



Getting In ... Again

Gaining admission to some UW programs is becoming a major issue.

In recent years, UW-Madison's admissions standards have become more competitive, forcing students to work harder in high school to stand out among thousands of applicants. However, few students realize that once they are in, they face another admissions test: getting into the major of their choice.

For many students, it's an increasingly difficult challenge, sometimes requiring them to settle on a less-desired major or to extend their time on campus.

In 1998, for example, the minimum grade point average required for admission to the School of Business's BBA degree program was a 2.9. Today, even some students who have perfect 4.0s in their pre-business courses aren't guaranteed a spot. Other majors, especially pre-professional programs that have built-in career possibilities, are equally forbidding, turning away hundreds of students each year.

One reason behind this trend is that students and their parents are more focused on career options, says **Tim Walsh MA'84, PhD'93**, director of the UW Cross-College Advising Service, which counsels undecided students on possible majors. He says that during the past decade, demand has been on the rise for majors where there are clear employment tracks awaiting graduates. These days, fields such as pharmacy and nursing, which have been noted in national media coverage as having strong job prospects, are growing in popularity.

But without a significant increase in faculty or classroom space, those majors have little choice but to watch their standards climb. "Unfortunately, the

supply cannot always meet the demand," says **Michael Knetter**, dean of the business school, which last fall admitted 377 students from a pool of 515 applicants. "We're not restricting access because we think you need to be a rocket scientist to get a business degree."

Knetter admits that a student's grade point average isn't



always the best gauge of who has the makings of a successful businessperson, but he knows of no other way to manage admissions, given the school's resources. Before new admissions standards were enforced, Knetter says that too many students were being accepted, straining the school's resources and making it difficult for students to graduate in four years.

"We need to give a quality experience to the people we let in," says Knetter, adding that he is optimistic about finding resources to help the school expand.

Around campus, many departments are facing similar issues. At the School of Journalism and Mass Communication, 270 students applied last spring for one hundred spots in the fall

class. Admissions criteria are also up across the School of Education, although just how far up depends on what students hope to teach. The elementary-education program, for example, turned away 150 students last semester, while admitting one hundred.

Jeffrey Hamm, assistant dean of the School of Education, attributes the increased demand to high interest in teaching. And the competition isn't likely to ease up anytime soon. Budget pressures prevent the school from admitting more students — or even maintaining the status quo.

"We will have to cut our enrollment next year by fifty students," Hamm says. "And that is directly related to a resource issue."

Intense competition means that students who don't get into their first choice have to decide whether to try again or look elsewhere. Some students apply two or three

times to the same program, often preventing them from graduating in four years.

But selecting a different major isn't always a matter of settling for a second choice. In education, for example, Hamm says there is a national trend of students following less traditional paths into teaching. Walsh also notes that students may be underestimating the versatility of liberal arts majors.

That proved true for **Ryan Button '05**, who bypassed the School of Business and majored in economics in the College of Letters and Science. His friend **Kendall Garrison x'06** went the B-school route. The result? Both received job offers from the prestigious Wall Street firm Goldman Sachs.

— *Joanna Salmen x'06*

OVER HEARD

"We thought that chalk would be easiest, because if someone found something offensive, they could just rub it off with their hand."

— UW police officer **Heidi Golbach**, explaining the decision to put chalkboard paint on elevator landings around the art department in the Mosse Humanities Building, which have often been covered with graffiti. Students are now free to leave temporary messages and doodles on the walls, which are periodically wiped clean.

one number

\$44,000,000

Approximate value of UW System trust funds managed by students in UW-Madison's Applied Securities Analysis Program. Students began investing about \$10 million of fixed-income securities in 1998, and in October, the Board of Regents voted to triple the assets under their management. It's believed to be the largest pool of capital managed by students at any U.S. university.

Returning History

Sixty years after World War II, the UW sends a German collection home.

Q AND A

Megumi Lohrentz

When warmer weather arrives, Library Mall is full of carts serving up worldly cuisines, including Zen Sushi, owned and operated by **Megumi Lohrentz**, who is originally from Japan.

Q: How do you get a spot on Library Mall?

A: Each year, the Vending Oversight Committee [a subcommittee of the City Council] judges all applicants on thirty criteria, such as cart appearance, quality of food, and uniqueness. Only the top carts are allowed a spot.

Q: How long have you had your cart?

A: I have been making home-made Japanese food for three years here.

Q: How many customers do you get on the average day?

A: About eighty. Business is best in the fall, when the students come back.

Q: Do you get claustrophobic in the cart?

A: No, actually. I have one of the biggest carts, and I am halfway outside. I love it, and I have eight workers who never complain.

Q: What is the most popular item on the menu?

A: Number four [a traditional, home-style sushi]. Almost all my customers know their favorites by number.

Q: Do you have plans of starting a restaurant that doesn't have wheels?

A: Yes, I am looking into it now. I just need the right location.

For more than two decades, a cigar box sat on a shelf in UW-Madison's Geology Museum. It contained a small collection of minerals and artifacts — and a very large mystery.

The box was given to the museum by **Clarence Olmstead**, a former UW-Madison professor of geography who had plucked it from the rubble of a German city during the final days of World War II. But Olmstead, who served as a U.S. Navy ensign for the Office of Strategic Services during the war and was typically among the first Americans to enter German cities captured by Allied forces, could not recall exactly where he'd found it.

"I sat in front of that box for I don't know how long," says former museum director **Klaus Westphal**. "It had a story to tell."

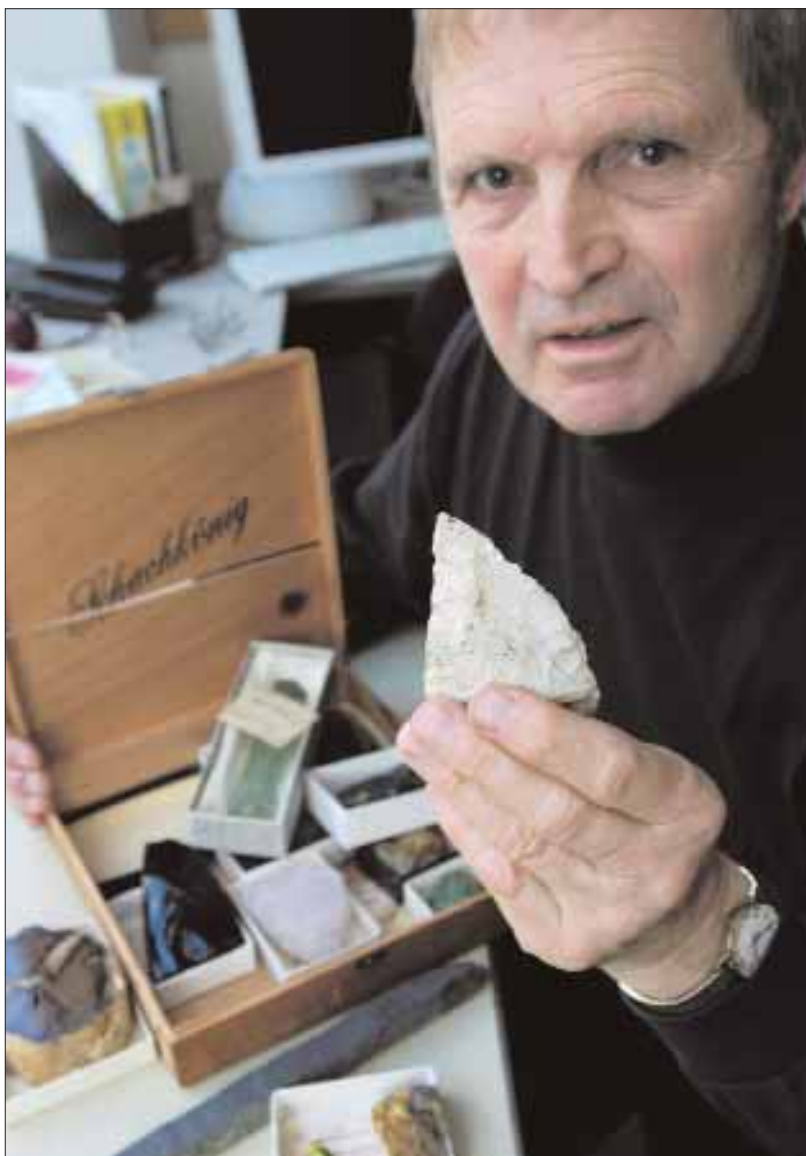
After retiring as director in 2004, Westphal, a native of Berlin, set about to find the origin of the collection. Studying the box, he noticed a splotch of red ink, faded by age to an illegible smudge. With the help of a magnifying glass and a black light, he was able to make out a few letters that identified the box as being from a cigar shop in Würzburg, Germany, an ancient city that was devastated by Allied bombing during the war.

Knowing that Würzburg is also home to one of the oldest universities in Europe, Westphal figured it was a good bet the collection came from there. He sent some labels that were loose in the box to the Institute of Mineralogy at the University of Würzburg, where professor Hartwig Frimmel was able to match the specimen labels with old university records. Westphal

shipped the items back to Germany in December.

Frimmel says the university, rebuilt after the war, now features "a very nice mineralogical museum, attracting many visitors, students, and school kids, and it is in that museum where we intend to display the repatriated samples."

— Terry Devitt '78, MA'85



JEFF MILLER

Klaus Westphal, retired director of the Geology Museum, holds a prehistoric stone knife, one of several artifacts left in an old cigar box at the museum more than twenty years ago. After some detective work to find the minerals' rightful owner, Westphal recently returned them to the University of Würzburg in Germany.



Tortured Legacy

Alfred McCoy's new book takes on the CIA and its interrogation tactics.

The problem with torture, said the Roman jurist Ulpian, is that it usually doesn't work. The strong have the will to resist it, and the weak will say anything to stop the pain. Thus, Ulpian wrote in the third century, the use of torture to gain information had to be considered a "delicate, dangerous, and deceptive thing."

Of course, this did not stop the Romans from engaging in torture.

Eighteen hundred years later, as another superpower considers its position on torture, **Alfred McCoy** is sounding like a latter-day Ulpian. In his new book, *A Question of Torture*, the UW professor of history and Southeast Asian studies peers into the dark corners of the United States's war on terror and concludes that the government, through the covert action of the Central Intelligence Agency, has developed, propagated, and practiced a system of interrogation that he calls "psychological torture."

And while the book was published in January — just days after President George W. Bush signed the law that would



MICHAEL FORSTER ROTHBART

Researching torture has shown historian Alfred McCoy that "humans are capable of enormous kindness and unfathomable cruelty."

seem to forbid the kind of harsh tactics he describes — McCoy has no expectation

that the practice will end.

"This is the third time in our history that we have banned torture forever," he says. "But psychological torture has proved to be surprisingly resilient in the face of reform."

In the book, McCoy traces the evolution of psychological interrogation techniques, sometimes called "no-touch torture," to the onset of the Cold War. Born from university-run experiments conducted during the 1950s, the approach focuses on attacking a person's mental state, rather than harming a subject physically. Interrogators use sensory deprivation, self-inflicted pain, and humiliation to soften subjects for questioning in an attempt to diminish their resist-

Tropical Cow

International agriculture experts have long tried to export some of Wisconsin's milk-producing bounty to tropical nations, which typically suffer from a lack of dairy products. But while Wisconsin Holsteins may be the best dairy animals in the world, they aren't big travelers, and so far, they haven't shown much taste for living abroad.

But if you can't put a Wisconsin cow in the tropics, you may be able to put the tropics in a Wisconsin cow. Animal science professor **Jack Rutledge** has developed a genetically modified cow embryo that is capable of thriving in hot climates. Created in the lab by combining eggs of Wisconsin cows and semen from tropically adapted bulls, the embryos can be shipped to developing nations and implanted in native cows. Success rates are still relatively low, but when the technology improves, Rutledge estimates the cost of these hybrid calves will be around sixty dollars, while calves produced by traditional methods run upward of several hundred dollars a head.



SPENCER WALTS

— Staff

ance and coerce cooperation. Practiced by CIA agents during the Cold War and disseminated to anti-Communist allies around the globe, the new strategy sparked a modern revolution in how security forces deal with potential informants, McCoy says.

An expert on the political machinations of Southeast Asia, McCoy first came across the techniques while researching an elite band of the Philippine military in the 1980s. Although he began to explore the connection to the CIA then, he eventually put the project aside.

"It's a miserable topic, and every time I began to look into it, it left me depressed," he says.

The now-famous photographs from Iraq's Abu Ghraib prison convinced him to resume his research. Looking at the most recognizable of those images — which showed a hooded Iraqi prisoner standing on a box with wires attached to his extended arms — McCoy saw not the work of rogue soldiers, but sophisticated tactics drawn from the pages of the CIA's Cold War interrogation manual. "The hood is for sensory deprivation, and the wires are for self-inflicted pain," he says. "These are telltale signs of the CIA's techniques. This didn't come from the bottom; it was ordered from the top."

Seven U.S. soldiers were court-martialed in that case, and officials from the Pentagon and the White House have repeatedly denied that U.S. forces engage in torture.

But McCoy says it may come down to how one defines torture. Psychological interrogation techniques can have devastating long-term effects on a subject's mental functions, he says, noting that the United Nations and groups such as Amnesty International make no distinction

between physical and mental torment in defining torture.

The U.S. government, however, has consistently argued for the exclusion of psychological techniques from torture prohibitions. Before ratifying the U.N.'s convention against torture in 1994, U.S. representatives objected to the definition of "mental" pain as torture. And when Bush signed the recent law forbidding "cruel, inhumane, and degrading punishment," he added a statement indicating he would interpret the law consistent with his constitutional authority as commander in chief, which many analysts say shows he wants to reserve the right to

use the controversial practices if he deems necessary.

The result, says McCoy, is that the United States "persists in practicing a basic doctrine of interrogation techniques that the rest of the world regards as torture." And in doing so, he says, it risks the moral high ground in the war on terror.

"Torture has a symbolic importance that goes far beyond the treatment of three dozen top al-Qaida captives or a couple hundred detainees at Guantanamo Bay," he says. "It's a statement about who a people are. It makes one of the most profound statements about a society in the international community."

— Michael Penn

Stem Cells: New Lines, New Promise

UW-Madison's stem-cell research team has developed two new lines of human embryonic stem cells that take the science beyond a significant obstacle on the road to fulfilling their promise.

Since they were first isolated at the UW in 1998, human embryonic stem cells have typically been grown in a medium containing mouse cells and other animal products, which help the cells live outside the body. The existence of animal cells presents a risk of cross-contamination, effectively eliminating the possibility that stem cells grown in this manner could be transplanted into humans.

In January, researchers at the UW-affiliated WiCell Research Institute announced that they had created a new medium free of animal products. "All of the concerns about contaminating proteins in existing stem-cell lines can essentially be removed using this medium," says **Tenneille Ludwig PhD '01**, a research scientist who led the effort. "This work helps us clear some of the major hurdles for using these cells therapeutically."

Although the two new lines have survived in the lab for more than seven months, each has developed an abnormal chromosome, which remains a challenge for the evolving field. **James Thomson**, the professor of anatomy who first isolated the cells, says the changes indicate that "further work is needed to understand chromosome stability of stem cells during long-term culture."

— Terry Devitt '78, MA'85



MARCIA MIDDLETON

Harvesting crops is made easier with a UW-designed rolling cart.

COOL TOOL

Grow on the Go

For some gardeners and small farmers, aching backs and sore knees are the price of loving the land. But they don't have to be. To take some of the agony out of agriculture, the Healthy Farmers, Healthy Profits project in UW-Madison's biological systems engineering department designed a wheeled cart that allows a person to sit in a comfortable position while scooting across fields to plant, weed, or harvest. The cart is one of several time- and labor-saving tools marketed by the project, which was formed to help small farmers and produce growers improve their operations. To see plans for a build-it-yourself cart, visit bse.wisc.edu/hfhp/.

— Staff

Tag — You're IDed

UW research is helping share the radio-frequency revolution.

With the push of a button, the race is on. A half-dozen cartons of Glade Clean Linen Air Freshener zoom around on a high-tech conveyor belt, at times hitting speeds of six hundred feet per minute — the pace of conveyors in Wal-Mart distribution centers.

These boxes, however, aren't destined for a Wal-Mart. As they spin around a laboratory in the Engineering Research Centers building, the air fresheners are telling a story. Each package bears a small radio transmitter, which constantly sends out information about what and where it is.

The technology is known as radio-frequency identification, or RFID, and it is quickly reshaping the way businesses track and ship products. By capturing the information sent by RFID tags, products can be tracked from manufacturer to checkout lane, reducing labor costs and the potential for human error in shipping and inventory.

At UW-Madison, **Alfonso Gutierrez MS'94** consults with about forty companies to test and refine the technology. "The companies we work with wanted a sandbox where they could try out the technology and gain hands-on experience with applying RFID in a working environment," he says. "We're a resource for basic and applied research."

For businesses, mastering

this game of tag is increasingly important. Wal-Mart now requires three hundred of its top suppliers to use the technology, and Target and Best Buy are ready to follow suit. According to a survey of five hundred firms by AMR Research, 69 percent were planning to evaluate, pilot, or implement an RFID program — with an average budget of \$548,000 in 2005.

But the RFID's uses are widening, and radio-frequency tags are beginning to pop up on everything from passports to parking-lot access passes. Consumers have likely seen the white plastic tags on compact-disc cases. The technology is also behind toll-road systems such as Illinois's I-Pass, which allows cars with RFID tags to whiz through tollbooths while a toll is automatically deducted.

Drug-maker Pfizer plans to use the tags to combat drug counterfeiting, airlines are considering the technology to keep better track of luggage, and credit-card companies are experimenting with tagged cards that allow consumers to make purchases by simply waving cards in front of terminals.

"The integration of various technologies creates a new realm of possibilities," says **Raj Veeramani**, a professor of industrial and systems engineering who directs UW-Madison's E-Business Consortium, which is spurring on the university's investigations of RFID. He notes, for example, that perishable food products with RFID tags could be used with other built-in sensors that could detect spoilage and help enhance quality and safety. "There's more to RFID than shipping products to Wal-Mart," he says.

Those seemingly limitless possibilities have raised concerns among privacy advocates, who fear that RFID might be used in

surveillance or to enhance the ability of marketers to track individuals' buying behavior. Such applications are not the focus of the lab's work, Veeramani says.

"It is wrong to say that the technology is evil — it's the way you use the technology," he says. "Some are worried about whether people can drive by your house and determine what you have in your refrigerator, but that is not technically possible today. There is a lot of due diligence being done to make sure that safeguards are in place to protect individual privacy."

A number of companies, including Rockwell Automation, Dornier, Autologik, and Red Prairie, contributed more than \$500,000 of equipment and software to start UW-Madison's RFID lab, which studies the science behind the tags and tests things such as how placement of the tags affects readability. The content, packaging, and shape of items inside boxes can pose a challenge, since metals tend to reflect radio waves and liquids tend to absorb them. When researchers are finished with air fresheners, cases of Master Locks or Countrytime Lemonade or Kraft Macaroni and Cheese take a spin.

"And tags, like people, behave differently when they are alone or in groups," says Gutierrez. "We want the tags placed so they are the most effective and allow objects to be easily identified, even in groups."

The lab is also looking at ways to improve the performance and reduce the price of the tags, which now cost between ten and twelve cents each. "The panacea would be under five cents," Gutierrez says. "Companies are not just going to jump at this technology because it is cool. It has to benefit the bottom line."

— Dennis Chapman '80



SPENCER WALT'S

A World without Snow Days

Model shows that long-term melting may have some chilling effects.

What would Earth be like if one fine day all the snow melted away?

Obviously, it would be a much warmer place. But what's interesting is how much warmer. Working with computer-generated simulations, **Stephen Vavrus MS'92, PhD'97**, an associate scientist at UW-Madison's Center for Climatic Research, found that in the absence of snow cover, global temperatures would likely spike by about eight-tenths of a degree Celsius.

That increase represents as much as a third of the warming that climate change experts have predicted may come from rising levels of heat-trapping greenhouse gases, suggesting that any significant disappearance of snow may be an important factor in the global-warming equation. And as reports mount of

steady ice melt in Antarctica and falling snow levels in the northern latitudes, a world without snow is not a completely hypothetical scenario.

"This was not just a what-if question," says Vavrus. "I wanted to quantify the influence of global snow cover on the present-day climate, because that has relevance for the type of climate changes we are expecting in the future."

Vavrus, a climate modeling specialist, digitally simulated a snow-free world and measured the effect of missing snow cover on a range of climatic variables, including soil temper-

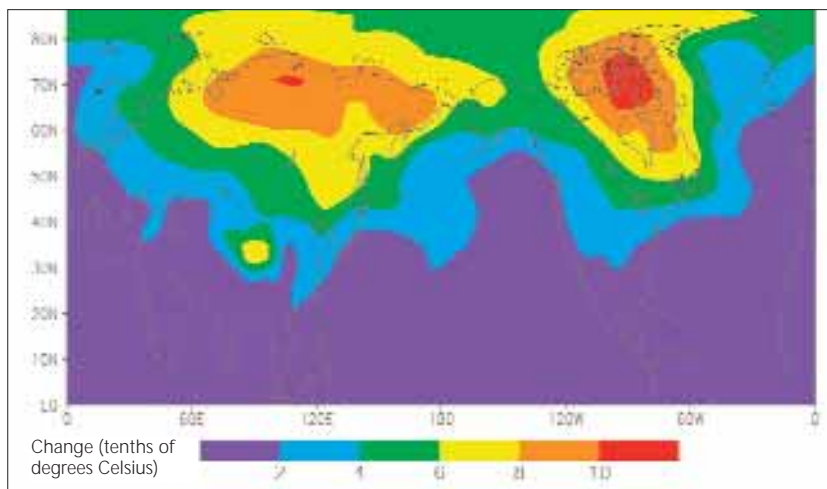
atures, cloud cover, atmospheric circulation patterns, and soil moisture levels. Some of the model's predictions are counter-intuitive: without snow, for example, the ground in some northerly parts of the world would actually get colder.

That's because snow provides an insulating layer for soil, keeping it from chilling into the permanently frozen turf known as permafrost. In Vavrus's model, regions of

permafrost would expand in the absence of snow, affecting ecosystems and populations living in snowy climates.

Such changes are already under way in parts of Alaska, where expanding permafrost is creating problems in the construction of roads and buildings, says Vavrus, and, he adds, "there's every reason to think we'll see even stronger effects in the future."

— Paroma Basu



In a computer model created by UW researcher Stephen Vavrus, a world without snow looks like a significantly warmer place. The map shows how air temperature would change in the absence of snow.

Cloudy Science

Through the ages, the shape-shifting allure of clouds has fascinated dreamers and scientists alike. Yet for all the time people have spent looking at them, even the community of professional sky-gazers still knows relatively little about what makes a cloud a cloud.

"The problem is that what we define a cloud as depends on the type of instrument we're using to define it," says atmospheric scientist **Steven Ackerman**, the director of the Cooperative Institute for Meteorological Satellite Studies at UW-Madison.

Although the emergence of weather satellites in the 1960s opened the horizons on cloud research, measuring their formations from space is a fuzzy matter. Satellites use waves of energy to "see" clouds, and results can vary by 5 to 10 percent between different satellites. There is a need for more consistency, says Ackerman, because cloud patterns significantly influence not only weather, but Earth's hydrological and energy cycles, making accurate detection and definition of cloud cover critical to short-term and long-range climate predictions.

— P.B.

Scientists have learned how to make **human collagen** in the lab, a breakthrough that they have been working toward for thirty years.

UW-Madison biochemist **Ronald Raines** led the team that devised a method for synthesizing the protein, which plays a



Ronald Raines

critical role in connecting tissue and supporting the body's structure. The research opens the door to using synthetic collagen in medical procedures, such as reconstructive and plastic surgeries, that now commonly use forms of animal collagen, which sometimes can carry pathogens that infect the recipient.

UW-Madison's new Microbial Sciences building has yielded a discovery even before it opens. Working in the thirty-five-foot-deep hole where the facility is now rising, geologists gathered bits of sediment left by a **massive ice sheet** that once covered the Madison area. The professors were able to date the relics to 25,000 years ago, providing the first reliable estimate of when glaciers last covered the area.

Much like Gene Kelly, **bacteria gotta dance**, says a team of chemical and biological engineers. But it's not the music that moves the brainless, single-celled organisms. The researchers developed a model demonstrating that as bacteria swim, they stir fluids in such a way as to create coordinated motion. These insights are helping researchers understand how bacteria feed and influence their environment.

Headlines for the Homeless

New student-run publication redefines the power of the press.

As they pass the corner of State and Lake Streets, people coming and going from campus occasionally stop to offer a few spare dimes and quarters to the homeless people who often stand there. But three UW-Madison students are offering a different kind of change — one that is giving voice to a quietly desperate segment of the Madison community.

This winter, **Ryan Richardson x'06, Claire Muller x'07, and Mel Motel x'06** launched the *Homeless Cooperative*, a monthly newspaper whose mission is to provide Madison's homeless with a means of steady employment and a way to get their stories heard. Homeless people write much of the content, and they also earn money distributing the paper around the city.

"We wanted to find a way to bring immediate, tangible change to the lives of homeless people in Madison," says Richardson, who met the other editors while volunteering with



At UW-Madison's College Library, students (from left) Jeff Alexander, Claire Muller, and Ryan Richardson review copy for an issue of the *Homeless Cooperative*, a newspaper started by students to assist Madison's homeless, who can earn money by selling issues of the paper.

the Madison Warming Center Campaign, a local homeless advocacy group. "I know of at least one vendor who, through sales of the paper and his part-time job, has been able to get off the street and find a place to stay."

Because of city regulations, *Homeless Cooperative* can't be "sold" on State Street, but it can be given in exchange for a suggested one-dollar donation. Vendors purchase copies for twenty-five cents and keep the rest as profit. With financial support from the UW's Morgridge Center for Public Service and a few donations from friends and family, the students printed two thousand copies of the first issue this past November, and copies quickly sold out. Each issue features articles written by local people who are homeless, illuminating the harsh conditions and hopelessness they often experience.

Although two of *Homeless Cooperative's* co-editors will graduate in May, Richardson hopes to continue the initiative long term by incorporating as a nonprofit organization.

"The paper empowers these people in a way that isn't just a handout," he says. "It's more of a hand up."

— Erin Hueffner '00

Classrooms without Walls

Courses centered on fieldwork or service projects used to be novel departures from the tried-and-true formula of lecture-based learning. Increasingly, they're the rule. Interim Provost **Virginia Sapiro** recently reported results of a study that found that four of five UW-Madison undergraduates participate in some kind of experiential learning — a broad net that encompasses courses that go beyond classroom interaction and offer opportunities to work directly with faculty and staff.

"We want every one of our students to have a challenging and enriching academic experience as an expected part of their undergraduate work," Sapiro says. "We're not looking at these as extras."

Nor do students seem to regard them that way. According to the study, among students who graduated in 2004–05:

- 16 percent had studied abroad during their academic career;
- 22 percent took honors courses;
- 35 percent took interactive seminars;
- 46 percent pursued independent study with a faculty member;
- 30 percent performed fieldwork for academic credit.

MICHAEL FORSTER ROTHBART

Edwin Lightfoot, an emeritus professor of chemical and biological engineering, was named as one of eight winners of the National Medal of Science, the country's highest honor for science and technology. Lightfoot, a pioneer in the field of biochemical engineering, is the eleventh UW-Madison faculty member to be designated for the award since it was created in 1959.

Cornell University professor **Molly Jahn** was named dean of the College of Agricultural and Life Sciences. An expert in plant breeding and genetic mapping of agricultural plants, Jahn will assume leadership of the college. Described by Chancellor John Wiley MS'65, PhD'68 as a "gifted scholar ... in the true Wisconsin tradition," Jahn will begin her duties in August.

There's a new name and a new dean at the **UW School of Medicine and Public Health**. Formerly known as the Medical School, the unit changed its name to reflect the evolution of its public health programs. Leading the newly named school will be Robert Golden, vice dean of the University of North Carolina School of Medicine. A psychiatrist on the UNC faculty for twenty years, Golden will succeed Philip Farrell as dean in July.

For the first time, the university has created a formal plan to manage the **Lakeshore Nature Preserve**, which includes natural areas such as the lakeshore path, Picnic Point, and the Eagle Heights Community Gardens. The master plan outlines steps to restore and preserve these areas, including the restoration of lake views that have been obscured by overgrown trees.



Pushing Puccini

Class project markets opera to students.

Everyone knows what to expect at an opera: beefy women in horned helmets; long-winded songs in foreign tongues; notes so high they shatter glass; and a sparse audience of ossified aristocrats sipping sherry and looking disdainfully at the world through monocled eyes. Everyone knows this — but then everyone, Allan Naplan points out, hasn't been to the Madison Opera.

Naplan, who became that organization's general director

in June 2005, wants to change opera's image, especially among UW students. It's not just a matter of the art form's reputation — it's about viability. "To enhance the vitality of the Madison Opera," he says, "we need to attract a younger demographic."

To get through to that demographic, Naplan turned to **Sarah Botham** — or more importantly, to her class. Botham teaches Family and Consumer Journalism 515: Public Information Campaigns and Programs, and one of her projects requires student teams to put together marketing plans to aid local organizations. The class members were wary of Naplan, and before he could get their help, he had to convince them that everything they knew about opera was wrong.

"I had never been to an opera because of the stereotypes surrounding it — the inability to understand [a] foreign language, the lack of excitement, and the fact that opera's usually frequented by a more distinguished audience," says **Sara Gullicksrud x'06**. "I knew that if I avoided opera because of these stereotypes, other students were probably doing the same."

At first, she was put off by the idea of working with Madison Opera, but the more she talked with Naplan, the more he infected her with his enthusiasm, and eventually, she agreed to lead the effort. She and her



JAMES YOUNG

Zvetelina Vassileva and Ted Lee hit the high notes in the Madison Opera's fall program, *Tosca*. With help from Journalism 515, the opera aims to attract more students.

team aimed to increase attendance at Giacomo Puccini's *Tosca*, the Madison Opera's fall show. They posted notices about it on a variety of student-frequented Web sites, sent out mass e-mails to university departments and schools, and arranged to have Naplan interviewed on WSUM, the student radio station.

Along with those efforts, Naplan also offered students discounted ticket prices. When he counted up the final sales totals, he found that *Tosca* had sold well over two hundred student tickets, more than doubling his target.

But sales were not his chief concern. "My real goal was just to get some exposure for opera among the students," says Naplan. "I want to get rid of the idea that there's an off-putting dress code and etiquette at the opera and lose the stereotype of the Valkyrie in Viking horns."

— John Allen

COLLECTION

Galápagos Remains

Had evolution gifted Charles Darwin with some of the abilities of the chameleon, he might turn himself green with envy at the thought of the UW's zoological museum. For the museum, in its Galápagos Collection, contains every evolutionary scholar's desire: the largest concentration of Galápagos animal remains in the world. That this collection exists at all — let alone at the UW — is the work of distinguishing researcher

E. Elizabeth Pillaert, the museum's curator of osteology.

Pillaert is one of the few people in the world allowed to remove animal remains from the Galápagos. "It's a dirty job," she says, "but someone's got to do it." She's made more than a dozen trips to the archipelago since 1978, and each time, she's brought back the bones and decaying remains of its wide variety of unique fauna — collecting only animals that had already died. Her favorites, she says, are the birds. "I'll pick up anything I can get on penguins and flightless cormorants," she says.

Due to the islands' prominent position in natural history, the government of Ecuador strictly regulates what Pillaert takes with her. "Half of what I collect goes to Ecuador, and half goes to our museum," she says. "But that only goes for complete skeletons. Ecuador isn't really interested in partial remains." Because scavengers and natural phenomena tend to break up and scatter animal carcasses, there are far more partial skeletons than full ones, and Pillaert gets to keep the partials for the UW.

The Zoology Museum is a working research facility, and so its collections are available for viewing by appointment only.

— J.A.



JEFF MILLER

Elizabeth Pillaert shows off the bones of a blue-footed booby.

Researcher to Rights Activist

Anthropologist turns philanthropist to aid the Sudanese people.

As an anthropologist, **Sharon Hutchinson** feels that she and her colleagues should be as concerned about human suffering as they are about human cultures. "We have a huge responsibility to give back to the places we study from," she says.

This philosophy guides not only how she teaches, but also how she lives her life. For twenty-five years, Hutchinson has been involved in the southern Sudan as an anthropologist and human-rights activist. She began her work as a University of Chicago graduate student studying the Nuer, the second-largest group of people in south Sudan, and over time, she felt a strong connection to the area.

"I kept going back," Hutchinson says, "both because I felt I was one of the few voices that actually brought back some news from the area, and also, as time went on, there were a lot of organizations in the area and they needed some help."

Since Sudan gained independence in 1956, it has been wracked by a series of civil wars that have displaced more than 4 million people. Last year, the



Sharon Hutchinson gives back to the places she studies.

government reached a comprehensive peace agreement with the Sudan People's Liberation Movement, and this has enabled Hutchinson to start a new — and possibly her ultimate — endeavor.

"I had a longtime dream that as soon as peace came, I'd be able to channel in some money to start some primary schools. I have three schools now," says Hutchinson, who was among the thousand women to be collectively nominated for the Nobel Peace Prize. The effort is funded with her own money. She pays the

teachers' salaries, searches for and sends over books and computers, and purchases supplies. "I'm very excited, because I specifically found places where I'm quite sure the government of Sudan are never [going to go] but there are large populations of school children."

She hopes her efforts inspire Americans as well as Sudanese. "We live in a bubble," she says. "But you really can have a large impact in a lot of places. I just wish people would take a look around a little bit more and jump out of their bubble."

— Daniel Uttech '01

MICHAEL FORSTER ROTHBART

History in Brief

When it comes to understanding people — even the people who shaped our world — it's the small details that matter. And so history professor **John Kaminsky** is doing his best to compile the minute characteristics that surround the biggest names in American history.

Through a new series of chapbooks, Kaminsky is pulling together personal portraits of America's founders. Chapbooks are small volumes — Kaminsky's run less than a hundred pages each — that can be printed quickly and inexpensively. Unlike more traditional biographies, Kaminsky's slim tomes try to give the skinny on their subjects — they focus on character, mannerisms, and physical appearance rather than reciting political views or accomplishments. To make sure these portraits are accurate, Kaminsky relies entirely on the writings of the subjects themselves, and on firsthand accounts by their contemporaries.

"We've seen a sort of Founding Fathers chic lately," Kaminsky says. "The popular press has come out with lengthy biographies of Adams, Washington, Hamilton, and others. But they're so long — they really aren't for everyone." With the thin chapbooks, he hopes to spread interest in the nation's founders to readers who might be intimidated by lengthy works — especially younger readers. "They're written so that high school students can understand them," he says.

Published by the UW Libraries' Parallel Press, the series currently includes two volumes — on George Washington and Thomas Jefferson — but three or four more will follow each year.

— J. A.

In February, Derek Kwan MBA'08 brought home a **Grammy** award for Best Traditional Tropical Latin Album. Kwan, who's enrolled in the business school's Bolz Center for Arts Administration, was the associate producer on the album *Bebo de Cuba* featuring Bebo Valdes. He also served as co-producer on the album *Una Noche Inolvidable*, which was nominated in the same category.

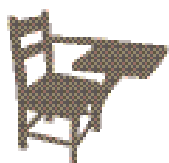
The film *Brokeback Mountain*, which is making a splash at the Oscars, was inspired in part by a book originally published by the UW Press. *Farm Boys: Lives of Gay Men from the Rural Midwest*, by Will Fellows, came out in 1996 and offers first-person accounts of rural gay life. It is one of the UW Press's best-selling titles, and according to *Brokeback Mountain* producer James Schamus, it provided background and inspiration to the film's actors and director.

Highlights from Tandem

Press's first decade will be on display at the Chazen Museum of Art. Tandem has published fine art prints by such artists as Suzanne Caporael, Robert Cottingham, Jim Dine, Sam Gilliam, Gronk, Al Held, Judy Pfaff, and Jaune Quick-to-See Smith. The work will be exhibited until April 9 at the campus art museum.

As part of Madison's sesquicentennial celebration, the Center for the Humanities is working with the Department of Theatre and Drama and Madison Repertory Theatre to present **Thorton Wilder and the World of Our Town**, a play and discussion of this classic show.

Afro-American studies pioneer **Nellie McKay** died in January of liver cancer. A member of the UW faculty since 1978, she established the university as a national leader in the field of African-American women's literature.



Shakespeare at Lunch

In and out of class, Heather Dubrow spreads enthusiasm for the Bard.

Eavesdropping on conversations in the Lakefront Cafeteria, one is most likely to hear tales of the weekend and gripes about studying. However, at one table each Tuesday afternoon, a different topic dominates: Shakespeare.

On Tuesdays during the semester, **Heather Dubrow**, who teaches English 162: Shakespeare and the Twenty-First Century, gathers some of her students after the lecture to discuss the classic works over lunch.

"When you have a huge lecture, especially as a new

student, it means a lot that a real scholar of Shakespeare will take the time to sit down with students for lunch each week," says **Ali Rothschild x'09**.

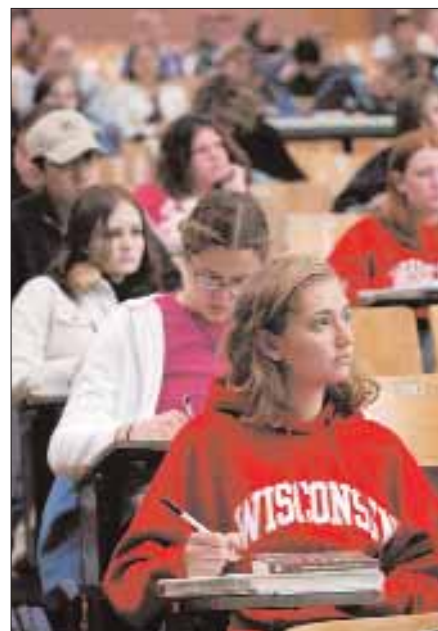
Dubrow, who's known for her many translations of Shakespeare's works, makes an extra effort to make the Elizabethan playwright relevant to today's generation. Class members are not only required to read many plays (the assigned textbook weighs no less than fifteen pounds), but also to watch movies based on Shakespeare's works and attend a live performance of *Macbeth*.

"It is fun to see almost the entire lecture at the theater for *Macbeth*," Rothschild says, adding that before the performance, Dubrow invited all the students to join her at Casa Bianca, a local pizza joint.

"I've worked to make the course interactive and more social — through the lunches, the theater party, and student performances," Dubrow says.

Holding the attention of the more than three hundred undergraduates who enroll in the course each semester seems like no easy feat, especially with the bad rap Shakespeare sometimes gets. But Dubrow keeps them interested through techniques such as sonnet writing contests, class performances, and required feedback. At the end of lectures, she asks the class to fill out note cards and relay any idea from reading or lectures that particularly interests them.

"I often refer to their ideas



MICHAEL FOSTER ROTHBART '12

in subsequent lectures, partly to make the members of the group realize that their insights really do matter, and partly because I genuinely learn from and want to deploy those insights," says Dubrow. Plus, it helps her keep track of who is coming to class.

However, she insists the course is not just about the writer and his works. She also analyzes cultural issues raised by Shakespeare. His world, she says, is "very different from ours" — and that can be an asset for students as much as an obstacle. By helping them understand such a different culture, Dubrow hopes to help them better interpret their own world. She capitalizes on this relationship between past and present by assigning modern texts that closely relate to Shakespeare, such as contemporary sonnets and fiction.

Incorporating modern works, Dubrow believes, will not only make Shakespeare relevant. It will also reveal how to approach any written work, whether a Shakespearean

CLASS NOTE

A Global View of AIDS

International Studies 603: Global AIDS: Interdisciplinary Perspectives

The HIV/AIDS pandemic is one of the world's ongoing disasters, and its effects stretch far beyond the fields of health and medicine. With more than 40 million people infected — and 3 million

deaths last year alone — the disease also has a deep impact on the social and economic spheres of life in many nations. To take a more global look at this worldwide problem, the Division of International Studies has created an interdisciplinary course for undergraduates and grad students.

"We've grown somewhat complacent about AIDS in the Western world," says Professor **Richard Keller**, who teaches medical history and bioethics. "Right now, it seems to be something that's playing out primarily in the developing world." Keller is working with **Maria Lepowsky**, a professor of anthropology and women's studies who also has a master's degree in public health. They hope that the course will make students aware of the intersections between illness and culture so that they can see how AIDS affects far more than the people it infects.

"The sexual revolution utterly transformed society in the West," Keller says. "AIDS is one consequence of that transformation. But it also serves as a barometer for other social phenomena — from the place of religion in culture to the migration of populations to the spread of intravenous drug use."

— John Allen



SPENCER WALTS

tragedy or a letter from a friend, from a wide range of perspectives. It shows students how to pay close attention to language and form and how to analyze a text — lessons they will use for the rest of their academic careers.

"I encourage students to become more responsive, acute, and enthusiastic readers

She says she realizes the content of the course, no matter how interesting, is no good without a great teacher to get a student's attention. "I am very grateful to my own teachers who helped me understand the importance of great teaching, and I want to give that to these people," she says of her teaching assistants. And she

like to watch a play in Shakespeare's era, and to demonstrate just how good a writer had to be to command attention.

Another way to keep everyone's interest? Jokes.

"My jokes are probably the worst they will hear," says Dubrow. "I encourage them to hiss." But as bad as the jokes



Heather Dubrow, professor of English (center), teaches Shakespeare to a lecture class with more than 300 students. To get to know her students better, she invites them to have lunch with her once a week after class in the Lakefront Cafeteria in Memorial Union. At this session, Chris Mills, left, and Rebecca Hillary, right, compare the writing styles of Kurt Vonnegut and William Shakespeare.

of all texts, from other literary ones to newspapers and even conversations," says Dubrow.

She makes extra time not only for her students but for her teaching assistants as well. After mandatory department meetings, she asks her TAs to help her make the class stimulating for the students, and she seeks out their advice throughout the semester. "They are my team and they are an essential part of the class," says Dubrow.

tries to encourage them to remember that teaching does make a difference.

Dubrow knows that, like a playwright, a teacher can't communicate with her audience unless she keeps its attention. So she tries to impart a true flavor of Elizabethan performance — at the semester's first lecture, there are pickpockets in the class and people trying to sell apples while she is talking, to simulate what it was

may be, there is no doubt that she knows what she is talking about, and that's something that gets everyone excited about Shakespeare.

"Yes, her jokes are not the best," says **Dan Gibbons MA'01, PhDx'07**, a teaching assistant for the course. "But her knowledge and excitement for the material make up for it. She makes the students excited about Shakespeare."

— Joanna Salmen x'06

Comparative literature professor **Tomislav Longinovic** is trying to inject a little new blood into the curriculum — literally. He's teaching a new course entitled *The Vampire in Literature and Film* this semester. Students will get a look at the various roles that bloodsucking fiends have played in stories by Tolstoy, Byron, and Goethe, as well as in films that range from the 1922 silent classic *Nosferatu* to Francis Ford Coppola's over-the-top *Bram Stoker's Dracula*.

Associate professor **Toni Whited** has won the Brattle Prize in Corporate Finance for her contributions to a paper titled "Debt Dynamics," co-authored by Christopher Hennessy for the *Journal of Finance*. The paper attempts to explain corporate capital decisions. The honor will have a positive influence on Whited's own finances — she and Hennessy will share the prize's \$10,000 award.

Joan Ershler with the Waisman Center and Carol Keintz with the Dane County Parent Council will lead a project called Teachers Teaching Teachers: A Professional Development Model, which aims to enhance the classroom and social interaction skills of instructors at Dane County Head Start. These teachers work with a highly needy population, yet state records indicate that only about half of them have an early childhood degree.

More and more, science is subject to politics, especially when it comes to biomedical engineering. The UW wants to prepare students for the social pitfalls of research, so it's launching a new course titled **Politics, Ethics, Propaganda, and Current Issues in Biomedical Engineering** that draws on expertise from guest lecturers, including state legislators and newspaper writers.



The Year of Unfortunate Events

During 2005, UW-Madison endured a string of bad news that frustrated its leaders and strained relations with state legislators. Can the university calm the stormy waters? Or are there more clouds on the horizon?

By Michael Penn MA'97

It is not the case, as some college guides suggest, that one can stand in front of Bascom Hall and look all the way down State Street to Wisconsin's capitol.

Because of a slight crook in how the hill aligns with the street, the view doesn't quite work out, leaving the capitol's granite dome off in the periphery. Some say it's an accident of poor planning. Others claim that whoever placed UW-Madison's administration building got it just right, reflecting the fact that Wisconsin's lawmakers and its flagship university are eternally looking past each other, never quite seeing eye to eye.

That was never more true than in 2005, a particularly miserable year for UW-Madison's legislative relations. In a six-month period,

three UW-Madison faculty were convicted of felonies while on payroll, and a top administrator's seven-month paid leave of absence turned into a messy public ordeal that drew ire from the other end of State Street. To make matters worse, the bad news spilled out just as legislators deliberated the state's budget for the next two years, making the university an easy target for cuts.

In the hot glare of the public spotlight, the venerable institution looked a little worse for wear. Its budget was snipped, its administration called out publicly, and its generally impeccable reputation in the state took a hit. Even John Wiley MS'65, PhD'68, UW-Madison's normally unflappable chancellor, seemed happy to put the year behind him.

"There is no denying that it was a rough year," he said in January.

But as the calendar turns and the headlines fade, questions linger. How did the university find itself in such a jam? Was it just bad luck, or are there deeper issues to face? Will the wounds heal?

More than anything, the events of 2005 raise concerns about UW-Madison's relationship with state government, an often-rocky arrangement that many observers say has grown especially uneasy in recent years. Even before recent events, a series of tight state budgets has created a rift, leading university officials to doubt legislators' commitment to higher education, and legislators to doubt the university's commitment to

Wisconsin would deal with a relationship that seemed to be coming apart.

BY THE TIME 2005 STARTED, THE SEEDS for a bad year had already been planted. Two months earlier, Wiley had a conversation with Paul Barrows, his vice chancellor for student affairs, that would set things in motion. Wiley thought Barrows could use some time off.

In September, Wiley learned that Barrows had been involved with another employee, a relationship that Barrows said began and ended consensually. The situation posed no apparent conflict with university policy, but in November, Wiley was told that the relationship had been with a graduate student, and that many staff and students seemed upset about it. Believing that Barrows had shown poor judgment and could no longer be effective, Wiley asked him to step down as vice chancellor and agreed to his request for some time off to sort out some personal issues. He told Barrows to use vacation time and sick leave accumulated during his sixteen years at the university. Shortly thereafter, Wiley announced that he was reorganizing the student affairs division, eliminating the vice chancellor position entirely.

By June of last year, Barrows was still on leave at his \$190,000 annual salary, leading a handful of state legislators to ask why he hadn't returned to work. Initially, the university cited med-

stories swirling, Wiley placed Barrows in a program specialist position in the provost's office, a fallback job with a nearly \$73,000 annual salary that was outlined in Barrows's appointment with the university. So-called back-up positions exist at many universities and are commonly offered as enticements for tenured faculty who take on administrative roles, the idea being that they wouldn't want to serve as deans or chancellors if it meant risking their teaching positions. Barrows, however, held a non-teaching academic staff position, and some wondered why a career administrator would need such a benefit.

After hearing of the arrangement, Governor Jim Doyle '67 told reporters that he was "very frustrated," adding, "We really have to be concerned about a system where this is going on." Others were more blunt. In an interview with the *Milwaukee Journal Sentinel*, state representative Robin Kreibich, a Republican who chairs the state assembly's committee on universities, said, "I can't think of another state agency or private sector [employer] that would provide a safety net for highly paid administrators that screw up."

A legislative audit later revealed that 1,092 employees throughout the UW System were guaranteed back-up positions, about half of which are required by state law. The UW Board of Regents has since suspended the practice for new appointments and ordered a study of



"It's important for the university to address these issues head on. When something happens on a UW campus that generates headlines, people do begin to question how the university is being run. Really, what's at stake is the integrity of the system."

financial austerity. While these debates are taking place in just about every state house in the country, the situation in Wisconsin has turned more rancorous — and more ominous — than most. At a time when states and public universities must come together to confront new economic realities, the question became how

ical reasons, but journalists soon discovered that he had been well enough to apply for jobs at other universities during his absence. That same month, two women accused Barrows of sexual harassment, although neither filed a written complaint.

With public attention mounting and

alternatives, such as fixed-term contracts for administrative appointments.

But back-up appointments weren't the only personnel crisis university officials would face in 2005. Between March and August, three UW-Madison faculty were convicted of felonies, one for sexually assaulting three young girls, another

for e-mailing sexually explicit material to a teenage boy, and a third for stalking. Because state law prohibits the university from firing an employee solely on the basis of a criminal conviction, all three

who sought to curb spending. Republicans, who hold a majority of seats in both houses of Wisconsin's legislature, voted to slice an additional \$35 million from the UW System's share of state funding,

address these issues head on," says state senator Sheila Harsdorf, a Republican who chairs the senate's committee on higher education. "When something happens on a UW campus that generates



"For the past forty years or so, the university has been kind of a sacred cow around here. They never really had to face scrutiny about how they were spending their money. But when budgets got tight, the UW got thrown on the table."

cases remained wrapped up in university investigations and appeals even months after the professors were sentenced for their crimes. Two of the professors used vacation time to collect their pay while in jail, ultimately being placed on unpaid leave. The third was placed on administrative leave with pay, pending appeal.

Although they recognized the university's due-process obligations, some lawmakers were incensed that the university couldn't rid itself of felons any faster. After a summer in which the papers had been full of stories about paid leaves and guaranteed back-up jobs, it seemed to confirm the worst stereotype of cushy university life, in which faculty and staff enjoy privileged status far beyond that of most citizens.

"Our personnel system is very complex," admits Wiley. "When people have looked at the details, with very few exceptions, they understand the decisions we made. But at the same time, it's difficult to understand how someone can be charged with a felony, given a fair trial, convicted, and thrown in jail, and we still are grinding our civil law process months later."

By this February, one of the professors had been fired, and the firing of a second was awaiting approval by the Board of Regents. The third case remained in appeal.

For the university, the flood of bad news couldn't have come at a worse time. The stories broke during negotiations on the state's new two-year budget, providing ready-made talking points for those

erasing most of a modest increase proposed by Doyle.

"There were some serious cases of mismanagement, and at the same time, we had a very tight budget," says John Gard, the Republican speaker of the state assembly. "In some people's minds, it made it easier to hold the line on some of the university's spending."

The governor restored most of the funding in the final budget, leaving in place only a \$1 million cut directed specifically at UW-Madison's administration, which lawmakers had written in — apparently as a reprimand for its handling of the personnel cases. But while the issues ultimately may not have cost the UW much money, they exacted a bigger price in public perception. The UW System submitted to a legislative audit of its personnel policies, and an independent investigator was appointed to study how the Barrows situation was handled. The latter report faulted the chancellor for failing to adequately monitor Barrows's use of sick leave, which has led the university to change how days off are requested and approved.

More significantly, the cases raised doubts about the university's credibility in the eyes of some of its constituents. Many legislators felt that its initial response to the personnel issues was slow and provided incomplete answers about the steps taken to address the situation. "The appearance was that the university was somewhat indifferent to it and tried to hide things," says Gard.

"It's important for the university to

headlines, people do begin to question how the university is being run. Really, what's at stake is the integrity of the system."

But some say that the cases played into the hands of a group of legislators who were determined to score political points at the university's expense. Even before the Barrows situation became front-page news, a small but aggressive group of representatives, predominantly Republicans, were attacking the university on a number of fronts, ranging from how much it spends on administration to its stand on divisive social issues such as stem-cell research. Last spring, some of these legislators led the criticism of a UW System policy to give chancellors a seven-hundred-dollar-a-month allowance to pay for their automobiles. In their eyes, the Barrows case became another prime example of administrative bloat.

"There are five or six guys that have just been beating the tar out of the university system. They look for opportunities to ding the UW every chance they get," says Republican state senator Scott Fitzgerald. "But does it make the system more accountable? Absolutely. So I'm not going to say that those guys aren't doing their jobs."

UW-MADISON IS NO STRANGER TO legislative discord. In the 1930s, Governor Philip La Follette and Progressives in the legislature engineered the firing of UW President Glenn Frank, who they felt wasn't liberal enough. More than a decade later, conservative allies of U.S.

Senator Joseph McCarthy sponsored a legislative commission to investigate subversive and Communist activities on campus. And in the true spirit of the public interest, the legislature intervened in 1953, after professors voiced opposition to the idea of sending the Big Ten champion to the Rose Bowl every year, by slashing the UW's budget and condemning the faculty.

"There have always been legislators who criticize the university. That's nothing new," says Jack O'Meara '83, who handles legislative relations for an organization of UW-Madison faculty. "But particularly in the past year, it's gotten worse."

"Legislators seem to feel that the university is easy pickings right now, and they've tended to pile on more than necessary," says Mark Bugher, director of the University Research Park and a former official in the administration of Tommy Thompson '63, JD'66. "It's not that the university should be exempt from criticism. But this kind of show-boating is really frustrating."

What's changed? Observers point to the legislature's shift in power from Democrats to Republicans, as well as a general tide toward heightened partisanship, as laying the groundwork for more adversarial relationships. Certainly, the university's past political fumbling also

UW history. That cut was eventually offset by a \$150 million tuition increase.

But nothing has affected the landscape more than Wisconsin's perennially tight financial picture. Squeezed on one side by the rising cost of obligations such as Medicare and secondary education, and on the other by a tax base that has remained virtually flat in recent years, legislators have little flexibility to make the state's budget add up, leaving them no choice but to reduce spending in other places, including the UW System.

"For the past forty years or so, the university has been kind of a sacred cow around here," says Fitzgerald, chair of the legislature's joint finance committee. "They never really had to face scrutiny about how they were spending their money. But when budgets got tight, the UW got thrown on the table."

The pressure has been most acute during the past decade, as Wisconsin's manufacturing-based economy stagnated and the state ran up a deficit that reached \$1 billion in 2002. After small increases during the late 1990s, UW-Madison's state funding fell by nearly 10 percent from 2001 to 2004. When special-purpose appropriations such as building maintenance and utilities are factored out, in 2005 the state allocated \$255.1 million to UW-Madison to support the university's core mission, slightly

their public universities, allowing them to replace public support with higher tuition and private gifts. While taxpayers footed more than half of the bill for public colleges and universities in the 1980s, today they provide only about 30 percent of their budgets. And as in Wisconsin, economic conditions have made the current picture especially bleak. Nationally, per-student state support fell by 18 percent between 2000 and 2004.

The problem is not that states have suddenly decided to hate their universities. Budget realities are simply making them hard to afford.

"Public universities are caught in this perfect storm" between a growing pile of demands on states and a national appetite for tax cutting, says former UW System president Katharine Lyall, now a scholar with the Carnegie Foundation. In a new book, *The True Genius of America at Risk*, Lyall and former UW System chief budget officer Kathleen Sell PhD'95 argue that these fiscal and political winds are causing "de facto privatization" of America's top public universities, making them look and operate less like publicly accountable institutions.

The authors note, for example, that state funding now accounts for only about 8 percent of the University of Virginia's budget and less than 7 percent at the University of Colorado at Boulder.



This larger issue of accountability seems to underlie many of the recent squabbles between UW-Madison and state leaders. Most of the debates boil down to a simple question of control: to whom — and on what issues — is the university answerable?

deserves some blame. Many legislators remain chilled by the 2002 decision by the Board of Regents to freeze admissions at all UW campuses in response to Republican-proposed budget cuts. Some Republicans were further irked that university officials seemed to make little fuss the following year, when Doyle, a Democrat, sliced the UW System's funding by \$250 million, the largest budget cut in

less than in 1995. Taxpayer money, which in the early 1970s accounted for nearly half of UW-Madison's revenue, now funds only about 19 percent of the university's \$2.1 billion annual operating budget.

But the situation is not unique to Wisconsin. Confronted by many of the same budgetary quandaries, many other states have rolled back commitments to

"It is not realistic to expect that a world-class university can indefinitely continue to raise its own funding, compete in the marketplace for top faculty, staff, and students, but be accountable only to its shrinking public investors," Lyall says.

This larger issue of accountability seems to underlie many of the recent squabbles between UW-Madison and state leaders. Most of the debates boil

down to a simple question of control: to whom — and on what issues — is the university answerable?

The dynamics of privatization exist at UW-Madison, as well. From 1995 to 2004, while state funding crept up by 13 percent, the university's overall budget grew by 68 percent. Its endowment more

hard on the university when it does not appear to be serving the public good.

Some legislators argue that the university is dismissive of voter concerns on social issues, such as stem-cell research and protecting students' moral and religious freedoms. State representative Daniel LeMathieu was furious that a

accessible and affordable education.

"Virtually every state in the nation has these kinds of issues, and those things will tend to ebb and flow," says Aims McGuinness, a scholar for the National Center for Higher Education Management Systems. "The real question is, can legislators and the university



"Virtually every state in the nation has these kinds of issues, and those things will tend to ebb and flow. The real question is, can legislators and the university come together and work toward a common purpose?"

than tripled, and it ranked among the top three public universities in the amount of research grant money brought into the university by faculty. To some, the fact that the state is no longer the prime source of funding entitles it to have less say in how the university conducts its business.

"It's one thing to be told what to do if the state is providing 50 percent of the overall support for the university, but it's another when that support is below 20 percent," says Bugher. "At some point, you have to ask, 'Does the legislature deserve to have a role?'"

But to others, those statistics reinforce fears that UW-Madison is growing to look more like a private commodity. Because research grants and private gifts are usually designated for specific purposes, the university has supported its core educational mission as state money has waned largely by transferring costs to students. Tuition for in-state students has more than doubled in the past decade, up nearly 66 percent from 2000 alone.

As much as Wisconsinites may like the fact that UW-Madison is a world-renowned research institution, public-opinion surveys have consistently shown that what they value most about the UW System is its mission to educate state citizens. Rising tuition, along with increased competition for admission on most UW campuses, is shutting more families out of the system, and legislators sense that there is more willingness to come down

UW-Madison student health clinic ran ads in campus newspapers just before spring break last year that reminded students to get prescriptions for the morning-after pill. Saying that the ads showed how "public universities are out of touch with average Americans," he quickly introduced a bill, which has passed one house of the legislature, that would prohibit university health clinics from dispensing the form of birth control, which he considers "chemical abortion."

In another extreme example, Democratic representative Marlin Schneider MS'79, a longtime critic of the university who once derided it as being full of "white-wine-drinking, quiche eaters," last year introduced legislation that would mandate, among other things, a maximum weight for textbooks and where parents can park during move-in. Although his so-called student bill of rights never came to a vote, it struck some around the university as a sign that there were no limits to legislative pestering.

In all of these discussions, there is a tension between public accountability and micromanagement that can jeopardize both the university and the state. Move too much in one direction, and states infringe on universities' ability to be flexible and to capitalize on new funding opportunities that can leverage the state's investment. Move too much in the other, and public universities may begin to drift away from their commitments to

come together and work toward a common purpose?"

McGuinness, who advises states on how to retool their partnerships with universities, says the fundamental problem facing Wisconsin is that manufacturing-based economies don't have good prospects for long-term growth. "Unless the economy is revitalized, state revenues are going to continue to be stretched," he says. "Really, the conversation needs to be about the role that the university plays in the future of the state."

Leaders at both ends of State Street recognize the need to focus on the UW's role as an economic engine, if for no other reason than that making the state wealthier would ultimately help bring more money to the university, as well. Sheila Harsdorf, who represents a district in western Wisconsin along the Minnesota border, notes that people in the Badger state earn on average four thousand dollars a year less than their neighbors to the west. "That's an issue we have to consider when we look at the affordability of the System, but we also need to recognize the role the university can play in addressing this situation by attracting higher-paying jobs," she says.

To accomplish those goals, a few states are moving away from the traditional ways public universities have been managed. In North Dakota, for example, state government has put \$50 million into the creation of university-run innovation

Continued on page 61

The Year of Unfortunate Events

Continued from page 25

centers, which work to translate university ideas into new business for the state. Virginia and Florida are among the states that have taken steps to loosen regulations on their public universities, freeing them from costly reporting requirements while also creating incentives for achieving specific public goals. The trend is to use budgets less to punish universities for doing something wrong, and more to reward them for doing something right.

That's something that McGuinness doesn't see in Wisconsin, which he says appears to be stuck in a position of demanding hyper-accountability on administrative minutiae, while paying relatively little attention to bigger issues, such as how the state can continue to afford a sustainable level of public

those meetings have gone over well with representatives, who complained that they lacked personal contact with university leaders in the past.

"I have seen President Reilly and the chancellor more in the past year than ever before," says state senator Fitzgerald. "That's a positive sign."

Jack O'Meara, citing concerns about morale among faculty, is somewhat more guarded in his optimism. "My hope is that we can start to turn the corner, but I think the key is that everybody needs to realize the importance of the university to the state and its future economy. The legislature certainly has the right to criticize the university, but too much of this back and forth will eventually hurt the university."

As brutal as the year was, however, it may ultimately prove to have been

known for his love of numbers, can rattle off a dozen benchmarks that indicate that things may not be as bad as they seem. "When I look at the data," he says, "we've never been in better shape in almost every dimension of our activities."

But even the university's leaders have tended to zero in on the outliers. They were reminded of how much the personnel matters had come to dominate their vision late in the year, when they gathered for a regular monthly meeting to discuss the university's public relations. Most of them, showing the wear of months of trench warfare during the university's various legislative battles, were decidedly gloomy about the university's prospects. The sole exception was UW Foundation president Andrew Wilcox, the chief architect of UW-Madison's ongoing capital campaign.



"The key is everybody needs to realize the importance of the university to the state and its future economy. The legislature certainly has the right to criticize the university, but too much of this back and forth will eventually hurt the university."

support for its universities.

"The debate seems to be about a lot of peripheral issues," he says. "Historically, Wisconsin recognized way before other places how important the university was to the future of the state. But right now, I would have to say that you are falling behind."

THERE ARE SIGNS THAT WISCONSIN IS regaining its footing. Legislators and university officials indicate willingness to move past the injuries of 2005 and find more constructive ways to work together in the future. UW System president Kevin Reilly, Chancellor Wiley, and members of the Board of Regents have made the rounds with legislators of both parties to pledge their commitment to avoiding the kind of messy public spats that erupted last year. From all signs,

more embarrassing than damaging. The general sentiment, as Representative Gard says, is that "the university took a hit, but not a lethal one."

"Most people around here are pulling for them. I don't think that's always understood — the vast majority of people in the legislature will do what they can to help," he says. "Those folks don't necessarily get quoted in the paper as often. The detractors get a lot more ink."


The lasting legacy of 2005 may be the power of bad news to trump good. While its personnel issues dominated local headlines, UW-Madison was otherwise ticking off a quietly productive year, one that contained many stories less salacious, but perhaps no less important, than those crises. Graduation rates are near 80 percent, a high-water mark for the modern era. The average time it takes students to earn a degree is at an all-time low. Wiley,

How many reasons did he have to be happy? About 1.5 billion of them. Despite the university's political problems last year, Wilcox reported that donors gave more than \$194 million in 2005, up 20 percent from the previous year, and more than enough to exceed the campaign's \$1.5 billion goal.

Wilcox does not suggest that the UW's undeterred success in fund raising should supplant concerns about future state budgets. It does, however, offer a lesson in perspective.

"Around the university, we tend to internalize a lot of things that we ought to just get over," Wilcox says. "We all make mistakes, and most of the time, people will forgive you. They might not forget, but they do forgive." 📖

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



Bugged by bugs? Don't be so quick to judge. Scientists studying the biology of cooperation are discovering that single-celled organisms can do remarkable things for their hosts — even keep them alive. Is it time for détente in our war on germs?

By David Tenenbaum MA'86

For a long time, bugs were bad. They caused tetanus, cholera, tuberculosis, and a host of other diseases. About 150 years ago, microbiologists began waging war against bacteria, leading to some of the most enduring triumphs of medicine: life-saving vaccines and antibiotics that steeled our bodies' defenses to attacks from the inside. In their quest to outsmart or outright kill unwelcome guests — including bacteria, fungi, and viruses — doctors also engendered the notion that the road to health passed through a graveyard of microbes, breeding a century-long epidemic of bacto-phobia that led to those colonies of antibacterial soaps and cleansers.

Guess what? They were wrong, or at the very least, not entirely right.

The notion that bugs are bad is as simple as it is misleading. Without bacteria and fungi, life wouldn't be just nasty, brutish, and short. Life — at least, human life — would not be possible. Bacteria did just fine without us for several billion years, but we could not live a minute without them.

Consider the numbers: a healthy person hosts about 2,300 species of bacteria. In most bodies, bacterial cells outnumber human cells by ten to one. Almost all are harmless, and many are helpful, even crucial. Take the bacterium *E. coli*: while many people probably think of *E. coli* as a harmful agent that enters the body through contaminated meat, there are

already billions of *E. coli* bacteria living happily inside the human intestine. If they weren't there, producing vitamin K for your body, your blood would not clot, and you would bleed to death.

The idea that organisms often live and work together, which scientists call symbiosis, isn't new. But for generations, biologists didn't really have the tools to deal with life's complexity; they were forced to isolate organisms and study them one by one. Technological evolution in the life sciences has changed all that, and that's led to a flurry of activity surrounding the science of symbiosis.

At UW-Madison, dozens of faculty from around the life sciences have begun to probe more deeply into the relationships between organisms. What they're finding is that symbiosis is a whole lot more complex — and a whole lot more interesting — than we ever imagined.

It Takes a Village

The symbiotic revolution reflects a growing realization that life is a matter of context. Even particularly malevolent bacteria can be quite useful given the right surroundings. Some animals are able to detect the type and number of microbes nearby and select which ones they want to keep around. Similarly, plants that depend on certain bacteria and fungi nourish those microbes, but not others.

The upshot — beyond just that maybe it's not such a good idea to

slaughter bugs indiscriminately with those germ-killing cleansers — is that science can learn more about how life works by studying its relationships, rather than its individuals.

Symbiosis — which includes mutualism, where both parties benefit, and parasitism, where one party benefits at the expense of the other — represents a departure from the rugged individualist's view of biology, which says we're all competing to survive. Jo Handelsman PhD'84, a professor of plant pathology and an impassioned advocate for the study of symbiosis, describes it as "the idea of conversation, not combat."

In biology, as in marriage, understanding how parties communicate is the key to understanding any relationship, she argues. "There is a much finer line between a mutually beneficial relationship and a pathological one than we normally believe. On the one hand, you have a relationship between two organisms that are talking, cooperating, and on the other, something has gone wrong. It's probably a conversation that has gotten out of hand."

Researchers are beginning to understand just how intricate those relationships can be. In the UW's bacteriology department, associate professor Heidi Goodrich-Blair studies a soil-dwelling

Facing page: Despite their well-known nasty streak, *E. coli* bacteria live and thrive in the human intestine, helping our bodies produce vitamins that are essential to our survival.

Friends in Low Places

nematode — a tiny, simple worm — that has a complex relationship with a particular bacterium. Together, the two organisms form a killing machine. After the worm enters an insect, it releases the bacteria, which overwhelm the insect's primitive immune system and cause death. The six-legged becomes dinner for the nematode, which after eating collects the bacteria and stores them in a specially made pouch.

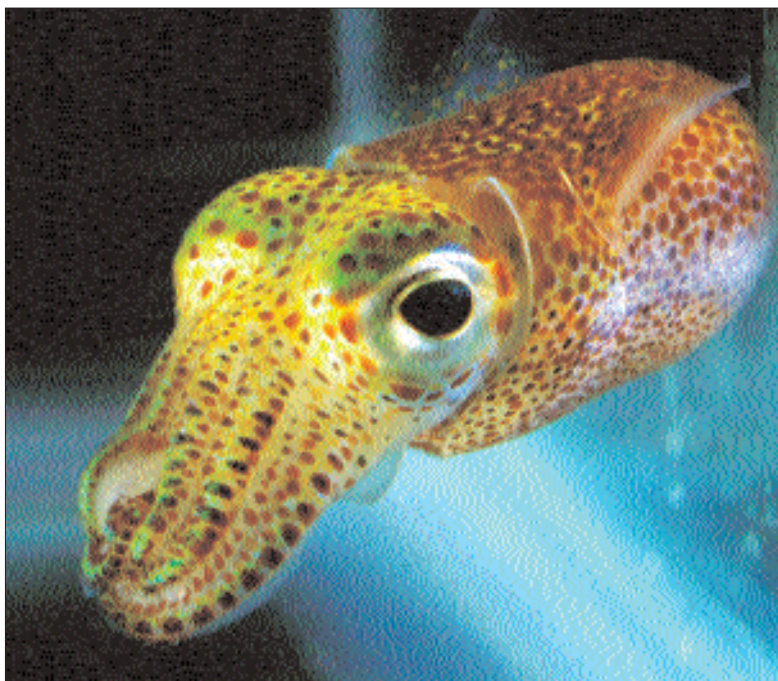
For biologists, that nifty system is full of questions that go to the heart of understanding how symbiosis works: What tells the bacteria to leave the nematode? How do they shut down the insect's immune system? How do they know to come home after dinner?

It's also a good model of what scientists call "species specificity." This nematode is not interested in any old bacterium, but how does it tell one species from another?

Apparently, it recognizes proteins on the outside of the bacteria. These proteins, like all others, are made by genes, and Goodrich-Blair has now identified three genes in the mutualistic bacterium that seem to allow it, and only it, to colonize the nematode. When she transferred the same genes to different bacteria, they, too, were acceptable to the worm.

"That's exciting," says Goodrich-Blair. "We have identified a set of genes of unknown function that have the ability to expand the host range."

But symbiosis isn't just a new way of looking at biology — it's an entirely different approach to



WILLIAM ORMEROD

In the Hawaiian bobtail squid, the same bacterial toxin that causes whooping cough and gonorrhea in humans is responsible for the development of vital organs, which suggests to scientists that bacteria aren't universally good or bad, but that their behavior depends significantly on their surroundings.

"Like any other friendship, it's got to be reinforced at a number of points, before you lower your guard. And there is no greater lowering of your guard than opening your tissue!"

studying life that requires more coordination among experts on various types of organisms. UW-Madison's efforts in the field have gotten an assist from the university's "cluster hire" program, which allows for the hiring of

cross-disciplinary teams of faculty who work collaboratively on emerging areas that don't neatly fit into any one department. Symbiosis is a prime example.

"There has been an interest in symbiosis all along," says Goodrich-Blair, "but we have established a larger group through the cluster hiring initiative."

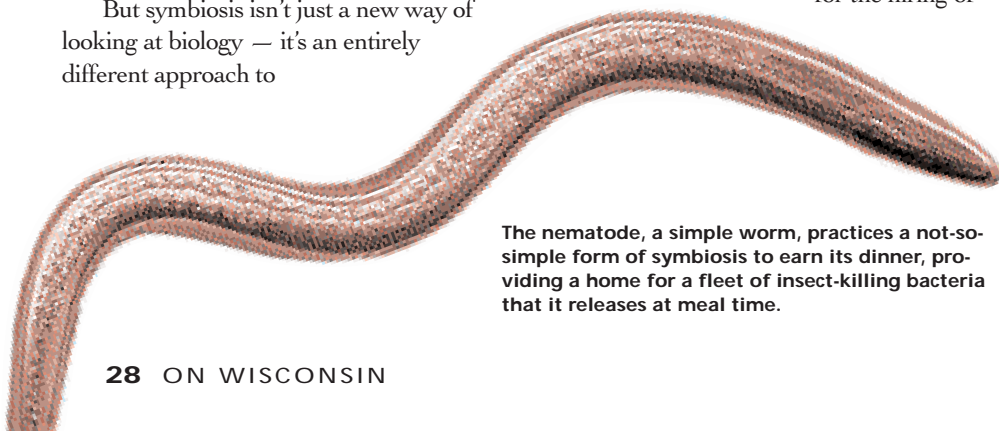
Together with bacteriologist Katrina Forest, Goodrich-Blair wrote a proposal to hire three symbiosis researchers, and the College of Agricultural and Life Sciences funded a fourth position. Along with several like-minded colleagues already on campus,

those new professors — Margaret McFall-Ngai, Edward Ruby, Cameron Currie, and Jean-Michel Ané — are creating a symbiosis on symbiosis, which promises to help unravel the chemical communication that greases the cooperation of species big and small.

McFall-Ngai and Ruby are studying a tiny Pacific Ocean squid, which employs a type of bacterial flashlight for survival. The Hawaiian bobtail squid lives in deep, dark water, where predators look up to see the shadows of prey against the bright sea surface. With the help of glowing bacteria, the squid becomes effectively invisible to predators below. But if you're a squid, how do you know to lease your premises only to light-emitting bacteria, and how do you keep the right number of bacteria around?

You do it with chemical signals, says McFall-Ngai, a zoologist who has been enthralled with this symbiosis for more than a decade. "The symbiont and the host have to say the right thing; it's a very complex dialogue in time and space over forty-eight hours. If the dialogue fails, the host gets rid of the symbiont."

One thing the squid wants to know is whether the bacteria, members of the genus *Vibrio*, make light, since there is no



The nematode, a simple worm, practices a not-so-simple form of symbiosis to earn its dinner, providing a home for a fleet of insect-killing bacteria that it releases at meal time.

point in offering housing to “dark mutants,” says McFall-Ngai. In experiments, the squid ejects these slackers within thirty-six hours, she says. “The host says, you’re outta here; somehow they can perceive that an individual bacterium is not doing its job.”

Ruby, in the medical microbiology and immunology department, studies the other half of the equation — the bacterial flashlight. “It’s looking more, as time goes by, that it’s not a single magic key that allows you to start living with your host,” he says. “Like any other friendship, it’s got to be reinforced at a number of points, before you lower your guard. And there is no greater lowering of your guard than opening your tissue.”

Once identified, these signals should be useful to traditional, germ-fighting microbiologists, because pathogens “probably use some of the same passwords to get in and attack an unsuspecting host,” Ruby adds.

Perhaps the most amazing aspect of the squid system, however, is the identity of the bacterial molecule that tells the squid to make a pouch for the bacteria. Called TCT, it’s a toxin made by other *Vibrio* bacteria, which cause cholera and gonorrhea. The idea that a single molecule could be directing a mutually beneficial relationship on the one hand and a parasitic relationship on the other returns to Handelsman’s picture of symbiosis as a conversation. Could pathogenic activity be the result of normal conversation that somehow degenerates into an argument?

We’re in This Gut Together

Even the normal conversations defy easy explanation. Biologists have long been fascinated by the symbiosis between ants and the fungal gardens they grow for food, for instance, but Cameron Currie, an assistant professor of bacteriology, has found evidence that the relationship is a lot more complicated than it appears. A few years back, Currie noticed that a parasitic fungus was eating one of the fungal gardens tended by ants in his lab. The ants noticed

too, he says. “They have a specific behavior to detect and remove the parasite, to weed it out of the fungal garden.”

Currie then discovered that the ants also harbor a bacterium that kills the fungal parasites, and in 1999, he published papers describing “four completely connected, coevolved organisms” that cannot live independently and which apparently evolved 50 to 65 million years



Growing microorganisms such as these soil-based bacteria in the controlled environment of a Petri dish is one of the most common ways researchers study the diversity of life, but it’s also a limited view. Biologists estimate that less than 1 percent of the bacteria that live in soil can be cultured in the lab, suggesting that life interacts in countless ways that we have yet to observe.

ago. Overall, says Currie, the system is a “great example of evolutionary innovation through symbiosis.” Rather than try to deal with the disease by evolving an ability to produce their own antibiotic — an ant-biotic, perhaps? — the ants formed an alliance with some microbes whose skills proved useful.

Jumping ahead in the degree of complexity, Handelsman has embarked on a long-term study of the intestinal ecology

of gypsy moths and cabbage white butterflies, where four to twelve species of bacteria coexist in a complex symbiosis.

Using the techniques of molecular biology and genetics, she will seek to document and explain the entire micro-ecosystem operating inside the insects.

Handelsman sees the insect gut as her scientific fate. “We want to describe everybody there, every part of the network, how they communicate, and which are competitors, which are cooperators, and under what circumstances,” she says. Such a project is likely impossible for the human gut, which is home to about one thousand microbial species, but Handelsman says moths are “very much within reach in my lifetime.”

The work tackles many ecological issues, such as how and why microbes invade their hosts and what makes communities robust enough to resist attack. One fundamental question is whether an ecosystem with a few species is easier to invade than one with many. In a recent experiment, Handelsman found that a moth treated with antibiotics was more susceptible to invasions, supporting decades-old claims of natural healers, who say that foods such as yogurt restore beneficial bacteria in the gut.

There is further evidence that our internal microbial soup promotes health. UW-Madison surgery professor Kenneth Kudsk ’71 has found that hospital patients get fewer infections when fed through a tube directly into the small intestine, rather than through an intravenous tube. The intestine is a major source of antibodies, used by the immune system to defeat pathogens, and feeding helps the intestine produce them. But it also seems to tame intestinal bacteria, which tend to get nasty when they’re hungry.

“As long as we keep eating, and keep them fed, they are happy,” says Kudsk. “But when we can’t eat, your immune system is down-regulated, and bacteria appear to get more aggressive. It sets up an opportunity for bacteria to invade.”

Studies consistently show that intestinal feeding cuts the rate of pneumonia in hospital patients from about 31 percent when intravenous feeding is used to 12 percent, says Kudsk. Since he first noticed this benefit of feeding through a tube more than twenty years ago, most hospitals have changed their practices and now use intravenous feeding only when the patient's condition prevents feeding directly into the intestine.

As the hospital story illustrates, a parasite is not always a parasite. That's something that Caitilyn Allen, a professor of plant pathology, has found in her studies of a bacterial wilt that affects a wide variety of plants. The wilt can be so devastating that some strains are deemed a "select pathogen" by the Department of Homeland Security, based on their potential for use in biological weapons.

Usually, bacterial wilt attacks a plant's connective tissue, making it look parched. But that's not always what happens, Allen says. "The wilt can be around but cause no trouble. In geraniums, it almost never causes symptoms, even when the population is just as high as in sick tomato plants," she says.

How does a geranium survive an infection that would kill a tomato? "My understanding is that the bacteria produce something that in the tomato elicits a violent response from the self-defense system, so the tomato seizes up, wilts, and dies, while the geranium is able to put up with the population surge without trouble," says Allen.

In other words, the disease is actually an interaction of bacteria and plant. "You can't really say who did it. They did it together," says Allen. "It's like a divorce: you can never go back to say it's one person's fault."

The Host with the Most

Once you start looking, it's hard to exaggerate the importance of symbiotic relationships between plants and microbes.

Farmers who grow soybeans and alfalfa, for example, know the value of

Rhizobia, a group of bacteria that help plants grab nitrogen from the air. There's a similar process going on underfoot, where fungi known as mycorrhizae take up residence on plant roots and help them absorb nutrients from the soil.

Jean-Michel Ané, an assistant professor of agronomy who studies both processes, says about 70 percent of plant species host the mycorrhizae, and that the fungi probably helped plants colonize land about 460 million years ago. Surprisingly, he has found three plant genes that are essential to both symbioses, even though the plant-mycorrhizae relationship predates nitrogen-fixing bacteria by some 400 million years.

But beyond their overlapping genetics, the two processes reveal something else about how microbes have changed the structure of plants. Several former UW researchers have studied how chemical signals from *Rhizobia* trigger plants to make enlargements called nodules on their roots, which become home to the bacteria. Ané thinks the older mycorrhizal symbiosis also may have altered plants earlier in its evolution.


"Roots as we know them are the perfect hosts for fungal symbionts," he says. In other words, those little root hairs you see all over the place may have evolved specifically to house fungi that help the plant eat.

Roots aren't the only indication that plants have been redesigned by symbiosis. Scientists have long known that chloroplasts, the cell components that convert sunlight into chemical energy, probably descended from independent-living bacteria. Similarly, the mitochondria — microscopic bodies that process energy in animal cells — contain their own DNA because they, too, once were separate organisms. Both chloroplasts and mitochondria, therefore, could represent the product of a symbiosis that went so swimmingly that the single-celled cooperators were invited inside the host — permanently.

These symbiotic relationships are literally all around us. The human mouth, according to new estimates, has more

than four hundred varieties of bacterial residents, and thousands may live in the average clump of soil. And this is why science is just now catching up with the idea of life in context. Traditionally, microbiologists isolated organisms to study them in the lab, but in the real world, microbes are usually found in groups containing dozens or hundreds of species. The sheer complexity of all those interacting genes was just too much for the old techniques to handle. And by the time you sort it all out, things may well have changed. That's what life does — it responds to the life around it.

Even in the earliest stages of multicellular life — during the blooming Cambrian period, some 540 million years ago — microbes were around to influence the process. The oceans were teeming with bacteria, viruses, and fungi — simple organisms that had already been evolving for more than two and a half billion years. The question of how these neighbors affected the complex life that evolved in their midst has gotten far less attention than, say, the chemistry of the atmosphere or the acidity of the ocean. Yet when it came to shaping evolution, McFall-Ngai insists, "The living context was at least as important as the dead context."

The reality of evolution is that we are ourselves symbiotic beings, not nearly so independent as we might imagine. From the mitochondria in our cells to the countless bacteria in our guts, we rely on other organisms. True, we battle some pathogens, but we give a home to others that help our survival. As Goodrich-Blair says, "All higher organisms evolved in the presence of microbes, not the other way around. We developed some mechanisms, like the immune system, to cope with the sea of microbes. And we developed other mechanisms to take advantage of microbes: to give them a home and get them to do us some favors." 

David Tenenbaum MA'86 covers science regularly for the Why Files (www.whyfiles.org).



RADLUND PHOTOGRAPHY/MARK AMBROSE; PHOTO ILLUSTRATION BY EARL MADDEN

Just when ya t'ink ya've herd it all...

Peter and Lou Berryman have made a career of spoofing the city and state they love.

By Susan Lampert
Smith '82

Peter x'69 and Lou '77 Berryman know what it's like to be living, breathing, singing souvenirs of your college experience.

They'll be playing somewhere on the national folk circuit, maybe Ann Arbor or Ithaca or Berkeley, they'll look out in the audience, and there are middle-aged people wearing red Wisconsin sweatshirts, and singing along.

"People from the UW graduate, go all around the country, and seem to wind up living in these college towns," says Peter. Lou, his wife for a few years while they were in their twenties, and his music partner for many more years than that, remembered a show in Davis, California, where a UW-Madison graduate went the extra mile.

"He had a brat fry tailgate party out in the parking lot," Lou says. "He set up a little corner of Wisconsin in the middle of California."

After the shows, some of the Badgers usually stick around, and they often have similar questions for the duo. So similar, in fact, that the Berrymans have a song about it. Here's the refrain:

*So how's old Madison, Wisconsin?
Is that Paul Soglin still the mayor?
And is Rennebohm's expanding?
Is the Club de Wash still there?
I used to sit out on the Terrace
and watch my grade point disappear.
For the life of me, I don't know
how I wound up here.*

If you've been to Madison recently, you know that Soglin has joined the corporate world, Rennebohm's sold out to Walgreen's long ago, and, sadly, the Club de Wash burned down a decade ago. But the Berrymans? The Berrymans, who turn fifty-nine this year, are still going strong. You may have grown up and moved away, but it looks like these ultimate children of the 1960s may never have to.

They're still writing and singing their weirdly eccentric songs, ranging from the one that warns "I don't want to hear you use that F-word with your mother," to another about painting the living room while worrying about environmental tragedy. And then there are their anthems about the strangeness of life in Wisconsin. A new one, "Dem Deer," is about watching the roads for Wisconsin's whitetail menace, and it's as likely to get stuck in your head as oldies such as "Up in Wisconsin."

The Berrymans' road to modest, Midwestern-size fame and fortune has enough weird twists and turns to give them material for another album or two. Along the way, they've been the subject of a folk song that made it to number one in Canada and have sung from the mouth of a giant fiberglass musky in a commercial for Wisconsin tourism. They've written lyrics for a musical, *Love is the Weirdest of All*, and had one of their songs recorded by Mojo Nixon and Jello Biafra of Dead Kennedys fame.

Their story begins in the early 1960s, in Wisconsin's Fox River Valley, or, as the Berrymans have renamed it in a song, "Squirrely Valley." They met in high school in Appleton. Their first group was a jug band with the very folksy name Town Council Morning Valley Craftsmen.

They moved to Madison and began studying at the UW — Lou as a music major and Peter as an art major. But the war in Vietnam was in full gear. Peter was drafted and had his military physical, but like many men of his genera-

tion, he didn't support the war. Lou says that being drafted prompted both their early marriage at age twenty and their decision to drop out of the UW and head to Canada.

"We left after his physical and before they came to get him," she recalls. "I, of course, wanted to go with him, and we stood a much better chance of gaining entry [to Canada] as a married couple."

It was there, during what Peter describes as "a five-year Canadian odyssey," that they first began performing regularly, at a wrong-side-of-the-tracks railroad hotel in London, Ontario, which may have foreshadowed their later gig at the Club de Wash. But

they mainly lived in Vancouver, where Peter did graphic arts and Lou was a weaver.

As they were getting ready to come home from Canada, a friend, Craig Wood, wrote a song called "Peter and Lou" as a farewell. Later, it was recorded by a Canadian folk singer named Valdy, and their tribute song hit the top of the Canadian charts. (In the mid-1970s, Valdy was second only to Gordon Lightfoot in the Canadian music world.)

"Friends would write to us from Canada and say, 'There's this song that sounds like it's about you,'" Lou says. Decades later, the Berrymans, Valdy, and Wood all wound up at a folk festival

Cheese & Beer & Snow

*Lunch and cheese and dinner and cheese
Fall and cheese and winter and cheese
Chips and cheese and jerky and cheese
Nuts and cheese and turkey and cheese
Cheese with pies and peppers and peas
Snow and beer and cheese*

*Cheese and snow and hockey and snow
Cows and snow, Milwaukee and snow
Boots and snow and dripping and snow
Ice and snow and slipping and snow
Wind and snow, a car that won't go
Beer and cheese and snow*

*Snow and beer and bowling and beer
Golf and beer and trolling and beer
School and beer and sledding and beer
Love and beer and a wedding and beer
Cold beer here, getcher beer here
Cheese and snow and beer*

*Slush and ale and Monterey jack
Flakes and brie and a cheap six pack
Drifts and curds and a head of good suds
Cheese whiz ice and a couple of Buds
All keeps well at thirty degrees
Snow and beer and cheese*

©1988 Lou and Peter Berryman



The Berrymans got their first break when they started playing regular gigs at the Club de Wash in the old Hotel Washington in the late seventies. For years, they charged a twenty-five-cent cover. Once they had proved that patrons would frequent the venerable dive, the club became the venue for other musicians such as Paul Black and Free Hot Lunch. This photo became the cover of the Berrymans' first album, *Lou and Peter Berryman, No Relation*. Peter says they still run into people featured in the photo, and there is talk of one day having an "audience reunion."

in Nova Scotia, where they presented a workshop on the song and its history.

But while the Berrymans lived on as a couple in Canadian folk music, they divorced after returning to Madison in 1973, then formed their duo, Peter and Lou Berryman, No Relation.

While people have expressed amazement that a divorced couple can spend thirty-plus years as a successful performing duo, the Berrymans don't see it as odd at all. Maybe it's better to view their marriage as the aberration in a lifelong friendship. Both have long since remarried, Peter to Kristi Seifert '70, a veterinary technician, and Lou to Mark Hodgson, a computer programmer. Both couples live on Madison's east side.

On a blustery winter day, the Berry-

mans got together at Lou and Mark Hodgson's home to talk about their unique career. The couple's home has a view of Lake Mendota and is across the street from Congresswoman Tammy Baldwin JD'89's restored lakefront Victorian. As Peter talked, Lou hauled out a souvenir of their first paying gig in Madison, playing at the World Dairy Expo on a stage made from half a silo. There, they met fellow folk singer Pat MacDonald, who became a longtime friend, and won a trophy inscribed "First Place, Silo Singing."

But their real break came in November 1977, when a bartender friend got them a gig at the Club de Wash.

In the 1970s, the Hotel Washington, owned by brothers Rodney and Greg

Scheel, was a wildly eclectic collection of low-cost rooming, clubs, and office space. (*Isthmus*, Madison's alternative weekly, had some of its first offices there.) Each venue had a unique personality: the Barber's Closet, with its secret entry and ice cream drinks, was the ultimate first-date bar. Unless, of course, you preferred Rod's, a regionally known gay bar in the basement. The hotel also housed the Cafe Palms, a spot for late night dining popular with restaurant workers, and the New Bar, a dance club.

And then there was the Club de Wash, which can nicely be described as a dive. It smelled of antiseptic cleaning products and boasted a clientele that ranged from UW students to railroad

guys who still lived upstairs, even though the depot next door had long ago closed. Public Radio's Michael Feldman '70 hosted an early version of his radio show there, as did local writer George Vukelich.

Because residents still lived upstairs, any music had to be acoustic. Rodney Scheel was skeptical that anyone would come to Club de Wash for music. But the Berrymans said they'd play for whatever they got at the door; for years they charged a cover of twenty-five cents.

"You could see people outside at the door, trying to decide if they wanted to pay," Peter remembers. "A whole bunch of people came. Rodney was beside himself."

Convinced of their appeal, Scheel loaned the Berrymans money for their first album. The duo played a regular weekly gig at the Club de Wash from the late 1970s until about 1986, inaugurating a place that would become a regular home to musicians ranging from bluesman Paul Black to Free Hot Lunch. Folk singer Willy Porter started his career there, and touring bands from Soul Asylum to Smashing Pumpkins to Alanis Morissette played there, too.

"It was so cool how Rodney mixed up all those subcultures — gay, straight, different races — and everyone got along," Peter says.

Looking back, the Hotel Washington seems like a mirage, a 1970s experiment in true multicultural entertainment. Rodney Scheel died of AIDS in 1990, and the hotel burned down, the victim of a smoldering cigarette, on a bitter February night in 1996.

By then, the Berrymans had long since left their spiritual home. Since the mid-1980s, they've toured on the national folk circuit. They've appeared on *Prairie Home Companion* three times, and opened for national folk stars such as Tom Paxton. They're also regulars at festivals ranging from the Philadelphia Folk Festival to the Big Muddy Folk Festival in Missouri to the Funny Songs Festival in Cambridge, Massachusetts.



The Berrymans, who tied the knot while they were still UW students, got divorced in 1973 and named their duo Peter and Lou Berryman, No Relation. Since then, they may have set a record for being the world's longest-performing, amicably divorced couple. "Yah Hey" refers to their roots in Wisconsin's Fox River area, or "Squirrely Valley," where they met in Appleton as high school students.

One odd twist in their career came in the mid-1990s, when they got a phone call from Pat MacDonald (of Timbuk3 fame). Recalls Peter, he asked, "Didn't you write, 'Are You Drinking With Me Jesus?'" Indeed, Peter had written the anthem during the duo's early days, and it appeared on their first album. MacDonald had heard a CD recorded by Mojo Nixon and Jello Biafra, which attributed the song to an unknown writer. It turns out that someone had handed Nixon the lyrics to the Berrymans' song at a concert in Minneapolis. Once Peter contacted him, he says, Nixon was very gracious.

"He conceded all the copyright to us," Peter says. "To this day, we still get royalties from it." All that for a tune that Peter described to *Acoustic Guitar* magazine as a "sophomoric bar song" that they almost never perform anymore, because, says Lou, "We don't want to offend anyone."

"It's such a strange story that maybe we should write a song about that song," muses Peter.

While the Berrymans' sense of humor is gentle, their appreciation for the quirks and strangeness of Wisconsin is what makes their music special. They

have a waltz to the "Weyauwega Moon," and a tribute to some of the often overlooked benefits of Wisconsin winter — the fact that "snow and beer and cheese, all keep well at thirty degrees."

Their song "The Limburger Ballad" is about a standoff back in 1935 between a Wisconsin dairyman and an Iowa postmaster who refused to deliver his cheese on the grounds that it smelled so awful. (We're not making this up.) And who else would sing about Poniatowski, the Wisconsin burg that's:

*Exactly half the way from the equator
to the pole
A quarter of the way around the
planet as a whole
It's very hard to find it on a map
of county roads
Ridiculously easy on a four-inch globe.*

James Leary, professor of folklore at Wisconsin and the author of a book on Wisconsin folk humor, is one of the Berrymans' fans.

"They're really funny," Leary says. "They're very grounded and don't pretend to be from anywhere else. They have broad appeal in the same way a folk singer from Tennessee who evokes

Continued on page 57

Peter and Lou

Continued from page 33

the mountains does.”

Leary, who used to co-host the *Down Home Dairy Land* show on public radio, says that the Berrymans have lasted so long because they’re also good promoters and entrepreneurs. They sell their CDs through their Web site. And Lou’s dining room table is filled with correspondence on their latest venture: renting scripts of their musical, *Love is the Weirdest of All*, to theater groups.

All this, plus traveling the country to perform, has allowed the Berrymans to achieve a long-lost goal of much of the sixties generation: they never had to sell out or get a day job. And while others their age may have climbed the corporate ladder only to be shoved off, the Berrymans have created a career with true job security.

“This is the kind of gig you can maintain forever,” Lou says. “If your looks go to hell, or your voice does, that’s okay. Old folk singers are supposed to look and sound that way.”

Actually, the Berrymans still look and sound pretty darn good. They sold out a performance on New Year’s Eve 2005, a rare Madison show to raise money for the Atwood Community Center. Peter reported to the crowd that one of their tunes, “Wonderful Madison,” is up for consideration as the city’s official song, which will be named this year to celebrate Madison’s 150th birthday. It’s ironic, he told the crowd, because he’d written it “teasing the jingoism of city promotions.”

But, like nearly everything the Berrymans perform, “Wonderful Madison” is pretty funny and appeals to the never-graduating university student inside all of us:

*She wears her lakes like a diamond tiara
Her necklace is known as the mighty Yahara
Around her the Beltline is draped
like a garland
And brings in commuters from way
past McFarland*

Your State’s Name Here

*Sometimes when the grass is blown by the breeze
There’s a far away look in the leaves of the trees
A memory returns heartbreakingly clear
Of a place I call home, (your state’s name here)*

*No sky could be deeper, no water so clear
As back in the meadows of (your state’s name here)
I’m gonna go back although I don’t know when
There’s no other place like (your state’s name again)*

CHORUS:

*Oh, (your state’s name here), oh, (again) what a state
I have not been back since (a reasonable date)
Where the asphalt grows soft in July every year
In the warm summer mornings of (your state’s name here)*

*My grampa would come and turn on the game
And fall asleep drinking (your local beer’s name)
While gramma would sing in the garden for hours
To all of (the names of indigenous flowers)*

*The songs that she sang were somewhat obscure
She learned from the local townspeople I’m sure
The language they use is not very clear
Like (place a colloquialism right here)*

*I’d love to wake up where (the state songbird) sings
Where they manufacture (the names of some things)
Like there on the bumper, a sticker so clear
An “I”, then a heart, and then (your state’s name here)*

*Whisper it soft, it’s a song to my ear
(Your state’s name here, your state’s name here)
It’s there I was born and it’s there I’ll grow old
By the rivers of blue and the arches of gold.*

©1988 Lou and Peter Berryman

*Oh Wonderful Madison mother of cities
Queen of all Dairyland, waiting for me
Wonderful Madison, jewel of Wisconsin
With more than one high school
and cable TV*

*Hard working mother you lion of business
From Shopko to Oscar’s and all through
the Isthmus
But if getting a job doesn’t seem to
be prudent
You can take out a loan and return
as a student.*

Unless, that is, you’re content with reliving the experience via a Berryman concert and a beer, beside the clear waters of [your state’s name here]. 🍺

Susan Lampert Smith ’82 attended her first Lou and Peter Berryman show at the Club de Wash as a UW-Madison student in the late 1970s. She often quotes their lyrics in her *Wisconsin State Journal* column, because they describe life “Up in Wisconsin” better than anyone.

For more information about Peter and Lou Berryman, visit their Web site at <http://members.aol.com/berrymanp/index.html>.



THE ARCHITECT OF SOCIAL SECURITY

Social Security isn't just the federal government's most important domestic program; it's also the most far-reaching result of the **Wisconsin Idea**, a unique product of the UW's economic doctrine, the state's progressive politics, and a professor named **Edwin Witte**.

BY JOHN ALLEN

Paul Ryan is on the run. "I can only talk for about six minutes," he told me over the phone in early December. "This is a very busy time."

Ryan represents Wisconsin's first district in Congress, where he sits on the House's powerful Ways and Means Committee. In December, the House of Representatives was working feverishly to tie up its end-of-year business: tax cuts, spending cuts, appropriations. The Ways and Means Committee was at the center of all that activity.

"I'm sorry about the brevity," Ryan said. He's terse, but not irritable — though he certainly had cause for irritation. For if Ryan was on the run, his prize bill wasn't.

That bill, H.R. 1776, is a 127-page document with a straightforward, if pedestrian, title: "To reform Social Security by establishing a Personal Social Security Savings Program and to provide new limitations on the Federal Budget." It's Ryan's attempt to address the looming shortfall in the national retirement fund by diverting a portion of the Social Security tax into private accounts.

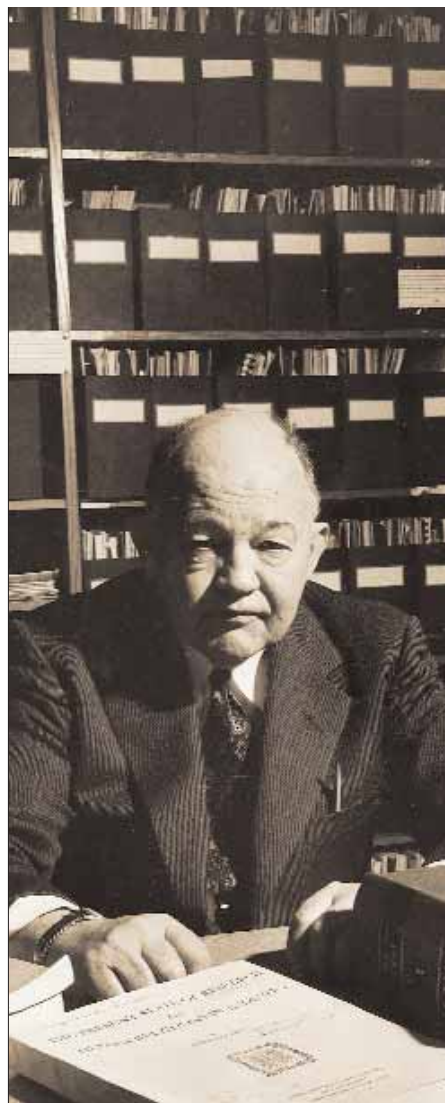
Social Security “is the most important program we have in the federal government,” he said. “It’s the largest tax for the majority of workers in America, [and] it prevents most people from going into poverty in old age.” And, he warns, it’s going broke — slowly, but inevitably. He believes his reform package could not only save the program, but offer people the chance to better their station in life. “Right now, half of American workers are investors,” he says. “That means the other half aren’t. We can make everyone a member of the investor class.”

Last April, when Ryan introduced H.R. 1776, it seemed to have a bright future. President George Bush, fresh off re-election, had called for such a plan in his State of the Union Address — it would, he’d said, be the major domestic focus of his second term. But the public never really got on board. Throughout 2005, AP polls showed opposition to privatization plans running at about 60 percent. By the end of the year, Bush seemed to have given up on the plan, talking of “a diminished appetite in the country” for altering Social Security. Ryan’s bill was stalled and not likely to be revived.

For Ryan, this inaction was frustrating, the result, he fumed, of “politics and demagoguery.”

His opponents, naturally, see it differently. One of them, Tammy Baldwin JD’89, represents Wisconsin’s second district, including Madison, and she believes Ryan is overstating his case. “Because of the time we have to fix Social Security, I see it as more of a challenge than a crisis,” she says. Turning the program into a series of personal accounts, rather than the pay-as-you-go system in which current workers’ taxes pay the benefits of retirees, is too radical a change — a violation, she feels, of the spirit of Social Security. “Social Security is one of our most successful programs,” she says, “because it speaks to a deeply held value, an intergenerational commitment and investment in the common good.”

Political science professor John Witte ’68, too, believes that “we could make the program solvent indefinitely with just



Edwin Witte's vast files and thorough research habits helped create Wisconsin's Legislative Reference Library.

Edwin Witte, the longtime chair of the UW’s economics department and the man whom the Social Security Administration refers to as the father of the Social Security Act, meant for Social Security to be conservative. “It’s a rock, and you need a rock.”

minor changes.” He has a strong personal interest in the program. He turns sixty this year, making him just a few years shy of eligibility. But he also happens to be

the grandson of Edwin Witte ’09, PhD’21, the longtime chair of the UW’s economics department and the man whom the Social Security Administration refers to as “the father of the Social Security Act,” though John Witte says his grandfather “never used or even acknowledged that title.” He maintains that his grandfather had a particular vision for Social Security, and that vision didn’t include personal accounts or private investment. “My grandfather meant for Social Security to be conservative,” he says. “It’s a rock, and you need a rock.”

This particular rock is likely to dominate American finance for the next century, but it’s also a relic, a direct outgrowth of the Wisconsin Idea when it was at the peak of its influence. In the early decades of the twentieth century, the university brought together a unique blend of personalities, theory, and politics, and Social Security, which John Witte calls “the most important piece of American legislation of the last hundred years,” is one product of that mix.

When Edwin Witte came to the UW from his native Watertown, Wisconsin, the university was dominated by the leaders of the Progressive movement. Though most weren’t socialists, they were generally convinced that capitalism was broken, and that only scientifically applied government intervention could fix it. John Commons, one of the leading economic theorists of his day and an evangelist for active government, dominated the UW’s economics department and drove this principle into his students, including Witte.

A faculty fixture from 1904 until 1933, Commons was a proponent of a school of thought called institutional economics, which in his eyes aimed to redress the inequities of the free market. Institutionalism, he wrote, emphasizes “management over equilibrium, or control instead of laissez faire,” and encourages the regulation of economic matters. His teaching blended in history,



John Commons, the legend of the UW economics department, sits in his office in Sterling Hall. Commons was one of the great forces of the Wisconsin Idea, designing legislation on labor and industrial regulation during the state's Progressive era.

sociology, and psychology to place economics within the vast context of human social development.

One of the early proponents of the Wisconsin Idea, Commons promoted an economic doctrine that stressed fairness over the creation of wealth — a popular philosophy during Wisconsin's Progressive era. His writings infused many of the state's labor and industrial laws in the early twentieth century, and he virtually wrote Wisconsin's workmen's compensation law, the first such program in the country. It was largely in tribute to Commons that Theodore Roosevelt, when he was running for president on the Progressive Party ticket in 1912, said, "All through the Union, we need to learn the Wisconsin lesson of scientific popular self-help, and of patient care in radical legislation."

Commons was Witte's mentor through graduate school and afterward. He helped land Witte a position as chief of the Wisconsin Legislative Reference Library from 1922 until 1933, enabling them to continue pursuing Commons's progressive agenda. The reference library was more than a research office — it was also where most of Wisconsin's laws were drafted. While Witte was becoming an expert at writing bills, he also read deeply about the social insurance plans that were gaining popularity in Germany and Britain, writing articles about them for academic and political journals. And when the Depression hit Wisconsin, he designed an unemployment insurance plan for the state — another national first.

Unemployment insurance would not, Witte knew, directly launch Wisconsin

into economic health. But he expected it would address the underlying causes of the Depression. It would, he hoped, "promote recovery by helping to allay the frightful sense of insecurity which is one of the greatest obstacles standing in our way." He believed that if people felt more secure, they would be willing to buy more, invest more, launch more businesses — if they had some sort of safety net, they would engage in the potentially risky ventures that make the economy go.

Witte's line of reasoning found wide appeal, particularly at the White House. When, in the summer of 1934, President Franklin Roosevelt decided to give America an economic safety net, his administration chose to do so through a government-sponsored insurance program. Edwin Witte was the only economist in the country who had experience turning such a plan into working law.

But when Roosevelt needed him, Witte was no longer in government. Commons had retired in 1933, and Witte returned to the UW to take up his professorship. Witte wasn't a particularly prominent academic then. His list of publications was relatively short — up to that time, he'd written only one book, *The Government in Labor Disputes*, an expansion of his doctoral dissertation published in 1932.

"I've never been much interested in economic theory," he once confessed to Commons. Instead, he preferred "to have a part in solving practical problems and shaping political developments."

That was the attitude the Roosevelt administration was looking for. It didn't need academic credentials — it needed action.

The summer of 1934 wasn't a good time to be in Roosevelt's administration. He had been in power for fifteen months, but though his Democratic Party held both houses of Congress and had passed much of his New Deal legislative program, the Depression showed no signs of ending. More than a quarter of the

country's working population was unemployed and more than half of the nation's elderly didn't have enough money to support themselves. With midterm elections approaching, Roosevelt faced a potential rebellion within his own party as the public demanded that government do more to protect them from poverty.

To counter the rising calls for action, Roosevelt created a Committee for Economic Security — by which he meant “security against the hazards and vicissitudes of life ... especially those which relate to unemployment and old age” — chaired by his second assistant secretary of labor, Arthur Altmeyer '14, MA'20, PhD'31.

Altmeyer was another Commons disciple, and he'd worked with Witte in Wisconsin state government and as an unpaid lecturer in the UW's economics department. On July 24, 1934, he offered Witte the job of executive director of the Committee for Economic Security — essentially, the committee's head technician, its highest ranking non-political employee.

Witte immediately accepted, and though he wrote later that he “had no previous indication of being considered for this position,” he must have had some inkling, for he left Madison on July 25. He didn't even wait to get formal permission to take a leave from the university. Two days later, he wrote to Glenn Frank, then the UW president, to apologize for not taking “the time to see you before I left for Washington. As you were gracious enough to say, however, the working out of a national program for social insurance is such an important work that it would not do for me to turn down the opportunity to be associated with it.”

Witte was given a staff of actuaries, statisticians, financial managers, and sociologists to study the problems of creating a nationwide insurance program that would cover tens of millions — and ultimately hundreds of millions — of citizens. For the next five months, they spent their days examining those problems: how to unify the various old-age and unemployment programs that some

states had set up, how to phase in a payroll tax without the expense serving to worsen unemployment, and what to do about all those Americans who were already retired or would reach retirement without making adequate contributions to the new insurance program. Each night, he met with his executive overseers from 8:30 to 11:30 to decide which aspects of his staff's work to include in the law.

It was largely in tribute to Commons that Theodore Roosevelt said, “All through the Union, we need to learn the Wisconsin lesson of scientific popular self-help, and of patient care in radical legislation.”

The committee's work generated considerable excitement, and in the 1934 midterm elections, Roosevelt saw his majorities in the House and Senate increase. But Witte worried that the public was misinterpreting the nature of his effort. “The present popularity of unemployment insurance is, to a considerable extent, due to the prevailing notion that it is a substitute for relief,” he wrote. “This is a very erroneous assumption.”

Confusing social insurance with relief would, he feared, undermine the psychological effect of the program. Insurance was a respectable, middle-class institution that people could rely upon without shame when they fell into difficult straits. Relief, however, was for the poor, and particularly the incurably poor. As one of his staffers put it, relief has “a disastrous psychological effect ... which in turn breeds more dependence. The quality of self-respect which perhaps more than any other helps to build and maintain a sturdy community has an important dollars and cents value to society.”

Witte also wanted people to believe old-age insurance was respectable so that they would take advantage of it, retire, and open up job mobility. The program was designed, his staff wrote, “with the definite purpose of encouraging retirement at the age of sixty-five. It is recommended that retirement be compulsory at the age of seventy in order to increase the opportunities of younger workers.”

Witte and his staff slaved away for five months, and when their labor was complete, they had generated more than two thousand pages of neatly typed memos and studies. From these, Witte and Altmeyer put together the draft of the legislation that would become the Social Security Act and presented it to Roosevelt on January 15, 1935. Witte hoped he could then return to Madison, but he was required to testify at the Congressional hearings on the bill, which lasted well into February, and then to defend it from political attacks.

The bill met opposition from both conservative and liberal elements. UW president Glenn Frank, who had felt that creating the social insurance program was so important, changed his mind when he saw the bill. He chaired the Republican policy committee, which circulated a pamphlet declaring that the plan's “promised Utopia is ... one more whited sepulcher” for America's business community. Its taxes, they said, would cripple any recovery and lead to deeper unemployment. Any attempt to construct a social safety net ought to wait until after the economy recovered.

Others were more severe. Industrialist Henry Ford publicly scoffed at the idea of social security. “No government can guarantee security,” he said. “It can only tax production, distribution, and service and gradually crush the poor to pay taxes.”

But Witte felt that conservative attacks on the program presented less danger than those from the left. “The strongest opposition we have comes from groups that think that our proposals are too moderate and too pro-employer,” he wrote. “Business men, in my opinion,

make a very serious mistake in opposing the President's program. In doing so, they merely invite more extreme measures."

And there were many more extreme measures. A group of clergy wrote an open letter to the president in 1935, demanding socialism and declaring that "there can be no permanent recovery as long as the nation depends on palliative legislation inside the capitalistic system."

Witte wanted his social insurance program to save the capitalist system, not undermine it. He hoped to preserve the sense of liberty and dynamism of market economics — and believed that a minimum sense of security would encourage people to have more confidence in the market. "It is only when people are not undernourished, enjoy good health, and have hope for bettering their lot, or at least for being spared the

direst consequences of want, that they put forth their best efforts or are capable of doing so," he said.

In the end, Congress passed the Social Security Act with overwhelming support: the vote ran 371 to 33 in the House, 77 to 6 in the Senate, making Witte's plan law on August 15, 1935, just thirteen months after he'd left Madison for Washington.

Witte called his work on the bill "the most rewarding experience of my life," but he was eager to get back to teaching. When various federal employees wrote him asking for an opportunity to join the new Social Security Administration, he told them that he was leaving government and had turned down any opportunity to take a leadership role in the implementation of the program. "I have made up my mind that I could not

accept," he wrote to one applicant, "as I have had all the administrative experience that I want."

It didn't work out that way. Witte returned to government work many times during the remainder of his career, serving as an adviser to the Social Security Administration during the program's launch and as chairman of the War Labor Relations Board in Detroit during World War II.

But he also taught extensively, advising some fifty-six doctoral candidates through their dissertations and filling the ranks of American economists with institutionalists in his and Commons's tradition. Social Security didn't encourage him to retire at sixty-five. Rather, he stayed on the faculty until 1957, when he

The Great Econ Fracas

Edwin Witte's interventionist, pro-labor stance on many political and economic issues may have been popular with Franklin Roosevelt's administration, but it often put him at odds with other economists. One of his most severe conflicts came over the work of Milton Friedman, today the nation's foremost advocate of free-market policies. But when they clashed in 1940, their struggle wasn't so much political as academic — a far more vicious arena.

Friedman was then just a lecturer at the UW, and though he was still trying to finish his doctoral dissertation, another UW economics professor, Harold Groves, asked him to evaluate the university's statistics courses, then taught through the School of Commerce. Friedman was brutal in his assessment. "A student cannot secure training at UW sufficient to qualify him to teach advanced statistics or to do independent work in the field of statistical methods," he wrote. "Even if he takes all the work offered, he will be but indifferently qualified to do research involving the application of modern statistics."

The memo impressed Letters and Science dean George Sellery, who wanted to hire Friedman full time starting in the fall of 1941. But Friedman had offended

not only the Commerce faculty, but also professors in Witte's economics department, where the executive committee voted against offering Friedman a job. "The situation is such that the appointment of Mr. Friedman will intensify the bitterness within the department," Witte wrote to Sellery and UW president Clarence Dykstra. "It may even result in the resignation of some of the most valuable members of the department, and may lead to a row which may reach not only the Regents but the Governor and the Legislature."

Sellery and Dykstra went to the regents anyway, and asked them to hire Friedman without departmental approval. But after a copy of Friedman's statistics memo found its way into the pages of *The Capital Times*, the issue became a scandal. Ultimately, Friedman settled the matter by withdrawing himself from consideration.

Witte succeeded in holding the UW's economics department together, but he couldn't stop the spread of Friedman's influence. After landing on the faculty of the University of Chicago, he developed his free-market monetarist theory of economics, which earned him a Nobel prize in 1976 and has dominated American politics from the Reagan administration to the present.

— J.A.



Edwin Witte (circled at left) poses with the members of the UW's Socialist Club for the 1912 *Badger* yearbook. Two members of that year's club ended up with long careers on the economics faculty: Witte, a professor from 1933 to 1957, and Selig Perlman (not pictured), a labor theorist who became a professor in 1927 and retired in 1959. Both were disciples of John Commons.

turned seventy and Wisconsin law required him to retire.

The Social Security program that Witte designed quickly grew in popularity. As early as 1937, before the program had paid a single cent in retirement benefits, Arthur Altmeyer could claim that "both labor and employers have come to accept the Federal old-age insurance plan as something permanent, as something apart from administrative change." Though the Social Security Act has been amended seventeen times in its seventy years, each piece of legislation has been designed to extend or strengthen the program.

As they were drafting the original bill, Witte and his actuaries calculated the program's revenues and expenses for forty-five years, until 1980. They predicted, with relative accuracy, the lengthening of the American life span and the growth of the elderly segment of the population, from 5.4 percent (or around 7 million) in 1935 to 11.3 percent (or more than 20 million) in 1980.

But they failed to predict the effect of the post-World War II baby boom — or, more importantly, the baby bust that followed. Because of the drop in fertility rates that began in the late 1950s, young workers make up a smaller portion of the


"In a way, this is a uniquely Wisconsin debate. Social Security reform is a progressive idea. It bucks the status quo. We want to make sure that this is around for future generations. We believe this is the only way to do it."

population than they once did, and retired people make up a larger and larger portion. In 1945, just before the baby boom began, there were nearly 42 workers paying into Social Security for each retiree taking benefits out. In 2005, this ratio had dropped to 3.3 to 1, and by 2030, it will fall to 2.2 to 1. This deficit of workers is what threatens Social Security's — and the economy's — future.

"The remarkable thing about today's Social Security debate is that everyone agrees about the numbers," says Cameron Sholty, the Wisconsin director for Freedom Works, a lobbying group that supports Ryan's and other efforts to

privatize Social Security. He sees it as fitting into previous legislative efforts at strengthening the program, and maintains that personal accounts would save Social Security, not end it. In that respect, he feels that his work is the true heir of Commons, Witte, and their Wisconsin Idea colleagues.

"In a way, this is a uniquely Wisconsin debate," he says. "Social Security reform is a progressive idea. It bucks the status quo. We want to make sure that this is around for future generations. We believe this is the only way to do it."

But Tammy Baldwin remains convinced that Social Security's genius lies in its status as a rock, as something immune to the vicissitudes of the free market. She believes that the same concerns that drove the Wisconsin Idea's progressive policies are as valid today as they were in Witte's time. "We need part of our retirement plan to be guaranteed, inflation adjusted, and risk free," she says. "If we privatized Social Security, and then there was another market crash, then we'd just have to re-create the system, or something very like it." 

John Allen is associate editor of *On Wisconsin*.

THE Life OF Pie

For generations of students and alumni, there's nothing quite like a slice of UW-Madison's fudge-bottom pie.

But who introduced the dessert on campus is a riddle wrapped in a graham-cracker crust.

BY MICHAEL PENN MA'97

Around the time of UW-Madison's 150th birthday, I helped edit a booklet that commemorated 150 great achievements of the university, a happy little celebration of the things that make Wisconsin unique. We included a brief passage about Carson Gulley, the gifted and ebullient head chef in UW's residence halls for twenty-seven years and the only person of color for whom a campus building is named. The item was sixty-five words, barely a paragraph long. But in the end, only three mattered: *fudge-bottom pie*.

We wrote that among Gulley's contributions to campus was a "lip-smacking fudge-bottom pie," an innocuous-seeming link between cook and cookery that we'd seen made in many places, including Gulley's own spiral-bound recipe book. We might have provoked less controversy if we had said Gulley invented Bucky Badger.

The publication had been out only a few days when we received a missive from Ted Crabb '54, director of the Wisconsin Union from 1968 to 2001, who said that we'd printed a mistake. Gulley "had nothing to do with fudge-bottom pie," Crabb wrote. "Fudge-bottom pie is a Union dessert item." He was polite about it, yet insistent that we "set the record straight" about a valued piece of the Union's heritage.

What we learned is that when the subject is fudge-bottom pie — the decadent custard-over-chocolate creation that

has been served on campus since Harry Truman was president — everyone wants a piece. The dessert may not have the edificial permanence of Bascom Hall or Camp Randall Stadium, but it represents ground no less hallowed. Generations of alumni cherish it, and so, too, do the two campus organizations that lay claim to it.

Both the Union and the Division of University Housing serve their own version of the pie — and their own version of its origins. One story says that the pie was invented at Memorial Union, where it's been served every day since at least the 1950s. A competing theory gives credit to Gulley, whose name graces the pie served by Housing's kitchens, as well as the cafeteria building where students eat it.

Past attempts to reconcile these histories have tended to lead to frustrated ends — and a lot of heated debate over a chilled pie. But seeking truth, reconciliation, and a reason to charge pie to the *On Wisconsin* expense account, I decided to dig deeper into

the layers of this campus legend. The idea was to get to the bottom of fudge-bottom pie, no matter how many calorie-laden forkfuls it took.

When it comes to UW-Madison traditions, fudge-bottom pie is older than Bucky Badger, the Fifth Quarter, or the Terrace sunburst chair, and it has fueled more all-nighters than any mochaccino or latte on the block. Recipes vary, but the basic technique is deceptively simple: pour a layer of dark chocolate onto a graham-cracker crust, and then pour vanilla-flavored custard onto that. Top with whipped cream and shaved chocolate, and you've got yourself a slice of campus history.

Skillwise or tastewise, it's not quite crème brûlée. But it would be hard to imagine another dish so indelibly intermeshed with the fabric of campus life. At the Memorial Union's Lakefront on Langdon cafeteria, fudge-bottom pie is the only dessert that earns a regular shelf spot; the others all wait out a three-week rotation. It also appears frequently in the Rathskeller and on the menus of catered dinners, and all that demand keeps Union bakers busy. For the year between the May 2004 and 2005 commencement ceremonies, they cranked out 1,776 pies — nearly five a day — using 172 pounds of chocolate, 521 pounds of granulated sugar, 341 pounds of confectioner's sugar, 333 quarts of heavy cream, and 444 pounds of butter and margarine.



ILLUSTRATIONS BY JULIA SONMI HEGLUND

In residence-hall cafeterias, the pie appears less often, typically about once a month. But that's only because they don't serve alumni, who are more maniacal about their pie than students. Go where the old-timers eat — comfort-food spots such as Dotty Dumpling's Dowry or the Stamm House — and some version of it

is on the menu. Crash just about any catered event on campus, and you'll discover that fudge-bottom pie is more ubiquitous than rubber chicken. For last year's football banquet, for instance, the athletic department ordered 140.

Food managers have come to learn that if alumni are present, fudge-bottom

pie had better be, as well. "We receive irate calls from alumni when they are back in the building and can't get a piece of fudge-bottom pie," says Julie Vincent '74, MS'79, the Union's assistant director of food and retail services. In 1998, the Union failed to serve the pie during a meeting of its own trustees, and they're still hearing about it. Barbara Manley '52, a trustee from Greenwich, Connecticut, complained to a local newspaper reporter that she looked forward to a few special things when returning to campus, "and fudge-bottom pie is one of them."

Vincent, who is not herself a rabid fan of the pie, sometimes wonders why it gained such mythical status. "We do some other extraordinary desserts, and I think, why don't any of them get that kind of attention?" she says. "We have an espresso chocolate torte that is amazing." But the foodie in her understands that the devotion to fudge-bottom pie is about more than just a pleasing combination of ingredients.

"It's the nostalgia," she says. "The foods we love often represent the traditions we grew up with or the things we grew accustomed to at a particular point in our lives. For a lot of alumni, fudge-bottom pie is one of those traditions."

There is disagreement, however, about whose traditions the pie represents. Both the Union and Housing have been making the dessert for decades, and each claims to be first on the fudge-bottom scene. It's a mostly good-natured contest of two campus institutions — the UW's living room and its bedroom — that often compete on the same turf. But pie seems a particular point of pride for both.

"There's always been kind of a friendly rivalry between the food service units, and fudge-bottom pie is one of those things that goes back a long way for both of us," says Housing director

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Paul Evans. “We don’t compare hot dogs or burgers or brats. It’s just the pies we talk about.”

For Housing, the story of fudge-bottom pie is tied to the legacy of Carson Gulley, one of its most distinguished former employees. (See Flashback, page 66.) As head chef of the Van Hise refectory, now known as Carson Gulley Commons, Gulley built a legend every bit as rich as the pie linked to his name.

Born in Arkansas in 1897, Gulley taught himself cooking while working a series of kitchen jobs throughout the South and Midwest before landing at UW-Madison in 1927. He was quickly promoted to head chef, a role he held until 1954. In the kitchen, Gulley was a master of detail, dabbing and fussing over a string of innovative creations, including one of the first methods for preparing boneless turkey breasts. George Washington Carver, who once hired Gulley to lead a dietetics course at Tuskegee Institute, described him as “an artist ... dealing with the finest of all arts.” He was also a friend and confidant to several generations of students, who revered him for his warmth and wisdom. As an African-American civil-service worker on a largely white campus, he achieved an iconic status usually attained by only the most luminary of professors.

Many say that Gulley’s masterpiece was his fudge-bottom pie, a dessert that he apparently — more on that in a moment — served to students in the Van Hise dining hall. His recipe, published in his 1956 cookbook, *Seasoning Secrets*, is widely cited as the progenitor of the various iterations served in Madison today, including the one Housing proudly calls “Carson Gulley’s Fudge-Bottom Pie.” The name honors the man as much as the creation, says Evans. But he adds, “I always

liked the idea that this was his pie.”

The problem is that the pie Housing serves today isn’t much like the one yielded by Gulley’s recipe. Gulley used a chocolate-flavored custard to form the pie’s bottom layer, but current versions call for a denser base of pure dark chocolate. “It’s a different kind of pie,” says Rheta McCutchin ’56, who worked as Housing’s food service director for thirty-six years before retiring in 1994. She says that Gulley’s creation is closer to a traditional black-bottom pie, a Southern dessert that is often made with layers of chocolate- and rum-flavored custard.



Housing’s current version bears more resemblance to the pie served by the Union. And there’s good reason for the similarity, says McCutchin: she stole the Union’s recipe.

Although McCutchin inherited Gulley’s recipe book when she took over the residence hall kitchens in 1958, she says the Union’s version of fudge-bottom pie was growing popular among students, and many wanted something like it served in the campus dining halls. But the Union’s recipe was then — as it is today — a well-guarded secret.

“The mystery was the chocolate,” says McCutchin. She couldn’t quite match the Union’s dusky bottom layer until the early 1960s, when an employee familiar with the Union’s method taught her how they did it. Housing has essentially followed that formula ever since, and its pie remains similar to — although not the same as — the one served at Memorial Union.

That fact would seem to affirm a Union heritage for at least the modern version of fudge-bottom pie. But the pie story down on Langdon Street is only somewhat less fudgy.

Ted Crabb says that the pie was the work of two Union chefs, Lewis Marston ’32 and Maurice Coombs, who introduced it at the Union in the 1940s. He cites conversations with Paul Cleary ’55, who began a job in the Union dish room as a high school student in 1944 and spent twenty-five years on the Union’s food management staff. According to Cleary, who died in 2004, Marston already had the recipe when he joined the Union as food production manager in 1940. With his head chef Coombs, he perfected the pie and put it on the Union menu sometime around 1945.

Marston left that same year, eventually landing in Washington, D.C., as

head chef for the U.S. Senate cafeteria. Coombs, who helped make the Union bakery one of the city's best, succeeded Marston as food production manager. "They were very well-known for making all kinds of pies," says Rose Edwards '41, who joined the Union food staff in 1947. She confirms that fudge-bottom pie was already in the mix by the time she arrived. Coombs is also responsible for establishing fudge-bottom pie off campus, putting it on the menu of the Simon House, a Madison restaurant he helped open in 1952.

It isn't known, however, whether Gulley's chocolate-flavored-custard version predates the Union pie, or if he had any influence on its creation. As a native Arkansan, Gulley may have been acquainted with the Southern tradition of black-bottom pie, but history reveals little about when he began making it in Madison. He featured a black-bottom pie recipe on the Cooking School of the Air radio program in December 1952, and his cookbook, published four years later, includes black-bottom and fudge-bottom pie recipes, both of which use the twin-custard method. A few alumni have told me that they recall eating Gulley's pie as early as the 1930s, but their recollections are hazy.

"It's pretty difficult, after all these years, to try to remember when you first had a pie," says Newell Smith '41, who directed Housing from 1955 to 1983 and believes he may have had the pie as a student in the 1930s. "As I recall, nobody paid too much attention to it, other than to say it was a good pie."

Traditions don't begin as traditions, and so it should not surprise that the first campus fudge-bottom pie was not met with fanfare and a team of archivists. It seems to be one of the



To alumni, a slice of fudge-bottom pie carries more than a rich combination of flavors. It tastes like the old days, hearkening memories of the happy indulgences of college. Its tradition is as much about where you ate the pie and with whom you ate it as it is the pie itself.

givens of life at UW-Madison, just part of the way things are around here. People don't ask why Bascom Hill has a statue of Abe Lincoln, a Kentuckian by birth with no obvious connection to Wisconsin. It is just there, and it always has been there, at least for our lifetimes.

We know that fudge-bottom pie has not always been the dessert of choice on campus. In the Union's first quarter-century, people swore by its chocolate nougat cake, which is listed in a 1953 brochure as the Union's most popular dessert. Crabb says fudge-bottom pie was "coming on strong" during his student days in the early 1950s, and now nobody remembers nougat cake.

No one is sure what precipitated the fudge-bottom boom. Catherine Tripalin Murray, a Madison native and author of

four cookbooks, believes it had something to do with the pie's exotic appeal in an era of apple and banana cream. "This was a recipe so different from any pie we grew up eating that we were in awe of what it looked like and how it tasted," she says.

Yet it may be that fudge-bottom pie was never as popular in reality as it is in the memories of a certain generation of alumni. Sentimentality is a significant part of food: ask anyone who has gone out of their way to find an old favorite burger joint or to have Babcock Hall ice cream shipped to their homes. "Whatever you remember about campus — whether it's Observatory Hill, the Terrace, Bascom Hall, or fudge-bottom pie — those things take on greater significance in your mind after you leave," says Crabb.

To alumni, a slice of fudge-bottom pie carries more than a rich combination of flavors. It tastes like the old days, hearkening memories of the happy indulgences of college, of people and places fondly stored in the scrapbooks of our minds. Its tradition is as much about where you ate the pie and with whom you ate it as it is the pie itself.

The pie's contested history, too, is part of its intrigue. As Paul Evans says, "Maybe it's better not to know. If nobody can really claim it, we can continue this banter about who was first and whose pie is better." We're left with a legacy that is like the pie itself: it is light and airy on top, but beneath lies a murkier layer thick with myth and folklore. And everyone knows the bottom is the most delicious part. **LF**

Senior editor Michael Penn and the *On Wisconsin* staff participated in a side-by-side taste test of the UW's two fudge-bottom pies. To see the results and to share your own memories of the pie, visit uwalumni.com/onwisconsin.



Net Assets

With volunteer coach Bill Howard, UW hockey saves more than money.

TEAM PLAYER

Emily Carpenter x'06:

Five things to know about Badger swimmer **Emily Carpenter x'06**:

- A native of Kansas City, Missouri, she began swimming competitively at age six. She also loved to dance, and that same year, she combined her interests by signing up for synchronized swimming.
- For nine years, she competed in both sports, which kept her in the pool up to four hours a day. On more than one occasion, she advanced to nationals in both sports.
- Although she gave up synchronized swimming after the eighth grade, she says her background still gives her an advantage as a racer. She says she can hold her breath longer than anyone else on the Badger team.
- An interior design major, she plans to attend UW-Madison's graduate school next year and study sports architecture. For her research, she calls on her athletic background and talks to athletes about how factors such as lighting and seating design affect their mental and physical performances.
- She looked forward to making the trip to Ohio State for the Big Ten championships in February, and not just because it was a big meet. Ohio State recently built a pool, and she wanted to take notes on the new facility.



The Wisconsin men's hockey team is grateful that some things in this world are free.

Bill Howard, for instance, is a priceless asset who comes without a price.

In his thirty-fifth year with the Badgers, Howard is a volunteer member of the coaching staff. His role is to help develop the UW's goaltenders, who are a big reason that the Badgers have been vying for the Western Collegiate Hockey Association title this year.

"His contribution is very big, to say the least," says head coach **Mike Eaves**. "His history speaks volumes for itself."

That history includes being part of five NCAA championship teams and coaching

seven All-American goaltenders: **Julian Baretta '80**, **MBA'85**, **Roy Schultz x'82**, **Dean Anderson x'88**, **Curtis Joseph x'92**, **Duane Derksen '98**, **Kirk Daubenspeck '97**, and **Bernd Brückler '05**. National Hockey League stars

Mike Richter x'89 and **Jim Carey x'96** also learned net management from Howard.

But the best testament to Howard's value may be a Badger who doesn't yet have those kinds of accolades — junior **Brian Elliott**.



JEFF MILLER

For the past thirty-five years, assistant coach Bill Howard has overseen the development of Badger hockey goaltenders — including seven who went on to earn All-American honors and two who are starring in the National Hockey League.

Runners Reach the Summit

This time, there was no settling for second for the UW men's cross country team, which came tantalizingly close to a national championship in each of the past three seasons. In November, the Badgers placed six runners in the top twenty finishers to win their first team title since 1988.

"We were ready for a fight this year," says **Simon Bairu x'06**. "Losing a close one last year prepared us. People who saw us this year before the race knew we were going to win. Nothing was stopping us this time."

For the second straight year, Bairu won the individual national title, finishing the 6.2-mile course in 29 minutes, 15.9 seconds.

He is the first Wisconsin runner to win the race twice. **Chris Solinsky x'07** placed third, just fourteen seconds behind Bairu. Big Ten

Freshman of the Year **Matt Withrow x'09** finished ninth. The top six Wisconsin finishers, including Bairu, Solinsky, Withrow, **Antony Ford x'06**, **Stuart Eagon x'09**, and **Tim Nelson x'07**, earned All-American honors.

The championship was the first for coach **Jerry Schumacher**, who in eight years at Wisconsin has never had a team place lower than sixth at the NCAA race. The U.S. Track Coaches Association recognized Bairu and Schumacher, respectively, as its national athlete of the year and coach of the year.



UW SPORTS INFORMATION (3)

Elliott entered this season having played little in two years behind Brückler. Many fans feared that the team would not be able to replace the All-American in goal, but Howard had little reason to worry.

"I had full confidence that Elliot would be able to step right in and be every bit as good as Brückler," he says. "It just so happens, Elliott is not just as good — he is better."

In fact, for his career, Elliott has saved 93.9 percent of shots on goal, the best average in program history. Through mid-January, he had allowed just 1.4 goals per game, the lowest mark in the nation, and helped the Badgers climb to the top spot in the national polls.

When Elliott suffered an injury that forced him out of the lineup, the Badgers needed help from another Howard project, **Shane Connelly**. The freshman filled in for seven games, including the Badgers' 4-2 win over Ohio State at Lambeau Field.

Howard works with the goalies for forty-five minutes before each practice begins, and he spends even more time with them during the off-season. During those hours, he indoctrinates players into his signature "system," which is designed to keep goaltenders under control and prevent wasted motion. Howard teaches structured save techniques for every shot, and he claims to make his goalies do each technique thousands of times each season.

"His system has really worked for me and is something that is different from anyone else's," says Elliot. "I can't say enough good things about his system or him."

A distinguished goaltender himself, Howard played for **Bob**

Johnson at Colorado College from 1964 to 1966. Johnson moved to Wisconsin the next season, and Howard did, too, starting the hockey program at Madison Memorial High School, where he led the school to two state titles in ten years. He continued teaching business law at Memorial until 2001.

Johnson hired Howard for his UW staff in 1973, and he has held the same position under three head coaches. He was a paid coach until seven years ago when the NCAA reduced the number of assistant coaches who could be on salary. Cutting his pay, however, was not enough to stop Howard.

Building off the success of the goalies he had coached, Howard launched specialized

goaltending schools, now numbering ten in five states. He has created two goaltending videos, which come with a seventy-two-page manual, that are currently used by five hundred hockey programs, goalies, and coaches around the world. He employs several of his protégés during the summer as coaches — although they are also still students.

"When they teach it, they also learn it," says Howard. "And it works out as a good summer job for them."

It's a good job, in part, because Howard pays students a decent wage. That's because he knows that nothing in life comes for free — except, of course, him.

— *Joanna Salmen x'06*

IN SEASON

Women's Tennis

A young team that lost two of last year's top three players to graduation, the Badgers are trying to get back to the NCAA tournament for the third time in four years. And as they have for the past eighteen years, they kicked off the spring season with a juggernaut, the ITA National Team Indoor tournament, which brought sixteen of the nation's top teams to the UW's Nielsen Tennis Stadium in early February. Despite the tough competition — this year, Wisconsin lost three matches, all to top ten teams — the Badgers say the ITA tournament is their favorite event of the year because of the challenge of facing the best college players from around the country. It doesn't hurt that almost every fan in the stadium is wearing red.

Circle the dates: March 13–17, Badgers take a spring break trip to sunny California for matches against San Diego State and the University of San Diego; April 27–30, Big Ten Tournament, Champaign, Illinois.

Keep an eye on: Junior **Caitlin Burke**, who entered the year at number thirty-two in the ITA singles rankings.

Think about this: Since the ITA tournament began in 1988, the champion has gone on to win the national title eight times. That bodes well for Stanford, which won the crown this year.



Caitlin Burke

Brian Calhoun rushed for 213 yards and a touchdown to help the **football** Badgers bring down seventh-ranked Auburn in the Capital One Bowl, 24-10. Calhoun, who announced in January that he will enter the National Football League draft, earned second-team All-American honors for Wisconsin, which finished 10-3 overall and ranked fifteenth in the national polls. The bowl title was the eighth for retiring coach Barry Alvarez, who finished his career with the highest bowl-game winning percentage of any NCAA coach.

Led by third-team All-American Sheila Shaw x'06, the UW **volleyball** team advanced to the regional finals of the NCAA tournament before losing to eventual national champion Washington. The Badgers finished the year with a 26-7 record and ranked tenth in final national polls. Shaw, the sixth Badger to earn All-American honors in the past seven years, led the team in hitting percentage and was second in blocks. She finished her career ranked as the third most accurate hitter in UW history.

For six weeks in December and January, the **men's and women's hockey** teams were ranked number one in the nation, the first time both programs have simultaneously occupied the top spot in the polls. The men's team climbed to number one on November 28 and stayed there until losing twice to Denver in late January. The women earned the number one nod December 13 and held it until early February.



Home-Made Ideas

Lifelong Learning events showcase the impact of the Wisconsin Idea.

Badger Career Network

WAA's career networking tool has changed its identity, though the service remains unaltered. Now called the Badger Career Network, the online tool formerly known as SEARCH still offers an opportunity to share information and advice about jobs by location and field of interest. To join the Badger Career Network, visit WAA's Web site at uwalumni.com and click on the careers button.

Alumni are taking an inside look at the UW's far-reaching effect on state industry, thanks to Made in Wisconsin tours, a new series from the Osher Lifelong Learning Institute. The events, which are designed to show how UW-Madison graduates and researchers shape the Wisconsin economy, kicked off with a bus tour of SC Johnson headquarters in Racine last November and followed up with a trip to the Harley-Davidson motorcycle factory in Wauwatosa in January.

"We're looking to integrate lifelong learning with the Wisconsin Idea and industry in the state," says **Sarah Schutt**, WAA's director of alumni learning.

The events follow a basic formula. Participants gather in Madison for a bus ride to a particular corporate facility, where they meet with employees and learn about company

operations. A UW faculty or staff member also joins the group to field questions and add insight.

Some sixty-five alumni joined the trip from Madison to Racine for the SC Johnson tour, which included an exploration of the company's headquarters building, designed by famed architect **Frank Lloyd Wright x1890**. "It was a fascinating tour," says **Kathe Budzak MD'69**. "My grandfather was a bricklayer who helped build the building, but I'd never set foot in it before."

Participants also had an opportunity to view the documentary *Carnauba, A Son's Memoir*, which tells the story of the personal and physical journey that Sam Johnson, SC Johnson's former CEO, made as he retraced his father's 1935 South American expedition along with his sons, Curt and Fisk.

According to Budzak, the film gave her a deeper appreciation of SC Johnson as a family enterprise. "It was very personal, very touching," she says.

Another fifty-five alumni participated in the Harley-Davidson trip, which included a behind-the-scenes tour of the factory, lunch with UW alumni who work there, and a talk by **Carl Vieth** of the engineering college's Department of Professional Development.

"We plan to do a couple of these events each semester," says Schutt, adding that future tours may involve the paper or cranberry industries. "In part, we hope they'll give alumni a feeling of how interdependent the state and UW-Madison are. Essentially, we want to call attention to the reach of the university."

— John Allen

A Policy for Fluffy

The cost of health care is rising at an unhealthy rate. It's hard for man, and it's certainly hard for beast. That's why WAA is now offering a group rate pet insurance policy — to protect families from the financial strain of Fluffy's pain.

Carried by Veterinary Pet Insurance, the plan offers coverage for vaccinations and routine care, as well as accidents, hospitalizations, and illnesses, including cancer treatment. UW alumni receive a 5 percent discount on premiums through WAA.

See uwalumni.com/insurance to find out more about pet insurance.

— Staff

ALYSA BAILEY



High school students talk about the UW during Prospective Scholars Day last November. Run by WAA's student affiliate group, the Wisconsin Alumni Student Board, Prospective Scholars Day offers the inside scoop on opportunities at UW-Madison for high-achieving students of color from the Madison, Milwaukee, and Chicago areas. During the November event, more than 100 high-schoolers came to campus, and 86 of them requested information about enrolling at the UW.

Wonder-Full

Badger Days highlight the UW's connections to the Fox Valley.

Science begins with something brighter than photons and more forceful than gravity, outreach specialist **Jim Reardon** told the children of Wilson Elementary in Neenah, Wisconsin. It begins, he insisted, with a sense of wonder.

And then he shot off a fire extinguisher.

Reardon's antics were part of his Wonders of Physics show, an exploration of such phenomena as motion, heat, light, sound, electricity, and magnetism that aims to help young people see the excitement of science. He took the show to Wilson and to Maplevue Elementary in Kimberly, Wisconsin, as part of Badger Days in the Fox Valley last November.

"The kids were really psyched," says Reardon. "They knew they were going to see something special, and they were ready to be excited by just about anything. But they were also ready to learn."

Badger Days in the Fox Valley was a two-day series of

events sponsored by the university and WAA that showcased UW-Madison's effects on cities from Appleton to Neenah. UW-Madison has more than six thousand graduates living in that industrial region, many of whom are leaders in its economy, politics, and education.

In addition to the Wonders of Physics, the program included a discussion led by the new dean of the School of Education, **Julie Underwood**, called Culture Wars: Caught in the Crossfire, which covered issues facing today's schools. The university also honored area Alumni of Distinction, including Outagamie County district attorney **Carrie Schneider JD'98**, Menasha Industries CEO **Tom Prosser '58**, and Appleton mayor **Timothy Hanna x'80**. UW officials also paid a visit to the Kimberly-Clark corporate headquarters in Neenah.

"One of the nicest things was that the event included a

UW Connections Program luncheon," says **Mike Fahey '89**, WAA's director of state relations. UW Connections is a link between UW-Madison and the UW System's thirteen two-year campuses. Students who aren't accepted at UW-Madison may enroll in the program, attend one of the UW Colleges for their freshman and sophomore years, and then transfer to Madison.

In November, there were eighteen UW Connections participants studying at UWC-Fox Valley in Appleton. "The program helps keep UW-Madison and the other System schools integrated, and this gave us a chance to see its effects," says Fahey. "Not only did those kids have the opportunity to meet with UW-Madison officials, but all the deans of the UW System Colleges were there."

The next Badger Days event will be in April in the Chippewa Valley region around Eau Claire.

— J.A.



DARREN HAUCK

Outreach specialist Jim Reardon lets off some steam during a Wonders of Physics program at Wilson Elementary School in Neenah, Wisconsin. During Badger Days in the Fox Valley, Reardon gave the program twice, once at Wilson and again at Maplevue Elementary in Kimberly, Wisconsin.

Sweet Treat

Mousse. Éclairs. Bonbons.

For centuries, chocolate has held our imaginations (and expanded our waistlines). But how much do we really know about this decadent dessert?

Last November, eighty-four participants enjoyed a delicious Wisconsin Alumni Lifelong Learning event at the Milwaukee Public Museum, where they gained insights about the science of chocolate-making from UW food science profes-

sor **Richard Hartel**. After a tour of *Chocolate: The Exhibition*, alumni indulged in a to-die-for chocolate buffet.

"We learned about the process of making chocolate, and the professor gave us samples to see if we could tell the expensive from the everyday," says participant Marilyn Hannan. "I couldn't believe I picked the cheap chocolate."

The exhibition, on loan from Chicago's Field Museum, shed light on the cultural

impact of chocolate's past, from its beginnings as a frothy drink made in ancient Mexico to the sophisticated confections found in today's boutiques.

This event was one of the first partnerships between Wisconsin Alumni Lifelong Learning and the UW-Madison Osher Lifelong Learning Institute, which provides funding for noncredit enrichment courses for the general public.

— Erin Hueffner '00

State Your Opinion

"The Year of Unfortunate Events" (see page 20) explains some of the issues that currently divide UW and legislative leaders. Would you like to voice your opinion on the state of the university's relationship with the state? WAA wants to hear from you. Visit www.alumniforwisconsin.org, and share your thoughts.



Looking to Share?

If you have recent accomplishments, transitions, or other significant life happenings that you'd like to share with our readers, please e-mail the (brief, please) details to apfelbach@uwalumni.com; mail them to Alumni News, On Wisconsin Magazine, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771. Space limitations prevent us from publishing all of the items we receive, but we do appreciate hearing from you.

Please e-mail death notices and all address, name, telephone, and e-mail changes to alumnichanges@uwalumni.com; fax them to (608) 262-3332; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or call them in toll free to (888) 947-2586. Most obituary listings of WAA members and friends appear in the Badger Insider, WAA's publication for its members, published thrice annually and inserted into On Wisconsin Magazine.

Compiled by Paula Wagner
Apfelbach '83

early years

The first biography of the late **Mary Ingraham Bunting-Smith MA'32, PhD'34** — drawn from her diaries, letters, private papers, and more than one hundred interviews — has been written by author Elaine Yaffe. *Mary Ingraham Bunting: Her Two Lives* (Frederic C. Beil) tells the story of the woman who was a president of Radcliffe College, a respected and groundbreaking Yale microbiologist, the first woman to serve on the Atomic Energy Commission, and a pioneering feminist. The book also details the personal tragedy that compelled Bunting, in mid-career, to reinvent herself and embark on a new way of life.

Paul Eckhardt, Jr. '33 was the oldest living UW letter winner in rowing at the time of his death in October, we learned from **Brad Taylor '68**, author of *Wisconsin Where They Row: A History of Varsity Rowing at the University of Wisconsin*. Eckhardt frequently attended Wisconsin's East Coast races, hosted crew dinners, and in 1948 wrote a history of Badger rowers for the UW's *Centennial Athletic Review*. He retired from his work for the Veterans Administration in 1964 and lived in Garrison, New York.

40s–50s

It's easy to lose yourself in the stories that **Robert Feeney MS'40, PhD'42** tells in *A Grandfather's Remembrances* — a self-published gem of a booklet about the life of this Davis, California, retired professor of biochemistry. He has authored several books, including *Professor on the Ice*, about his research in the Antarctic.

A former foreign corre-

spondent and *Chicago Times* columnist, **Carolyn Levin Gaines '44** has more recently turned her writing attention to *The Modest Memoir of a Yankee Yenta* (Authorhouse), which recounts her activism in the civil-rights and conservation movements. She and her spouse, **Tom Gaines '47**, have lived in Connecticut for more than fifty years.

Hazel Holden Stauffacher '45 of Darlington, Wisconsin, shared that five of the eleven friends from her Mortar Board group — now scattered from Hawaii to New Zealand — attended WAA's May 2005 reunion of the Class of 1945. **Ginna (Virginia) Miller Nelson '45** of Oshkosh, Wisconsin, has since restarted the friends' round-robin letter, which was lost several decades ago.

Keith Brown '46 was an organizing member of WAA's alumni chapter in Hot Springs Village, Arkansas, where he's lived for twenty retirement years. In May, he received an Outstanding Leadership Award from Arkansas's lieutenant governor for the many volunteer leadership positions he's held, including president of the board of the city's property owners' association.

Glenn Martin '49 hopes that his sixth book, *Things I Learned Along the Way: Putting Life's Lessons in Perspective*, will help others on their life journeys, but his fifth book (both from iUniverse), was penned just to make readers laugh. It's called *Some of the Funniest Things Happen in the Most Unlikely and Unexpected Places*. Martin is a retired United Methodist minister who now writes, teaches, and makes music in Duluth, Minnesota.

With Alan Greenspan's retirement as Fed chair a reality, a new book called *The Fourth Branch: The Federal Reserve's Unlikely Rise to Power and Influence* (Greenwood/Praeger)

could hardly be more timely. Its author, **Bernard Shull PhD'57** of Lawrenceville, New Jersey, even includes material on the late John Commons, a prominent UW economist of the 1920s and '30s. (For more on Commons, see page 34.)

Manfred Weidhorn MA'57 shared two of his dozen books with us: *The Person of the Millennium: The Unique Impact of Galileo on World History*, and *Landmines of the Mind: One Thousand Asseverations, Surmises, and Questions about the Design of the Universe and the Meaning of Life* (both from iUniverse). Weidhorn, an Austrian native who lives in Fair Lawn, New Jersey, has taught English literature at New York's Yeshiva University since 1963.

Judith VanderMeulen Crain '59 has long been active in state and community affairs in Green Bay, Wisconsin, including serving for many years on the city's school board. But as part of a solid Badger family — her spouse, **John Crain '59**, and three sons are all Mad grads — it was perhaps only a matter of time before she'd turn her attention to the UW: Judith joined the UW System board of regents in May.

60s

The beautiful work of artist **Ronald Trent Anderson '61, MS'62, MFA'63** was featured in an October retrospective exhibit of paintings, prints, and drawings in his home community of Amherst, Massachusetts, as well as in the fifth Biennale Internazionale dell'Arte Contemporanea in Florence, Italy, in December. If you missed those, don't miss his retrospective at the UW's Memorial Union in June — a month before his Madison West High School fiftieth class reunion. An art educator for thirty-eight years before retiring in 2000, Ander-

son received the UW School of Education's Alumni Achievement Award in 2001.

Dale Johnson MS'63, PhD'70 and **Bonnie Von Hoff Wilson Johnson MS'76, PhD'84** are two Oakdale, New York, educators who believe that the procedures used by the National Council for Accreditation of Teacher Education (NCATE) do not, in fact, create better teachers. They also contend that the council has become too powerful and goes virtually unquestioned. The Johnsons present their critical analysis of NCATE in *Trivializing Teacher Education: The Accreditation Squeeze* (Rowman & Littlefield), which includes a foreword by UW education professor **Michael Apple**.

Calling all fans of Wisconsin Public Radio's Ideas Network! Do you miss **Tom Clark '64**, its retired morning talk host? Well, now you can find him as the sidekick of **Zorba (Robert) Paster '69** on the nationally broadcast program *Zorba Paster on Your Health*.

Bill Tuttle, Jr. MA'64, PhD'67 is a leading scholar of African-American life. In 2004, the University of Kansas professor of American studies earned that institution's Balfour Jeffery Research Award and the Chancellor's Club Career Teaching Award. His most recent book, *Daddy's Gone to War: The Second World War in the Lives of America's Children* (Oxford University Press), was nominated for a Pulitzer Prize, and he's worked to support building a museum to honor the victims of the Tulsa Race Riot of 1921.

The 4-H organization has been part of life for **Glenn Busset PhD'65** since he became a member at age fourteen in Coffee County, Kansas. He entered the work force as a county Extension 4-H agent, which led to other Extension positions in India, Europe, the Middle East, and the Philippines. Busset then served as

Kansas's 4-H and youth leader from 1966 until 1981, and has been a tireless volunteer in Manhattan. All of these efforts were honored when he joined the National 4-H Hall of Fame's Class of 2005.

Among the many fine attorneys who've come out of the UW Law School, here are some who were selected by their peers for inclusion in the 2006 edition of *The Best Lawyers in America* (Woodward/White): **Stephen Chernof '65, JD'68**; **Howard Pollack '68, JD'73**; and **Arthur Harrington '72, JD'75** of Godfrey & Kahn's Milwaukee office, plus **Kevin O'Connor '72, MS'78, PhD'86** and **Jon Anderson '78** of La Follette Godfrey & Kahn in Madison; **Charles Herf '65, JD'68** of Quarles & Brady Streich Lang in Phoenix; **William Fisher MA'66, JD'78** of Dykema Gossett's Detroit office; **Allen Blair '67** of Harris Shelton Hanover Walsh in Memphis, Tennessee; founding partner **Joel Hirschhorn JD'67** of Hirschhorn & Bieber in Coral Gables, Florida; and Dinsmore & Shohl's **Chauncey Curtz JD'81** in Lexington, Kentucky.

While working on exhibits for the new Memorial to the Murdered Jews of Europe, researchers found photos and poignant letters that **Joel Alpert '67, MS'68** had discovered and posted on the Internet about cousins who had died in Lithuania during the Holocaust. In May, the memorial's foundation invited Alpert and eight family members to attend the opening of the Berlin, Germany, memorial, where the material is now on permanent display. Alpert, of Woburn, Massachusetts, also edited *The Memorial Book for the Jewish Community of Yurburg, Lithuania: Translation and Update* (Assistance to Lithuanian Jews).

Fred Carrier PhD'68 has written a sequel to E.M. Forster's work *Maurice*, which

he's titled *Maurice and Alec in America* (AuthorHouse). Carrier, of Bala Cynwyd, Pennsylvania, says that his book honors his mentor, the late UW professor **Harvey Goldberg '43, PhD'51**, in making a plea for equality. Coincidentally, **Susan Stern-gold '71** of Suffern, New York, also wrote to us about Goldberg and shared photos from a September gathering of some of his former students. The occasion was the dedication of a classroom to Goldberg at New York City's Brecht Forum. Stern-gold notes, "We all had a great time reconnecting and remembering."

70s

The RedNova (now RedOrbit) Web site had plenty of good things to say about **Carol Bartz '71** in a July article: she has unusual longevity in Silicon Valley, and she's one of the few female CEOs of a major technology company: Autodesk, a leader in computer-aided-design software based in San Rafael, California. Bartz spent a decade at Sun Microsystems before taking the helm of Autodesk in 1992, and sits on the boards of Network Appliance, Cisco Systems, and BEA Systems.

In addition to being a partner at Michael Best & Friedrich's Madison office, **Linda Bochert '71, MS'73, JD'74** has been appointed to a three-year term on the Wisconsin Department of Natural Resources' Green Tier Advisors Committee. She's also a co-chair of the Working Lands Initiative Steering Committee, which will develop "a consensus vision on managing Wisconsin's valuable land assets." *Super Lawyers* magazine named Bochert one of its twenty-five Top Female Wisconsin Super Lawyers in 2005.

Fisherfolk, it's time to meet **Tom Klein '71**. Upon returning from a summer fishing trip to northern Saskatchewan and a

stay at the Scott Lake Lodge there, **Ted Kenniston '90** of Mason, Ohio, wrote, "I didn't know it beforehand, but the [lodge's] owner is Tom Klein, a fellow Badger. He ran his own publishing business before following his love for fishing by running the best fishing lodge to which I've ever been. It's located 300 miles from the nearest road and 550 miles from the nearest cell tower."

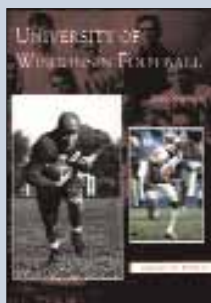
Okay, Class of '71: who among you is one of the world's leading authorities on the identification, conservation, and care of American and European costumes and textiles? It's **Edward Maeder '71**, the curator of exhibitions and textiles at Historic Deerfield [Massachusetts]. His international renown has led to work with many of the big names in fashion, and Maeder's unusual paper dresses have been featured on Martha Stewart's television program.

The latest recipient of the American Meat Science Association's Distinguished Research Award is **Joseph Sebranek MS'71, PhD'74**, a professor of animal science, food science, and human nutrition at Iowa State University in Ames. He also holds two patents for a meat grinder/bone-chip-removal system.

The wildlife artist who won the 2006-07 Federal Duck Stamp Art Contest, **Sherry Shibata Russell Meline '72**, is only the second woman to have done so. Her amazing painting of Ross's geese, chosen from 233 entries, will grace the new stamp, available on July 1. (The National Wildlife Refuge System acquires waterfowl habitat with the roughly \$25 million generated annually through duck-stamp purchases.) Meline and her spouse own the Wingbeat gallery (www.wingbeat.com) in Mount Shasta, California, and she has a four-year commission to paint waterfowl stamps for the twelve provinces of Canada.

Lamar University geology

Bookmark



Isn't spring a little early to be thinking about football? For most Badger fans, it's *never* too early to look ahead — or, in this case, to look back.

A new book by **Dave Anderson '77** called *University of Wisconsin Football* (Arcadia Publishing) begins with Camp Randall's infancy as a training center for Civil War troops and the first UW football team in 1889. It then offers a delightful (and sometimes surprising) look at game programs, starting in 1896, and the bowls, starting with the 1953 Rose Bowl. Scattered throughout are more than two hundred vintage images, plus plenty of good old stories and stats.

Finally, Anderson honors some of our greatest players — and nicknames: **Pat O'Dea LLB 1900**, the "Kicking Kangaroo"; **Elroy "Crazylegs" Hirsch x'45**; **Alan "The Horse" Ameche '56**; and the Great **Dayne, Ron Dayne x'00**.

The author is a native son and lifelong Badger devotee whose personal touch — sharing his own fun football experiences — provides that "something extra."

When not watching Badger ball, Anderson — now of Lincoln, New Hampshire — works as a marketing executive and writes about travel, history, and, yes, sports.

professor **Roger Cooper MS'73** and his spouse, fellow geologist **Dee Ann Cooper**, recently unearthed the first and second Cretaceous-Era fossil squids with preserved soft body parts ever found in this country. They made their discoveries — estimated to be 89 million years old and extremely rare because of the soft body parts — in Big Bend National Park. Roger made a third exciting find in the same area: the second known discovery of the vertebrae of an elopid fish. The couple lives in Lumberton, Texas.

Madisonian (**Van**) **Russell Whitesel JD'74** has made history: he was one of the first Peace Corps volunteers in its forty-four-year existence to work domestically. In September, the group activated its Crisis Corps — a group of exceptional former volunteers who re-enroll for short-term assignments — to aid Gulf Coast hurricane victims. Whitesel served in the Peace Corps in Turkey from 1965 to 1967 and was most recently a member of Wisconsin's legislative council.

"Did you know that the 1975 Badger women's crew just won the World Masters title in Edmonton, Canada, on July 28 for the 50–54 age group?" queried an e-mail this summer. Actually, we hadn't heard! The boats included Madisonian **Sue Ela '75**, the longtime head coach of the Badger women's rowing program; **Carie Graves x'75** of Austin, Texas; **Jackie Zoch Backman Major '76** of Birmingham, Alabama; coxswain **Beth Traut Bosio '77** of Broomfield, Colorado; **Karen Ela '77** of Stillwater, Minnesota; Madisonian **Mary Grace Knight '77, MS'80**; **Peggy McCarthy Bailey '79** of Breckenridge, Colorado; and fellow Coloradan **Deb Oetzel '79** of Golden. Bosio wishes to thank the crew's 1975 manager, **Barbara Schaefer '75** of Kamuela, Hawaii, for returning to help

with the logistics of all of its reunion races; and its 1975 coach (and Sue Ela's spouse), Madisonian **Jay (Joseph) Mimier '71, JD'74**, for coaching all of those races. **Michael Traut '55**, who let us in on this news, also notes that this crew took first at the National Collegiate Rowing Championship in 1975, becoming the first women's national champs from Wisconsin. They plan to row for another World Masters title in Sydney, Australia, in 2010.

The American Political Science Association has welcomed **Timothy Kaufman-Osborn MA'77** to its executive council. He's a professor of politics and leadership at Whitman College in Walla Walla, Washington.

With many years and hundreds of gigs under his belt, **Johnny Russo MMusic x'77**; his longtime musical partner, **Doug Robinson**; and their East Hill Classic Jazz Group have created what the *Ithaca* [New York] *Times* says is Russo's finest record — a CD of old "beautiful gems" and original compositions called *Bluebird from the Sky* (www.watershed-arts.com or www.amazon.com). The paper also calls him "Ithaca's hardest-working musician." One special highlight of Russo's career was accepting the invitation of his old friend, Maestro **Peter Tiboris '70, MS'74**, to perform at Carnegie Hall.

Robin Wall Kimmerer MS'78, PhD'83 is in good company: both she and the late UW professor and environmentalist **Aldo Leopold** have received the John Burroughs Medal for nature writing — Leopold for *A Sand County Almanac* in 1977, and Kimmerer in 2005 for her first book, *Gathering Moss: A Natural and Cultural History of Mosses* (Oregon State University Press). She teaches environmental and forest biology at SUNY in Syracuse.

Vasudevan Rajaram PhD'78 of Oak Brook, Illinois,

writes that he's a consultant with thirty years' experience in the design and construction of mining, environmental, and waste-management projects, both in the U.S. and in India. He's also an avid Chicago-area volunteer and the 2004 co-founder of the India Development Coalition of America, which promotes sustainable development projects in India (www.idc-america.org).

Who's the new executive deputy secretary of the budget and chief financial officer of the commonwealth of Pennsylvania? It's **Mary Myers Soderberg '78** of Camp Hill. She was previously vice chancellor for finance and administration for the fourteen-university Pennsylvania State System of Higher Education, as well as the executive director of the Pennsylvania House Democratic Appropriations Committee.

In an effort to make genetics accessible to non-biologists, **Charlotte Omoto PhD'79** has co-authored *Genes and DNA: A Beginner's Guide to Genetics and Its Applications* (Columbia University Press). She's a professor of biological sciences and the interim director of the Electron Microscopy Center at Washington State University in Pullman.

The U.S. Navy's Fleet Hometown News Center has updated us on these Badger grads: Navy Reserve Captain **Henry Scheller, Jr. '79** has retired after twenty-six years while serving as commanding officer of Supreme Allied Command Transformation Detachment 205 in Buffalo, New York. Senior Chief Petty Officer **Andrew Schmitt '81** re-enlisted while serving with Afloat Training Group Atlantic in Norfolk, Virginia. The navy has awarded Captain **Dennis Argall JD'83** the Legion of Merit during his service as commanding officer of the Trial Service Office East, also in Norfolk. Ensign **Robert**

Lennon '93, JD'97 has enrolled in the Uniformed Services University of the Health Sciences in Bethesda, Maryland. Lieutenant Commander **Randy Van Rossum '95** has returned to San Diego from an Asian deployment and support to the Maritime Security Operations in the Persian Gulf. Marine Corps Reserve Sergeant **Mark Budzinski '97, JD'00** is deployed in support of Operation Iraqi Freedom, while Seaman **Stephanie Roberts '04** recently completed U.S. Navy basic training, with honors, in Great Lakes, Illinois.

80s

The American Psychological Foundation's 2005 Timothy Jeffrey Memorial Award for Outstanding Contributions to Clinical Health Psychology has gone to **Helen Coons '80, MS'85**. She's the founder and president of Women's Mental Health Associates in Philadelphia, a clinical associate professor of psychiatry at Drexel University's College of Medicine, and an adjunct faculty member at Pennsylvania Hospital. Coons lives in Bala Cynwyd.

The Boys & Girls Clubs of America (BGCA) has welcomed Kimberly-Clark chair and CEO **Thomas Falk '80** of Dallas to its national board of governors. A longtime BGCA volunteer, he's also pledged Kimberly-Clark's support for a new five-year, \$7 million initiative to integrate BGCA's family-based curriculum into its network of neighborhood-based facilities nationwide.

New to the board of the American Academy of Family Physicians is **Brad Fedderly '80, MD'85** — a family physician with the Covenant Medical Group in South Milwaukee, Wisconsin, and the medical director of the Franciscan Villa Nursing Home.

Finding Your Dream Job . . . on Vacation?



Brian Kurth wants to fuel your passion — for a career change.

So you say you want to be a choreographer ... or a sports announcer ... or a cattle rancher ...

But are you *sure*? With a new concept in career reinvention called VocationVacations (www.vocationvacations.com), you can take several giant steps toward finding out. While on a VocationVacations holiday, you work alongside an expert mentor who shares your passion and offers valuable insights about the career field you're exploring. Two additional sessions with a life coach help you to further refine your goals. There are currently more than eighty career offerings available in the U.S. and the United Kingdom.

VocationVacations are the brainchild of founder and president **Brian Kurth '88**. He'd been doing fine in the corporate world — in the U.S., Estonia, and Hungary — but couldn't help feeling a certain emptiness about his career and lifestyle. Getting laid off from a dot.com startup was just the break he needed: a chance to take a six-month road trip and let his idea for this new business percolate. By the end of the trip, Kurth had conceived his dream job in the form of VocationVacations. He moved from Chicago to Portland, Oregon, and officially launched the company in January 2004.

Most people spend a lot of time working, yet how many are pursuing what they're truly passionate about? From the beginning, Kurth and his staff have tried to increase that number by following a simple vision: that "happiness and passion can and should be an integral part of what you do." No matter what your current occupation, they say, it's important to be true to yourself.

"VocationVacations is going really well," says Kurth. "We've helped hundreds of Vacationers to test-drive their dream jobs, and we're growing the number of VocationVacations offered each month. [We were] even a featured prize on the *Wheel of Fortune* during NFL Players Week on January 27."

But that's not all. Now this team will have a chance to reach even more people with its message of following your bliss: Kurth shares that "we have the complete excitement of launching the new Travel Channel TV series based on VocationVacations called *This Job's a Trip*, to air primetime beginning in April." He's the co-executive producer of the program, and his firm will be the fulfillment house behind the scenes — because, Kurth says, "there's no other company out there like VocationVacations!"

This try-it-out-before-you-quit-your-day-job concept appeals to those who simply want an unusual vacation, but also to those who are seriously contemplating a career change. Maybe that leap to golf pro, Broadway actor, private investigator, or wine maker isn't so far fetched after all. — P.A.

We heard from **Robert Holland '80** of Chicago that his book, *Chicago in Maps: 1612-2002* (Rizzoli New York), came out in October.

Doing good is part of the daily work of consultant **Claudia Stepke '80**. The head of Claudia Stepke Associates, she's proud to produce marketing and communications for the Parent-Child Home Program (www.parent-child.org), a grassroots effort that prepares children to enter and succeed in school; the one-hundred-year-old Partnership with Children (www.partnershipwithchildren-nyc.org), which helps at-risk children to thrive in school; and Masorti (www.masorti.org), a Jerusalem-based movement

that supports a "healthy, pluralistic, spiritual, and ethical foundation for Israeli society." Stepke is also on the board of WAA's New York City alumni chapter, the Big Apple Badgers.

With the New York transit workers' strike a not-too-distant memory, a new book by **Josiah Bartlett Lambert MA'81, PhD'98** is particularly timely — *If the Workers Took a Notion: The Right to Strike and American Political Development* (Cornell University Press). The author teaches political science at St. Bonaventure [New York] University.

Congratulations to Chicagoan **Susan Maxine Klein '82** on publishing her first book: *Mid-Century Plastic*

Jewelry (Schiffer Publishing).

Few among us could deliver a presentation titled "Managing the World's Largest Network," but that's just what **Matt Korn MS'84** did at an October conference after receiving the 2005 UW E-Business Institute Distinguished Fellow Award. Korn, of McLean, Virginia, is the executive VP of network and data-center operations at America Online and oversees about one thousand network engineers and programmers worldwide.

The American Rehabilitation Counseling Association has acknowledged the outstanding research of **Chow Lam MS'84, PhD'85** with the 2005 James F. Garrett Award. Lam is a

Bookmark



There's always been much to celebrate about the women of this state, but a new book — *Women's Wisconsin: From Native Matriarchies to the New Millennium* (Wisconsin Historical Society Press) — makes it official.

Its editor, **Genevieve McBride PhD '89**, has compiled the first single-source history of Wisconsin women ever published — a collection of article excerpts, letters, reminiscences, and oral histories that have been published over many decades in other Society Press publications. She also offers the contextual commentary and analyses needed to make the histories of these women — the natives and newcomers, the famous and anonymous — more accessible to readers. A very notable woman herself, Wisconsin Supreme Court Chief Justice **Shirley Schlander Abrahamson JD '62** wrote the foreword.

McBride is the director of women's studies and an associate professor of history at UW-Milwaukee, and has also written *On Wisconsin Women: Working for Their Rights from Settlement to Suffrage*.

One reviewer concludes, "There is so much we can learn from the courage, tenacity, and intelligence of Wisconsin women. This is an excellent read for citizens of every state."

professor and the director of the Rehabilitation Psychology Program at the Illinois Institute of Technology in Chicago.

Using the violin as a metaphor for U.S. democracy, Madisonian **Larry Eriksson PhD '85** has written *Broken Strings, Missing Notes: Strengthening Democracy and Seeking Justice in a Nation out of Tune* (Quarter Section Press). He's also a consultant and author on technology, management, and globalization issues.

When **Charles Olsen '87, MBA '00** of Glen Ellyn, Illinois, wrote that 2005 was a year of contrasts, he meant it. In January, Ford Motor Company promoted him from central-Chicago Lincoln-Mercury manager to regional franchising coordinator. In March, he worked with the UW's ROTC cadets to host the historic National Scabbard and Blade Honor Society's centennial convention. And April brought another promotion — this time, to lieutenant colonel in the U.S. Army Reserves. Olson is now supporting Operation Enduring Freedom for eighteen months.

Fort Lauderdale, Florida, has long been known for its tourism and marine economies, but thanks in large part to **Mark Nerenhausen MA '88**, the city now boasts a strong cultural economy as well. He's the president and CEO of the Broward Center for the Performing Arts, and one of the visionaries who saw to the creation of the diverse, downtown Riverwalk Arts & Entertainment District, which attracts 1.4 million visitors annually. Thanks to another of the city's residents, **Bob Hoysgaard '64**, for sharing this news.

The United Nations World Food Programme has a new private-sector donor officer in **Brett (Breton) Rierson '88**. Working from Bangkok and Hong Kong, he oversees private-sector partnerships with those who share the program's

objective of ending child hunger by 2015. Since 1988, Rierson has made his home in Asia, where he's built a diverse background, particularly as a fund raiser. He speaks Mandarin and French.

Is modern philosophy racist? **Andrew Valls '88** has endeavored to answer this question through editing *Race and Racism in Modern Philosophy* (Cornell University Press). He also teaches political philosophy at Oregon State University in Corvallis.

Performing together in a 1992 Broom Street Theater show was just the beginning of the music — and musicals — for **Catherine Capellaro '89** and her spouse, Andrew Rohn. The Madisonians' latest show, *Walmartopia*, played locally this winter, portraying a future run entirely by the retail giant. Other collaborations include *Temp Slave, the Musical*; six-year-old twins; and the dance band VO5. Capellaro is also the managing editor of *Rethinking Schools* magazine.

Felicitations, **Charise Stutesville '89!** Her screenplay *Love, Sydney* earned the Best Screenplay award during the eighth annual Film Festival of African American Women in Cinema, held in New York in October. It's the story of five young women who became friends at the UW and are reunited after the death of one of them. Stutesville lives in Oak Park, Illinois.

90s

David Vitale '90, MS '98, PhD '05 is the director of curriculum and instruction for the Watertown [Wisconsin] School District. While pursuing his PhD, he observed the lack of a Web-based tool that would allow educators to create and maintain professional profiles — which is where **Richard O'Donnell '94**

came in. The founder of Always Come Evening, a Chicago-based Web design firm, he and Vitale developed a new service to fill this need: ConnectEd (www.connectcenter.net).

Here's something we don't hear very often: "I recently wrote an original television movie for the Sci Fi Channel and Mindfire Entertainment called *Dead and Deader — Zombie Attack!*" Such was the news from **Steven Kriozere '91** of L.A. "In honor of the UW," he adds, "I named one of the characters Major Bascom, after the famous hill we've all proudly climbed numerous times." Look for the film's world premiere on the Sci Fi Channel this year.

Terence Yoshiaki Graves '92 also felt the call of L.A. and answered it. There, he worked on films, music videos, and at Virgin Records until his band, the Black Eyed Peas, signed a record deal in 1997. Graves and fellow Pea **Mike Fratantuno III '92** toured and recorded with the group until 2003, when they founded Transcenders (www.transcenders.tv), a firm that composes and produces music for films, TV, advertising, and recording artists. Graves says, "Our time in Madison has undoubtedly shaped our work ethic, and we strive to be the best at what we do."

We hear a lot about Planet Propaganda, a Madison-based advertising company that boasts **Rob Sax '92** as its president, and **Wade Breaux '91** and **Travis Ott '99** as brand managers. Among the firm's clients are **Miles Gerstein '70**, president and CEO of UpperCut Images, and **Cathy Dethmers '94**, the owner of Madison's High Noon Saloon.

From South Bend, Indiana, Notre Dame Assistant Professor of Political Science **Keir Lieber '92** writes that he's "keeping his allegiance to the Badgers on the lowdown until after tenure review," and shares that his first

book, *War and the Engineers: The Primacy of Politics over Technology* (Cornell University Press), came out this fall. His spouse is **Meredith Bowers '92**. Lieber's father, **Robert Lieber '63**, has also written a new book called *The American Era: Power and Strategy for the 21st Century* (Cambridge University Press). He's a professor of government and international affairs at Georgetown University in Washington, D.C.

Like the 1992 grads Graves and Fratantuno III above, **Ramsay Adams '93** believes in the power of the music that accompanies our media. He's a film and television music supervisor who's co-authored *Music Supervision: The Complete Guide to Selecting Music for Movies, TV, Games, & New Media* (Schirmer Trade Books); teaches music supervision at New York University's Center for Advanced Digital Applications; and has just music-supervised the film *Heights*, starring Glenn Close. He and his spouse, **Ananda Thorson Adams '93**, live in New York City.

Another Badger is making it big in entertainment: **Paul Scanlan '93** is a co-founder and the chief operating officer of MobiTV (www.mobitv.com) in Berkeley, California: the first global multimedia network and technology company providing TV and radio services on mobile phones — more than twenty-five channels of both live and made-for-mobile content. In September, MobiTV received an Emmy Award for Outstanding Achievement in Engineering Development.

Justin Bomberg '94 knows Mick Jagger — personally. Working first in TV-news photography and editing, he ended up as the on-stage and backstage video photographer for the Rolling Stones' 2002–03 world tour. Afterward, he returned to Madison and produced *In the Red Zone*, a

DVD about the history of Camp Randall. When the Stones came calling again this past summer to offer Bomberg a promotion as Jagger's guitar tech, he opted to stay put and build his business, Story Me This Productions (www.storymethis.com).

New to the Hong Kong office of the law firm Debevoise & Plimpton is **David Zeiden '94**, who specializes in mergers, acquisitions, and private equity transactions.

Andrew Frank-Loron '95 "recently received recognition for his active volunteer life from President Bush," writes Andrew's spouse, **Rhonda Frank-Loron '95, JD'00**. Specifically, the President's Council on Service and Civic

Participation honored the Verona, Wisconsin, resident with the President's Bronze Volunteer Service Award.

Harvey Sernovitz '95, JD'99 is on a grand adventure with his spouse, **Jo Ann Smith Sernovitz '96**, and family. He's a U.S. Department of State foreign-service officer who recently finished his first overseas tour in Guangzhou, China, and is now working in Taipei, Taiwan. "It's amazing the number of Badgers I run into," he says, "even though I'm about 7,500 miles from Bascom Hall."

Notes from Toyota-Land: An American Engineer in Japan (Cornell University Press) is a new work by **Darius Mehri MS'96** of Jersey City, New

Jersey. With declines in market share to Japanese automakers, some advise American manufacturers to adopt the practices of rivals Toyota or Honda — but Mehri cautions otherwise. His three years as a computer-simulation engineer for a Toyota-group company in Japan provided a view of unsafe conditions, racism, intimidation, mandatory overtime, and more.

Artist **Koji-Jun Jun'ichirō Ishida MFA'97** writes that "2005 was a fruitful year." In the spring, he had a solo show in his home community of Jersey City, New Jersey, and received the Rebecca Goldfarb Fellowship for completing the **[Carl] Djerassi [PhD'45] Art Residency** of 2004. The fall



Diane Heatley wants to make nasal washing a common — and more accepted — practice.

A New Twist on the Neti Pot

As a pediatric otolaryngologist, **Diane Gallo Heatley '82, MD'87** saw "a lot of children with chronically snotty noses" and became interested in finding a gentle, effective way to treat them without surgical intervention or drug side effects.

Of course, the problem isn't restricted to children. Heatley, who's also an associate professor in the UW Medical School, says that some 70 million Americans suffer from sinus problems. Start with allergies, and add in irritants such as cigarette smoke, air pollution, pollen, dust, and mold, and you've got a whole lot of uncomfortable people. Decongestants, nasal sprays, and antibiotics may fix symptoms temporarily, but there's no proven cure for sinus trouble.

Realizing that sometimes the simple approach is the best one, Heatley devised a solution called SinuCleanse. It's based on the neti pot, a "genie lamp"-shaped pot that's been used for centuries in a nasal-cleansing ritual in the practice of yoga — something she learned about through a nurse. The user mixes a batch of warm, salinated water in the pot, inserts its spout into one nostril, tilts the head, and pours the water through the sinuses and out the other nostril.

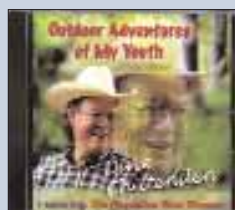
Because traditional neti pots are made of ceramic or glass, they can break easily, especially in the wet hands of children using them around bathroom sinks. Heatley's twists were to develop an unbreakable plastic version, and to put it in a convenient package with packets of saline, a stirring spoon, and instructions. This kit was originally launched in the Madison area in 1997, and is now available nationwide at major drugstore chains, some physicians' offices, and online at www.sinucleanse.com. Heatley's business partner and brother, Dave Gallo, runs Med-Systems, the company that produces SinuCleanse.

This modern take on ancient wisdom has paid off. Heatley says she knew that the potential market for her product — which has met with "excellent success" — was huge, and she expects it to grow as more people hear about it. She explains that "nasal washing makes so much sense — allowing the sinuses to work better and heal, and treating the actual root of sinus problems — that most people are more than eager to try it." Heatley adds that it's safe for children and pregnant women because it's drug free — which is good news in an era of increasing resistance to antibiotics.

"One of our favorite comparisons for the skeptics," says Heatley, "is between tooth brushing and nasal washing. Nobody in our society sees tooth brushing as weird — it keeps the mouth and teeth clean and healthy. Keeping the nose clean isn't as familiar to most Westerners, but it makes just as much sense."

— Staff

Tales



When *Outdoor Adventures of My Youth* — a collection of stories written and recorded on CD by **Dave Chittenden MS'57, PhD'61** — arrived at Alumni News headquarters, it had been on a sixteen-year journey.

That's because Chittenden, of Orange, California, was trained as a chemical engineer and "tried to be one for many years," specializing in computer simulation of chemical and physical processes. But that was before discovering that he was actually a storyteller in engineer's clothing. Chittenden learned this when he joined Toastmasters in 1989 and, without meaning to, began presenting his talks in the form of stories.

Chittenden's talent led him to the South Coast Storytellers Guild, several of its leadership positions, and performances at the Once Upon a Story Festival in San Juan Capistrano, California, and the Los Angeles Storytelling Festival. Plus, another CD is on the way.

And here's the Wisconsin link: although Chittenden's stories are fictional, many were inspired by his adventures with the UW Hoofers Outing Club.

To join the storytelling revival that's been going on during the last few years, Chittenden suggests visiting the National Storytelling Network (www.storynet.org) or e-chatting with him about this pursuit or his recording at dchittenden@socal.rr.com.

brought two additional solo shows, as well as numerous group shows. You can see some of Ishida's paintings, drawings, and photos at www.junart.net.

John Sherman '97 had a memorable — and enviable — 2005 as well. A reporter for WBAL-TV, the NBC affiliate in Baltimore, he received not only a Peabody Award for his piece "Chesapeake Bay Pollution Investigation," but also an Emmy and an Edward R. Murrow Award, and was named one of *Baltimore* magazine's 2005 "Baltimoreans of the Year." The Shermans doubled their pleasure in August by becoming the parents of twins.

Kris Warren '97 has "gone Hollywood" and wrote to share his advice to "inspire graduating students to chase their dreams." He's currently the manager of TV development for Wonderland Sound and Vision, but it was a long road — which started at a reception desk — that took him there. Tenacity, focus, luck, connections, hard work, and a willingness to start at the bottom will all help, but this is the clincher, says Warren: "If you're going to chase that Hollywood dream, *now* is the time to do it. Don't look back in ten years and regret not going for it."

UNITE (Urban Impact Through Education) is a program of the Inner City Teaching Corps in Chicago — an alternative teaching-certification program dedicated to serving children in underfunded schools — and **Beatriz Diaz '98, JD'01** is one of its newest graduates. She's also pursuing an MS in education from Northwestern University and teaches bilingual elementary students.

Few can claim to be professional circus performers and teachers, or the president of the American Youth Circus Organization, but **Orlene Marie Arceo Carlos Gentile MS'98** can. She and her spouse, Carlo, head up Fool Time Circus

(www.fooltimecircus.org), a program that promotes the circus arts to "build confidence, expand life choices, and inspire artistry." This summer, they also launched 888 Monkeys, a performing-arts program for kids. Gentile lives in San Francisco and St. Louis, Missouri.

The next time you're in Valders, Wisconsin, drive by the elementary school and think of **Jason Procknow '98, MS'04** — he's the new principal there after six years of teaching at Madison's Lapham Elementary.

There's been a lot of buzz in the National Football League (NFL) about whether its overtime rules are fair, but brothers **Chris Quanbeck '98** of Watertown, Wisconsin, and **Andrew Quanbeck '01** of Madison aim to change that. They've proposed the "cut-and-choose" bid system to NFL owners: a solution in which the loser of the coin toss would decide where the opening overtime possession would start, and the winner would choose whether it started on offense or defense. The NFL's competition committee was expected to discuss overtime further in February.

Abbie Fayram '99 of San Francisco wrote to tell us how she was really blown away by the wedding of **Amber Fritch '00** — almost literally. Fritch, of San Diego, was to be married on a beach near Cancún, Mexico, on October 21, but Hurricane Wilma forced the bridal party's evacuation 170 miles inland the day before. Making the best of it, Fayram, **Jamie Smith '00** of Minneapolis, and **Sarah Edens Hoffman '99, MPT'01** of Waukesha, Wisconsin, created a "normal Saturday" by watching the Badgers' victory over Purdue via the Internet in their hotel's lobby. By game's end, the three wedding-goers had gained a dozen new friends who were also "looking for a little bit of comfort in a good old American college football game."

2000s

Hip Hop Homos, a short documentary directed by **Dave O'Brien '00** of L.A., premiered in October as part of Logo TV's Real Momentum series. This film — his first — profiles Goddes and Deadlee, two openly gay hip-hop artists who share their experiences and hardships through music. O'Brien is also completing his thesis film, *Straight Boys* — which was shot entirely in Madison — to earn an MFA at the University of Southern California.

BusinessWeek Online selected Madisonian **Anand Chhatpar '05** as one of twenty Top Entrepreneurs Under 25 in a recent contest to "find the next generation of Michael Dells." Chhatpar is the CEO of BrainReactions, which he founded in 2004. The idea came out of his internship at the Pitney Bowes Advanced Concept Technology Center: if he could harness the creativity and insight of diverse young minds, he could solve companies' problems. BrainReactions is a pool of two hundred professional brainstormers who think up new products, services, markets, and strategies for clients. It also recently released a public beta site of an online brainstorming tool at www.brainreactions.net.

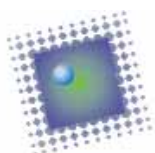
Former UW women's hockey player **Meghan Hunter '05** has joined the Niagara University [New York] Purple Eagle coaching staff as an assistant coach, following a season as a volunteer assistant coach at Wisconsin. Hunter played for the Badgers from 2000 until 2004, finishing as the team's career leader in points (177), goals (83), and assists (94). She's also the niece of National Hockey League players Dave, Dale, and Mark Hunter.

Compiled by WAA's alumni news editor, Paula Wagner Apfelbach '83, who feels she is suitable for framing.



Quiet Generosity

Following a family tradition, John Feldt puts his money where his heart is.



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Growing up in a blue-collar neighborhood on Madison's south side, **John Feldt '66** saw the lessons of humility and service playing out again and again.

When a family in his Lake-side Street neighborhood fell on hard times or relatives were strapped for cash or the local food bank needed a hand, his father, Walter, would often step in and provide an assist.

In return, the big-hearted liquor salesman expected only

one thing: anonymity.

His father's quiet, generous example helped mold one of John Feldt's core beliefs.

"If people care about you and you're doing things the right way, you're going to know that. You won't have to be told about it by others," says Feldt, whose thirty-nine-year career at the UW Foundation is winding into its final months until retirement.

The foundation's senior vice

president of finance, Feldt will leave a legacy of management skill, professionalism, and investment savvy in the upper reaches of the organization. But coax him — and it takes a fair bit of coaxing — and Feldt admits that the legacy he leaves among students working part time at the foundation's headquarters is just as meaningful.

Feldt's understated generosity created the Walter, Helen, and Loretta Feldt Memorial Scholarship, which has been awarded seventy-three times since 2001 to student employees at the foundation — those who file, sort, deliver mail, run errands, and make fund-raising phone calls. The scholarships have ranged between \$100 and \$1,200.

"I know how hard it is to work and go to school," says Feldt, who worked at Montgomery Ward's on State Street and at Oscar Mayer to help pay his way through the UW's business school. "I had some support from my parents, because they both believed strongly in education, but they just didn't have the wherewithal to pay for all of it. They helped a little, and I remember how much it meant to me."

The endowed scholarships are named for Feldt's parents and his late wife, **Loretta '90**, who died within about three months of being diagnosed with pancreatic cancer in 2001.

"People [at the foundation] allowed me to basically spend three months at home during her illness. She was home during the whole process, and I'm really happy I was, too. We talked about everything, and she thought this would be an absolutely perfect thing to do," Feldt says.

It was a perfect fit in part because Feldt is known for his



John Feldt, here with students Brooke Krause and Justin Boyd in the lobby of the UW Foundation building, has provided seventy-three scholarships through a fund he established in 2001. The organization's vice president of finance, Feldt makes a special effort to get to know the students who work in the mail room during their college years.

JEFF MILLER (2)

rapport with students. It's not unusual for him to socialize with student workers and build lasting relationships.

Emily Johnson '02, a transportation engineer who has received two scholarships, says Feldt always made time to chat with students. More friend than executive, Feldt has always been a student favorite.

"He's down to earth and has an enormous heart," Johnson says. "I worked all through college at the foundation. That's how I supported myself. Getting the scholarship meant a lot because of that, but also because it meant a lot to John."

Jason Smith and Justin Boyd, two mail room employees, count themselves lucky to have worked with Feldt and to have won the scholarships. Boyd, a sophomore from Waukegan majoring in biochemistry, says the aid eases some of the financial pressure.

"He's very kind and seems to genuinely care about everyone else," Boyd says of Feldt.

And Smith, a senior economics major from Racine, says it's a treat to be able to work with the man who made the scholarship possible.

"Tuition keeps increasing, and it's nice to have the scholarship, but it's just as nice to have the interaction with him. The students definitely appreciate it," he says.

Chad Kavanaugh '03, who was among the first to receive a scholarship, remembers being surprised by how approachable Feldt was to students.

"He's one of the most important people at the foundation, yet he takes the time to get to know students in the mail room. He'll ask you to go golfing or just shoot the breeze," says Kavanaugh, who now teaches

health and physical education at Sun Prairie High School.

Sometimes, former student workers stop by to show off their new families. Feldt is ready to please this next generation with a drawer full of toys that he replenishes regularly.

Proof of the scholarship's popularity is found in the way foundation employees contribute to the annual internal fund drive: they have earmarked more funds for the Feldt Scholarships than for any other single cause.

Sandy Wilcox, UW Foundation president, says Feldt has been the "heart and soul" of the organization.

"Although his role is financial, people know him, trust him, and like him," Wilcox says. "He loves students. So much of our employees' support of the scholarships is from what we all went through when Loretta died. It was heartbreaking because we all love John."

In many ways, Feldt's sense of duty is a reflection of how the roles of the foundation and its donors have evolved since he began work there as an accountant in July 1967. The foundation had about \$6 million in assets under management then, compared to about \$2 billion today.

The need to raise money to benefit the university has been amplified as state support for higher education has declined over the years, Feldt says.

"We have become much more like a public-private organization. Out of the need, you develop a program that encourages people to be generous," he says. "You're not asking people for money. You're saying, 'Here's an opportunity for you to make a difference.' They either believe in that, or they don't."

Another important change has been in the way the foundation manages its investments, Feldt adds. Solid decision-making has produced returns that keep research projects, scholarships, and named professorships well funded.

Those sorts of returns give donors confidence that the foundation is a good steward of their resources.

"The returns that you generate from investments are just as important as raising new dollars, because it makes it easier to raise money if people are proud of the organization and they see you have a well-run operation," says Feldt, who plans to retire in June.

Feldt also has shared his management and investment acumen in the community, serving on boards that provide business and investment guidance to the American Heart Association, Access to Independence, the Attic Angels Foundation, and the Evjue Foundation.

The lessons Feldt learned from his parents — those of selfless, quiet giving and the value of education — will live on for generations of student filers, mailers, and errand-runners to come. Chad Kavanaugh says Feldt's example is both powerful and persuasive.

"John's not one who gives you something, expecting something back," he says. "It's not about that for him. He doesn't need that recognition. He does it out of the goodness of his heart."

The coaxing of John Feldt continues. Asked to summarize what he'll leave behind at the foundation, he offers this: "If I have any legacy at all, it's what the institution is all about. It's about the students."

— Dennis Chaptman '80



"John's not one who gives you something, expecting something back. It's not about that for him. He doesn't need that recognition. He does it out of the goodness of his heart."