five letters a day from inmates who believe they should be set free. The professors enlist the help of volunteers to review the letters and earmark those that seem worthy of more exploration.

occasionally have to warn him about trying to do too much.

He allows that there are frustrations, often boiling up over discussions of due process and criminal procedure — things that look perfect on paper, yet rarely play out that way. "Because of what I went through, I used to be very distrustful of the system," he says. "Now I'm feeling like I can help make a better society and a better world. That's probably not just a product of law school, but of my adjustment to society in general. I really feel I'm finding peace."


There are always echoes. Not long before he moved to Madison, on a Sunday evening in Texas, he was out driving with his girlfriend, whom he met in El Paso two years ago. It had been a blissfully normal day — church, then a stop for a burger. In a reverie, he didn't see that a police cruiser had wheeled around behind him. He panicked. His girlfriend kept telling him nothing was going to happen, that he hadn't done anything wrong. "You don't understand," he said. "I didn't do anything wrong then, either."

There are episodes like that, when it's like his mind is still doing time, and he wonders if he will ever feel truly free.

Time supposedly heals all wounds, but what do you do when the wound is

time? At thirty-seven, Ochoa is older than most of his classmates, and yet seems younger. Prison cost him a chunk of maturity that most people spend building families, careers, and wealth, and now he feels painfully behind in all of those pursuits. When he went to sign the papers on his Madison apartment, he took Pray with him, worrying that questions might arise about the twelve-year gap in his employment.

"That's what Chris has to face every day," says Pray. Given those circumstances, he finds it remarkable that neither Ochoa nor Steven Avery harbor resentment for the injustices done to them. "They don't see themselves as victims, and I think that's extraordinary, because if it were me, I probably would be resentful."

But when the rent bill arrived, Ochoa paid it happily, one of a thousand daily banalities he welcomes as he coaxes his life back into routine. Among the new freedoms in his life is that of choice, and lately he is choosing to relish the things he has, rather than those he has missed. There may come a day for extraordinary things, but for now, it's enough to be ordinary. 

Michael Penn MA'97 is senior editor of *On Wisconsin*.



Much ado about **MUSHING**

AS DOCTOR TO THE ELITE ATHLETES OF THE DOG WORLD, MARGARET TERHAR DVM'93 DEALS WITH COLD, KIDS, AND A PACK OF CONTROVERSY.

BY
CANDICE GAUKEL ANDREWS '77

PHOTOS BY
PATRICK J. ENDRES

***“Alright, handsome.
Let’s see your feet.”***

It may not be the best opening line to ensure you won’t be spending Saturday night alone, but it sure works for Margaret Terhar.

“They’re awesome,” she exclaims to her patient. “Looks like they haven’t seen a lot of snow.”

Although Terhar isn’t a podiatrist, looking at feet takes up a lot of her time. In fact, her patients usually have four of them. Today, on this February Friday in Fairbanks, Alaska, she’s addressing Bristol, a pure Siberian Husky who’ll be running in the Junior Yukon Quest dog sled race that starts tomorrow.

The junior race is for mushers fourteen to seventeen years old and runs 120 miles along the Chena River and

through woods to Twin Bears camp and back. It’s often considered a proving ground for the annual adult Yukon Quest, which is held a week later and touted as the toughest dog sled race in the world.

Like the more famous Iditarod held in March every year, the Yukon Quest covers more than a thousand miles. However, while the Iditarod starts in Anchorage and ends in Nome, the Quest runs between Fairbanks and Whitehorse in the Yukon, making it an international race. The Quest winds up three Alaskan



PHOTOS BY PATRICK J. ENDRES/ALASKAPHOTOGRAPHICS.COM

mountain summits — Rosebud, Eagle, and American — and over King Solomon's Dome in Canada, traveling through some of the most spectacular geography on the North American continent. And all in the coldest month of the year.

Says Terhar DVM'93, "Fairbanks is on the Chena River, and the Iditarod mushers will tell you the river portion of a race is always the coldest. Every musher I talk to says, 'Oh, you're going to the Quest? When I was at the Yukon Quest, it was fifty below!'"

But on this twenty-five-degrees-below Friday, a day before the start of the Junior Yukon Quest, foot care is as important for a 120-mile race as it is for next week's thousand-miler. And with fourteen registered teams with ten dogs each, that's 560 feet.

Terhar's current post as trail veterinarian on the Junior Yukon Quest follows her previous positions on adult races. In 1999, she was trail veterinarian on the Iditarod; in 2000 she worked as a rookie doctor on the Yukon Quest; and then for the next three years, she contin-

Margaret Terhar says that being at the starting line of her first race "was enough to bring tears to my eyes. Lines of twelve dogs, banging in their harnesses, barking and anxious to go. It was the greatest thrill."

ued as head veterinarian for that race. "I'm really looking forward to working with the juniors this year," she said before the start of the race preparations. "These are the up-and-coming mushers. These kids choose the dogs, they train the dogs, they feed the dogs. The rapport they have with them is awesome. It's a great opportunity for me to work



At the all-important pre-race checkup, Terhar tests Bristol's muscles for flexibility.

with young people and do some real educating. They're so anxious to learn."

Checking Up and Speaking Out

At this morning's mandatory pre-race checkup for the dogs, Terhar looks at Bristol's footpads, examines her teeth and gums, checks her temperature, tests her muscles for flexibility, listens to her heart and lungs, and probes her abdomen. "It's very much like what I do with my patients at my animal clinic in Green Bay," she says, "with a little more emphasis on orthopedics."

But there is a bigger difference. Terhar's clinic practice has never put her

smack dab in the middle of a controversy.

When Terhar came to Madison to make a presentation on her Yukon Quest experiences for the School of Veterinary Medicine's twentieth anniversary last September, her appearance drew criticism from the Sled Dog Action Coalition, an animal-rights group that condemns dog racing and the conditions under which sled dogs typically live. One of the problems groups such as the Sled Dog Action Coalition have with racing is that it forces dogs to run for miles in extreme temperatures.

Paula Kislak, board director for the Association of Veterinarians for Animal Rights, says there's a big difference between making a dog run and letting a dog run. "To let dogs run or race at their own pace is far different than

forcing them to, burdened with hundreds of pounds of equipment," says Kislak. "Most dogs do not enjoy or willingly engage in such extreme exertion that may result in cardiac failure, pulmonary collapse, urinary excretion of decomposed muscle, hypothermia, and seizures. When dogs run freely, injuries do occasionally occur, but they have not intentionally been put in danger."

While Terhar says she admires anyone who looks out for the welfare of animals, she thinks there needs to be a balance between education, understanding, and stewardship. "The greatest proponents for sled dog welfare, next to the veterinarians — or maybe even before the veterinarians — are the mushers

themselves," she counters. "It does not behoove you to treat your dogs poorly if you are a musher. You will not do well. Any musher who's ever been parked on the trail because the team was ticked off will tell you — you can't make your dogs run. If they don't want to go, they won't."

In fact, says Terhar, just two years ago, a team decided to stop a hundred miles from the finish of a race. "That was it," she says. "The musher couldn't do anything. I would encourage anyone

"The greatest proponents for sled dog welfare, next to the veterinarians — or maybe even before the veterinarians — are the mushers themselves. It does not behoove you to treat your dogs poorly if you are a musher."

who thinks mushing is cruel to spend some time with a musher. These dogs get to do what they were bred to do, unlike a lot of our pets. They spend endless hours a day with their owners, unlike dogs who are chained alone in their yards."

But the circumstances under which sled dogs in particular are kenneled and tethered is another sore spot for animal-rights proponents.

Margery Glickman, director of the Sled Dog Action Coalition, wrote in her letter of protest regarding Terhar's appearance at the university, "It is standard for sled dogs to spend their entire lives outside, tethered to metal chains that can be as short as four feet long. A dog who is permanently tethered is forced to urinate and defecate where he sleeps, which conflicts with his natural instinct to eliminate away from his living area. Each dog is kept in one spot and cannot interact normally with other dogs. A dog kept chained in one spot for hours, days, months, or even years suffers immense psychological damage."

While Terhar agrees that dogs, especially Huskies, are very social, she sees the kennel yard as an extremely interactive place. "When they're in their yards, these dogs are communicating in a lot of ways we don't see," she says. "So it's not boring out there. Successful mushers do well by their dogs because that's how they're successful. Sled dogs eat better than a lot of pet dogs, they get more exercise, they live longer, they spend more time in the companionship of their person. For a lot of them, they have the ideal life."

Terhar acknowledges that in any realm of pet ownership, there are good owners and bad owners. "I will give you that there are mushers who are very conscious of the welfare of their dogs, and mushers who are less conscious," she says. "But that is no different from any other group of pet owners. As far as the actual sport goes, there are mushers who are competitive and can balance that competitiveness with the welfare of their team, and there are mushers who sometimes make mistakes and who push their dogs too hard."

Young Mushers

Making mistakes is of particular concern to Glickman when it comes to junior races. She believes young people sometimes lack the experience to make appropriate decisions and that dogs may be at increased risk when raced by juveniles.

Terhar agrees that junior mushers have less experience, but that's what the Junior Yukon Quest is all about — training future mushers who will have to become amateur veterinarians. "That's the reason this race is 120 miles, not one thousand," she says. "Kids learn here. Our focus is on dog care, even with the competition going on in the background."

Terhar is a member of the International Sled Dog Veterinary Medical Association (ISDVMA), a group that "promotes and encourages the welfare and safety of the sled dog athlete." Voting membership is limited to veteri-



"These are the up-and-coming mushers," says Terhar of the juniors. "These kids choose the dogs, they train the dogs, they feed the dogs. The rapport they have with them is awesome."

narians who have worked in at least one major sled dog race, and general membership is open to anyone who supports the group's objectives.

Before the ISDVMA was formed about ten years ago, there was no real body of common knowledge about the specific problems relating to sled dogs, says Terhar. "So when we'd go out on a trail, we'd be looking at these working dogs like we would a Labrador who came into our clinic. To some extent that's okay, but in terms of orthopedic problems, we weren't as helpful as we might have been."

The ISDVMA has since compiled a body of knowledge that has now become the introductory seminar for Iditarod participants and for other symposia every year. "We keep adding to this body of knowledge and, in turn, disseminating it to the mushers, so we're all operating on the same premise," explains Terhar. "We all know dogs with higher serum levels of Vitamin E are statistically more likely to finish a race, and we all know what sled dog myopathy [signs of muscle damage] looks like. We all know the best way to treat a swollen wrist, versus one veterinarian knowing

and one not, and the wrong one being at the checkpoint. We're like trainers on the trail."

And part of that training, especially for the younger mushers, involves teaching them to become adept at the "art of bootying."

Mandatory gear for each Junior Yukon Quest participant includes eight booties for each dog. While booties protect a dog's feet from rough terrain and cuts, they also diminish the dog's traction.

"In icy, slick conditions, having booties on would be like running on a wood floor in your stocking feet," says Terhar. "So you have to be careful and think, When can I keep my dogs from hurting their feet, but go without booties? Because if your dogs have booties on when they shouldn't, they'll slip and risk a musculoskeletal injury."

Race Injuries

At Saturday's Junior Yukon Quest mid-race checkpoint, something did go wrong for Patch, a lead dog who belonged to a fourteen-year-old musher named Daniel. At the checkpoint, a twelve-hour layover is required, giving the veterinarians a chance to circulate among the teams and inquire about how the dogs are doing.

"My dogs are good dogs," says Daniel. "But Patch is running sideways and looking back at me."

Terhar kneels by Patch's side and turns on her headlamp in the dwindling light of a February Fairbanks afternoon. She feels each of Patch's feet, and then asks Daniel to take hold of the dog's left front foot. "See how this foot feels?" she asks Daniel. "Now feel this one," she says, as she puts his hand on the backside of Patch's right front foot. "The tendons feel different, don't they?" Terhar asks him. "Yeah," Daniel says. "I can feel the difference."

Patch has tendinitis, and to treat it, Terhar asks Daniel to get out his foot ointment, a mixture of hydrogenated peanut oil and rosemary, from his pocket. Daniel admits he's left it in his sled bag and retrieves it. Terhar squeezes

the bottle above her open palm and shows him that nothing comes out. "You need to keep this in your pocket to keep it from freezing," she tells him. She reaches into her own pocket for ointment, and proceeds to massage it into Patch's foot. "These are your dogs,

"You know how, when you're young, you think you want to be a cowboy or an astronaut? I wanted to be a veterinarian for the Iditarod. It sounded so out there."

Daniel," she says. "I'm going to show you how to use Vetrap to keep the swelling down."

Terhar unwinds the stretchy wrap and rewinds it to loosen the tension, pulls a plastic baggy and scissors out of her pocket to fabricate a plastic patch, places it around Patch's foot, and counsels Daniel on how to apply a wrap. Then, she makes sure Daniel's foot ointment is returned to his pocket, not his sled bag. "We'll check Patch together in a few hours," she tells him.

According to Terhar, sore wrists and flexor tendinitis are the most common injuries she sees on the trail. Sometimes, a twelve-hour layover is all a dog needs to recover. By the time Daniel's layover time had elapsed, however, the swelling was not down, and Patch was dropped from the race.

During the Junior Yukon Quest, each musher is allowed to start with ten dogs and must finish with at least five. Dogs can be "dropped" at any of three points. " 'Dropped dogs' are dogs who just aren't going to continue," explains Terhar. "Maybe they aren't eating well, or you never intended to take them the whole way. There are a lot of mushers who'll take young dogs on the trail and want them to see only four hundred

miles of the trip. It depends on what their goals are," she says.

In many cases, it's an advantage to drop dogs. "Often, it's easier on the mushers to have fewer dogs at the end of a race because [the mushers] are tired, and they'll have less to take care of," explains Terhar. "Most dropped dogs aren't dropped because they fell terribly ill. They may have a wrist injury, and we may be able to do physical therapy to get them through a few more checkpoints. But if the dog starts to stiffen up, the musher has to decide what's the best allocation of time: spend it nursing this wrist or move on with fewer dogs."

The Trail from Madison to Fairbanks

The path that led Terhar to embrace her controversial work with sled dogs began at UW-Madison. In 1993, she graduated from the School of Veterinary Medicine at age twenty-four, becoming the youngest veterinarian in the state.

"When I was in third grade, my grandma took my sister and me to Madison," recalls Terhar, who grew up in De Pere, Wisconsin. "I remember feeding ducks behind the Red Gym and thinking the Memorial Union looked like a palace — I couldn't believe you could eat hamburgers in there. I thought, This is what you do when you grow up. You go to Madison."

During junior high, Terhar found her true calling. "There was a veterinarian in Sturgeon Bay, Dr. Tom Cooley, who was on the local Green Bay news because he was going to go work with the Iditarod," she says. "And I thought that was so cool. You know how, when you're young, you think you want to be a cowboy or an astronaut? I wanted to be a veterinarian for the Iditarod. It sounded so out there."

Her first chance to actually see sled dogs up close came during her veterinary school years. One of Terhar's classmates was from Marquette, Michigan, the starting place for the UP 200 sled dog race, which runs from Marquette to Escanaba and back. With a free weekend on their

hands, the two decided to go up and watch the race.

"When I got there, I expected Siberian Huskies — beautiful dogs like you see in pictures," says Terhar. "But they looked like barn dogs. Nobody looked like anybody else. They were all mixes, and I thought, 'These aren't the real sled dogs.' That was my first exposure."

The race veterinarians noticed the two students and spent time explaining their work. "While I wasn't impressed with the dogs at first," remembers Terhar, "when they were at the starting line, it was enough to bring tears to my eyes. Lines of twelve dogs, banging in their harnesses, barking and anxious to go. It was the greatest thrill."

After that, there was no turning back.

"The upper Midwest has a lot of mid-distance races," explains Terhar. "After the UP 200, I worked with the John Beargrease Sled Dog Marathon, a 500-mile race that starts in Duluth, goes to Grand Portage, and comes back. I'd never been so cold in all my life. That was my first experience with forty below — but not my last," she says.

With the UP 200, the Beargrease, and the Grand Portage Passage — a more recent 300-mile race — under her belt, Terhar felt she was qualified for the Iditarod. She applied and was accepted.

"There are a lot of differences between a 500-mile race and a 1,000-mile race," says Terhar. "The Iditarod is a leapfrog. They have about twenty checkpoints, and they're only air accessible. Typically, a race veterinarian will see three of them."

Approximately thirty-five veterinarians fly out before the start of the race to be in position for the first teams that go through. Usually, with sixty total teams, veterinarians will see a two- or three-day



Patch, a lead dog for fourteen-year-old musher Daniel, suffered an injury during the race. Terhar's diagnosis was tendinitis, and Patch was dropped halfway through.

clump of people, followed by the stragglers at the end. Veteran Iditarod mushers might take only eight days to finish the race, while rookies could take as long as two weeks.

"With three veterinarians at each checkpoint, two will get pulled out to go to another one when the majority of teams have passed through," explains Terhar. "As a rookie, I was the sweep and left the checkpoint last." But that worked to her advantage, because checkpoints typically have a judge, and race judges usually have a lot of mushing experience. It's an opportunity to pick the brains of a real musher.

"I know dog physiology," says Terhar. "But I need to really understand what the mushers are going through out there. I sit

in one spot, and I try to assess what they did the last two hundred miles and what they'll do the next two hundred. It's good to have a musher help you assess things, especially if you're not experienced at what dogs should look like at this point in a race. Being a sweep, I had the time to take my judge out with me to see a team and say, 'Now, what's the advantage of doing things this way?' I learned more about the sport in general so I could apply my veterinary knowledge to be a lot more helpful to the mushers."

Making a Better Veterinarian

Terhar believes her work with sled dogs has made her a better veterinarian in her practice in Green Bay as well. "I can diagnose lameness better now because of my work with sled dogs," she says.

And because of what the Yukon Quest has given her, she sees it in her future from now on, controversy or not.

"The second biggest dog sled race in the world had enough confidence in me to make me a head veterinarian," says Terhar. "Even I didn't have the confidence in me they had." Since she had worked for good head veterinarians at other races, she was able to put together a veterinary program from pieces she had learned from them. "There are a lot of people I met on the Iditarod that I'd like to see again," says Terhar, "but my heart remains at the Quest. In many ways, it's a grassroots race. The footprints of individuals are very visible."

And footprints are something Dr. Terhar knows a lot about. 🐾

Candice Gaukel Andrews '77 hears the patter of numerous furry feet at her home. She lives with four rescued racing greyhounds and three cats.



LOVE AMONG THE AVERAGE

To make his life less ordinary, one average Badger turned to reality TV. And others are eager to share the experience.

By John Allen

It was news I could easily have skipped. When John Baumgaertner '01 contacted *On Wisconsin* just to tell us he was an average Joe, I came close to ignoring him. Many of my colleagues certainly did. John Baumgaertner is average, I told one of them. "Why should we care?" she asked.

I dunno, I admitted. But secretly I thought, Why not? I've never liked *On Wisconsin's* prejudice toward the outstanding at the expense of the average. Just look at our alumni news section. It's full of notes about prizes and promotions: discoverer of the cure to this, first human to walk on the surface of that. It can be depressing to those of us who inhabit the vast middle of the bell curve.

So I looked into Baumgaertner and discovered that he isn't your run-of-the-mill average Joe. Rather, he's one of sixteen men selected by the NBC television network to appear on a reality program of that title. Immediately my mind grasped the implication: television, America's arbiter of truth, was using its considerable resources to collect the most everyday

people and determine which of them was the averagest of all, the epitome of typicality, the absolute middle on the scale of mediocrity.

Of course, I was wrong.

It turns out that *Average Joe* was just a new form of reality dating show. The premise was this: a beauty queen (Miss Missouri USA 2002) and former NFL cheerleader named Melana Scantlin spent six weeks selecting her ideal match from a pool of sixteen “average” men (described, perhaps ungenerously, by the *Detroit Free Press* as “a bunch of geeks, dorks, shorties, fatties, and losers”). Episodes aired during November and December, and each week the average Joes would face off in a series of physical challenges (golf, rock climbing, basketball) for the opportunity to spend time alone with Scantlin. At the end of each show, she told one or more of the fellows to get lost. It was sort of like high school — a seemingly endless series of gym classes in which everyone dreams of dating the cheerleader.

Everyone who’s anyone knows the show was like that — and by *everyone who’s anyone*, I mean TV-watching Americans between the ages of eighteen and forty-nine. The composite of their opinion is just about the only average Hollywood really cares about — that’s the crowd that advertisers most desire.

Consider this: for five weeks, *Average Joe* consistently scored lower overall ratings than its major network rivals, *Monday Night Football* on ABC and *CSI: Miami* on CBS. But after the show’s final airing, NBC gloated that “*Average Joe* dominated its two-hour time period in all key adult and adult-female demographics, outperforming ABC’s second-place football telecast by 44 percent.” In total viewers, *Average Joe* was the eighth-highest-rated program that week. *Monday Night Football* was tenth, separated by fewer than 300,000 households out of about 24 million. The “dominating” difference is that *Average Joe*’s audience was heavily weighted toward the “key” eighteen-year-old end of the adult scale.

Clearly, the collegiate crowd has a taste for reality dating shows, and in Wisconsin, that taste is particularly acute. According to Jill Genter ’85 of WKOW-TV — the ABC network’s Madison affiliate — Wisconsin is the highest-rated state for *The Bachelor*; the



BAUMGAERTNER:
HIS GEEKINESS WAS
ENHANCED FOR TELEVISION.

king of the genre. It doesn’t seem too great a stretch of logic to guess that UW-Madison students are the ideal average viewers that *Average Joe* was aiming at.

Measuring Up

It’s not easy being average. Before John Baumgaertner could be known nationwide for his lack of outstanding qualities, he first had to suffer.

During his time on the show, he played basketball and was bullied, sang in German and was mocked, played polo and fretted. He entered a movie trivia quiz and bombed out. He was caught on film complaining and even crying. (“Let me clear this up,” he insisted to me. “I cried once. People said I cried like three times, but it only happened once.”) He dated Scantlin once, kissed her once, and talked about it endlessly, proclaiming that he was falling in love with her.

After four episodes, she eliminated him.

“A lot of people think that the emotions on the show are unwarranted,” Baumgaertner says. “But they’re real. It’s kind of like being at summer camp. You’re flung in there not knowing anybody, and you’re isolated. You can’t call Mom or anybody. It makes for intense relationships — intense and frustrating.”

It’s understandable to doubt the sincerity of reality-show emotion, however. Each episode of *Average Joe* ended with a disclaimer: “Participants may have consulted with producers regarding their choices and decisions; however, all decisions are made solely by the participants.” Furthermore, most of the cast had at least a little contact with the entertainment world — including Baumgaertner.

Before joining the show, he was living in Los Angeles, working as a director’s assistant on a promotional video. At a Web site called craigslist.org, he discovered a notice that NBC was looking for extroverts to try out for parts on a program called *Life of the Party*. The announcement made him curious.

“They asked for headshots,” he says, “and they said models and actors need not apply. Well, the only people who have headshots are models and actors.”

Though Baumgaertner had a little acting experience, it was far from professional. He’d appeared in dramatic productions at the UW, but he hadn’t been a theater major, and he’d done no acting since graduation. “It’s so tough out here,” he says. “Hollywood is a machine built for crushing dreams.”

He decided to go to the audition to make contacts among the program’s production crew, who might help him find future behind-the-scenes work. He submitted a picture of himself, and was chosen to participate from perhaps a thousand applicants. Told that he would be secluded for a period that might run as long as six weeks, he asked for time off. His boss told him, more or less, to take as many days as he needed.



Decision time: Scantlin gives Baumgaertner the boot. Although he was in competition with the other average Joes, Baumgaertner says that it was just as difficult to survive an elimination. "With each elimination, I felt I was losing a friend."



"I lost my job," Baumgaertner says. Not until he and his average colleagues were removed to the shooting location — a resort in Cathedral City, near Palm Springs, California — were they told that they'd been chosen not so much for their exceptional personalities as for their unexceptional looks.

"It wasn't hard to figure out, once you saw the cast of characters," Baumgaertner says. "You'd have to be kind of dumb not to realize."

Still, Baumgaertner maintains that the show revealed some of the participants' less desirable qualities. Though he's "a self-proclaimed geek," he says his geekiness was enhanced for television. Through most of the program, for instance, Baumgaertner was shown wearing glasses with thick, black frames. "Actually, I almost never wear them," he says, "except at night and when I'm driving. I happened to drive to the audition, so I kept wearing them on the show."

Baumgaertner survived four weeks — longer than thirteen of his companions, but not long enough to get the girl. After he was bounced, he was sworn to secrecy. He'd signed a contract promising not to reveal the show's finale — or face a million-dollar penalty. The network also requested that he not contact any member of the cast or production crew until the show's entire run was complete. By the end of the year, the program had

produced few tangible benefits for his career — but high hopes for future work either in front of or behind the camera.

Still, Baumgaertner describes the experience as "really good, really positive, if not always comfortable." He says he became friends with most of his castmates, and his appearances have resulted in a few gigs for his band, The Baum Squad. "Now I'm recognized in the street," he says.

Analysis

It can be terrible, being typical. When I first heard about Baumgaertner, I asked a university administrator what she thought of having graduated such a signally average alumnus. She asked, "Why should we be interested in him?"

I dunno, I admitted. Why not? He's a UW graduate.

"To tell the truth," she said, "when I heard that, I kind of hoped he'd graduated from Eau Claire. He isn't exactly what we mean when we talk about people using their education in different ways."

But away from Bascom Hill, the average Badger was less disdainful. According to the Coalition for a TV-Free America (which clearly has its work cut out), the typical American watches more than four hours of television a day — thirteen years out of an average lifespan — and Madisonians are no different. The UW loves its reality TV, and the shows love the UW in return. In the closing months of 2003, such programs as *The Bachelor*, *The Real World*, and *elimDATE* all came to Madison to hold auditions.

In dens and common rooms across campus, *Average Joe* fans met to watch the show in cells — TV guerrillas avoiding the notice of Madison's intellectual police. One such cell gathered in a duplex on Mifflin Street. There, a fluid crowd of between eight and twenty students, most of them women, met devoutly to follow Baumgaertner's exploits — though not necessarily to cheer him on.

"I tried to support John [Baumgaertner] at first," says Nancy Luedke '04. "He's from here, and my boyfriend kind of knew him. But he was just one of the most pathetic people on the show. One date with her, and he says he's in love? I just wanted to shake him. He's too sad — like he's been hurt in his past or something."

That opportunity to play amateur psychologist is one of the most appealing aspects of shows like *Average Joe*, says Jacqueline Vinson, a doctoral candidate in communication arts and part of UW-Madison's small community of serious television scholars. Her dissertation analyzes the commoditization of romance in reality dating shows, and she regularly followed *Joe* and discussed it with grad school colleagues Ron Becker and Jennifer Fuller.

"It's funny that it's such a guilty pleasure," says Vinson. "We tend to justify why we watch them, but they're titillating and fun. They present a norm for private, intimate relationships. And there's something therapeutic about the

confessional segments, when the characters talk directly to the camera and explain their actions.”

Average Joe, says Becker, “was really some amazing television. It displayed a whole range of masculinity, and the ways in which it represented gender were intriguing. I mean, John made it almost to the end, and he was geekier than most.”

Being a television scholar demands sacrifice. All three graduate students log long hours before the tube — Becker says he typically puts in up to six hours a day. (“Thank God for TiVo,” he says.) But insight into the American psyche isn’t all they got out of watching *Average Joe*. “I’m a huge fan,” Fuller admits. She discussed each episode at length with her friends, and when that wasn’t enough, she joined the vast community of *Joe* faithful on the Internet, where viewers have a safely anonymous place to share their psychological hypotheses. At NBC’s official *Average Joe* message board, a viewer calling herself “JOHNrocksTMS” found Baumgaertner “genuine and caring,” while another viewer, “iluvjohn,” thought he was “complex, analytical, and intellectual” and admired his determination to bring himself “closure.”

The majority of viewers were less kind. “Extremely strange” was the verdict of viewer “broccoli,” who suggested that Scantlin “get a restraining order against that stalker.” Viewer “smokincomb” suggested that Baumgaertner be put on Strattera, a medication designed to treat hyperactive children and adults.

Baumgaertner doesn’t entirely appreciate the insights. “If I did something like this again,” he says, “I probably wouldn’t be so free with my emotions.”

Rounding out the Curve

The promise of Internet fans isn’t enough to entice some Badgers to undergo their peers’ analysis. “I felt bad for those guys on *Average Joe*,” says Katie Van Berkel ’03, “and the show made Melana [Scantlin] look even worse.”

Van Berkel’s opinion carries a little more weight than those of typical TV fans.

She could have been in Scantlin’s place. Several different reality dating shows wanted her to bare her soul, if not more.

Willowy and blond, Van Berkel has the look that Hollywood desperately wants America to want. A model since her high school days, she’s appeared in magazines such as *Seventeen*, though she tried to keep her work quiet while she was at the UW. “People can be catty,” she says.

In 1999, the show *Baywatch* — a fictional representation of the glamorous lives of California’s crime-fighting lifeguards — was looking for new talent and sent scouts to campuses across the country to conduct “*Baywatch* Searches.” Van Berkel tried out and was judged to have the right look. Her reward was a trip to Hollywood for an audition, and though she didn’t end up on the show, she did catch the eye of producers for a new reality dating show called *elimiDATE*. The show’s premise is that a participant puts a collection of attractive members of the opposite sex through a series of titillating situations to determine which is his or her dream date. Van Berkel, who had a boyfriend at the time, declined.

Later, she was contacted by *Blind Date*, a similar program. She turned down that opportunity, too. In 2003, NBC asked Van Berkel to audition for *Meet the Folks*, in which potential dates are evaluated by the lead participant’s parents. Van Berkel was tempted by the offer, but her folks weren’t, so she passed. Later, the network asked her to try out for a new program called *Around the World in Eighty Dates*. She went, hoping the show would mean a free trip overseas.

“They asked me a lot of really personal questions,” she says. “What’s your craziest sexual experience? Have you ever been with a woman? Have you ever had an STD?” Again, she turned the network down. “They seemed to have the idea that dating equals embarrassment, and I don’t want to be made a fool of.”

Still the calls kept coming, and for a while, Van Berkel changed her voice mail message to say, “If you’re from a reality show, don’t call back.”

Van Berkel doesn’t regret passing up the opportunity to leverage her modeling

career into a television appearance.

“People make stupid decisions, decisions they’ll regret later, when they think they might get a little fame,” she says. “Sometimes I think my whole generation doesn’t stand a chance.”



But Baumgaertner is far from the only Badger of his generation to grasp at reality show fame. Last December, when *The Bachelor* came to Madison to audition new bachelorettes, there was no shortage of young women eager to take their shot.

WKOW-TV hosted the event at the Great Dane Brew Pub on East Doty, and Jill Genter, who coordinated it, expected a turnout of at least two hundred. It’s safe to assume these women were *not* coming to compete for the affections of a former director’s assistant in a goatee and Buddy Holly specs — an average Joe like Baumgaertner. They wanted ... well, I suppose a relatively wealthy, relatively hunky specimen like those featured on earlier editions of *The Bachelor*; though it’s hard to be certain. At the time, no bachelor had been announced.

At four o’clock, when the auditions began, the initial pickings were slim — tall and slim, mostly, though some were short and slim or midsize and slim or busty and slim. They stood in line and waited for the opportunity to answer a few questions posed by Tina “Fabulous” Pasan, a former *Bachelor* participant, and Johnny Gaines, an ABC casting director: What’s your name? Where are you from? Why do you like Madison? Why do you want to be on *The Bachelor*?

I cornered one — law student Olivia Schmitz ’01 — as she left the stage and asked how she’d answered that last question. “Well,” she said, sizing me up for a long moment. Then, all in one breath, she said, “I’m looking for a relationship and I couldn’t find one in the traditional way so I thought why not try *The Bachelor*?”

I dunno, I said. Why not? 🍷

Although John Allen, associate editor of *On Wisconsin*, is not a reality TV addict, he does admit to being stunned that Dr. Marlena Evans is the Salem Stalker on *Days of Our*



Feeding the Badgers

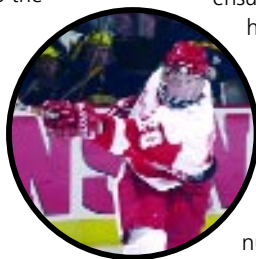
'Chef Herb' sets the table for athletes' success

TEAM PLAYER

Dan Boeser

Five things to know about men's hockey player **Dan Boeser**:

- A senior from Savage, Minnesota, he has a reputation for helping others.
- Like helping others score: in four years of bolstering the UW's defensive line, Boeser has sparked the offense, too, racking up more than fifty career assists.
- Or helping others play their best: this year, coaches named him one of three captains for the Badgers. He wore the coveted C on his jersey in December.
- Or just helping others: before his junior year, Boeser was diagnosed with non-Hodgkin's lymphoma. After meeting many young cancer sufferers during his treatment, Boeser vowed to stay involved. Now fully recovered, he has organized several visits to the UW Children's Hospital, where he and his teammates have spent time with those battling the disease.
- That work has made him one of five national finalists for the College Hockey Humanitarian Award, to be presented at April's NCAA Frozen Four. The Badgers are still hoping to qualify as a team for that championship tourney — and you can bet Boeser will do anything he can to help get them there.



Last year, when incoming men's hockey coach **Mike Eaves '78** decided that his team could afford to drop a few pounds, he didn't turn to the Atkins diet. He turned to Chef Herb.

Herbert Hackworthy, executive chef for the UW athletic department, helped Eaves turn his charges into a lean, mean (and, sometimes, fighting) machine. After twenty-three years cooking in country clubs, the man everyone calls "Chef Herb" took over the kitchens at UW's Kohl Center two years ago. Now, he's as integral to the success of UW athletes as their trainers and advisers.

Chef Herb oversees the care and feeding of the Badger teams who practice and compete at the Kohl Center, a responsibility that puts him in direct consultation with coaches and trainers. Working out of a large industrial kitchen inside the arena, he and his staff prepare meals for Badger athletes before all home games and at least one or two practices per week. Hackworthy's job is to ensure that those meals are healthy and provide energy, and that they fulfill the specific goals the coaches have for athletes' diets.

Feeding the UW's athletes only begins with nutrition. They're also customers, and any chef knows the customer should always be happy. Hackworthy never serves a team the same meal twice in a month, for example. And never will he repeat a mistake he made his first year on the job, when in a rush he served sausage to hockey players in a pre-game meal.

"I got a lot of e-mail the next day," he says. "Thank goodness they won."

MICHAEL FORSTER/ROTHBART (2)



Herb Hackworthy, right, oversees a staff known for its efficiency — and its homemade pizza.



meal of lasagna, green beans, barbecued chicken, mashed potatoes, and yogurt. Now, he's leaning over a menu, preparing for an almost 180-degree shift to filling the custom orders of the luxury suites upstairs. (The concourse concessions stands, on the other hand, are run by vendors.)

Some suite orders are predetermined, but customers may ask for an extra homemade

pizza or a plate of potato skins — a favorite.

Before game time, the kitchen will turn out dozens of pizzas, deli platters, and even plates of prime rib.

Hackworthy has plenty of help. With a rotating staff that includes a *sous* chef, a chef who works with each of the teams, and as many as eighty student employees, the kitchen is geared for high-volume production. Once everyone has assignments, the chorus of bangs, clanks, splashes, and sizzles starts up. "We turn our hats around, and we have a whole different operation," says Hackworthy. "By six or six-thirty, we're humpin'."

Standing in the middle of the culinary commotion, wearing a double-breasted white uniform topped by a Badger cap, Hackworthy keeps watch over it all, but he doesn't

It's a big job — and it's about to get bigger. In January, new kitchens will open in the renovated Camp Randall Stadium, at which point Hackworthy will take over food preparation for the football team, currently handled by the Wisconsin Union.

And the athletes are only one group of customers. There's another audience Hackworthy caters to — literally.

The second part of his job comes on game nights. About an hour before the doors open to the general public, you'll find Hackworthy way down in the Kohl Center, past the parked Zamboni machines and stored hockey goals, behind a door marked by a large Bucky Badger wearing a chef's hat. By that time, he's already fed the men's basketball team a pre-game

waste time peering over shoulders at every moment. Instead, he lends a hand working the deep fryer. The kitchen, he explains matter-of-factly, is a team, and tonight there's more frying to do than normal, and so that's the hat he's wearing.

The kitchen fills with long rows of homemade pizzas, hundreds of cheese curds and jalapeño poppers, and even a special-order tray of sushi — although Hackworthy admits he ordered out for that. (Less waste that way, he says.) Once the action begins upstairs, it slows in the kitchen, with only a few on-the-fly food orders from suites to prepare. That gives the chef an opportunity to walk around the arena, checking in on suites and even popping in to watch the Badgers sink a couple bucks. As he wanders, he constantly passes people who greet him with a fond, "Hey, Chef!"

While working so close to competitive athletics might strike some as the best part of the job, Hackworthy admits that he doesn't watch as much of the games as some may expect. "It's still a job," he says, "and by the time we're winding down here in the middle of the game, I'm ready to go home."

But none of it takes away from what he considers one of the best working atmospheres anyone could imagine. He says coaches and staff couldn't be nicer, and he enjoys the chance to see them out of the media spotlight. One day, he recalls, men's basketball coach **Bo Ryan** came zipping into the kitchen on a Segway scooter, looking for a quick bite.

"Hey, Chef!" he called out. Hackworthy got him a sandwich in no time.

— Josh Orton x'04

Miracle Déjà Vu

Mark Johnson '94 is again scoring goals against the Soviet Union in the Olympics. Only this time, the shots are coming on the big screen.

Johnson is one of the main characters in Disney's new movie *Miracle*, based on the inspirational story of the 1980 U.S. Olympic hockey team's gold medal run. A former UW center and current head coach of the Badger women's hockey team, Johnson scored two goals in the fateful "miracle on ice" 4-3 victory over the heavily favored Soviet Union team and was named the championship's most valuable player. In the movie, which opened in February, Johnson is played by Eric

Peter-Kaiser, a college hockey player making his movie debut.

The cast of *Miracle* collaborated with Johnson and other members of the 1980 team to make the movie authentic. "I spoke to my actor a number of times during the filming," Johnson says. "You could hear the excitement in the actors' voices."

Back in Madison, Johnson is going for the gold on the bench, too. At press time, the Badger women's team was ranked fourth in the nation and was making a strong push for the program's first-ever appearance in the NCAA Frozen Four championships, which will take place March 26–28.

— Erin Hannan Hueffner '00

IN SEASON

Track and Field

The coming women's track and field season will be the last for **Peter Tegen**, the only coach the program has ever known. Tegen led both track and cross country for thirty years, a span that included two national championships in cross country, thirty-nine Big Ten team titles, and 225 conference champions in individual events. Look for at least that last number to climb during his final campaign.

Circle the dates: May 8, the Wisconsin Twilight (UW's only home-track appearance of the year); May 14–16, Big Ten championships, in West Lafayette, Indiana; June 9–12, NCAA outdoor championships, Austin, Texas.

Keep an eye on: **Hilary Edmondson x'05** and **Linsey Blaisdell x'05** appear to be the next in UW's long line of great 1,500-meter runners. Both were qualifiers for the NCAA championship meet last year, and either could extend the UW's incredible streak of seventeen straight Big Ten titles in the event.

Think about this: Tegen has coached seventy-one All-Americans — more than any other coach in UW history — and three Olympians.



UW SPORTS INFORMATION (2)

Fresh off winning the individual Big Ten championship race, **cross country** runner Simon Bairu x'06 finished ninth overall at the NCAA meet to lead the Badgers to a promising finish. The young team finished behind only national champion Stanford for the second year in a row. Behind Bairu were two UW freshmen — Chris Solinsky, in fifteenth (best among all freshmen at the meet), and Tim Nelson, in sixty-first. UW's women's team also earned a trip to the NCAA championships, finishing twenty-sixth overall.

Wisconsin's temporary loss turned into a huge gain for United States hockey, as four members of the **UW men's hockey** team helped earn a historic gold medal for the U.S. National Junior squad at an international competition in Helsinki, Finland. UW Coach Mike Eaves took time away from the collegiate season to lead the U.S. team, which included Badger freshmen Ryan Suter, Jeff Likens, and Jake Dowell. The United States defeated Canada, 4-3, to earn its first gold medal in the twenty-eight-year history of the International Ice Hockey Federation's junior championships.

For a stretch in winter, no member of the Badger **wrestling** team was hotter than Tom Clum. Wrestling in the 125-pound weight class, the redshirt sophomore defeated opponents ranked third, eighth, and eleventh nationally in consecutive matches to earn a place among the top ten wrestlers in his weight class. The Badgers, ranked as high as twelfth in the nation during the season, competed at the Big Ten Championships March 6–7, after press time.



Get Connected

Online career services get a boost.



WISC ALUMNI
ASSOCIATION

UW grads now have an inside edge when it comes to job seeking, thanks to two WAA career initiatives. This April, Badgers across the country will be competing to see who can give more career advice on behalf of their alma mater. As part of WAA's National Month of Volunteer

Service, alumni club chapters are recruiting volunteers for WAA's online career program, SEARCH. Through the career resource, alumni can help students and fellow graduates navigate the working world. WAA will honor the alumni club with the most new SEARCH volunteers at the end of the competition.

"In this job market, it's not just what you know, it's who you know," says **Paula Bonner MS'68**, WAA president and CEO. "The national SEARCH competition will really broaden the career network for Badgers nationwide."

And SEARCH isn't the only way for UW grads to make a red-and-white career connection — WAA recently launched Badger Access, an online career tool. Alumni can post resumes, search job listings, get advice from fellow job hunters on message boards, and even practice interview skills with online quizzes. The best part is, it's free. Unlike many job boards, Badger

Access isn't available to the general public, because employers who post to this job board are looking only for UW grads.

But Badger Access doesn't aid just job seekers — it helps those looking to hire, as well. "It's a great resource for employers," says **Amy Manecke '97**, WAA's career and outreach specialist. "Now they can easily find qualified UW alumni for job openings."

Powered by monsterTRAK, an affiliate of monster.com, Badger Access is also available to UW students looking for internships or just seeking career advice for life after college. For those who've decided on a degree but not a career path, Badger Access offers a "major-to-career converter" tool that searches job opportunities by academic major.

For more details on SEARCH, Badger Access, and WAA's other online career resources, visit uwalumni.com/career.

— Erin Hannan Hueffner '00

JEFF MILLER



Campus's Creek Lane is gone, and Easterday Lane has risen in its place. The name change honors Barney Easterday (second from right), dean emeritus of the School of Veterinary Medicine and recipient of a 2003 UW-Madison Distinguished Alumni Award. WAA President and CEO Paula Bonner, left, joined with Daryl Buss, current dean of the veterinary school, and Chancellor John Wiley for the raising of the new street sign last November.

Please Forward!

To all alumni: don't forget to keep WAA updated on your temporary changes of address. While it used to be the case that ice and snow drove some of you south each winter, we now know that many alumni experience short-term changes in address for a variety of reasons. For all address changes, including seasonal ones, contact AlumniChanges@uwalumni.com or write Address c/o WAA, 650 North Lake Street, Madison, WI 53706.

Switch Your Service, Support WAA

Supporting alumni programming is now as easy as pushing a button — or, rather, pushing several buttons, whenever you make a phone call. In January, WAA partnered with Arista Communications to offer a variety of residential local and long distance telephone services at competitive rates. Arista will donate a percentage of its proceeds to support alumni programming through WAA.

"The funding generated from Arista will benefit UW student scholarships, alumni lifelong learning, and career resources," says **Cheryl Porior-Mayhew '86**, WAA's vice president of marketing and communications. "Signing up for the Arista service is a simple, one-time decision that can provide long-term support for your alumni association."

Arista also offers phone services to Badger business owners. For details about both residential and business plans, visit uwalumni.com/arista/. Or, to sign up immediately, call Arista Communications at (888) 349-7108 for residential service or (800) 509-0045 for business service.

— E.H.H.

Kite Tale

WAA and Union open a window on Madison festival.

In February, Madison's Kites on Ice festival brought its endless strings of streamers to Lake Mendota for the first time in its six years. And WAA and the Wisconsin Union gave their members an exclusive window on this bit of history — literally.

During Kites on Ice, the Union and WAA offered a joint member-appreciation reception in the Alumni Lounge of the Pyle Center, overlooking the shore of Lake Mendota. Nearly 1,700

people attended the five-hour reception, which provided food and drinks, prizes, and a chance to watch the kites from a warm spot, sheltered from the twenty-mile-per-hour winds.

WAA and the Union found themselves in a particularly kite-friendly position this year. Since the festival began in 1999, it had been held across the isthmus on Lake Monona. But this year, the Monona Terrace convention center — formerly the

best spot for viewing — was undergoing renovations, so the festival's organizers decided to relocate Kites on Ice to Union Pier on Lake Mendota, directly in front of WAA's campus home.

"We wanted to host this reception to honor our members for the unwavering support and generous contributions they've offered both organizations over the years," says

Adrienne Rotzoll '00, WAA's membership and marketing specialist. "It was a terrific opportunity for us and the Union to combine resources and thank some of the UW's most loyal alumni."

WAA and the Union are also planning joint events to take place during Alumni Weekend, May 7 and 8.

— Maiyaz Al Islam x'05



BRENT NICASTRO (2)

Raphael Reiss (far right), son of Richard Adelman MS'84, gets a Bucky tattoo, while the furry Badger himself greets a couple of young guests at the Kites on Ice member appreciation reception. WAA and the Wisconsin Union jointly sponsored the February event.

Survey Says ...

You don't need a megaphone to get your voice heard on campus — not if you're a WAA member, at least. Last fall, UW-Madison and WAA conducted an alumni survey called U Review, polling association members about the UW's performance in such areas as education, research, and outreach. The data are now in, and Chancellor

John D. Wiley MS'65, PhD'68 will offer his response in the summer 2004 issue of the *Insider*, WAA's member magazine. U Review will be an annual benefit for WAA members. If you aren't already receiving the *Insider* and you'd like to join the dialogue, call (888) WIS-ALUM (947-2586) or visit uwalumni.com for membership information.



CYNTHIA WILLIAMS

Chancellor John Wiley, right, meets with Pornchai Mongkhonvanit MBA'83, the president of Siam University, in Thailand. Last January, Wiley spent eleven days in Asia, where he met with alumni and helped inaugurate a new chapter, the Wisconsin Alumni Society of Singapore.



What's Up?

Please send us news of your recent accomplishments, transitions, and other significant life happenings, but remember that less — especially here — is truly more. You can reach Alumni News HQ by e-mail at apfelbach@uwalumni.com; by fax at (608) 265-8771; or by mail at Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1410. We lack the space to print every item we receive, but we do appreciate hearing from you.

Please send death notices and address, name, phone, and e-mail changes to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1410; e-mail them to alumnichanges@uwalumni.com; fax them to (608) 262-3332; or call us at (608) 262-9648 or toll-free at (888) 947-2586. Most obituary listings of WAA members and friends appear in WAA's semiannual publication for its members, the Insider.

**Compiled by Paula Wagner
Apfelbach '83**

early years

A sculptor and former student of Alexander Meiklejohn's Experimental College at the UW, Professor Emeritus **David Goode Parsons '34, MS'37** has retired from Houston's Rice University and is residing in Guanajuato, Mexico. His sculptures in wood, stone, bronze, and welded steel are displayed throughout the U.S., but he's especially pleased that a cast-bronze *Mother and Child* was recently accepted into the permanent collection of the UW's Elvehjem Museum. Parsons would enjoy hearing from fellow Badgers c/o Susan Crawford, 5804 Olney Street, Duluth, MN 55807, or at scrawford150@earthlink.net.

40s-50s

In November, the online *Wall Street Journal* hosted a discussion with Silver Spring, Maryland, resident **John Withers MPH'41**, an African-American army lieutenant who led an all-black supply convoy during World War II. Violating army orders, he allowed his men to hide two young concentration-camp survivors — nicknamed Salomon and Peewee — for more than a year. After the war, Withers taught at several universities and spent twenty-one years with the U.S. Agency for International Development. His son eventually located Peewee, and at age eighty-four, Withers was reunited with his old friend.

Gerald Gruen '47 of Grafton, Wisconsin, did very well at the fourteenth annual Writers Institute, held in Madison in July. His poem "Reproductive Schemes" earned first place for

poetry, and "Swimming Upstream" placed third in the nonfiction category. The national event is sponsored by the UW's Division of Continuing Studies. Thank you to Gruen's son-in-law, **Bill Nagler '77** of Germantown, Tennessee, for letting us know.

Jodie (Joan) Zeldes Bernstein '48 received the 2003 Miles W. Kirkpatrick Award for Lifetime FTC Achievement in December. She joined the Federal Trade Commission (FTC) in 1970, and during her most recent service as the director of its Bureau of Consumer Protection, she led attacks on fraudulent Web operations and identity theft. Bernstein is now with the law firm of Bryan Cave in its Washington, D.C., office.

"My career has been exciting, both as a mentor and a physician," reflects **Sheldon Burchman '49**, who recently retired from the Department of Anesthesiology in the Pain Clinic at Milwaukee's Medical College of Wisconsin. The emeritus professor notes that his work to found the first hospital-based hospice at St. Mary's Hospital in Milwaukee was among his most rewarding. Burchman is now affiliated with UW-Milwaukee's College of Nursing.

"I have always worn two caps: one as a musician and another as an outdoor writer," says **Richard Bowles MS'50** of Gainesville, Florida. Involved with the summer band camps established by the late UW Professor **Leon Iltis**, he went on to lead several bands, including that of the University of Florida, and has published more than one hundred musical pieces. Bowles, now eighty-five, has also been writing for *Florida Sportsman* magazine for twenty years.

The career of **(Marion Bette) Betts Van Liew Rivét MS'53** has encompassed most

aspects of the educational arena: she's been a teacher, counselor, school psychologist, and administrator, and following her 1992 retirement, she spent eleven years as a volunteer English teacher at Hwa Nan Women's College in China. Now back home in Orange, California, Rivét remains active in leading the International School Psychology Association.

If you've never had a mountain named after you, **Osmund Holm-Hansen PhD'54** can tell you what it's like. Mount Holm-Hansen in the Antarctic was named in honor of this graduate's extensive, ongoing studies on that continent and in the Southern Ocean, beginning in 1959. Since 1963, he's been a research oceanographer at Scripps Institution of Oceanography in La Jolla, California.

The 2003 Seventh Generation Research Award has gone to **Bill Liebhardt '58, MS'64, PhD'66**, who spent many years at UC-Davis as the director of the University of California's Sustainable Agriculture Research and Education Program. The award is sponsored by the Center for Rural Affairs and the Consortium for Sustainable Agriculture Research and Education. Now retired in Davis, Liebhardt still works with some nonprofit groups that are "attempting to make the planet a better place."

When in Rome, do as **(Margaret) Jeanne Barry Oelerich '59** does: consult a walking guide! This Glencoe, Illinois, travel writer and tour leader has produced pocket guides about what to do and where to eat when you're on foot in Rome, Paris, London, Florence, Venice, or Chicago (www.walkingguides.com). Published by Just Marvelous, the concise editions include maps, historical timelines, and museum diagrams.

60s

Offerings: The Collected Works of Thayer Drake Thompson, 1951 to 2003 (Inter-State Printing) is an unusual collection indeed. **Thayer (Ted) Thompson '60** of Sedalia, Missouri, chronicles his life — including his UW years — through materials such as research papers, essays, Haresfoot program notes, plays, speeches, letters, poems, and a candidate's position paper.

The new menopause host at the Web site BellaOnline for Women is **Carolyn Stark Chambers Clark '64** of Minneapolis, who also serves as BellaOnline's director of wellness resources. At the site (www.bellaonline.com/site/menopause), Clark offers articles, quizzes, links, and a newsletter that covers the spectrum of menopause topics.

Sisters **(Mary) Rosemarita MS'65, MFA'67** and **(Mary) Carla MA'75 Huebner** — two sisters (in the biological sense) who are also sisters (in the religious sense) — both received the 2003 Outstanding Art Educator Higher Education Award from the Wisconsin Art Education Association in October. They've been teaching at Milwaukee's Mount Mary College for thirty and twenty years, respectively. **Bob Tarrell MFA'95**, an art professor at Madison's Edgewood College, received the 2003 Art Educator of the Year Award at the same ceremony.

It was a notable summer for **Ed Rogan II '65**. After twenty-five years as the sole owner and president of the Rogan Corporation in Northbrook, Illinois, he became its chair. He also accepted a 2003 Silver Industrial Design Excellence Award from *BusinessWeek* and the Industrial Design Society of America for the company's line of soft-grip knobs and handles. Rogan, whose management practices have been lauded in the *Chicago Tribune* and *Inc.* magazine, is now active

in additional Chicago-based entrepreneurial businesses.

In 2003, San Francisco attorney **Alan Caplan '66** was voted the Trial Lawyer of the Year by the national organization Trial Lawyers for Public Justice for litigating anti-sweatshop cases. And, in 2002, he was voted Appellate Lawyer of the Year in California by *California State Bar Magazine* as counsel for the plaintiff in *Kasky v. Nike*. Caplan is with the law firm of Bushnell, Caplan & Fielding.

"In the fall of 2002, I made an unlikely return to teaching after a twenty-four-year hiatus, during which I worked as a dairy farmer and newspaper editor, among other things," writes **Mike O'Connell MA'66**, who's now an instructor at UWC-Baraboo/Sauk County. His piece "Rethinking Robert Frost" appeared in the November/December issue of the *Dartmouth Alumni Magazine*.

The Long Island [New York] Board of Realtors named a Long Beach, New York, Badger its 2003 Realtor/Broker of the Year: **Neil Sterrer '67**. He's been in the business since 1980, after retiring from a teaching career that was crowned by a nomination for the 1980 New York State Teacher of the Year award.

When **George Antonelli MA'68** won the fifty-and-over age category of the Duke University 5K race in November, he also set a new course record. (We should all be so fit at age sixty-two!) Antonelli lives and runs in Mebane, North Carolina.

Christopher Browning MA'68, PhD'75, a University of North Carolina-Chapel Hill professor of history, delivered the first of the George L. Mosse Distinguished Lectures at UW-Madison in 2002. Now the UW Press has published Browning's book based on that lecture: *Collected Memories: Holocaust History and Postwar Testimony*.

Part of a 'High Purpose'

When the *Mars Spirit* and *Opportunity* rovers landed on the Red Planet early this year, **Scott Tibbitts '80** was one ecstatic guy.

As president and founder of Starsys Research Corporation of Boulder, Colorado, which makes motors and actuators for space-mission vehicles, the engineering graduate experienced "an amazing emotional connection to what was happening on Mars."

Starsys provided the rovers' temperature controls and nearly two dozen actuators, driving virtually every moving part.

"When the first pictures from Mars showed our logo and the NASA program manager said the mission couldn't have been accomplished without companies like ours, we whooped and hollered," says Tibbitts.

His interest in space began with watching *Gemini* and *Mercury* flights and a shuttle launch with his father, UW Emeritus Professor **Theodore Tibbitts '50, MS'52, PhD'53**, a horticulturist and a leader in growing plants — notably potatoes — in space.

At the UW, Scott Tibbitts worked with Professor **Edwin Lightfoot**, now an emeritus professor of chemical engineering, taking sheep on simulated scuba dives to determine at what depth they suffered from the bends.

After graduation, he worked for five years in nuclear weaponry for Rockwell International, but the entrepreneurial spirit he'd possessed since grade school resurfaced. Tibbitts left Rockwell, and, with an inventor friend, began building home water heaters in a garage.

Eager to get into space and high-tech fields, he convinced NASA's Jet Propulsion Laboratory to use his fledgling company's actuator, and seventeen years ago, Tibbitts started Starsys, which now employs one hundred people.

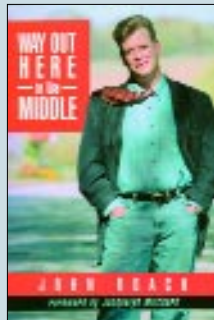
As for projected human space exploration, he considers it a "high purpose, an incredible expression of the very best of what humans are about, what they can accomplish." — *Joel H. Cohen*



TIMES-CALL PHOTOS/RICHARD M. HACKETT

Pat Fabiano MA'68 had the pleasure of receiving an award from Washington's lieutenant governor in October. The occasion? As the director of prevention and wellness services at Western Washington University in Bellingham, Fabiano accepted the Exemplary Substance Abuse Prevention Award for the institution's WE CAN Works program.

Bookmark



Way out Here in the Middle (Jones Books) is Madison author **John Roach '77's** take on life. A compilation of fifty-one columns that he wrote for *Madison Magazine* from 1993 to 2003, they take the form of letters to the magazine's editor, who was, at the start, **Doug Moe '79** and later became the late Brian Howell. The first letter begins by looking at the positive side of turning forty: "I don't have zits. I am not afraid of sex. I don't live in an apartment with nine other guys. My car starts." Roach ends on a somewhat more sentimental note in the final entry, written during the month he turned fifty. In between are musings on everything from home repairs, Christmas, ice fishing, and travel to birth, gratitude, aging, heroes, and honor. Roach also runs John Roach Projects, a TV and video production company; co-wrote the screenplay for *The Straight Story*, which became a David Lynch film; and created and produced the cult cable show *The Sports Writers on TV*. Author Jacquelyn Mitchard, a close friend of Roach, penned the foreword for *Way out Here*, in which she says, "Enrich yourself. Read this book."

The International Association for Plant Taxonomy has presented its Engler Medal in Silver to **Scott Mori MS'68, PhD'74**, the curator of botany at the New York Botanical Garden, for co-authoring the *Guide to the Vascular Plants of Central French Guiana, Part 2: Dicotyledons* (New York Botanical Garden Press).

Rhinebeck, New York, author **Scott Spencer '69** was among the five finalists in the fiction category of the fifty-fourth National Book Awards this fall, chosen for his work *A Ship Made of Paper* (Ecco/HarperCollins). Shirley Hazzard's book *The Great Fire* was the eventual fiction-category winner.

70s

Through her roles as the founder and executive director of the Milwaukee-based Endometriosis Association, **Mary Lou Ballweg '71** provides education, support, and research to help combat the disease. Now her association (www.EndometriosisAssn.org) has also produced *Endometriosis: The Complete Reference for Taking Charge of Your Health* (Contemporary Books/McGraw-Hill). Ballweg launched the book in October at a Fluno Center event that included UW Professor **David Olive** and Madisonian **Marla Ahlgrimm '78**, the president of Women's Health America.

James Dumesic '71 isn't waiting for the "hydrogen-fuel economy" to arrive — he's helping to make it happen. Named one of *Scientific American's* top fifty research leaders of 2003 in its December issue, the UW professor of chemical and biological engineering and his colleagues have developed economical, catalytic methods for turning the carbohydrates in biomass into hydrogen — and they're doing it with no net greenhouse-gas production.

The American Psychological Association has recently honored several Badgers. **Robert Gatchel MS'71, PhD'73**

received the 2004 Award for Distinguished Professional Contributions to Applied Research. He's a professor of psychology at the University of Texas Southwestern Medical Center in Dallas. The roster of 2004 fellows includes **Rafael Klorman MA'67, PhD'72**, a professor of clinical and social sciences in psychology at the University of Rochester [New York]; **Herbert Heneman III MS'68, PhD'70**, a UW emeritus professor of business and a senior research associate at the UW's Wisconsin Center for Education Research; Washington, D.C., private practitioner **Ellen Baker MS'74, PhD'76**; and **Jill Fischer MS'81, PhD'85** of Winnetka, Illinois, Ortho-McNeil Pharmaceuticals' scientific liaison in neuroscience.

Drawing on his knowledge — MD and JD degrees — and experience in both medicine and law, **Rick (Richard) Goodman '71** served as the lead editor of *Law in Public Health Practice* (Oxford University Press). He's also the co-director of the public health law program at the U.S. Centers for Disease Control and Prevention in Atlanta.

Aurora Health Care has a new VP of philanthropy: **Nancy Foreman Kaufman '71, MS'83** of Bayside, Wisconsin. Previously a VP with the Robert Wood Johnson Foundation, she's been a representative to the World Health Organization, and as a registered nurse, Kaufman was nominated for the American Red Cross's Nurse Hero award for her post-9/11 work.

The Jane Addams Hull-House Museum in Chicago offered the perfect December setting for author **Victoria Bissell Brown '72, MA'74's** discussion of *The Education of Jane Addams* (University of Pennsylvania Press). Brown, who teaches history at

Grinnell [Iowa] College, counters earlier treatments of the reformer's life by drawing on previously unexamined sources.

As the newly appointed Palestinian minister of housing, **Abdel Rahman Hamad MS'72, PhD'75** plans to improve and provide more housing, as well as develop public-works projects. Formerly, Palestinian President Yasser Arafat appointed Hamad chair of the Palestinian Energy Authority, for which he supervised the construction of the first electrical power distribution station in Gaza.

Best wishes to **Paul Mayer MS'72** as he serves a three-year term on the board of the International Housewares Association. He's the president of the Lake Geneva, Wisconsin-based Chaney Instrument Company, a manufacturer of time and temperature products.

There can be no doubt that **Sonia Parry Tyson MA'72** is devoted to teaching Spanish — she's been doing it for the Montclair [New Jersey] Kimberley Academy since 1975. Previously the chair of its middle school foreign language department, Tyson is now creating a Spanish program in the primary school. Gracias to Tyson's friend **Deborah Myers Rheinstrom MA'72** of Lincolnwood, Illinois, for bringing us up-to-date.

We were pleased to hear from Brewster, New York, author **Linda Dahl Vogl '72**, who's published (as Linda Dahl) *Stormy Weather* (Pantheon Books); *Morning Glory: A Biography of Mary Lou Williams* (University of California Press); and *Come Back, Carmen Miranda: Stories of Latin America* (Xlibris Corporation). "I was introduced to jazz while at Madison," Vogl writes, "and it became one of two professions, the other being a Latin Americanist."

One of the chapters in *White Men Challenging Racism: 35 Personal Stories* (Duke University

Press) describes the involvement of **Rick Whaley '72** in the Chippewa treaty-rights solidarity work of the late 1980s and early 1990s — efforts that Whaley himself wrote about in *Walleye Warriors: The Chippewa Treaty Rights Story*. He's now a teaching assistant at Craig Montessori School in Milwaukee.

Anand Joglekar PhD'73 of Plymouth, Minnesota, has distilled fifteen years' experience as president of Joglekar Associates — which provides training, consultation, and software to implement statistical methods in industry — into a new book: *Statistical Methods for Six Sigma* (John Wiley & Sons).

Destination Europe: The Political and Economic Growth of a Continent (Manchester University Press) was a large undertaking, but author **Kjell Torbiörn MBA'73** was up to the task of discussing the major political, economic, and societal developments in Europe since the end of WWII — and projecting into the future. Torbiörn heads the economic secretariat of the Council of Europe's Parliamentary Assembly in Strasbourg, France.

James Hecker '75, MS'77, an assistant professor of anesthesia at the University of Pennsylvania School of Medicine in Philadelphia, is the primary investigator testing a technique that would protect neurons from trauma during brain and spinal surgeries. The work is courtesy of a \$1.7 million National Institutes of Health grant.

The educational initiative called Space Day 2004: Blazing Galactic Trails (www.spaceday.org) is coming up on May 6, and **Anne Bentsen Kinney '75** of Washington, D.C., will be an official spokesperson. As NASA's division director for astronomy and physics, she oversees thirty-five missions that extend beyond the solar system.

Dennis Melvin MA'76, the city administrator of West Bend, Wisconsin, since 1984, recently received the 2003 International City/County Management Association's International Professional Award for nurturing international relations through exchanges with its partner city, Pazardjik, Bulgaria.

There's no such thing as a career rut for **Adrienne Berg Yorinks '77** — she's on her third. Career one: professional dancer. Career two: operator of the Galloping Groomer dog-grooming business, and the author of *The Home Grooming Guide for Dogs* (Crown Publishers). But, Yorinks says, "I always felt I belonged in another century," and thus was born career three: creating award-winning quilts. She lives in Staten Island, New York.

Peter Botham '79 is pursuing his passion, and he told the Madison-area Business Forum all about it in December. Combining a lifelong love of farming with a serious interest in wine, he spent several years at a Maryland vineyard before settling in Barneveld, Wisconsin, to found Botham Vineyards in 1989.

80s

Working from the premise that "spiritual ignorance gets people into trouble," **Dan Meyer PhD'80** has written and self-published *Solving Life's Problems Quicker* (www.geocities.com/my77772003). The Fayette, Iowa, author focuses on divorce, but also discusses dysfunctional families, substance abuse, violence, and suicide.

Will Kenlaw III '81 says that when he envisioned his future family, he saw both genders — especially a Will IV. Four daughters later, however, he felt compelled to write *A Father's Guide to Raising Daughters: Because I Need One!* (Trafford

Publishing) — a compilation of wisdom "from the heart and from the hip." The Kenlaws live in Silver Spring, Maryland.

The news this fall from Medellín, Colombia, was that **Sergio Fajardo Valderrama MA'81, PhD'84** was elected the new mayor by a wide margin. Reports **Tom Yuill MS'62, PhD'64** — who was in Medellín to celebrate the veterinary collaboration between the UW and the Universidad de Antioquia — Fajardo is not from one of the traditional political parties and is viewed as a breath of fresh air.

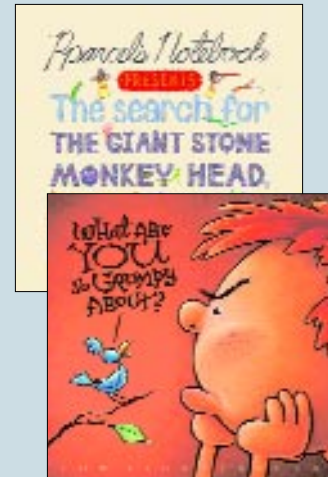
Jim Butts '82, of the UW's entomology department, let us know that a symposium honoring the work of UW Emeritus Professor **Gene DeFoliart** on insects as a global food source took place in October as part of the Entomological Society of America's annual meeting. Its title? Eating Healthy: Nutritional Aspects of Insectivory.

The new dean of the College of Agriculture and Life Sciences at Seoul [South Korea] National University is **Mooha Lee PhD'82**, who notes that there are six Badger alumni at the institution.

This sounds like a big job: as the director of information technology (IT) for PPG Industries' fiber glass businesses, **Julie Otto Poepping '82** of Sewickley, Pennsylvania, oversees the IT strategy and development for fiber glass applications worldwide. Thanks to proud father **Bob Otto '57** of Alvaton, Kentucky, for this update.

Chicago's fifth ward has a new alderperson: **Leslie Hairston '83**. An attorney in private practice and a former assistant attorney general for the state of Illinois, she has taught litigation and business law and has a long record of community service. Hairston is also a member of WAA's African American Alumni Association.

Bookmark



Author and artist **Dan Graves '91** may have a hit on his hands with his first illustrated children's book, a "quirky, epic adventure story for all ages" called *Pparcel's Notebook Presents: The Search for the Giant Stone Monkey Head, Truth, Friends and Strange Food* (Love Cultivating Editions). The story follows Precious Pparcel Perkins through the Ecuadorian jungles and recounts her encounters with exotic insects, tropical foods, and some very odd characters. Graves is also a published poet, sculptor, and chef in an organic restaurant in Minneapolis.

Child magazine has named *What Are You So Grumpy About?* (Little Brown) one of the Best Children's Books of 2003 — and that makes its author and illustrator, **Tom Lichtenheld '79**, anything *but* grumpy. He talks to kids on their level, empathizing with their very real, very "grump-inducing" moments, such as when their gravy touches their peas, or their fathers take them to the "most boring museum in the universe." Lichtenheld, of Geneva, Illinois, has also created *Everything I Know about Pirates* (Simon and Schuster) — one of the best children's books of 2000, according to *Newsweek*.

Continuing the Culture

Susan Chapman MBA'98

likes telling her grandmother that she's done more in her thirty-five years than most people do in a lifetime.

And Chapman isn't exaggerating.

Named one of the fifty "best and brightest" under age forty by *Black Enterprise* magazine, she's the director of global real estate for Level 3 Communications, a broadband communications and software company and one of the nation's largest bandwidth providers.

With residences in Denver and London, Chapman clocked 140,000 travel miles in 2003 on assignments around the globe, enjoying the chance to "get to know different cultures and make friends all over the world."

She describes her biggest satisfactions as achieving some amazing results in a basically dead real estate market, raising or saving \$250 million in a year and a half, and growing Level 3's real estate acquisitions from zero to some 13 million square feet in five years.

But Chapman isn't all business. A pianist since childhood, she's composing music for a children's gospel CD she's producing; writing two non-fiction books; and, with one of her brothers, working on a family cookbook.

She chose Wisconsin because "it has one of the country's best real estate MBA programs and one of the best alumni networks I've ever seen. So many alumni remain active in the Wisconsin Real Estate Alumni Association." Chapman does, too, and she keeps in touch with several professors and former classmates, noting that the UW's real estate program "breeds a culture that continues" (see *Philanthropy*, page 61).

She's been blessed with mentors throughout her life, including the engineering dean at Vanderbilt, where she majored in engineering before earning a master's in planning at the University of Massachusetts at Amherst.

Goal-oriented Chapman plans on staying in the corporate world, preferably as a Fortune 400 CEO. Meanwhile, she mentors young women in order to give them the same opportunities that she had.

— Joel H. Cohen



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Two eighties grads are doing good things for Cleveland, Ohio. In October, 100 Black Men of Greater Cleveland recognized **Erbert Johnson, Jr. '83**, the chief financial officer of the Cleveland Municipal School District, for his commitment to education. Meanwhile, **Colette Taddy Hart '86** has joined the

Cleveland Bridge Builders Flagship Program, which identifies and nurtures young civic and economic leaders.

Dedicating his career to improving the health of young people — especially in the area of substance-abuse prevention — has earned **Chad (Chudley) Werch PhD'83** the 2003 Research Council Award from the American School Health Association. Werch is a graduate research professor at the University of North Florida in Jacksonville, as well as the director of the Center for Drug Prevention Research.

The first textbook on tissue engineering has been co-authored by **Bernhard Palsson PhD'84**, a professor of bioengineering and an adjunct professor of medicine at the University of California-San Diego. *Tissue Engineering* (Prentice Hall) is considered a comprehensive resource for teaching about this field, which combines biological sciences, engineering, medicine, and biotechnology.

Dave Rosen '84 finds himself in Edinburgh, Scotland, these days. Why? He's the new managing director of FLEXcon Europe. Headquartered in Spencer, Massachusetts, the FLEXcon company manufactures pressure-sensitive film.

"I just wanted to let On Wisconsin know what I was up to these days," writes **Madeleine Marie Slavik '84**. Since emigrating to Hong Kong in 1988, she's worked as a photographer, writer, curator, editor, activist, guidance counselor, and poet. In 2002, Slavik co-founded Sixth Finger Press to publish literary works in Chinese and English (www.sixthfingerpress.com).

Normally the legal adviser to NATO's Joint Headquarters Centre in Heidelberg, Germany, U.S. Army Lieutenant Colonel **Michael Hokenson JD'86** was reassigned this fall as the legal

adviser to the International Security Assistance Force in Kabul, Afghanistan, when NATO took command of it.

The *Milwaukee Journal Sentinel* recently profiled **Gary Mueller '86** as one of its Faces of Hope. As a senior VP/creative director at BVK Direct in Glen-dale, Wisconsin, he had the idea to spin off the ad agency's pro bono work into a nonprofit subsidiary called Serve, Inc. As its president, Mueller now works with volunteer Serve staffers during their off hours to provide marketing for small, under-funded charitable organizations.

Two Badgers found their way into the glow of TV's lime-light this winter. **Patrick Fernan '87, MA'90, JD'90** of McFarland, Wisconsin, did a fabulous job on *Jeopardy* in December, winning \$58,000. New Yorker **Pete Monty '97** — formerly with the Minnesota Vikings — was one of the groomsmen in the wedding of Trista and Ryan of ABC's *The Bachelor* fame. Thanks to **Angela Smith Wellsmith '98** of Waukesha, Wisconsin, for letting us know!

Catholic Charities USA honored **Jackie Bushong-Martin '88** of Rhinelander, Wisconsin, with its 2003 National Volunteer of the Year award this fall. She mobilized the talents of hundreds in the Retired and Senior Volunteer Program to sew nearly two thousand school uniforms for Haitian children. She also runs a nonprofit, therapeutic, horse-riding program from her farm, Razberry Ranch.

Samir Gupte '88 is the new VP of human resources for Bahama Breeze, a Caribbean-inspired chain of eateries owned by Darden Restaurants. The Orlando, Florida, resident is also pursuing a culinary arts degree from Sullivan University in Louisville, Kentucky.

School of Business grads: what's your guess as to which

of you was the first to be inducted into the UW's Entrepreneur Hall of Fame? If you said

Aaron Kennedy MBA'89, you're right on the money. Kennedy, the founder and CEO of the Boulder, Colorado-based Noodles & Company national restaurant chain, was inducted in October as part of the Weinert Center for Entrepreneurship's alumni reunion.

90s

Camille Hempel '90 knows — and loves — a hideous couch when she sees one. Her love affair began with one she tossed out to the curb in college and culminated in September with an appearance on *Live with Regis and Kelly* as one of three finalists in an ugly-couch competition. A Brooklyn, New York, jewelry designer, Hempel won the contest, garnering a \$5,000 prize, a *New York Times* article, and a contact by a publishing house to see if some of the hundreds of ugly-couch photos she's taken might become a book — perhaps one you'd display on an ugly coffee table?

On the fiftieth anniversary of the landmark *Brown v. Board of Education* decision, **Catherine Prendergast MA'91, PhD'97** has published *Literacy and Racial Justice: The Politics of Learning after Brown v. Board of Education* (Southern Illinois University Press), with UW Professor **Gloria Ladson-Billings** providing the foreword. Prendergast teaches English at the University of Illinois at Urbana-Champaign.

The library at the Kadena Air Force Base in Okinawa, Japan, recently underwent a technological and interior transformation under the leadership of Director **Cindy (Cynthia) Tews MA'91**. After her hard work was acknowledged with the 2003 Air Force Library Program of the Year

award, Tews said, "This is definitely the highlight of my career."

When D.R. Ellis — a.k.a.

Deborah Ellis '92 of Palmyra, Wisconsin — wrote *Luciferin* (1stBooks Library), she built a double reference into the title. Luciferin is a pigment found in bioluminescent creatures such as fireflies, but its devilish implication reveals the book's nature as a psychological thriller — one in which a long, hot summer turns nightmarish for a special-education teacher and her nephew.

The entrepreneurial spirit is alive and well among these nineties grads: **Melanie Paulsrud Schmidt '93** has opened AdHouse Creative, a Madison communications firm that's also the professional home of **Emily Tuszyński-Shea '96**, **Candice Niemuth Nielsen '97**, and **Sara Sieb '98**. Noting that this is her "first time having news to share with fellow alums," **Michelle Lock Jonson '95** of Geneva, Illinois, writes that she's become a self-employed agent for Farmers Insurance and Financial Services. And former Badger football punter **Sam Veit '95** has founded Veit Direct Marketing in Muskego, Wisconsin.

The new executive director of the Wisconsin Academy of Sciences, Arts and Letters in Madison is **Michael Strigel MS'94**, who's stepped up from his two previous roles there. The academy has also welcomed a new associate gallery director — **Martha Appleyard Glowacki '72, MFA'78** — who will help move the Wisconsin Academy Gallery to downtown Madison's Overture Center this fall.

Coming from the directorship of the Cranbrook Institute of Science in Bloomfield Hills, Michigan, **Michael Stafford PhD'95** has become the new president of the Milwaukee Public Museum. He's arrived in time to host the only Midwest showing of *The Quest for Immortality*:

Treasures of Ancient Egypt, which opens on March 28 (see page 62).

The Academy of Motion Picture Arts and Sciences has given one of its five 2003 Nicholl Fellowships in Screenwriting to **Bragi Schut, Jr. '96**.

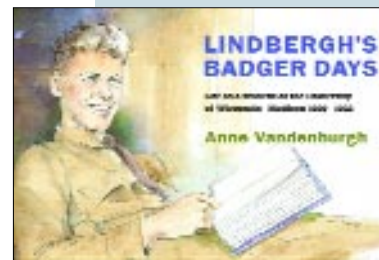
The L.A. resident's script, *Season of the Witch*, was chosen from more than six thousand submissions. Schut will be expected to complete a feature-length screenplay during the fellowship year.

Brenda Velasco '96 is also involved in the movie "biz," but in a very different way: she's the new media/education specialist at Burbank, California's Providence High School, which offers an intensive, film-career curriculum. "I can't believe I'm helping aspiring young filmmakers seek their dreams," Velasco says. "I'm sure there is a future Academy Award-winning director among the bunch!"

The McGrath siblings are giving back, each in his or her own way. **Ted (Edward) McGrath '97** is practicing dentistry at La Clinica de Los Campesinos, a Wautoma, Wisconsin, community health center that treats migrant farm workers and the underserved. His identical twin sisters, **Erin '00** and **Molly '00 McGrath**, both live in Washington, D.C. Erin works for U.S. Labor Against War and the Graphic Communications International Union, while Molly is with the AFL-CIO. "We all came away from Madison with a sense of humility and compassion for humanity," writes Ted McGrath. "This is, I guess, a thank-you to the UW. You gave us the tools to make ourselves better people and the world a better place."

Neal Vermillion MA'99 writes that he began a foreign-service tour in August as vice consul in the U.S. embassy in Sofia, Bulgaria. Congratulations!

Bookmark



What was **Charles Lindbergh x'24** like before he became, well, *Charles Lindbergh*? Madisonian and former UW librarian **Anne Vandenburg MA'82** offers a look at the pre-aviator Lindbergh who spent time at UW-Madison from 1921 until 1923 in her new book, *Lindbergh's Badger Days* (Goblin Fern Press). At age eighteen, Lindbergh and his mother moved to Madison, where he began studying in the UW's School of Engineering. Instead of serious study, however, he preferred spending time with friends and racing across campus on their motorcycles. After Lindbergh's interest in aviation overtook his interest in college, Vandenburg notes that he was dropped by the university and moved on to a flying school in Nebraska. He did return to the UW twice after his historic flight, however, to promote aviation and receive an honorary doctorate. To produce *Lindbergh's Badger Days*, Vandenburg worked with indexer and researcher **Robin Willard MA'91** and book coach **Kira Henschel '77** at Henschel's Madison-based Goblin Fern Press. Affiliated with the Press is Goblin Fern Cooperative, the first author-owned-and-operated retail bookstore of its kind in the nation.

2000s

The Bentley Company — a Milwaukee construction services firm since 1848 — added a sixth generation of family involvement this fall as **Todd Bentley '00** joined the business development department. Other Bentley Badgers include chief operating officer **Bob (Robert) Stelter '79**, as well as **R.J. (Rodney) Adel '77**, **Joe Widmann '82**, and **Nate Keller '98**.

Marry Me Marisa — a Madison wedding consulting firm — is in its fourth year of business, says owner **Marisa Menzel '00**, who assists with everything from budgeting and vendor selection to decorating and the ceremony.

obituaries

Uta Hagen x'41, honorary doctorate '00, the German-born Broadway star and acting

teacher, died in January in Manhattan, New York. A wide-ranging stage actress, she was best known for her Tony Award-winning performance as Martha in the original Broadway production of Edward Albee's *Who's Afraid of Virginia Woolf?* in 1962, and last played the role at age eighty. At age seven, Hagen moved to Madison, where her father, **Oskar Hagen**, founded the UW's art history department. She attended the UW, but then left to pursue an acting career. Following her professional debut as Ophelia in *Hamlet* at age eighteen, Hagen played many roles over seven decades, including Blanche DuBois in *A Streetcar Named Desire*. With her late spouse Herbert Berghof, she operated the HB Studios in Manhattan and was a respected teacher and textbook author.

Elroy "Crazylegs" Hirsch x'45 — football hero, former

UW athletic director, and NFL Hall of Famer — died in January in Madison. A Wausau, Wisconsin, high school athletic star, Hirsch made football history at the UW, which retired his number 40. He joined the Marines during WWII and was transferred to Michigan, where he became the only Wolverine to letter in four sports. Hirsch also played for the Chicago Rockets and Los Angeles Rams, and served as the UW's athletic director from 1969 until 1987. His movie career included appearances in *Unchained* and *Zero Hour*, and playing himself in *Crazylegs*, *All American*. The twenty-third annual Crazylegs Run — a popular run/walk fundraiser for the UW athletic department — will be held in Madison on April 24.

Paula Wagner Apfelbach '83 compiles Alumni News when she isn't busy seeking out the city's best chocolate-chip scone.



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Letters

Continued from page 8

I loved "The Union 75." What wonderful memories we all have of this "home away from home." Graduating in 1954 and having returned to UW-Madison only occasionally, I am unaware of the Union South referred to so often in your fine article, and could find no information about the location or nature of the building. Could you fill me in?

*Kari Reymert Morlock '54
Lansing, Illinois*

(Editor's Note: Union South is located at 227 North Randall Street (near the engineering campus) and was opened in 1971 when it became clear that Memorial Union was not large enough to serve the entire campus. Union South features modern-style architecture, and it is perhaps best known to alumni as the site of tailgate parties that feature the UW marching band before home games.)

It was in 1948 that I first ventured into the Union as a veteran of World War II and a first-year graduate student in economics. I walked out on the Terrace, and there was that beautiful lake. My thought was, "Life isn't going to get any better than this!" One could always go to the Union, and there would be something to do. During my second year, I lived at the faculty club and made a daily journey to the Union for my evening meal, which always included custard for dessert.

My undergraduate years at Washington State College and my graduate years at Wisconsin opened the gates to an absolutely wonderful life as a faculty member at the Universities of Richmond, Cincinnati, and Missouri. Wordsworth, however, said it much better than I can:

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the daffodils.

The Union and the university have changed a good bit in the past half-century, but both, as I knew them, are among my most precious daffodils.

*John Kuhlman PhD '53
Weaverville, North Carolina*

Rockin' the Rankings

I enjoyed Christine Lampe's feature, "Rockin' the Rankings" [Winter 2003]. But I have to side to some degree with the naysayers who doubt that Madison belongs in the top "rocking" cities in the U.S. My experience with the Madison local music scene was in the years 1982–84, primarily as a music critic with the *Badger Herald* and *Daily Cardinal*—and as a freelancer writing reviews for an indie music magazine.

I looked for it, but was never able to find a distinctive Madison musical "scene." I define a musical "scene" as a locality that has one or more of the following: a dominant musical style, culture, community, club, publication, artist, record store, radio station, or identity. The Madison of 1982–84 had none of these. In this regard, I don't think Madison was any worse off than many other college towns. Anyway, I appreciated your article. It brought back memories I've kept buried.

*James Kobielus MA '84
Alexandria, Virginia*

Hand-Waving Applause

Thank you for the wonderful article "Seeing Signs" about the American Sign Language classes taught by Michael Ginter [Winter 2003]. You touched on so many important concepts like deaf culture and the intricacies of non-verbal communication, and you did all of this without using the repulsive label of "hearing impaired."

As an undergrad at the UW, I majored in zoology. Since then, I have switched paths to become a nationally certified ASL interpreter. I am proud to see my alma mater embracing ASL,

giving it the credit and respect it deserves. Author Josh Orton is obviously very perceptive — Mike Ginter's "nose scrunching" is famous in the deaf and interpreting communities in Wisconsin. My hands are waving in applause!

*Amy Free '96
Milwaukee, Wisconsin*

Checking out Library Collapse

While reading my Fall 2003 *On Wisconsin*, I was pleasantly surprised to find a bit of nostalgia on page 12 [Dispatches] about the fall of the steel frame of the library under construction.

I was a junior that year, and I was walking up Langdon Street when I heard this tremendous roar. I turned around and ran in the direction of the noise. There, in front of me, spread around like so many pick-up sticks, was a mass of steel beams on the ground.

I recognized myself standing among the many curiosity seekers [in the photo]. I'm in the lower left hand, wearing a leather jacket and light pants with the sun shining on my back.

Actually, I should not have been in that picture. I should have been in class! Shhh! Don't tell anyone.

*Edwin Saul '52
Port Jervis, New York*

Charles Siefert Memorial

A Basketball Scholarship Fund has been established in the name of Charles Siefert by his family and former teammates. Chuck was co-captain of the 1953 Badger basketball team. To date, the fund exceeds \$9,000. Contributions can be sent in care of Trent Jackson, UW Foundation, P.O. Box 8860, Madison WI 53708.

Correction: In the article about Homecoming [WAA News, Winter 2003], a caption listed Larry Reed's degrees as MA'69, PhD'78. His correct degree is MS'76.