



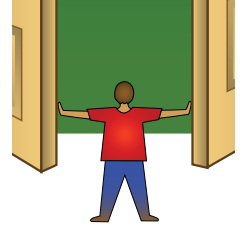
IN WISCONSIN

Fall 2007
Volume 108, Number 3

18 **Getting In: The Not-So-Secret Admissions Process**

As any high school senior can attest, the college search process is complicated these days. Woven in among the entrance exams and the application forms and the deadlines are myths about who gets in and who doesn't — and why. *On Wisconsin* talks to the people who make those decisions every day and learns that numbers are only part of the equation.

By Michael Penn MA'97



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28 **May the Farce Be With You**

When a group of budding filmmakers creates a parody of *Star Wars* that becomes a YouTube sensation, you can bet that UW alums are involved. Find out why *Chad Vader: Day Shift Manager* has been downloaded some 18 million times.

By Erin Hueffner '00



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30 **Hidden History**

Recorded history of the early days of the gay and lesbian civil rights movement, from 1950 to 1970, is spotty at best. In a first-of-its-kind UW-Madison experiential learning course, students and professors traveled to meet people, see places, and formulate the past firsthand.

By Susan Zaeske '89, MA'93, PhD'97 and Scott Seyforth MSx'08

36 **I'm Not Who You Think I Am**

They express themselves and how they feel about the world around them through a powerful mechanism: words. And now the students who have embraced urban art, including "spoken word," are coming together on campus, playing a leadership role in a national movement and sharing their craft with others.

By Jenny Price '96



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Cover:

What advice can you believe about getting through the door to a top-choice college like UW-Madison? An admissions staff with decades of expertise sorts through the myths and the well-intentioned opinions, and describes a process that is anything but formulaic.

Photo by Jeff Miller



LETTERS

On Wisconsin Magazine welcomes letters from our readers. The editors reserve the right to edit letters for length or clarity. Please e-mail comments to WAA@uwalumni.com; mail them to On Wisconsin, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771.

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UW-Madison wants to stay in touch with you. As primary manager of the UW alumni and friends database, the UW Foundation is always seeking up-to-date contact information. You can update your information online by visiting www.uwfoundation.wisc.edu/survey. When you are asked to log in, please use the identification number located above your name on the magazine mailing label. Taking these steps will help us to maintain consistent and accurate information, which is shared selectively with the Wisconsin Alumni Association and most other campus departments and programs that you may be involved with as an alum, volunteer, faculty member, or donor. Thank you!

Congrats on Summer Issue

My congratulations and appreciation for the diversity shown throughout the latest issue [Summer 2007] of *On Wisconsin*. I have received many calls from alumni of color expressing their appreciation.

Chuck McDowell '77
Madison

What a gorgeous issue of *On Wisconsin* (Summer 2007). Every article was interesting and informative. The one on Dr. Ernest Darkoh ["Country Doctor"] and his inspiring work was so well done! The article on savants ["The Rain Man in All of Us"] and what the research on them implies for all of us just blew me away. There's not room to mention all — but I read every article!

Betty Garton Ulrich '72
Stone Lake, Wisconsin

Thank you [for the Summer 2007 *On Wisconsin*]. The article "Country Doctor"

was most revealing as to what one man can do with his skills for medicine, public health, and business for an entire nation.

Ruth Kortemeier '64
Rockford, Illinois

Savoring Story on Savants

The article on Darold Treffert ["The Rain Man in All of Us"], similar to the excellent article several years back on anthropology professor Neil Whitehead ["Unintended Consequences," Fall 2003], is a timely and needed reminder of the world-class academic institution that is the University of Wisconsin, a treasure to the world. Keep these types of articles flowing.

Jim Noyes '64
North Easton, Massachusetts

Niki Denison's well-thought-out article on Darold Treffert in your Summer issue brought back some pleasant memories of Dr. Treffert and his unique personality.

In the 1970s, while I was employed at Dodge County Mental Health Center, Dr. Treffert was a mentor and teacher to our staff. At the close of one training session, staff asked him how he happened to go into psychiatry.

Dr. Treffert said that when he was growing up, he wanted to be a pediatrician, as he liked kids. Following his year as a medical intern, he attended a symposium with medical professionals who hosted question-and-answer sessions on their fields. The pediatrician hosting the first session told the students that if you wanted to be a pediatrician, you had to have the patience of a saint, the knowledge and skills of the Divine, and above all, you must own a vomit-colored suit.

Dr. Treffert said he did not own a vomit-colored suit, so he went on to another session, and was intrigued by psychiatry — and the rest is history.

From my experience, Darold Treffert is one of the Lord's gifts to mankind.

Gene Schwarze '61
Eagle River, Wisconsin

Video Game Violence

I couldn't be more proud of the fact that my alma mater is involved in creating the next-generation assassin video game

[Dispatches, "She's Got Game," Summer 2007]. I am glad you're helping promote this wonderful form of entertainment for young and old alike. I realize violence is very entertaining and very popular, which I hope Raven Software is in a position to capitalize on with help from UW-Madison.

Your idea of having the "elite-force" assassin as a beautiful woman in black stiletto heels is even more persuasive and entertaining. We all know that the proliferation of violence, including mall and school shootings, has had little impact on our lives, and is certainly not related to the proliferation of violent video games.

I also believe Raven Software should explore and produce graphic rape video games with the assistance of UW-Madison, as a new and revolutionary form of entertainment. This also would have little impact on those who play them, and could be another proud moment in UW-Madison history.

James Navratil '86
Scottsdale, Arizona

The Stellar UW Staff

As the husband of former Wisconsin State Climatologist Pam Knox, I've had the privilege of knowing Lyle Anderson ["Pitchman," Summer 2007] for more than fifteen years. He is a gem.

After having attended and worked at five different universities, I am fairly certain that the factor that significantly elevates the UW above its peers is not the quality of its faculty. You can find similar fine faculty at a number of universities — indeed, the "stars" rotate from one institution to another with remarkable frequency. But at no other university have I found anything close to the same level of excellence in the staff that I experienced at Wisconsin. They make the place hum and rise above any limitations. Why does the UW enjoy such a competitive advantage with regard to staff? The staff of a university, unlike its faculty, is much less mobile, and the talent pool is usually limited to the locals and to faculty spouses. This is where Madison blows the doors off of other college towns,

Continued on page 58



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JFA

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Which UW–Madison alum has helped cure global disease and alleviate human suffering for more than 80 years?

WARF, the nonprofit organization founded by UW alumni that supports the university's world-class research, and patents and licenses UW–Madison discoveries that improve lives around the world.

In 1925, nine visionary UW alumni created the world's first university technology transfer organization, the Wisconsin Alumni Research Foundation. Since then, WARF has helped support and advance some of the most important scientific and medical breakthroughs of the past century.

Nearly a century ago, WARF founder, UW alumnus and professor, Harry Steenbock, pioneered the use of Vitamin D that wiped out the childhood disease of rickets.

WARF has continued to support major new Vitamin D research and has helped UW–Madison scientists lead the search for treatments and cures for other diseases, such as juvenile diabetes, cancer, Alzheimer's, Parkinson's and heart disease.

Learn more about the 1,600 UW patents, 1,500 UW licensed technologies and \$860 million WARF has provided UW–Madison to support research, programs and initiatives at www.warf.org.



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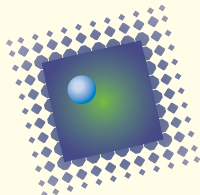
BOB RASHID

Thanks to you, *Create the Future: The Wisconsin Campaign* has been a record-setting success and the future is ever brighter for these prospective Badgers. The conversations inspired by the campaign will continue, as will the challenge and joy of helping this great university evolve into an extraordinary university. These conversations, which are bringing

people together to find a common ground, will lead to new opportunities for the University of Wisconsin-Madison to shape and to lead the century of discovery.

Thanks to you, the future is in good hands.

For further information please
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The Make-a-Life Challenge

It was Winston Churchill who first wrote, "We make a living by what we get, but we *make a life* by what we give" (italics mine).

These words can certainly be applied to our debt to the University of Wisconsin. None of us were anywhere near Bascom Hill when that first class met on a February morning generations ago. However, we found evidence of those who came before us at every turn. Everything was in place: a world-renowned faculty, state-of-the-art facilities on Lake Mendota, and proud, passionate alumni. This place inspired and attracted students from every county of the state, every state in the Union, and from well over one hundred countries. That total education package offered us arguably the most complete college experience in the country.

During my eighteen years as a member of the Wisconsin Alumni Association volunteer board of directors, I've seen the many ways that the association is working to build on the legacy of those who came before. I have seen the number of engaged and involved alumni reach and then exceed 200,000. In 1998, all alumni began receiving *On Wisconsin* magazine. The association's Web site highlights the myriad WAA initiatives, events, and volunteer opportunities in Madison and beyond. Alumni chapters around the world offer rich and varied programs that connect UW-Madison graduates. Scholarship funds raised from those programs are matched by the UW Foundation and can make the difference in whether students attend our alma mater. The list of Lifelong Learning programs, including the award-winning Grandparents University, continues to grow.

Beginning this fall, there will be new opportunities for alumni to get involved in UW-Madison. Students are the focus of the university, but they often give little thought to their role as future alumni. To increase their awareness and involvement, we need to do much more with and for them. This year, in partnership with the Offices of the Dean of Students and the vice provost for teaching and learning, WAA is renewing its efforts to enhance their experience. Longtime celebrations such as Homecoming and the All-Campus Party will continue to be important components of this program. In addition, initiatives such as Wisconsin Welcome's Fifth Quarter, Founders Days in the residence halls, and enhanced commencement activities offer new opportunities for alumni to connect with and enrich our students. There will also be opportunities for supporting student scholarships, participating in mentoring and career programs, and much more throughout the year.

Your time investment will be a vital part of the success of this initiative. It will be much appreciated by the students whose Badger experience you affect ... and by those who made your own University of Wisconsin experience possible. So, I'm asking you to "*make a life*" — yours and one for many future Badgers — by visiting uwalumni.com/makealife to find out how you can get more involved.

Meanwhile, feel free to stop by the Marty and Florence Below Alumni Center at the foot of Lake Street on Lake Mendota for a welcome back to campus. I hope to see you there or at www.uwalumni.com!

Doug Griese '75
WAA Chair of the Board



KIMBERLY PILAR

Go online to
uwalumni.com/makealife to take the
challenge and let
us know how you'd
like to get involved
in helping students
and strengthening
your university.



Live from Ag Hall

Goldberg's bootleg lectures now on CD.

Like the most diehard fan of a rock band, **Sidney Iwanter '71** went to extremes to capture a piece of legendary UW history — professor **Harvey Goldberg '43, PhD'51**.

After Goldberg told him “no” when he asked permission to tape his class, Iwanter stuffed the 1962 Bell & Howell recorder he received as a bar mitzvah gift under a bulky sweater and snaked the microphone cord through the sleeve to record dozens of lectures.

“Some people listened to The Doors at night; I just wanted to listen to [Goldberg],” says Iwanter, a Los Angeles television producer who funds an annual “love of learning” scholarship at UW-Madison.

Iwanter wasn't alone. A handful of Goldberg's students recorded his unparalleled lectures before a packed house in Agricultural Hall. Now some of these “bootleg” recordings are part of a CD collection released jointly by UW-Madison's Harvey Goldberg Center for the Study of Contemporary History and the community-based Harvey Goldberg Memorial Fund.

Both groups received a number of recordings from Goldberg's former students following his death from cancer in 1987. Since then, they have worked independently to preserve and protect the cassette tapes, which started to disintegrate after spending years stored in unstable conditions. Before turning his tapes over to the history department in 2004, Iwanter had kept them in cigar boxes under his bed. Others were stored in people's cars.

“We thought, ‘This is his legacy here, and how do we preserve this and not just let it deteriorate and go to waste?’” says **Mark Borns '80, JD'83**, a former Goldberg student who went on to become

his attorney and now serves as secretary-treasurer for the memorial fund.

Goldberg, who began teaching at the UW in 1963, wrote just three books — one in French — during his career, putting most of his academic efforts into preparing lectures.

“Harvey inspired a lot of people to do a lot of different things with their lives that they otherwise would not have done,” Borns says.

Another fan, **Chibu Lagman MS'88**, was not enrolled in Goldberg's class, but won his reluctant permission to record the lectures when he promised to share the tapes with people in his native Philippines who were living under dictator Ferdinand Marcos. “Given the restrictions and censorship, we were so starved for the kind of lessons and information that Harvey imparted,” says Lagman, who donated his recordings to the project and now teaches Latin American studies at the University of Alberta and sociology at Grant MacEwan College. “His lectures and his friendship ... helped me bear the pain and loneliness of exile.”

Advances in audio technology made it possible to digitize and remaster some of the student-recorded lectures — diminishing the echo of Goldberg's powerful voice within the walls of the cavernous lecture hall — and convert them to CDs. The center and memorial

fund pooled their recordings to release the collection of lectures Goldberg gave from 1974 to 1976, most of them in his popular Contemporary Societies course.

With only a lecture outline on a three-by-five note card, Goldberg described a vibrant history of struggles against colonialism and imperialism around the world. The theme of resistance to domination by the West ran through the entire course, says **Allen Ruff MA'76, PhD'87**, who was a teaching assistant for Goldberg and today serves as president of the memorial fund.

“I've listened to all the CDs in the collection. In each lecture, there is something of significance, salient to this moment we're currently in,” Ruff says. “The lessons [and] the continuities are staggering.”

To order *Harvey Goldberg: The Bootleg Lectures*, visit http://history.wisc.edu/Goldberg/hgc_cd/cd.htm or www.rain-bowbookstore.org/goldberg.

— *Jenny Price '96*

one number

\$36 million

The estimated amount of federal and private research funding that faculty departures cost UW-Madison from 2004 to 2006, according to the Office of the Provost. The number of UW professors receiving outside offers from universities, including Arizona State, Pittsburgh, and Florida State, hit a twenty-year high last year. Officials blame the departures on budget cuts to the UW System in recent years, salaries that aren't competitive with other schools' offers, and the lack of health care benefits for domestic partners.



UW-MADISON ARCHIVES

Days of Their Lives

A landmark study spans a half-century — and counting.

Lee Schoenecker '61, MS'64 doesn't recall filling out a survey fifty years ago about his plans after high school, yet this long-forgotten event has stayed with him. Since then, the retired urban planner has spent many hours being surveyed via both telephone and written questionnaire. He recently provided a sample of DNA. Even his wife and siblings have become involved.

And he's not alone. Like Schoenecker, more than ten thousand graduates from Wisconsin's high school classes of 1957 have participated for a half-century in the Wisconsin Longitudinal Study (WLS), one of the longest and most respected sociological investigations ever undertaken. Started at UW-Madison as a survey of high school seniors' post-graduation plans, the WLS has since evolved into a study of the entire life course, including education, career, family, aging, and retirement.

As Schoenecker and other study participants have traversed these stages, their journeys have given social scientists unprecedented insight into how a lifetime of experiences influences quality of life as people age. WLS findings have appeared in more than four hundred books,

journal articles, and other scholarly publications, and the study's data have been requested hundreds of times by researchers worldwide. Along the way, the investigation has also had a profound impact on public policy and practices.

"One of the big effects of the WLS was that it inspired a whole series of federal surveys, which have been carried out more or less regularly ever since," says **Robert Hauser**, UW-Madison sociology professor and WLS director.

None of this would have been possible, though, without the cooperation of the graduates, which is why WLS researchers have been sharing results at more than fifty-five high school reunions held this year.

"We know class reunions are a big thing for everyone around the country, and the fiftieth reunion is very special," says **Carol Roan MS'89, PhD'94**, WLS scientist and the reunion effort's chief architect. "So we just saw this as an opportunity to give back to these people who have spent so much time with us."

One of the reunions was Schoenecker's own, in June. Amid a banquet and a pontoon boat ride, two dozen members of the Lake Mills High School



JEFF MILLER

Lifelong bonds: When 1957 graduates of Lake Mills High School gathered this summer for their fiftieth reunion, they shared far more than small talk. They and their spouses listened intently and asked questions about the findings of the Wisconsin Longitudinal Study.

Class of 1957 and their spouses listened attentively to a presentation by Roan, then bombarded her with questions. From the front row, Schoenecker posed several questions of his own about the study that has been part of his life for five decades.

"One of my classmates asked me recently, 'Why are you so interested in this?' " he recalls, "And I said, 'Because it's part of me, and my family, and everything else.' "

— *Madeline Fisher PhD'98*

Ripe Old Age

Americans feel enormous pressure to stay forever young — or at least to age gracefully. Whether that cultural trait affects emotional and physical health has captured the interest of **Carol Ryff**, director of the UW-Madison Institute on Aging. Ryff's groundbreaking longitudinal study of midlife and aging, which has surveyed more than seven thousand Americans ages twenty-five to seventy-four, has already demonstrated that a range of psychological and social factors are linked to biological

markers for stress, immune function, and cardiovascular risk. Now, working with a team of U.S. and Japanese researchers, she is comparing those findings with data collected from one thousand residents of Tokyo. Ryff explains that while Japanese society emphasizes filial obligation, interdependence, and respect for the elderly, the youth-oriented United States values individualism and independence. One intriguing finding of the new study, she says, may be that "it's easier to get old in Japan than in the U.S."

— *Staff*

Centering on the Promise

Efforts help to focus stem cell and regenerative medicine research.



JEFF MILLER (2)

Professor Laura Kiessling, left, lends her expertise in chemistry to the UW's stem cell research.

Wisconsin has been the epicenter of human stem cell research since the world's first human embryonic stem cells were isolated and cultured on the UW-Madison campus nearly a decade ago, setting off an international scientific frenzy.

Now, as dozens of laboratories scattered across campus work with stem cells of various kinds — embryonic, adult, and fetal — the research that seeks to capitalize on the body's ability to maintain and heal itself has a formal home in the new UW-Madison Stem Cell and Regenerative Medicine Center. The effort was announced in May at a UW Foundation event featuring famed developmental biologist Ian Wilmut, creator of Dolly, the cloned sheep.

Operating under the auspices of the Graduate School and the UW School of Medicine and Public Health, the center will be led by cardiologist **Timothy Kamp** and neuroscientist **Clive Svendsen**.

"We hope the Stem Cell and Regenerative Medicine Center will serve as a catalyst on campus and bring together interdisciplinary efforts to advance stem cell and regenerative medicine research," says Kamp. "It will provide communication and critical facilities and enhance faculty recruitment and retention to

contribute to this effort."

Svendsen and Kamp say the center will cover all of stem cell biology, exploring the potential of stem cells derived from all sources. They estimate that as many as fifty UW-Madison faculty are engaged to varying degrees in the pursuit of stem cell science and regenerative medicine. To amplify their work, the center will help develop core shared research facilities, a seed grant program, funding for postdoctoral fellowships, and programs for outreach and education.

The advent of the center is timely. Since 1998, when UW-Madison developmental biologist **James Thomson** won the race to isolate and culture human embryonic stem cells, the all-purpose cells that arise at the earliest stages of human development have become the focus of keen scientific competition worldwide.

"To allow the UW to maintain its leadership in stem cell biology, we need a clear campuswide organization that can facilitate and empower this research," Kamp argues. "Collaborative efforts from a range of investigators working together will be needed to overcome the major roadblocks to realizing the promise of regenerative medicine."

In short, the new center will be a critical catalyst and source of support for bringing Wisconsin stem cell science to fruition. The potential, say Svendsen and Kamp, is breathtaking, promising novel insight and treatments for a host of human diseases and conditions.

— Terry Devitt '78, MA'85

Good Chemistry

Stem cell researchers face a particularly tough challenge: working with microscopic materials that are unpredictable. Despite a decade of advances, scientists are still honing the conditions under which stem cells will continue dividing indefinitely in culture or begin morphing into specific cell types.

"It's a complicated problem, but when you distill it down, these are all just molecules," says UW chemistry professor **Laura Kiessling**. "So, that's where chemists can make a difference."

Kiessling and her colleagues have devised a new system that can quickly and systematically screen hundreds of individual molecules for their ability to influence stem cell fates — a technique that could hasten efforts to develop stem cell therapies and attain new insights in developmental biology. The team's chemistry-based system allows scientists to test not only molecules from nature, but synthetic ones, too.

— Staff

Local Flavor

Research project brings fresh snacks to schools.

It makes more sense to eat fruits and vegetables from a farm down the road than from halfway across the country. That's the driving force behind a UW-Madison research program seeking to make it afford-

able for schools to serve locally grown foods and encourage kids to eat fruits and vegetables by offering fresher, high-quality snacks.

Wisconsin Homegrown Lunch — a partnership between the university's Center for Integrated Agricultural Systems and the Madison-based non-profit REAP Food Group — first launched its weekly snack program in 2005 at Lincoln Elementary School.

UW researchers are studying the feasibility of processing locally grown fruits and vegetables off site, since many school districts lack the time, facilities, and resources to do so on their own. The produce is

washed, chopped, and bagged at Willy Street Grocery Co-op on the city's near-east side, and then delivered to Madison Metropolitan School District's food service program for distribution to schools.

This year, children at four Madison schools are getting the chance to eat sweet potato slices, carrot coins, and sliced kohlrabi from local certified organic growers. "One of the goals of the program is to expose them to a wider variety," says Doug Wubben, the project's coordinator. "Children will eat their vegetables, if they're presented with enthusiasm, and on a regular basis."

— Jenny Price '96



SPENCER WALTS

See how Madison has changed through the ages in *Historic Photos of Madison*, a new book by Don Johnson, head of library communications at the UW. Johnson collected nearly two hundred photos for the 216-page book, which was published in July by Turner Publishing.

UW-Madison's physics department honored **Robert Fassnacht**, the research scientist killed in the 1970 Sterling Hall bombing, in May by dedicating a plaque near the site of the explosion. Fassnacht, a thirty-three-year-old husband and father of three young children, was a postdoctoral student in physics working on an experiment in a basement laboratory when the blast occurred. The bombing injured three others and damaged twenty-six buildings in the area.

More than five thousand eighth-graders across the state have signed up for the **Wisconsin Covenant Program** since it launched in May, pledging to keep a B average, stay out of trouble, and take college preparatory courses during high school. The program, created by Wisconsin Governor Jim Doyle '67, promises each student financial aid based on his or her needs and a spot at one of the state's universities or technical colleges. Funding for the program was in dispute during state budget negotiations over the summer, but students can continue to sign up.

History professor Jeremi Suri has published what may be the authoritative account of late twentieth-century American foreign policy: *Henry Kissinger and the American Century*. The book offers a look inside the complicated and controversial legacy of one of the dominant figures in U.S. Cold War diplomacy.

Q and A

Kathleen Horning

The Cooperative Children's Book Center (CCBC) has served as a resource for Wisconsin teachers and librarians for more than forty years. Kathleen Horning '80, MA'82 has been a librarian with the CCBC for twenty-five years, and knows a thing or two about what makes for a good read.

Q: What do you do with the CCBC?

A: I've worked primarily with multicultural literature over the years, and I compile lists of recommended children's and young adult books. Each year we publish *Choices*, a listing of two hundred or so recommended books, and we travel around the state to speak with Wisconsin teachers.

Q: How are the books selected for *Choices*?

A: We have many discussions with Wisconsin teachers and librarians when we travel throughout the year, and we try to make note of the books they bring up. Whether they're excited or concerned about a specific work, we'll take it into consideration. And also, the four librarians we have on staff read — a lot!

Q: Harry Potter has been the biggest story in kids' books in the last decade. What effects have you seen on children's literature?

A: Where do I start? There definitely is much more

fantasy than ever, often now in multi-volume sets. Cover art many times is boys with black hair and round glasses, whether or not that has anything to do with the work. Also, the Harry Potter books are beautifully designed, and most fantasy is now following suit, with quality paper, typography, and imagery. There also is more fiction than ever with many more adults trying their hand at writing it. Picture books used to be everywhere, and now it is difficult for picture books to get published.

Q: What else should kids read these days?

A: *The Invention of Hugo Cabret* by Brian Selznick is currently one of my favorites. Some chapters are wordless, so it's a fiction and picture book in one, and kids really seem to have a lot of fun with it. Also, many books are dealing with heavy social issues nowadays, which can make it hard to find good humor. *The Fabled Fourth Graders of Aesop Elementary School* by Candace Fleming features contemporary fables that are lighthearted but still end with a moral. I'd compare them with the old Mrs. Piggie-Wiggie books of the 1950s.



Sweet Feet

Topical honey offers hope for healing diabetic ulcers.

You could call it sweet serendipity: **Jennifer Eddy** couldn't stop thinking about honey on her honeymoon.

A UW Health physician in Eau Claire, Eddy was in medical school when she first heard that ancient peoples had used honey as a topical antiseptic. She read more about the topic while traveling right after her wedding.

"When I came back, I talked with the infectious disease specialist at the hospital," she says, "and luckily, she said let's give it a try."

Honey offers particular hope to people with diabetes. Diabetics typically have poor circulation and decreased ability to fight infection, so even minor cuts and blisters may turn into

ulcers, often resulting in amputated limbs. Honey's acidic pH and low water content, and the hydrogen peroxide secreted by its naturally occurring enzymes, make it ideal for combating organisms that have developed resistance to standard antibiotics. Treating wounds with honey has tremendous potential for the approximately 200 million people in the world with diabetes, 15 percent of whom will develop an ulcer. In 2001, the United States spent \$10.9 billion to treat diabetic foot ulcers and provide amputations.

Eddy first used honey with a patient in 2001, after all traditional medical therapy had failed. Although surgeons had told the patient he would die if they didn't amputate his foot, he refused. Then Eddy suggested honey treatment. After weeks of applying honey and a gauze bandage to his wounds, they began to improve; within months, they were completely healed.

"I thought, the whole world is going to be interested

in this," Eddy recalls. But initially, she found that wasn't the case. So she got to work, publishing a case study. Now, with funding from the Wisconsin Partnership Fund for Health and the American Academy of Family Practice Foundation, she is conducting a clinical trial to assess the effectiveness of honey as a topical treatment for diabetic ulcers.

"I've been surprised how open the patients are to the idea," says Eddy, "and by positive response from the physician community."

Some honeys have been shown to have higher antibacterial properties, but Eddy's study is using generic brand honey because she believes it has the biggest public health ramifications. Despite its widespread availability, she cautions patients against using honey without a physician's involvement. Patients interested in enrolling in the clinical trial can visit uwhealth.org or call (715) 855-5683.

— Karen Roach '83



Parental Advice

These days, parents no longer drop their sons and daughters off at residence halls for fall semester with a promise to talk again over the Thanksgiving turkey. On average, in fact, college students and their parents willingly catch up by phone two or three times per week.

Now a new Parent Program is making it easier for families to stay connected. Launched this summer, the program informs parents about key milestones and campus issues, and serves as the go-to option when they have questions or concerns. **Nancy Sandhu '96, MS'03**, the program's coordinator, says that a UW-Madison survey found that parents wanted ongoing communications from the university.

"Parents overwhelmingly had a good experience with the campus during the admissions process, the campus visits process, and through the summer orientation," she says. "But they truly — and this was a theme — felt like they dropped off the map after the freshman year started." Families' information needs change over time, she adds, noting that parents of freshmen have an interest in health and safety, for example, while those with seniors want to learn about career services.

The program has launched a new Web site (www.parent.wisc.edu), a hotline, and an e-mail service, and this fall it will produce a newsletter.

The overall program goal, Sandhu says, is to help parents play an active and constructive role in supporting student success. Part of her duties, she expects, will be to gently remind parents about how much information they can legally access — that, no, they won't automatically receive copies of students' grades simply because they pay the tuition bills.

— Staff

Farming Out Physicians

UW trains the next generation of rural doctors.

There's no doubt about it: the United States is facing a shortage of doctors. Americans are getting older and living longer, so the problem will only get worse as time goes on. Rural communities will be particularly hard hit as the number of country doctors shrinks.

That is, unless the UW has anything to say about it.

This fall the School of Medicine and Public Health launched the Wisconsin Academy for Rural Medicine (WARM) to address the rural doctor shortage. By training students to practice medicine in smaller communities, the UW hopes to boost the number of physicians in underserved areas.

Though there may be a looming shortage, WARM is selective about its students, says **Byron Crouse**, associate dean for rural and community health. He hopes the program will include as many as twenty-five students within the next few years, but it began with

just five, many of whom are from rural areas — and thus are more likely to return home, he reasons. Crouse says that these physicians also tend to be non-traditional students, who have gone out and worked before going to medical school.

"We can't wait until someone calls up and says, 'Boy, we're really short on doctors,'" he says. "The lead time for medical education is such that we really have to be planning at least ten years in advance."

Students who enroll in WARM will study a rural core curriculum during their four years of medical school. They will choose electives that are relevant to rural medical practice, and spend much of their third and fourth years at affiliate sites in La Crosse, Green Bay, or Marshfield.

"It's an exciting area of medicine that is in need of doctors," says **Diane Anderson**, a WARM student from Waupun, Wisconsin. "I believe the answers to some of our nation's health care

challenges will be found in rural practice, as we have to do more with fewer resources."

Despite advances in rural medicine, many people still envision old-fashioned doctors carrying black medical bags and vials of potions from door to door. Crouse says he wants to dispel that myth. Today's rural hospitals have all the technologies that urban facilities do.

That being said, rural doctors usually have to deal with a broader scope of practice than their big-city counterparts do. For example, the family physician in a rural community could have to handle cradle-to-grave care: obstetrics, pediatrics, geriatrics, and everything in between.

"In rural communities, you have to be comfortable with a lack of anonymity," says Crouse. "People say it's kind of [like] living in the fish bowl. But that reflects the values, and so we try to admit students who have a bond to rural life."

— Erin Hueffner '00

The UW System Board of Regents and **Paul Barrows**, former UW-Madison vice chancellor for student affairs, reached a settlement in June, bringing an end to Barrows's claims against university administrators. Under the agreement, in which neither party claims victory, the university will pay Barrows \$135,000. An academic staff appeals committee ruled last year that UW-Madison officials did not have enough evidence to reprimand Barrows for alleged sexual harassment.

Want to see stuff blow up from behind the safety of your own computer screen? Then check out the **Chemistry Comes Alive!** Web site, created by Jon Holmes, John Moore, and Jerry Jacobsen, all of the chemistry department. The site recently won the Pirelli International Award, which carries a 15,000 euro cash prize. Visit it at www.jce.divched.org/JCESoft/CCA/pirelli/.

Playing fantasy baseball is about more than drafting pitchers and hitters. Erica Halverson, an assistant professor in educational psychology, and Rich Halverson, an assistant professor in educational administration, are studying three fantasy baseball leagues to learn more about **learning in online environments**. The project is funded by the MacArthur Foundation, which is backing research into educational innovation.

The **Wisconsin Formula Team** won the Society of Automotive Engineers Foundation Cup at its annual competition in May. More than a hundred schools from eleven countries took part in the competition, in which teams of student engineers design, build, and race cars. This marks the eleventh automotive engineering contest that the UW has won in the last nine years.

COLLECTION

French Connections?

In this age of terrorism and uncertainty across the international stage, one question isn't creating a burning crisis: where is the true heir of the king of France? Still, this mystery — the search for the Lost Dauphin, the eldest son of Louis XVI — has intrigued a variety of figures over the last 212 years, including Mark Twain. The UW Libraries' Special Collections has brought together more than five hundred pamphlets devoted to the hunt.

The Lost Dauphin, a.k.a. Louis XVII, is believed to have died at the age of ten in 1795 in the Temple Prison in Paris, where he was incarcerated by the leaders of the French Revolution after they had executed his father. But his body was never produced, and so many French royalists — especially those with a bent toward conspiracy theories — cling to the notion that he somehow escaped. In the nineteenth century, at least a hundred people claimed (or were claimed by others) to be little Louis, including naturalist John James Audubon and Wisconsin missionary Eleazer

Williams (at right). Mark Twain satirized such claims by making an obvious con man a "Lost Dauphin" in *The Adventures of Huckleberry Finn*.

Milwaukee historian William Ward Wight became caught up in the search for the Lost Dauphin when

he was writing a biography of Eleazer Williams in the 1920s. He collected pamphlets issued by those claiming to be Louis XVII or his descendants, and when he died in 1943, he left them to the UW Libraries. Though the mystery of the Lost Dauphin has long gone out of fashion, the library retains the collection as a record of the public's fascination with this royal mystery, and of the persistence of his legend. The materials are kept in Special Collections at Memorial Library, which is open Monday to Friday from 9 a.m. to 5 p.m.

— John Allen



WISCONSIN HISTORICAL SOCIETY



They've Got the Power

Freshman engineers take on an electrifying project.

On their first day of introductory engineering in January, two dozen freshmen slouch at lab tables in the Engineering Centers Building, waiting to

my class, 'We're going to take a different approach,' " recalls Venkataramanan. "We're going to build this wind turbine, and at the end of the semester, we want to generate electricity. If you do that, you get an A."

The budding engineers sit upright at the news — or at least as upright as teenagers will sit. In Introduction to Engineering, students usually build simple devices of their own design, items like new-fangled bike racks or ergonomic weeding gadgets. By constructing something as large and complex as a wind turbine, Venkataramanan's students will be breaking new ground.

Once past the initial surprise, they quickly embrace the plan.

"I thought it would be really cool," says **Matt Bayer x'10**. "In seventh- and eighth-grade tech ed, you make something out of wood, and you get to keep it. But it's not like a wind turbine."

A wind turbine isn't merely cool, however. Venkataramanan believes that constructing one also helps students appreciate the complicated interplay of the engineering fields. Too often, disciplines like electrical and civil engineering are taught in isolation of one another, he says, even though solving problems in the real world almost always requires an interdisciplinary approach.

"I think the wind turbine is very rich in terms of bringing the disciplines together," he says. "And it fits in with today's concerns about climate change and sustainable energy."

The idea for the classroom project emerged in the off-the-grid emptiness of the Scottish Highlands, where sustainable wind energy is a must for many. There, Venkataramanan kicked off a yearlong sabbatical in May 2005 by taking a wind turbine workshop, led by the turbine's

designer, Hugh Piggot. Starting only with coils of wire and pieces of wood and metal, a team of ten built a wind turbine by hand in just one week. In a stiff wind, its blades spin at roughly 300 rpm to generate 200 watts of electricity — enough power in twenty-four hours to meet the needs of a small home.

So impressed was Venkataramanan with this success that he recruited teams of upperclass and graduate students during subsequent travels to California, Brazil, and Turkey to build three more of Piggot's turbines. Then the electrical and computer engineering professor began to wonder: how might beginning students do with a project like this? By spring 2007, he was ready to try it with his introductory class.

After announcing the assignment on the first day, Venkataramanan divided the students into two teams and tasked each with building a wind turbine following Piggot's instructions. Then, following a lesson in the safe use of power tools, they went to work. For some students — veterans of high school shop class or a grandfather's basement workshop — the experience was familiar. For most, though, it was a nonstop crash course in welding metal, soldering wire, and molding plastic, not to mention sawing, grinding, and drilling.

"I learned how to weld just within the past two weeks — it was crazy," marvels Bayer midway through the semester.

"I was kind of worried at first, because I'd never taken a tech class in high school or anything," adds **Kaitlin Brendel x'09**. "But, actually, once you get into it and start using the materials, it's not that bad. It's kind of fun and exciting."

One of the students' toughest assignments was shaping the



JEFF MILLER (4)



hear the semester's assignment. Little do they know, they're in for a jolt. Their professor, **Giri Venkataramanan PhD'92**, has spent part of the previous year constructing four wind turbines on three continents. And now, he announces, they're going to build one, too.

"Other classes will design this and design that, but I told

wind turbine's wooden blades. In a process that spanned nearly the entire semester, they delicately sculpted planks of wood with a series of precise cuts, and then planed, sanded, and sanded some more. Although undeniably tedious at times, the effort yielded some impressive results, says Brendel, who notes that the students "started out with this big block of wood, and then it turned into this pretty intricate, technical thing."

At every step, Venkataraman kept lectures and directions to a minimum, letting the students mostly figure things out for themselves. Inevitably, this led to a fair number of mistakes — and some frustration.

"Screwing up and having to redo things, that's always a pain," says Jason Kontny '08. "Like we just cut a board wrong today — it was a little short — and we had already done more work on it. So we had to start over from scratch."

Yet Venkataraman wouldn't have it any other way. "We always tell students to succeed, succeed, succeed," he says. "Whereas in the real world, there's this common-sense knowledge that says, 'We learn from our failures.'"

But would the students fail at their ultimate goal of generating electricity? The day of reckoning came in mid-April. After finishing up a few last-minute tasks, the students finally assembled the alternator they'd been building the parts for all semester, and attached to it the turbine's blades and tail. Cranking the blades around by hand, they then watched as first one turbine and then the other lit up a bank of four small lights. Yes! A grade of A all around!

Beyond that accomplishment, though, the project provided "a great insight into engineering," says Ryan

Raubolt x'10. "And it's an interesting aspect — alternative energy — that we probably wouldn't have been exposed to" otherwise.



In the real world, "we learn from our failures," says engineering professor Giri Venkataramanan. In the photo series at left, that advice comes to life for the professor, at far left in the photos, when he accidentally breaks one of the wind turbine's wooden blades when spinning them by hand. His surprised students laugh, then, above, quickly get back to work to repair the blade and resume assembling their turbine.

Although the next step would have been to erect the turbines outdoors atop two thirty-foot-tall towers, unfortunately, parts needed for the operation failed to arrive before semester's end. Venkataramanan now hopes to install the turbines sometime this fall on the grounds of the West Madison Agricultural Station in Verona.

In the meantime, he's busy making plans. "This wind turbine project was a pilot experience for me, so I hope to see it grow," he says. Additional wind turbines top the list, of course. But he's also talking with other faculty about building an energy-efficient house each summer and starting a certificate program in engineering for energy sustainability.

Whatever projects materialize in the future, Venkataramanan knows just the engineers for the job. "It's fun to work with freshmen," he says. "They're new. They're daring. And they're willing to try anything."

— Madeline Fisher PhD'98

CLASS NOTE

War of Words

Integrated Liberal Studies 275: The Art of War

When the Chinese strategist Sun Tzu penned his treatise on *The Art of War* many centuries ago, he wasn't thinking of comic book hero Captain America. But then, for Sun Tzu, war was literal, the central topic of discussion; art was just a metaphor. When faculty associate Kristin Hunt created a class called The Art of War, she meant the art to be literal, and war could be the subject of metaphors, similes, and symbols. Captain America fit right into her lesson plan.

"I was doing research on political uses of popular media, especially comic books," she says. "A lot of early comic books created a sort of patriotic fantasy land — look at Superman in the 1940s. But that image changes over time, and I thought this would make a great topic for a class."

Hunt's class, which is offered for the first time this semester, covers four recent American conflicts: World War II, the Cold War, the Vietnam War, and the ongoing Iraq War. Her students — about twenty undergraduates from a variety of majors — will look at how these engagements have been represented in a variety of art forms, from literature and the fine arts to comic books, film, music, and other creative elements of pop culture.

"The basic question of the course," she says, "is about the relationship between artists and observers in wartime — about how they see society and how they create representations of 'our side' and 'the enemy.' And while most of the artists take a negative view of war, the changing perspectives on patriotism and on conflict offer insight into how we construct history."

— John Allen

Getting In:



The Not-So-Secret Admissions Process

No one can get into UW-Madison these days ...

*Admissions counselors live to **crush** dreams ...*

*A good word from a **Hollywood** film star is all it takes to get in ...*

*That essay you're asked to submit with your application — **nobody** will read it.*

*If you've heard such claims and believed them, **it's time for a reality check.***

BY MICHAEL PENN MA'97

On the topic of college admissions, the last thing people need is more advice. For that, they can turn most anywhere — to bookstores, where yards upon yards of glossy volumes promise to reveal the secrets of university admissions offices; to universities themselves, with their countless brochures promising the idyllic college experience; to pricey private coaches, who charge thousands of dollars to usher students through the process; or even to well-meaning friends, who swear they know somebody who knows somebody who can help.

Particularly in fall, as high school seniors begin to prepare applications to college — and national magazine editors correspondingly roll out their annual getting-into-college issues — there seems no shortage of public opinion on university admissions.

*But a glut of advice does not necessarily mean a wealth of it.
Like water, a little of it can sustain you; a lot can drown you.*

When *On Wisconsin* determined to take a closer look at UW-Madison's admissions practices, this reality weighed on our minds. The university often gets knocked for admissions decisions that seem mysterious and arbitrary, yet when we started asking around, we were struck by how much people thought they already knew about how those decisions are made. People swore knowledge of secret formulas and hushed policies that govern the process. The urban legend on this subject is, to say the least, rich — and, in many cases, dead wrong.

At UW-Madison, the competition for admission is keener and the expectations higher than ever before. For most applicants, there is precious little room for missteps, especially ones that could be avoided with a better understanding of the process. And so, we offer advice: not about how to get into UW-Madison, but about how much attention students and parents should pay to all those pieces of advice they're likely to receive and all those myths they are likely to hear. Which ones are helpful? Which ones are misguided? In our opinion, the real key to UW-Madison's admissions policy is in knowing the difference.

MYTH:

It's a secretive process.

Refreshingly, no. UW-Madison has no star chamber admissions committee or murky decision-making authority. For applicants to the freshman class, initial admissions decisions are made by one of twenty individual counselors who are responsible for reviewing applica-

example, the chart suggests an 80 percent likelihood of admission. A student in the seventieth percentile with a 26 ACT score, on the other hand, ranks a 20 percent chance.

Of course, those aren't the only factors counselors consider. And the estimates can shift if more students apply than expected, as has been the case in recent years. But there's no secret about what qualities admissions counselors are

tion is much more comprehensive and, ultimately, much more human.

Counselors do have general guidelines at the start of each admissions cycle, notes admissions director Rob Seltzer. The guidelines offer an idea of how tight or lenient counselors need to be to meet the office's goals, and they establish a measure of consistency, ensuring that all counselors are using the same yardstick in their first-glance assessment of an application.

But those guidelines are just a starting point. As they read applications, counselors weigh many other factors, from the competitiveness of an applicant's high school to unique aspects of an applicant's character that come through in personal statements. It matters, for example, whether a student took the most challenging courses available. It matters whether he or she was involved meaningfully in extracurricular activities or just joined a bunch of clubs to pad a resume. It matters whether a student held a part-time job or managed other family responsibilities along with school.

"That's relevant to us, because it tells us something about a student's work ethic and what challenges they've had to face while earning the grades that they've earned," says Provost Patrick Farrell. "We want to look at the entire student, because that gives us a much better sense of the overall likelihood of success for this student at our institution."

The approach is sometimes called holistic admissions, in that it entails a review of the whole person, not just his or her academic credentials. Tom Reason '76, associate admissions director and a twenty-one-year veteran of the office, says it's far more art than science. "Academics are always the first and foremost thing for us to consider, but even within that, there is great variability in how students are assessed and the curriculum offered," he says. "To have a purely objective measure just wouldn't work."

Sheri Albers, a former high school guidance counselor, learned that first-

24,6000

tions from specific geographic regions. The UW's admissions Web site (www.admissions.wisc.edu) highlights which counselors will read which applications and how to contact them. It's not at all unusual for students to carry on a dialogue with their admissions counselors for months before they file applications.

Nor are those counselors holed up in some dungeon. Okay, technically, the Office of Admissions is housed in a former armory, UW-Madison's historic Red Gym. But there counselors greet a stream of prospective students, and they also hit the road to visit some three hundred high schools — including two hundred in Wisconsin — and two hundred college fairs each year. With more than 24,000 students expected to apply for approximately 5,600 spots in the freshman class, they're not just drumming up applications. They're out there to talk frankly about what it takes to be admitted to UW-Madison. Their go-to handout, a sheet titled "Freshman Admissions Expectations," features a chart that places odds of admissions on students who fall into particular ranges of class rank, grade point averages, and test scores. For a student in the ninetieth percentile of his or her class and a 29 on the ACT college entrance exam, for

looking for. Just ask them.

"When I have a question, I know I can call them directly, and we don't get that kind of attention from everybody," says Jim Conroy, chair of post-high-school counseling at New Trier High School in Winnetka, Illinois. "Some big state schools, I have no idea who to call. It's like a black hole. That's never been the case with Madison."

MYTH:

A formula determines whether students are admitted or denied.

Not true — and if it were, you'd have to wonder why the university keeps twenty people around just to read undergraduate applications. Wouldn't it be easier to load a bunch of numbers into a database and spit out decisions?

Ironically, the likelihood-of-admission chart mentioned above may share some of the blame for this misconception. Some parents and guidance counselors believe the table — developed in part to answer concerns that UW-Madison fudged too much on admissions criteria — is actually what UW's admissions counselors use when making decisions to admit, postpone, or deny admission. It isn't. Their evalua-

hand when she joined UW-Madison's admissions office in 2004. She was among those who had thought the university didn't do a good enough job of explaining what factors matter in admissions decisions. She says she now realizes that "it is much more complicated than people think, and it's not always easy to put into black-and-white terms. That doesn't mean that it's secretive or underhanded. It's just not a formula."

MYTH:

UW-Madison has raised its admissions criteria in recent years.

Not exactly. The bar applicants need to clear to be admitted to UW-Madison is unmistakably higher than in years past, but the university didn't put it there. A crush of applications did.

In 2007, UW-Madison received 24,521 applications for freshman admis-

24,521

sion, the highest number in history. That number bested the previous high of 22,816 set in 2006, which broke the record of 21,682 set in 2005. Applications are up 88 percent since 1985, and they've jumped 37 percent since 2000 alone.

The number of places available to those applicants, on the other hand, isn't growing. Every year, after considering factors such as advising capacity, housing availability, and space in required courses, UW-Madison sets a target for freshmen enrollment. Right now, and for the foreseeable future, that number sits at around 5,600, meaning more students are applying for the same number of spots. When that happens, standards are bound to rise — and so they have. In 1985, the average freshman who enrolled at UW-Madison ranked in the seventy-ninth percentile of his or her class and got a

MYTH: *One grumpy admissions counselor can doom an application.*

FALSE. Individual counselors have the power to admit or postpone students, but they can't deny a student on their own. Recommended denials must be passed to another counselor for a second review. Only when two or more counselors agree that an application doesn't pass muster is a student officially denied admission. Applicants also have the right to appeal the decision, which triggers another review.

24 on the ACT. By 2007, those averages had climbed to a percentile rank of 89.4 and a 28 ACT score.* And while in 1985 UW-Madison admitted about 83 percent of those who applied for spots in the freshman class, in 2007 its acceptance rate was just 56 percent.

"It's not like we're sitting here every year saying, 'How can we increase our standards and make people really irritated with us?'" says Kelly Olson '99,

an assistant director of freshman recruitment. "It's totally out of our control."

What's behind the surge in applications? For one thing, more students are heading to college now than in the past. The U.S. Department of Education estimates that 3.3 million students will graduate from high school in 2008, up from 2.6 million in 1997. And more than 60 percent of these students plan to go to college, compared to slightly less than half of the class of 1974.

Moreover, the difficulty of getting into — and paying for — America's top universities is creating a trickle-down effect for many states' flagship universities. When considering applying to Big State U or Harvard, where only about

one in ten applicants is admitted and the tab for four years of tuition is nearly \$150,000, more top students are choosing Big State U. "Costs have spiraled so unbelievably that these big public universities look like great bargains, and people are thrilled to go there," says New Trier's Jim Conroy. He counts UW-Madison among a group of "seven or eight flagship universities that have gotten really tough to get into. Students who were accepted even four or five years ago aren't going to get in today."

But perhaps the biggest factor in the flood of applications is the ease of filling out applications online. Universities have put application forms, recommendations, recruiting guides, and even campus video tours on the Internet, making it far easier for students to research and apply to a boundless array of schools. While past generations applied to two or three colleges, now five, six, or seven is the norm. More than 25 percent of students admitted in 2005 had filled out more than five applications, according to the Cooperative Institutional Research Program.

And this raises a fascinating aspect of the admissions game. When universities admit students, they know some of them will ultimately opt to enroll elsewhere, so they offer admission to far more students than they actually have room for. It's like inviting three hundred people to a reception knowing the hall holds only two hundred: you're gambling that some won't accept the offer. With students

* All enrollment figures for 2007 are projections; final university counts were not available when *On Wisconsin* went to press.

fanning out more applications, admissions officials have had to readjust their estimates about how many students they need to admit to fill their classes. In recent years, for instance, UW-Madison has admitted more than 13,000 students — more than the total number who applied in 1985. So even as it's gotten more competitive, UW-Madison is admitting more students than ever before.

MYTH:

The UW turns away students with perfect GPAs.

It depends on what you mean by perfect. If it's a 4.0 grade point average, then yes, UW-Madison does in a few cases reject students with 4.0s. But remember, in a lot of high schools, a 4.0 GPA isn't perfect anymore. Many schools now hand out above-scale bonuses for honors classes, meaning that applications these days are full of impossible-sounding GPAs like 4.3s and 5.0s.

Admissions counselors say they're frustrated by what they see as a pervasive trend toward higher marks across the board in secondary schools. One recent ACT study indicated that high school grades have inflated 12.5 percent

“NOW, THAT 3.1 IS A 3.9.”

since the early 1990s. At many high schools, merely average students have 3.7s and 3.8s, creating a logjam of kids with similarly unblemished transcripts — and little way for counselors to distinguish them. “I review one state where I don't think I've ever seen a C on a transcript,” says admissions counselor Bobbie Jean St. Arnauld '02. “I don't think they're doing those kids any favors.”

“There's so much compression at the top that, these days, if we see some

MYTH: *Being postponed is the same as being on a wait list.*

NOT QUITE. The difference may be semantic, but it's important.

Universities that use a wait list are implying that admissions counselors have essentially made up their minds about admitting a student, and they're just waiting to see if there's enough space to make an offer. UW-Madison, however, doesn't use a wait list. Instead, counselors can choose to “postpone” a decision. Doing so doesn't ensure that a student will be admitted later, but it does mean that counselors will take a fresh look at a student's application one more time later in the process, then make a decision.

Bs, we might have to say, ‘Forget it,’” says admissions director Seltzer. “That's the business we're forced into. Twenty years ago, a 3.1 was great. You were working hard and doing good work. Now, that 3.1 is a 3.9.”

MYTH:

Some students get special treatment in the admissions process.

True. Veterans, adult students, students with disabilities, children of alumni, some athletes, some minority students, some exceptional musicians, and students who are the first in their families to go to college all get some special consideration.

If an applicant in one of these groups is clearly admissible, or clearly not admissible, nothing unusual happens; a counselor simply makes a decision and follows the normal process. But in borderline cases, counselors are instructed to give students in these groups some extra consideration when they feel a decision could go either way. “It's one more penny on the scale,” says associate admissions director Reason. “It's not a pound on the scale. It's nowhere near as important as academics. But it's a penny in their favor.”

The rationale for special treatment is that the university believes admitting these students fits with its goal of building a diverse student body. “These are individuals who in their own way can make a specific and unique contribution to the university,” says Seltzer. “They are typically students who are underrepresented [in higher education], and the university and our society say that they should not be underrepresented on our campus.”

Does that mean students in these groups get in with lower grades than others? Occasionally, yes. “But they have some other set of extraordinary qualifications that justifies them being here,” says Reason. “To be a Division I athlete is extraordinary; to be an outstanding musician is extraordinary. These students add something very meaningful to the university.”

Another consideration is that the university often has resources to support students in these categories who might not fit the typical academic profile. The athletic department's academic services unit, for instance, offers tutoring and study halls for student athletes, which Seltzer says allows for some wiggle room.

“The question is, can they succeed here?” he says. “We will never admit a student if we don't believe he or she can succeed.”

MYTH:

It's impossible for regular students to get in anymore.

56%

Impossible? Let's not get carried away. UW-Madison admits six of every ten students who apply.

Compare that to the microscopic acceptance rates for 2006 at places such as Harvard (9 percent), Princeton (10 percent), or Stanford (11 percent). UW-Madison's 56-percent acceptance rate is on par with its peer flagship institutions, such as Michigan (47 percent) and Illinois (65 percent).

The trend toward hypercompetitive admissions often gets oversold in the news, because it disproportionately affects private East Coast universities. Admissions aren't nearly that restrictive at the vast majority of colleges. According to the National Association for College Admission Counseling, only about one-third of American universities accept fewer than half their applicants, and the average acceptance rate across all four-year institutions is about 70 percent and holding steady.

Another often-overlooked facet to UW-Madison's admissions crunch is that the number of incoming freshmen that the UW can enroll is limited chiefly by physical space — seats, specifically, in required courses. By their sophomore and junior years, students disperse into thousands of different courses in one hundred and sixty majors, and it's easier to squeeze in a few newcomers. That means that while it's difficult to get admitted to UW-Madison as a freshman, it can be easier to transfer in. The university has several arrangements that allow students to attend other campuses for two years before coming to Madison, including direct transfer arrangements with several Wisconsin colleges. While

that may not ease the sting of initial rejection for some students, ultimately, no one asks where you started college. They ask where you finished.

MYTH:

No one reads personal statements.

False. For better or worse, counselors do read personal statements, and in hundreds of cases, it's for worse. Many applicants simply recite their extracurricular activities or fall back on uninspired chestnuts such as, "I want to go to UW-Madison because I really love the Badgers." Some don't even bother writing one at all.

"To me, that says that they're just not serious about coming here," says St. Arnauld. "We really rely on that personal statement to get a better sense of where the applicant is coming from and where they are going."

Sure, a Hemingwayesque personal statement won't make up for major deficiencies in other parts of an application, but it's curious that so many students squander a golden opportunity to market themselves. Especially in cases where students have holes in their applications that might leave a counselor wondering — such as a dip in grades due to an illness — a personal statement is a chance to say, "Let me explain ..."

MYTH:

It pays to apply early.

In terms of affecting the odds of admission, no. Being the first application in the door may save some headaches, but it makes no difference in the decision.

SEP 15
FEB 1

UW-Madison uses a rolling-decision system, which means that it reviews applications as soon as they are com-

plete, rather than lumping them all into one or two evaluation periods. Students who complete their applications during the filing period — typically September 15 through February 1 — usually receive decisions within four to six weeks, and the admissions office guarantees that they're no more likely to be admitted or denied whether they file early or late in that window.

But what if the freshman class fills up early? This is why the university postpones decisions for some students. Counselors are somewhat conservative in admitting students in the rolling period, helping to avoid filling the class prematurely. Postponed applications are reconsidered once the deadline has passed and admissions officials have a better sense of how many more students they can admit.

MYTH:

Minority students get in with lower grades than some white students who are rejected.

As noted above, this can be true, and it's one of the most controversial aspects of UW-Madison's admissions policies. To foster campus diversity, the university does give some preference to qualified students in targeted minority groups, and, as a result, students who are African-American, Latino, Native American, or Southeast Asian do sometimes get in with the same academic numbers as a white student who is postponed or denied.

That doesn't mean those students aren't qualified to attend UW-Madison. The vast majority of students who apply these days are: they've demonstrated a capacity to handle the curriculum and would likely do just fine as UW students. There just isn't room for them all, and so each year, a lot of otherwise deserving students aren't admitted. What university officials don't like is the suggestion that academic numbers should be the only factor in selecting

which of those qualified applicants to enroll.

UW-Madison operates under the principle that students learn most when they're surrounded by a diverse group of peers who can challenge their presumptions and offer unique perspectives. When forced to choose among a bunch

At the same time, university officials are hearing warnings from businesses that increasingly value multicultural fluency in their employees. "When we talk to employers about what skills they want to see in our graduates, the ability to work with people from different backgrounds is very high on their

what might happen if it hit that mark in November? Anyone applying after that date — even the school's top scholars — would have to be turned down.

As it is, 110 of the 184 students who applied from Madison West in 2007 were admitted, a 60 percent acceptance rate that exceeded the overall average by four percentage points.

"A STUDENT'S RACE IS NEVER, ON ITS OWN, A DECIDING FACTOR. BUT IF WE CAN BUILD MORE DIVERSITY INTO OUR STUDENT POPULATION, WE WANT TO DO THAT, BECAUSE WE THINK IT PROVIDES A BETTER QUALITY EDUCATION FOR ALL THE STUDENTS HERE."

of qualified applicants, the university's admissions policies do give an edge to students who could add something unique to the educational environment.

"A student's race is never, on its own, a deciding factor," says Provost Farrell. "But if we can build more diversity into our student population, we want to do that, because we think it provides a better quality education for all the students here."

The use of race in admissions, however, is a deeply divisive practice that faces a cloudy legal future. Opponents claim racial preferences are counter-productive and inherently unfair, and voters in Michigan, California, and Washington have approved ballot initiatives banning their use in state institutions. In fall 2006, Wisconsin lawmakers created a special legislative committee to study the issue, and the group has sought input from Ward Connerly, a vocal critic of affirmative action who helped mobilize public opposition in California and Michigan. In July 2007, Wisconsin Attorney General J.B. Van Hollen issued an informal legal opinion that an admissions policy can use race as one of many factors when assessing an individual application for freshman admission.

list, sometimes even higher than some of the technical and academic skills that we spend a great deal of time and energy having students learn here," says Farrell. "Our students need to be prepared for that, and I think we would be enormously handicapping their future if we can't provide that kind of experience for them."

MYTH:

UW-Madison caps the number of students who can be admitted from one high school.

There is no shred of truth to this rumor, which stubbornly persists in some of the UW's largest feeder schools. It's so widely believed that Reason was asked by the UW Board of Regents to defend the policy at a meeting last year. "It's just absolutely false," he says. "Why would we do something like that?"

For one thing, UW-Madison's rolling-decision setup would make quotas logistically difficult. If the university could admit only fifty students from, say, Madison's West High School (often the top high school in terms of the number of students who apply to UW-Madison),

MYTH:

Back in the day, UW-Madison let everybody in.

Well, not quite. Up until the mid-1980s, UW-Madison did guarantee admission for Wisconsin students who graduated in the top half of their high school classes. That's certainly not the case anymore — nor, really, should it be.

Looser admissions policies had a deleterious effect on the university and its students. During the 1980s, undergraduate enrollment ballooned to nearly 31,000, and by fall 1985, there were 6,815 freshmen on campus. Students had a hard time finding space in desired courses, and many had to delay graduation to finish up requirements. "We had a lot of complaints from students, parents, and legislators," says Farrell. "For many students, it was not the quality of educational experience we're capable of providing. The numbers were not well controlled, and we're not anxious to repeat that."

A state legislative audit in 1986 recommended trimming enrollment across the UW System by about seven thousand students, ushering in the modern age of enrollment management. UW-Madison, in fact, now has a Division of Enrollment Management, which includes the offices of Admissions, Student Financial Services, the Registrar, and Integrated Student Information Services. "Having these four key units working together makes it possible for us to make enrollment decisions within the context of how they will impact the whole university, not just the freshman

class,” says Joanne Berg MBA’01, vice provost for enrollment management.

UW System campuses now set enrollment targets based on how many students they can serve without diminishing the quality of their education; for UW-Madison, that means scaling back undergraduate enrollment to around twenty-eight thousand. By doing so, the university also rids itself of some of the obstacles undergraduates used to face in completing their degrees. More students have been able to graduate on time, allowing the university to nudge up the size of the freshman class, from around 4,600 in the early 1990s to approximately 5,600 this year.

“It makes this a very efficient place,” says Reason. “Because the nature of students here is so highly qualified, we graduate at a very high rate. The net result of that is that more students are able to come.”

MYTH:

Applicants from outside Wisconsin are taking up spots that could go to state residents.

Maybe, but it’s a simplistic answer to a complicated question. UW-Madison seeks to enroll students from outside Wisconsin for three main reasons: one, it creates a diverse student body that enriches the college experience; two, it brings bright young people to Wisconsin, and oftentimes, they stick around and make meaningful contributions to the state; and three, non-residents pay higher tuition rates that help defray the costs for in-state students. (At press

3.79 GPA
3.53 GPA

time, it was estimated that in-state students would pay \$7,188 in tuition for 2007-08, about half the actual cost of education at UW-Madison. Non-residents would pay \$21,438.)

Before each new admissions cycle, UW-Madison’s leaders weigh those factors and make a strategic decision about how many out-of-state students to

the freshman class is sometimes higher. Of the 5,643 students who enrolled as freshmen in fall 2006, 1,634, or 29 percent, were non-residents.

5,643
1,634

enroll. A Board of Regents policy limits the university to having no more than 25 percent of its undergraduate enrollment come from out of state (except for Minnesota students, who are counted as residents under a reciprocity agreement between the two states), but in recent years, UW-Madison has been a couple of ticks below that cap. As of fall 2006, 22.8 percent of undergraduates were classified as non-residents; 66.7 percent were Wisconsin residents, and 10.6 percent hailed from Minnesota. However, because out-of-state students typically graduate more quickly than in-state students, the percentage of non-residents in

Whether those students are getting in at the expense of more-deserving Wisconsin residents is debatable. On one hand, students from out of state don’t appear to have some of the academic credentials of their in-state peers. Among new freshmen in 2007, Wisconsin students came in with better average high-school GPAs (3.79 to 3.53) and higher average class ranks (90.9 to 86.2) than non-residents, although lower average ACT scores (27.9 to 28.2). On the other hand, such comparisons can be misleading. More than half of out-of-state students attended high schools that do not compute class rank, for instance, and grad-

MYTH: *An A is always better than a B.*

Parents and students often ask if it’s better to have a B in an honors course or an A in a less-challenging one. Insiders joke that the honest answer is an A in the honors class.

That may be an exaggeration, but this much is true: the road to UW-Madison is rarely lined with cupcakes. Nearly nine of ten students who enrolled as freshmen in 2007 took Advanced Placement (AP) classes in high school. Admissions counselors are barely looking at students who don’t have ambitious transcripts these days, and simply to stay in the mix a student should have completed at least four years of English, math, science, and foreign languages. Counselors understand that not all high schools offer AP or special honors programs, but they want to see students take a healthy sampling of the most demanding classes available to them.

“We don’t tell students to take difficult classes to torture them,” says Kelly Olson, an assistant director of freshman recruitment. “We want them to take those classes so that they’re better prepared for what they’ll face when they come here.”

ing standards vary widely from school to school. The fact that out-of-state students graduate more quickly suggests that they are competitive with in-state students, says Farrell.

"There's no benefit to us to admit out-of-state students who are not every bit as well qualified as in-state students, or conversely," he says. "We want to admit excellent students from both groups, because our faculty count on that kind of preparation. We can't afford to have different standards and expect that to be accommodated in the way we teach our courses."

It's also not the case that UW-Madison has suddenly become inaccessible to Wisconsin students. In 1987, the university enrolled about 5.5 percent of the state's high school graduating class, and that number has wandered little during the past two decades: the most recent figure, for the class of 2007, was 5.1 percent.

MYTH:

Connections with important people can get you in.

This may be the case in some admissions offices, but UW-Madison's is famously immune.

In an age when both public and private universities are more depen-

dent on individual philanthropy, a decision to admit can become a valuable commodity, for which wealthy donors might offer, or threaten to withhold, millions of dollars. In his 2006 book *The Price of Admission*, which documents the eroding wall between the admissions and fundraising functions at America's elite universities, journalist Daniel Golden argues this game of quid pro quo is "increasingly tainting college admissions, undermining both its credibility and value to American democracy."

At UW-Madison, however, the wall appears intact. Numerous university officials in both admissions and fundraising told us that admissions decisions are sacrosanct from outside influence.

"It's a source of pride at the UW that you can't buy your way in," says Walt Keough '69, MBA'78, a vice president at the UW Foundation. Keough says he will contact the admissions office on behalf of a donor to check an application's status or make sure it is complete. "We try to make the process more personal for them," he says. "We are very concerned that our donors know that we appreciate them, but at the same time, we're clear with them that appreciation can't extend to admissions decisions."

All of the admissions counselors we talked to confirmed that they feel free

to render decisions without outside influence. Many say they have encountered letters of recommendation from prominent politicians, business leaders, and other recognizable names in application files, but they insist those applicants aren't treated any differently as a result.

"NOT A WHOLE LOT IMPRESSES US. THE WHOLE INFLUENCE FACTOR JUST ISN'T REALLY A VALUE OF THE STATE OF WISCONSIN, AND I THINK WE WALK THE WALK OF THAT EVERY DAY."

"I got a recommendation letter from Dustin Hoffman once," says counselor St. Arnauld. "I was very excited when I got it. But it didn't get [the applicant] in. She was postponed."

"Not a whole lot impresses us," adds assistant director Olson recruitment. "The whole influence factor just isn't really a value of the state of Wisconsin, and I think we walk the walk of that every day."

MYTH:

My son or daughter isn't emotionally ready to be turned down by the university.

Actually, most are. It's the parents who seem to have the most trouble with it. Admissions counselors say most complaints they receive after a denial come from parents, not from students. "It

MYTH: Alumni can get their kids in if they pull the right strings.

NOT REALLY. Children, grandchildren, siblings, and spouses of UW-Madison alumni — called legacy students — are given only slight favor in the admissions process. "Essentially, it's a tiebreaker," says admissions director Rob Seltzer. "If we're trying to decide between admit and postpone and we see a legacy, we'll take him or her. But if the kid is further down on the list, it's not going to bump him up."

Counselors add that it's not necessary for parents or grandparents to call on behalf of their Badger offspring. The application includes a place to list alumni family members, and counselors take account of that UW heritage as part of their routine review.

speaks volumes when a parent is writing an appeal letter, rather than a student," says St. Arnauld. "It says to me that the student has accepted it and moved on, but the parent hasn't."

Although college admission has grown increasingly competitive — as reported repeatedly in the media — denials still genuinely shock some parents, who may have seen older children, or perhaps themselves, get admitted with lesser qualifications. "We hear from a lot of people who just can't believe it," says Seltzer. "They're alumni, and they expected their kids to come here. You can understand their disappointment."

At the same time, he says, parents could avoid the letdown by understanding the reality that UW-Madison's expectations have changed — and likely will continue to do so. He says his office now attempts to reach out to students as early as the ninth grade to explain the standards they'll need to reach during high school if they want to be admitted.

"If you wait until senior year to call me, at that point, there's not much I can do," says Seltzer. "I'm just explaining the 'no.'"

Counselors say the appropriate role for parents is to stay in the background, informed about what's happening, but never in the driver's seat of the process. "Most of the parents I hear from are not in a good place to support their kids," says Olson. "Instead of being a cheerleader on the sidelines, it's like it's their application. Some of them are completely out of control."

And that brings us to this ...

MYTH:

It's a perfect system.

College admission is ultimately a human process, and humans are prone to the fallibility that defines us. No one gets it right all the time.

In 1965, a scrawny California kid with a C average in high school applied

MYTH: Admissions counselors like rejecting people.

FALSE. But some people must believe this to be true, given the nasty things they're willing to say to admissions staff. The office fields hundreds of phone calls and letters from hostile people. Several counselors report that they've been cursed at and threatened. One says she was accosted in a grocery store by an angry parent, who proceeded to verbally harass her in the middle of the produce section.

Admissions counselors don't just review files; as they recruit students and help them navigate the admission process, they develop relationships. Each cycle brings hundreds of new faces, and hundreds of new stories. Many are compelling, even heart-wrenching. You think they like telling those students no?

"We take this work home with us," says admissions counselor Bobbie Jean St. Arnauld. "There are some really tough decisions we have to make. We care a lot about these students, and it's hard to turn them down. We're human beings."

"We don't tell students to take difficult classes to torture them," says Olson. "We want them to take those classes so that they're better prepared for what they'll face when they come here."

to the prestigious film program at the University of California at Los Angeles. He was rejected, and so he went to California State at Long Beach. Later, he tried to transfer into another top-shelf department, the University of Southern California's School of Cinematic Arts. Again, he was denied, and so Steven Spielberg had to make do with his second-rate education.

There are plenty of cases like Spielberg's — smart, tough, ambitious students who are bound for glory despite less than stellar credentials. Yet students, parents, and, in many cases, universities themselves persist in believing that admission to the best college represents a sink-or-swim moment in a teenager's life. This single decision is inevitably defined in terms of winning and losing, with social status and a ticket to the academic promised land going to those who get into their top-choice schools, and with humiliation and an overwhelming sense of failure to those who don't.

"People who get that [rejection] letter from us view it as a comment on a student's quality, on his or her history, and on the likelihood of future success," says Provost Farrell. "It's none of those."

That admissions decisions often swing on the narrowest of margins should temper those feelings of failure, but ultimately, behind each application that lands at UW-Madison's door is one face and one hope — and one decision that really matters.

But the final lowdown about UW-Madison's admissions process comes down to this: demand exceeds supply, so admissions counselors have to make tough calls about which students get in. And they do so every day, using the best tools they have: numbers, words, instinct, and experience. 🍀

Michael Penn MA'97, former senior editor for *On Wisconsin*, now edits a magazine for the College of Agricultural and Life Sciences.



"Our plans to make this station fully operational on Saturday may be jeopardized!"

EPISODE 1



"Strike me down with your hate, and claim your refund."

EPISODE 2



"Commander Wickstrom, take your squadron and find that dog. Do not return without it."

EPISODE 4



"I love chocoletinis."

EPISODE 5

May the Farce Be with You

A long time ago, in a grocery store far, far away ...

BY ERIN HUEFFNER '00

Life is rough for Darth Vader's little brother.

He has the black helmet. He has the deep voice. But Chad Vader doesn't command the Galactic Empire. Rather, he's struggling as a day shift manager at Empire Market, a small grocery store.

Chad may have less charisma than Darth, but he has millions of fans, thanks to the Madison filmmakers behind *Chad Vader: Day Shift Manager*, a YouTube sensation that George Lucas has honored with an award.

More than just another *Star Wars* parody, each five-minute episode features the challenges Chad faces at Empire Market: insolent employees, an unrequited crush, a demotion to night shift manager, and a general lack of respect despite his light saber and telekinetic powers. But Chad has one thing going for him — a loyal apprentice in Commander Wickstrom, played by UW grad Paul Guse '01.

"He just does these ridiculously stupid things in defense of Chad," says Guse of his character. "Probably things that aren't in Commander Wickstrom's own interests. He really wants to be like Chad. Which makes sense, considering the little helmet that he wears."

The *Chad Vader* saga, with eight episodes so far, was created a year ago by Aaron Yonda and Matt Sloan of Blame Society Productions. The idea came from a friend who thought it would be funny to place Darth Vader in a supermarket and film him on the job.

Many members of the cast and crew are from the Madison area, and the series was filmed during off hours at Madison's Willy Street Co-op. Much like Darth Vader's character, portrayed in *Star Wars*

by actor David Prowse and voiced by the famed baritone James Earl Jones, the part of Chad is a dual role. Yonda wears the costume on camera, while Sloan lends his impressively accurate imitation of Darth Vader's ominous voice. Everything about *Chad Vader* is well planned and thought out, giving the feel of a Hollywood set on a small scale.

"It's always a treat to work with those guys," says Brad Knight '93, who plays Randy, the store manager. "They run a very tight ship. On the flip side, Matt and Aaron are very open to changes on the fly. They have a rare combination of [being] extremely organized and very creative and flexible in the moment."

It wasn't long before *Chad Vader* went viral. Buzz about the series spread exponentially as word got out about the funny videos posted on YouTube, an Internet site where people can upload homemade films. Within the first year, Chad Vader had millions of views. Among the growing legion of fans is the Jedi Master himself, George Lucas, chair of Lucasfilm and creator of the thirty-year-old *Star Wars* space epic. Last May, Lucas chose *Chad Vader: Day Shift Manager* as his favorite fan film of the year from a record number of entries in the *Star Wars* Fan Movie Challenge. The first episode won the competition's grand prize: the coveted George Lucas Selects Award. *Chad Vader* was honored, along with other films that received official selections, at the *Star Wars* Celebration IV awards ceremony in Los Angeles.

"It's been a lot of fun," says cinematographer Tona Williams MS'97, PhD'06, of the making of *Chad Vader* and ensuing publicity. "You can't buy this kind of advertising."



Despite the acclaim, most of the cast and crew of *Chad Vader* are in it for the fun, which is fortunate, since the project is low budget. Where some might shy away from the challenge of producing such an endeavor with virtually no funding, the cast and crew have often pitched in their local connections to help the cause. For example, Knight is a member of Madison's Union Cab Cooperative, a credential that came in quite handy one day.

"We actually used one of our cabs in an episode of *Chad Vader*," says Knight. "I was the connection that made that one happen. It's the only time I know of when someone other than Aaron wore the Chad Vader outfit. I had to wear it while driving the taxi, since I had the taxi permit."

The actors may be unpaid, but they've certainly received a lot of attention. *Chad Vader* aired on the cable

network Spike TV after winning the Lucas award. In February 2007, the *Star Wars* spoof was featured on the VH1 cable show "40 Greatest Internet Superstars." And *Chad Vader* was featured on ABC's *Good Morning America* last year. It's all been a blast, says Guse, a Drake & Company recruiter in Madison who has enjoyed some unexpected notoriety from working on the series.

"It's really weird that people recognize me," he says. "One time, this guy came up to me and said, 'It's fantastic to finally meet Commander Wickstrom.' He didn't even ask me if I was the guy from *Chad Vader*. He just knew."

What's next for Chad Vader? The creators have capitalized on the antihero's popularity by selling T-shirts, coffee mugs, and a DVD of the entire

The *Star Wars* spoof that features Darth Vader's "little brother," Chad, has hit it big with 18 million online views so far. From left: Brad Knight, Paul Guse, Aaron Yonda (Chad Vader), Tona Williams, and Matt Sloan film on location at Madison's own Willy Street Co-op.

Left: Chad Vader faces many challenges as day shift manager — undisciplined employees, cranky customers, unrequited love, and a rival out to get his job. But he survives it all, thanks to his Napoleon (or should we say Darth?) complex.

series, all of which helps offset the costs of production. A second season is in the works, but as of press time, the release date was up in the air. Until then, viewers can chuckle at Chad's bumbling attempts to rule Empire Market online at www.blamesociety.net. 🌿

Writer Erin Hueffner '00 has watched every episode of *Star Wars* at least a thousand times. She has always wanted a pet Ewok.

HIDDEN HISTORY

By Susan Zaeske '89, MA'93, PhD'97

On an otherwise ordinary day in late May, twenty-one people burst through the walls of the traditional classroom.

We were UW students, faculty, and staff, and we were about to make history by studying history. We were boarding a bus and hitting the road to meet people who, starting in the 1950s, have been key players in the lesbian, gay, bisexual, and transgender (LGBT) civil rights movement. We were going to stand where they had once stood and listen to the stories of their struggles. Our stops along the way would include Cleveland, Washington, Baltimore, Philadelphia, and New York City.

We weren't traveling lightly. We carried a weight of responsibility, knowing that we were the first class at UW-Madison — and, perhaps, anywhere — to employ the experiential education format to study LGBT history. We immersed ourselves in the topic for ten full days, meeting with people and grappling with issues throughout the day, over meals, and well into the evening. The learning — and teaching — experience was intense, not only because of the hours we invested in each day, but also because meeting the history-makers heightened the reality of course themes. One of the most important aspects of the class, students said, was that the immersion pushed them to engage more deeply with the material than they would have in a traditional classroom. They were able to speak with and ask almost unlimited questions of the subjects of their study, to interact closely with



KAY TOBIN LAHUSEN

Building awareness: Early activism for gay and lesbian civil rights included demonstrations at Independence Hall in Philadelphia every July 4 from 1965 to 1969.

A UW contingent takes to the road to learn firsthand from those who broke down barriers for gay and lesbian Americans more than fifty years ago.



SCOTT SEYFORTH

Re-creating history: In summer 2007, UW students marched and carried signs at Independence Hall, following in the footsteps of those who spoke out some forty years earlier.

faculty, and to draw upon their own experience to identify themes and lessons. Students and teachers together became knowledge gatherers and creators — preparing for interactions with speakers, reflecting on experiences and events, and synthesizing disparate versions of the past and conflicting points of view. It all made for meaningful and long-lasting learning, both for students and for me and others who taught the course.

More important than achieving a first, though, was the goal of discovering the history that we could not find on library shelves. We were seeking people who could tell us the stories that have yet to be recorded in journals and books.

“LGBT history has been hidden, and we are attempting to bring it more into view,” says Scott Seyforth MSx’09, the course’s creator, who is a graduate student in educational leadership and policy analysis and serves as a residence life coordinator for University Housing. Seyforth was the major force behind the trip, leading the effort to coordinate hundreds of details, and gaining broad sponsorship from nine different campus organizations, including the offices of the Dean of Students, the Chancellor, and the Provost.

The trip came to fruition, thanks to Seyforth’s persistence and to the indefatigable Joe Elder, a professor of sociology and one of the faculty founders of the university’s LGBT studies certificate program in 2003. “At the moment, LGBT people are probably the most discriminated against,” Elder said when he signed on to help teach the class. “All discriminated groups face

barriers. This trip is one way of bringing those barriers down.”

Our leadership team also included two graduate students, Amy Barber '06, MAx'08, communication arts and women's studies, and Eric Pritchard MAx'08, English, as well as Maren Greathouse of the LGBT Campus Center.

The fifteen students enrolled in the course were in various stages of their undergraduate careers and, although we never asked, they identified themselves as gay, lesbian, or bisexual, or — for about half of the class — as an “ally,” a term they prefer to use rather than “straight” for individuals who are advocates for LGBT causes, but not LGBT themselves.

The first class session included the chance to meet local activists, such as members of PFLAG (Parents and Families of Lesbians and Gays) and Soulforce, a Christian group that fights oppression of LGBT people. During a visit to St. Francis House, which during the 1970s hosted meetings of gay activist groups, a panel of UW-Madison alumni, faculty, and staff taught the students about the history of LGBT activism on campus and in the Madison community. (See sidebar, page 54.)

We then set off on our rolling history seminar, with a first stop in Cleveland. At an LGBT community center there, we were moved by the stories from a navy veteran turned transgender activist, and from several lesbians in their seventies and eighties. In Washington, D.C., we met founders of 1960s gay organizations, and, quickly jumping to the present, we visited the offices of the Human Rights Campaign, where David Stacy '90, once a student of Elder's, serves as a senior public policy advocate. In Baltimore on a Sunday morning, we attended a moving service at the Afro-centric, gay-positive Unity Fellowship Church. And in Philadelphia, the cradle of the nation, we were greeted by a well-known local activist, who outfitted us with picket signs so that we could re-create the demonstrations by people who marched for gay rights in front of Independence Hall every July 4 from 1965 to 1969.

In New York City, our final destination, we focused our attention on the history of the 1969 Stonewall Rebellion, a several-day clash outside The Stonewall Inn, where police officers fought gay and transgender people who were protesting police entrapment and shakedowns of LGBT citizens. It is regarded as a watershed event for the gay rights movement. We met with Elliott Imse '05, a communications research associate at the Gay and Lesbian Alliance Against Defamation (GLAAD), and David Carter MA'78, author of *Stonewall: The Riots That Sparked the Gay Revolution*. Carter's book was assigned reading for the class, so speaking with him and some of his interview subjects face-to-face was especially meaningful.

In fact, hearing directly from those who had made history in earlier decades was a strong — and emotional — thread woven throughout our journey. Each of the trip's participants came away from these conversations with new knowledge and new appreciation for those who had stepped forward in years past, without knowing for certain where the road would take them.

By the time our bus returned to Madison, our thoughts were swimming with all that we had observed and learned. Barber, Pritchard, and Kala Kluender x'08, who were among the class participants, share some of those thoughts here.



It happened here: UW students visited The Stonewall Inn in New York City, an unassuming location for what is viewed as a watershed event for the gay and lesbian rights movement.

REFLECTIONS History is messy.

Brave foremothers and forefathers of the gay and lesbian rights movement taught us many things during our trip. But the comment I found most meaningful is one that I heard repeated often: “You’re not just *learning* history by participating in this trip. You’re *making* history.”

At the broadest level, very little gay and lesbian history is available to students in our libraries, our news media, or our classrooms. As we created this much-needed course on the topic, we also developed a format that allowed us to learn in a new and different way, outside of and complementary to what little gay and lesbian history we had encountered in classroom settings. We created an environment in which history came alive.

Stories have often been told *about* the people involved in the movement, rather than *by* them. On this trip, we heard the stories of gay and lesbian rights pioneers directly from them, rather than filtered through a third party and represented as words on a page. As we talked, we came to our own conclusions about the people and the history they made.

It is one thing to read about groups — the Mattachine Society and the Daughters of Bilitis — that formed to fight for gay and lesbian civil rights beginning in



SCOTT SEVORTH

Seeing firsthand: The UW-Madison course of LGBT history employed experiential learning, bringing students face-to-face with the very people and places they were studying.

the 1950s, a time when the very notion of gays and lesbians as people who deserve equal rights was unheard of. It is another thing to hear members of the groups describe the deep and paralyzing fear they felt when they decided to picket the White House and Independence Hall in 1965. As they marched, holding signs insisting that “Homosexuals Are Equal Citizens,” they feared for their jobs, their families, their safety, their lives. A few days later, when our group re-created the event, we felt that same fear and vulnerability when passersby shot us chilling glances or spewed anti-gay epithets. The experience gave us a true sense of the courage and bravery it must have taken for the women and men to picket more than forty years ago.

It is one thing to read about the accomplishments of Victor Banis, a gay author who has written more than one hundred and fifty gay pulp novels since the early 1960s. It is another thing to sit in a room with him and hear him talk about the many publishers of the era who were sentenced to federal prison for distributing “obscene” (gay-themed) material, and to hear him recall how afraid he was when he was indicted on federal charges of conspiracy to distribute the material.

It is one thing to read about the omnipresence of police harassment and brutality inflicted upon gays and lesbians

in the 1950s and 1960s. It is another to watch Banis shakily recount the night he was gang-raped by police simply because he was gay. These are stories, and faces, that undoubtedly will stick in our memories even though the course has ended. They are stories that students will incorporate into their lives, their research endeavors, and their future activist work. “I learned about history, yes,” says one student about the course, “but even more about myself and how to evaluate and understand history.”

Joan Biren, a self-described “radical lesbian feminist,” opened her talk with the assertion that “history is the politics of memory.” History, she told us, is contingent upon who has the means and the access to write it. History is often contradictory. History is messy. The reality of history’s complexity and messiness became our trip’s most important lesson.

— Amy Barber

REFLECTIONS To know these histories is to know myself.

Entering the lounge at the back of The Stonewall Inn, you can’t help but notice the two photos. To your left is a picture of a woman dressed in a chic wrap dress, hair loosely curled, makeup impeccably

applied, and a hand raised powerfully in the air. To your right is a picture of a woman with hair adorned with various decorative ornaments, a multitude of paints and glitters on her face, and a Mona Lisa smirk, a look that at once says, “I know much, and am telling you nothing.”

These are photos of Sylvia Rivera, a Latina transgender woman, and Marsha P. Johnson, an African-American transgender woman. Their names, as those knowledgeable about LGBT history can tell you, quickly come up and then fade away in discussions about the Stonewall riots of June 1969. Depending upon whom you ask, or the agenda for the history recounted, depictions of Rivera and Johnson fluctuate from being humorous, quirky, back-up players to being the “real” gay activists. And, in the recollections of still others, they were troublemaking radicals, master grassroots organizers, or sex-working mothers to the “street kids,” the homeless youth who helped spark and solidify the riot’s momentum. In these same recollections, the two women are depicted as having nothing to lose and everything to gain by fighting back and supporting others in the same position. Consequently then, this history posits that their roles were so central to the movement itself that it’s difficult to imagine a Stonewall riot, a gay liberation movement, or a New York City without them.

As a black gay man, I know the consequences of marginalized histories, whether they are histories I directly identify with or not. To know these histories is to know myself. To silence them is to silence me. These are the consequences of being rendered to historical margins — consequences that erase not only history and ancestors, but also descendants. This erasure is true, in particular, for LGBT people of color, lesbian herstories, and transgender communities.

On our trip, we talked with Bob Kohler, Tommy Lanigan-Schmidt, Danny Garvin, and Karla Jay, who spoke at length about Rivera and Johnson. In Washington, D.C., we met with A. Billy S. Jones and Louis

Hughes, Jr., co-founders of the National Coalition of Black Lesbians and Gays, and Buddy Sutson, co-founder of the Best of Washington, one of the oldest black gay social organizations. As we talked over the history we had come to study, the scant inclusion of LGBT people of color and the transgender community was front and center. Still, these communities were more readily recalled by our panelists than in most other historical accounts of the era, which spoke to the blessing of experiential learning and the mandates we were charged with as students, teachers, and descendants.

This mandate was best summed up by Lanigan-Schmidt, a former street kid. He said the best thing we can do to right the exclusions of history is not to just

question or identify them, but instead to make our own contributions through writings, documentaries, and gathering interviews. He also encouraged us to challenge the politics of which materials and ephemera, if any, are deemed history-worthy or “intelligible” historical documents. We, as a learning community, took this charge seriously, and it peppered our class discussions more than any other subject that we heard on those days.

Overall, the speakers helped us to understand that within the LGBT community there is a diversity of experiences. We learned that we, as descendants, can use our voices to counteract the consequences of historical invisibility and erasures.

— Eric Pritchard

REFLECTIONS

My awareness of the privileges that I carry has been heightened.

During this course, many of the speakers commented on public health concerns that are specific to LGBT individuals, which helped to inform my personal interest.

For example, Frank Kameny, a prominent figure in the gay civil rights movement, explained that removing homosexuality from the diagnostic manual of the American Psychiatric Association in 1973 was a significant moment in LGBT history. For the first time, he noted, well-respected professionals removed the characterization of being gay or lesbian as medically or psychologically abnormal. We also met with Jessica

Close to Home

The UW gay and lesbian civil rights movement faced daunting challenges, yet made steady progress, during its early decades.

By Scott Seyforth MSx'09

When examining the history of gay, lesbian, bisexual, and transgender (LGBT) people at the UW from 1950 to 1970, a stark duality emerges: they contributed to — yet never were fully accepted into — the campus community.

The Haresfoot Club, while not a gay organization, featured all-male casts in revues and Broadway shows. According to information in the UW-Madison Archives, it was an outlet for some gay men, and Haresfoot was one of the few places on campus where the rigidity of 1950s gender roles was satirized. In the spirit of the Wisconsin Idea, the Haresfoot Club performed in seven to ten cities throughout the state each year, with its men-in-drag cast playing women's parts. Haresfoot offered changing conceptions of gender and gender roles for sixty-five years, from 1898 to 1963, under the motto, “All our women are men, yet every one's a lady.”

Despite the acceptance of the gender-bending aspects of the Haresfoot Club, on at least two occasions, the university actively purged groups of students identified as homosexuals. The first purge occurred in 1948, a time when the campus population had tripled in size compared to enrollment before World War II. Networks of gays and lesbians had begun forming on campus and in the community during this period, representing the most — and, perhaps, the most visible



Speaking out: Created in 1971, the Gay Liberation Front joined other politically active student organizations on the UW-Madison campus.

— LGBT groups in campus history until that time. In response to what they perceived as a threat, city and university police arrested twelve men in June 1948, primarily by raiding a private party of gay men at a Madison house. At least four of the men arrested were university students, and they were expelled for gathering with other gay men.

“Each of you by your conduct has caused an indelible mark to be placed against you,” said the judge at the students’ court

UW-MADISON ARCHIVES

Xavier, an author, songwriter, and sexual minorities activist, who pointed out that Gender Identity Disorder is currently listed in the manual, and I learned about the issues this presents to transgender and transsexual individuals.

Although many of the people we met are well-known and often cited in LGBT historical writings, I experienced a renewed awareness of those who were not included in meetings, videos, or reading assignments. Unique to LGBT history, I believe, is the loss of some of the most interesting and potentially accurate recordings of events because of the social stigma that drove the gay community underground for decades. The use of pseudonyms, for example, effectively erased ties to activists who may have left integral

experiences untold. Some of our most captivating speakers were local organizers who worked at the grassroots level and whose stories may go unrecorded.

We also repeatedly heard speakers describe different versions of the same event, all falling at the mercy of memory and personal perspective. This phenomenon — in addition to issues of race, age, class, access to education, and other resources — points to one of the challenges in writing and reporting history.

In the end, we all developed a very keen appreciation for the caution that must be taken in historical study, and for the need to recognize the invaluable people, places, and events that may not have been acknowledged.

I know that my awareness of the privileges that I carry has been height-

ened, and as I work toward my goals of becoming a health care provider, community leader, and engaged citizen, my awareness of the unique concerns of the LGBT community will heavily influence my actions. I will translate what I learned in this course into discussions with my friends and family about LGBT issues, increase my recognition of unjust policies on both local and international levels, openly identify myself as an ally, and actively pursue more information about barriers to quality health care faced by LGBT individuals — as well as how to eliminate them. 🌿

— Kala Kluender

Susan Zaeske is a professor and associate chair of UW-Madison's Department of Communication Arts.

hearing, according to a *Wisconsin State Journal* report of June 21, 1948.

The second gay purge occurred in 1962, culminating a decade of greater policing of homosexual behavior than had ever been seen on campus. Throughout 1962, the campus's security and dean of men offices conducted a full-scale investigation of gay men, which Ron McCrea '89 has documented in the *Midwest Gay Academic Journal*. By coercing gay male students to provide names of other gay men, the offices compiled a list and called in dozens of gay men for questioning. If a man admitted that he was gay, the university called his parents, took away his scholarships, and expelled him. The purge also led to the investigation of certain faculty, staff, and deans. In time, the purge subsided, in part because faculty and counseling center staff stepped in, saying that the purge was causing the university community more harm than good.

During 1950 to 1970, the time period studied by our class, gays and lesbians at the UW lived two lives — one private, one public — because of the hostility toward and stigma associated with their orientation. The Madison gay and lesbian community was largely a private social network, with a mix of undergraduate and graduate students, Madison professionals, and working-class people, with little town/gown split. Although they were not allowed to be "out" at work, some of the most well-respected faculty and staff of this period were members of the LGBT community — professors George Mosse, Harvey Goldberg '43, PhD'57, and Maxine Bennett, and her partner, Martha Peterson, who served as dean of women from 1956 to 1962.

During the 1950s and 1960s, one of the few bars in Madison that welcomed gays and lesbians was a smoky watering hole at University Avenue and Frances Street called the

602 Club. The unpublicized arrangement at the time was that the back half was for straight patrons, while the front half, along the bar, was for gay patrons. Later in the 1960s, a similar arrangement operated at the old Kollege Klub.

By the mid-1960s, perhaps related to the youth culture's quest for authenticity, gays and lesbians began a shift toward fusing their private and public lives, and becoming more open about their homosexuality.

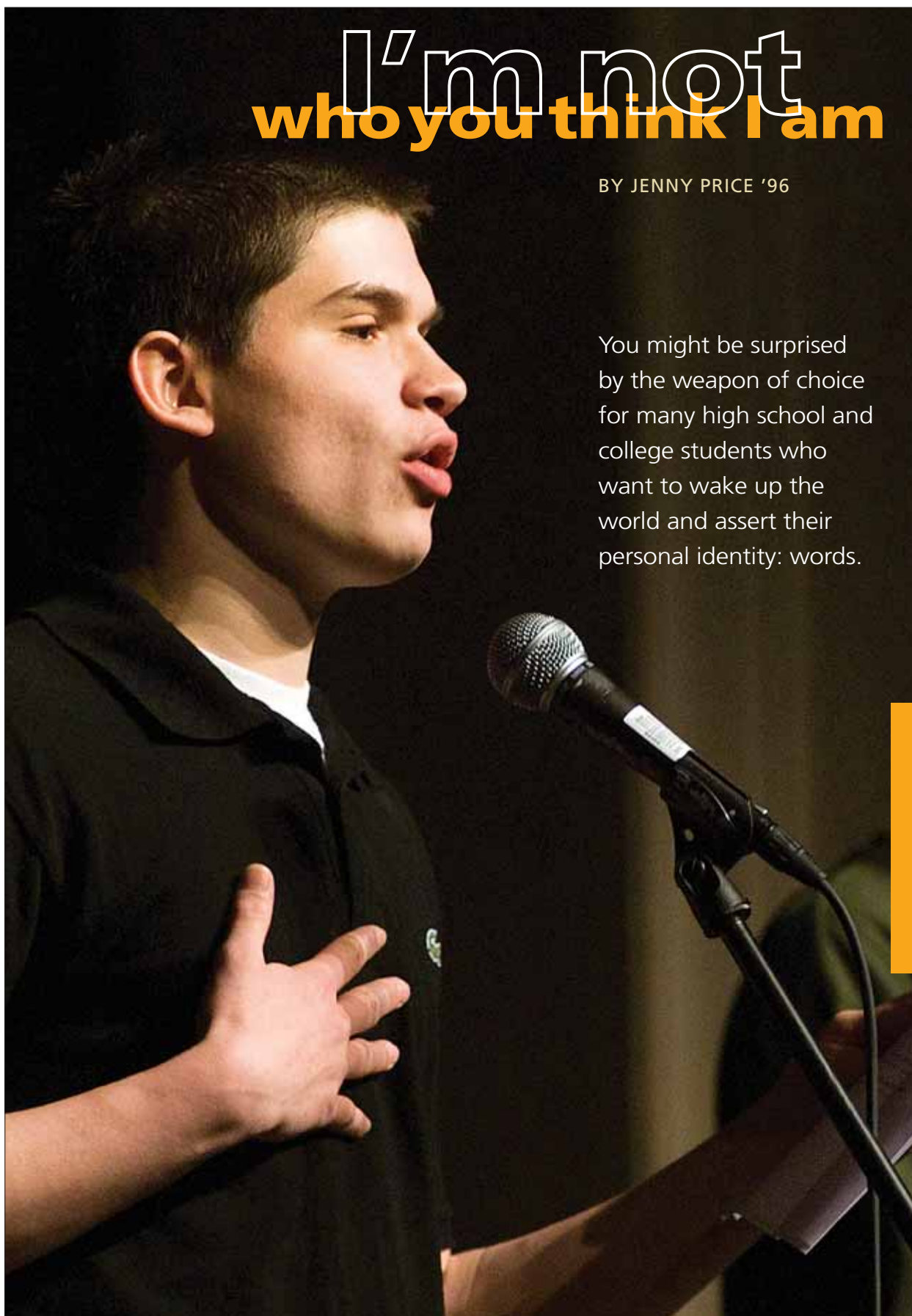
In fall 1969, several men and women gathered at St. Francis House to form the Madison Alliance for Homosexual Equality (MAHE), the first public gay and lesbian student organization in the university's history. The group was primarily social, meeting weekly in the basement of the Episcopal student center and occasionally holding functions in the upstairs sanctuary. MAHE gave birth to a more political entity, the Gay Liberation Front (GLF) in fall 1971, created, according to its mission, to "promote interaction and solidarity within the gay community and to raise the consciousness of the straight world to the problems of sexist oppression." GLF marked the beginning of a more politically active LGBT student community, and a new chapter in exploring social justice at the university.

Today more than half a dozen LGBT-related student organizations exist on campus. Undergraduates in any major can now pursue an LGBT studies certificate; since its launch in 2003, sixty-seven students have completed the program, with forty-six working toward completion. The LGBT Campus Center, which was established as a student organization in 1992, by 2003 had evolved into a unit of the Offices of the Dean of Students with full-time staff. Each year, the GLBT Alumni Council, working with the campus center, awards student scholarships to LGBT and ally students.

I'm not who you think I am

BY JENNY PRICE '96

You might be surprised by the weapon of choice for many high school and college students who want to wake up the world and assert their personal identity: words.



JEFF MILLER (4)

Jair Alvarez was initially nervous about performing his poetry for an audience, but has found his voice and is now part of First Wave.

The young man at the microphone stands in the beam

of the spotlight on stage, but he doesn't stay still. He can't.

As he begins to speak, the rhythm of his words moves his arms and his head and sometimes his feet. He spits out the verses he's woven about what makes him angry, what gives him joy, what turns him on, what makes him laugh, and what he thinks has gone wrong in the world. He wields agile alliteration, vivid imagery, clever metaphors, and a sharp dose of truth, with the members of the audience poised to grab hold of the next line, not knowing what torrent of words will follow his next breath.

What they do know is that this poem does not belong to literary ghosts from the past; it is here and now, grabbing them by the shoulders and demanding their attention.

If you based your view of American youth on what you see on MTV or the nightly news, you'd never imagine that there are teenagers composing lines of verse in the margins of their notebooks during class or dreaming up poems on the bus. But they're out there. And they have seized upon a medium called "spoken word" to express themselves to their peers and to the world. Their passion for this art form has taken hold in high schools — with after-school clubs where students break into freestyle poetry jam sessions called ciphers — and on college campuses where open mic nights offer an alternative to house parties and the bar scene.

Spoken word is not a new poetic form. It dates back to Homer's *Odyssey* and African storytellers, resurging in more recent times through the beat poets of the 1950s and 1960s and competitive events — called slams — of the 1990s. Its appeal is the exact opposite of curling up in a chair to read poetry in isolation.

"To hear a poem is to experience its

momentary escape from the prison cell of the page, where silence is enforced, to a freedom dependent only on the ability to open the mouth — the most democratic of instruments — and speak," wrote Billy Collins, poet laureate of the United States, in his introduction to the 2003 anthology *Spoken Word Revolution*.

Members of Generation Next — raised on technology like personal computers, cell phones, and the Internet — are invigorating spoken word with social activism rooted in the origins of hip-hop music and art, and a rejection of the roles and identities assigned to them by popular culture.

And now spoken word has taken up residence on the UW-Madison campus, in the form of First Wave, the nation's first college learning community devoted to urban art. Fifteen students selected for First Wave can major in any subject — from English to theater to biology — while working on their spoken word poetry, dancing, or visual art.

"There's a lot of Walt Whitmans and Langston Hugheses and Robert Frosts right among us ... and we just have to give them a forum. And this is it — this is the forum for that at a university," says Willie Ney MA'93, MA'94, director of the UW Office of Multicultural Arts Initiatives, creator of First Wave, and tireless advocate for the power of urban arts.

The students' arrival on campus caps off a two-year sprint that has catapulted the UW to the forefront of the spoken word movement, due in large part to the success of a national spoken word program for high school students conceived by a UW graduate, along with the infectious enthusiasm of key administrators who realized its potential to revolutionize recruitment and diversify the campus.

"I guess it sounds like a big goal, but we want to change the world. We want to make a difference in it," says Kimanh Truong x'11, a writer and spoken word artist from Chicago who is a member of

First Wave's inaugural class and wants to become an English teacher. "A lot of people who watch spoken word are shocked by what we're saying — and I always tell my teacher that the future of the youth isn't dead, it's thriving in our cafeterias."

A first-generation American, Truong wrote her first spoken word poem in high school, a product of her frustration about being one of two Vietnamese students. "I was just sick of everyone not knowing the difference between Vietnam and other Asian countries," she says. "I wanted to fight back the stereotypes, and it helped me clear my mind and my thoughts a lot."

And Truong ultimately fell in love with the community that spoken word provided when she first got involved with a group called Young Chicago Authors. "I've met so many people through spoken word competitions that I never would have crossed paths with, people who have definitely changed me into a better person," she says. "We're all so different, but we all can agree on the fact that we love to write."

The first time Jair Alvarez x'11 performed one of

his own poems, "Admitted," which told his story of coming to the United States from Puerto Rico as a non-English speaker, he stood before just twenty people in a spoken word club at Madison West High School, where he graduated last spring before joining First Wave.

*The American dream
Kills us off
But with enough
Strength
Determination
Imagination
From our nation
We will make it
Let them hate it
Try and procrastinate it
But we will cross that stage
and accept it*

"I forgot my place and I was shaking ... hard," Alvarez says, waving his arm

rapidly back and forth for emphasis.

Advice from a friend helped to prepare him for performing in front of even larger groups.

“‘I know you know most of the people at your school,’” he says the friend told him. “‘There’s four hundred of your friends and you’re just saying the poem to them.’ ... When I got up there, I still got nervous, but I was always able to play it off because I just moved around.”

Nervous is the last word anyone would use to describe Alvarez on stage as he emceed an arts assembly in the closing weeks of his senior year at West. He confidently presided over the program with a touch of swagger, introducing other poets, urging classmates to make some noise, and jumping around with students who hopped on stage to dance during a freestyle rap performance.

He confidently performed a poem with fellow West student Dan Bunn about the dangers of public apathy and what he later described as “the government’s not caring about the people, they’re just making people like sheep.”

on Capitol Hill, they’re raising no capital to fill schools with new sense, instead they spend, tax halves of paychecks, to attack women and children of other nations. then the nuisance becomes the needed, when you’re drafted or recruited, Selling dreams, like you want to be pine-coffin suited and booted.

“A lot of times my personal issues are kind of broad issues,” says Alvarez, who plans to go to law school and aspires to be a U.S. senator, the highest office he can reach as a non-native citizen. “For example, if I’m writing about poverty, I’m not the only one going through that so, you know, other people can also relate.”

Poetry slams were hitting it big as James Kass ‘91

was studying for a master of fine arts in fiction at San Francisco State University in the early 1990s. While the campus was



Willie Ney has worked tirelessly to bring spoken word programs to the UW-Madison campus and Madison high schools.

an incredibly diverse place, he couldn’t help but notice that the writing programs were not. Kass, who focused on Afro-American studies courses while getting his English degree at the UW, knew there were poets and writers who were not being nurtured as artists and did not have a place to present their work.

At the same time, Kass was struck by an onslaught of anti-youth propaganda in the media that portrayed teenagers as thugs or hyper-sexualized. “There was never an opportunity for just an average, everyday kid to say something,” he says. “And the average, everyday kid is, you know, saddled with a ton of things.”

His early workshops for aspiring young poets in San Francisco drew a melting pot of eager participants.

“The first kids who came were the kids who were already writing, and they were writing out in their own little neighborhoods or in their own little isolation, so they came to sort of meet other kids,” Kass says. “And right away, there was this incredible demographic diversity in the room ... from ethnic, to gender, to orientation, to how kids were doing in school. Some of them were total dropouts, some of the kids are straight-A students.”

Those early events grew rapidly into Youth Speaks, the national organization

that Kass still leads, which, in addition to offering comprehensive programs in the San Francisco Bay area, networks with organizations across the country to bring spoken word to kids through high school clubs, writing workshops, and teen poetry slam contests. UW-Madison’s Office of Multicultural Initiatives operates similar programs, with students and poet mentors who perform for and lead workshops in middle schools, high schools, community centers, and other venues in Madison, Milwaukee, and throughout Wisconsin.

The national program is playing a role in redefining poetry itself by taking it back from institutions that focus too much on form and reverence for past masters, “letting kids understand,” says Kass, “that poetry is something that can be liberating, it can be educational, it can be entertaining. For teenagers, this is a time where you’re questioning so much and learning so much — it’s perfect. The ability for it to be an anchor in kids’ lives — which are oftentimes tumultuous — where they can always go to the pen and the paper and, no matter where they are, that provides an anchor for them, an opportunity to continue to engage with who they are and what they believe in the world.”

And youth spoken word poetry contests or performances can be remarkably different from the adult slam scene, which is notable for ego as much as art.

“The youth, for the most part, are taking the stage and using the opportunity to communicate directly with their peers about the specific thing that they want to talk about,” Kass says. With adult poets, he says, the vibe can be more about, “Look how great I am.”

Karlo Martinez lost his place midway through a performance

before students at Middleton High School, a fifteen-minute drive west on University Avenue from the heart of campus. The award-winning student poet, now a senior at Madison West High School, was cruis-



Lana Simpson performs during a jam session on the Memorial Union Terrace in June, part of an event welcoming First Wave students to the UW.

ing through his poem, spitting rhymes and tapping his chest when his face went blank and the flow of words stopped. He started to pace, mouthing silently, for what probably felt to him like hours, trying to find the next line.

"It's all right," said one voice from the darkened seats of the auditorium, where Middleton students just weeks from their summer vacations had gathered for the midday assembly. "It's okay," others said, buoying him to reclaim the thread of his lost thought and finish the piece to loud applause, whistles, and cheers.

Martinez and the other poet mentors channel that support back to the students during visits to creative writing classes made up of juniors and seniors. Program director Josh Healey '05 puts one class through a writing exercise, asking them to brainstorm stereotypes. "Dumb blonde," "spoiled brat," "carefree superstar," and "outcast transgender" are offered up.

Healey directs the students to take on the character of a stereotype they've identified and write a short piece that starts with the line "I'm not who you think I am." Healey tries to help push things along by posing questions for them to ponder as they write: "What part of it is true? What do you wish you could be? Who knows the real you? Why don't people know the real you?"

The exercise achieves far more than simply illustrating that stereotypes are bad. It demonstrates, says Healey, "the power of telling stories and using your story to break down barriers."

In another Middleton writing class, juniors and seniors break into groups with the mentors, who listen to them read original work and offer advice on both writing

and performance. Their teacher, Chris Cummings, marvels as he watches his students engage with poetry.

"I don't know how [the mentors] pull it off," he says. "They shouldn't be getting them to talk at all."

The city of Madison's **four public high schools** are within

ten miles of campus, but despite the physical proximity, some students — particularly students of color — see the UW as out of reach, out of touch, or both. Ney saw spoken word as a vehicle to change that perception, by putting university resources into launching and supporting spoken word programs in the high schools.

That realization came in 2004, when he invited Kass, Youth Speaks Artistic Director Marc Bamuthi Joseph, and a



Kelsey Van Ert, performing at the Memorial Union Terrace, found spoken word to be a powerful method for healing after personal tragedy.

few of the country's top poets to perform on campus during Cinefest, a Latin film festival sponsored by the Office of Multicultural Arts Initiatives. Ney organized workshops and performances by the artists at three Madison high schools, where the reaction was so passionate that students left their seats to do spoken word poetry freestyle from their diaries and notebooks. A few months later, Kass and his staff returned to Madison to run spoken word workshops in the schools and host poetry slams. The experience, Kass says, taught him more about the city of Madison in two weeks than he had learned in five years as a student on the UW campus.

Today Ney's office has spoken word clubs at Madison's East, La Follette, Memorial, and West high schools, with members taking part in local and national youth spoken word poetry competitions. The result, says Ney,

is a "deep-seated cultural link" between students of color in Madison schools and the university. Teens who have never before set foot on campus are finally making the short trip to participate in cultural events such as a performance by Bamuthi, who was an interdisciplinary artist in residence during spring semester.

"This university, just by tapping into our own school district, could be as diverse as our school district. Our school district is a reflection of the broader United States," Ney says.

And now, First Wave students, who will reside in the same residence hall and work on their art alongside one another in and out of the classroom, will help to build a pipeline between UW-Madison and students around the country engaged by spoken word and hip-hop, Ney says. Some UW poets have already performed

at national conferences and are slated to perform at Madison Square Garden during a New York Knicks-sponsored college fair and poetry slam audition.

"Imagine you have a block of four kids who are the best young artists, going to a school, any school, but an urban school particularly, and doing a show, a twenty-minute show, in front of all 1,500 students and saying 'Why don't you come join us?'" Ney says. Instead of the expected admissions officers, "the people who make the pitch will be the students themselves." And they make compelling messengers, offering prospective college students a glimpse of what their own experiences could be.

It took just one meeting for Darrell Bazzell '84,

UW-Madison's vice chancellor for administration, to decide that the university should commit resources to a spoken

word program on campus and in local high schools. He agreed to fund tuition for First Wave students during their first year, hoping to help leverage support from private donors through the UW Foundation to cover the remainder of their undergraduate education.

"What's so powerful about that is [the program] cuts across all cultural lines," Bazzell says. "This isn't just a program for African-Americans or Latinos — there are majority students in the program. It cuts across all racial boundaries in a very profound way."

That's evident from looking at the membership of spoken word clubs in Madison schools and at the inaugural First Wave class: the poets and artists are African-American, white, Latino, Native American, Asian, and biracial.

"It's not surprising that you see a higher proportion of students of color who use this medium, so to speak, because oftentimes in mainstream society we don't always feel that there are mechanisms to express ourselves in ways that are meaningful and really let us basically tell our story," says Bazzell, who is African-American. "The students who I hear talk, it really resonates with me, the messages they're communicating. I come from an urban environment; I lived in lots of big cities growing up, so I, myself, experienced the same frustrations in terms of not really feeling that I had outlets to express myself in ways that people understood and appreciated. So, for me, part of it was just about creating an opportunity for self-expression."

Jeff Chang, a journalist who wrote *Can't Stop Won't Stop: A History of the Hip-Hop Generation*, agrees that the program can help bridge the campus with urban communities. "Far too many 'elite' universities have a distant relationship to the urban youths who need their resources and can potentially transform the campuses the most," Chang says. "We're talking about

some of the brightest urban youths in the country coming to Madison. They're so talented and thoughtful and moving that no one can help but be inspired by them."

For young spoken word poets, their very personal, and

sometimes painful, stories of rape, the death of a loved one, or struggles with depression or cultural identity are often the foundation of their earliest work. Once the students are exposed to other poets and literature and styles, Ney says, "their poetry develops and expands, and then it becomes more regional and national and then global. So you see these kids who begin with that raw, visceral poetry ending up with these sonnets and these forms that are more traditional lyrical forms that not only help them to succeed academically — often for the first time — but also make it hard to believe the kids are teenagers with the depth and breadth of their writing skills they've acquired."

And for many students, the act of writing and performing gives them something more than they might have expected when they first started.

"I don't want to sound corny, but I think, in a lot of ways, art, not just spoken word, has seriously saved my life on a couple of occasions," says Kelsey Van Ert x'11, a poet and singer from St. Paul, Minnesota, who is African-American, white, and Latina. She first visited Madison in 2005, when she won an adult poetry slam contest, and is now one of half a dozen First Wave students who are the first in their families to go to college. Without First Wave, she says, she wouldn't have considered enrolling at a "huge school" like UW-Madison. "That sense of community [will] really help me stay focused in my studies," she says.

Four years ago, Van Ert wrote about the suicide of a friend, a twelve-year-old girl, in her poem "Yolanda." At first, she couldn't perform the work because it was too painful to think about her friend. In

time, she began to perform it, finding that doing so was "incredibly healing." Then, as she heard from others who had experienced similar tragedies, she learned that her performance achieved something else. "I realized that this piece can be used for change," she says.

*A caption in the paper revealed the truth
Of how young Yolanda stole her own
youth.*

*So I did exactly what adults told me to
do.*

*I talked to my teachers about it
in school.*

*But they were (too) religious to hear me out
And that was my best friend they were
talking about.*

*Oh how bad I wanted to say goodbye so
I could release all this pain I had inside.*

But no one would drive me to her funeral.

*And I got violent whenever my conservative
classmates and teachers*

told me Yolanda was in hell well

"She's not in hell!"

I'd yell.

The journey Van Ert and other First Wave students

take each time they think about their lives, transform their thoughts into words, commit the words to paper, and speak the words aloud as others listen is a liberating and moving journey.

"If you write the piece and you memorize it and then you perform it, especially for the first time, you go somewhere else, you revisit that moment," Van Ert says. "Whatever is hurting you ... it's out there, you just let it go and you feel a lot lighter. And I feel like a lot of kids don't understand ... how powerful that is, in any art form." 🌿

Jenny Price '96 is a writer for *On Wisconsin*. To learn more about the national Youth Speaks organization, visit www.youthspeaks.org. For more information about UW-Madison's Office of Multicultural Arts Initiatives and First Wave, visit www.omaui.wisc.edu.



SCENE

POP GO THE PEOPLE



Like an angry volcano, a steel drum smolders after erupting for a crowd of high-school students near Weeks Hall in July. The students were taking part in PEOPLE, the UW's Pre-College Enrichment Opportunity Program for Learning Excellence, which helps prepare them for college. This demonstration simulated volcanic steam eruptions: instructors from the geology department dropped a container of liquid nitrogen into a drum filled with water, and as the nitrogen warmed, it rapidly expanded, causing an explosion of water and steam.

Photo by Jeff Miller



Air Time

Fledgling network to broadcast all things Big Ten.

TEAM PLAYER

Five things you should know about football player

Nick Toon x'11:

- Although he tried lacrosse and track and field in high school, nothing could top his love for football, which he calls "the ultimate team sport."
- Toon's decision to play for the Badgers came partly from his love for Madison. Growing up just next door in Middleton, Toon didn't want to go anywhere else, he says, because "everybody dreams of growing up and playing for their hometown."
- He received All-American honors in high school, was ranked one of the top three players overall in Wisconsin by rivals.com, and was selected to play in the Offense-Defense All-American Bowl in Florida his senior year — an event he considers one of his greatest accomplishments.
- Looking to study business, Toon plans on "getting [his] degree and being successful" at UW-Madison, which, he says, "holds a lot of weight" in the professional world.
- His father, Al Toon '95, played football and competed in track and field for the Badgers from 1981–84. But Nick Toon says he doesn't feel any extra pressure. His only goal? "I want to get on the field ... [and] play my freshman year."



Mark Silverman is on the run. Through the halls of the former Montgomery Ward & Co. Catalog House in downtown Chicago, he bounces from wrangling over who at the new Big

Ten Network gets a TV in his or her office, to high-level discussions about distributing its programming. The new studio set is due to arrive the next week, but work on the studio itself continues. Silverman, president of the Big Ten Network, is building a television network from scratch, squabbling with cable TV giants, and hiring on-air talent.

"There's a great energy here," says Silverman, who was then readying for an August 30 launch. "There are not a lot of networks that, right out of the gate, get access to millions of loyal fans."

The Big Ten Network is a bold enterprise. It will provide viewers with unprecedented access to Olympic and women's college sports — along with the appeal of selected football and basketball games. The network, a twenty-year partnership between the conference and Fox Cable Networks, is expected to air about three hundred and eighty sports events during its first year. Beyond that, each of the eleven universities will be afforded up to sixty hours of original campus programming each year — possibly ranging from reality shows, to musical events, to public affairs talk shows. Unquestionably, the network offers promise in raising the profile of all conference sports and many of the universities' academic offerings.

Here's the rub: that promise will ring a bit hollow without the buy-in of major cable providers who, as of early August, were giving the network the cold shoulder. The deal that created

the network ensures it will be carried on satellite TV provider DirecTV, which gives it access to 14 million households nationally. But unless the channel negotiates major, lucrative cable deals, many fans could be shut out.

The network was pushing for its programming to be on expanded basic cable, where all viewers would presumably share the cable providers' cost of adding the network. Some cable providers, however, suggested it belongs on special sports packages, for which only interested subscribers pay an added cost. The network has attracted some smaller municipal cable outfits across the Midwest. But Charter, Comcast, and Time Warner were still holding back — with Comcast issuing a biting statement last June, saying, "Indiana basketball fans don't want to watch Iowa volleyball, but the Big Ten wants everyone to pay for their new network."

Badger athletic director **Barry Alvarez** predicted a Big

Ten fan outcry if the network doesn't get wide pick-up. "If you don't, there will be such an uproar that I don't know why a cable company wouldn't carry it," he says.

Alvarez adds that the round-the-clock network has a huge upside. It can offer schools unparalleled exposure and fans a depth of coverage and events that they can't find elsewhere.

"The thing that excites me most," he says, "is that our coaches, and all the coaches in the Big Ten, now can go out and recruit with something nobody else has."

Wisconsin women's basketball coach **Lisa Stone** sees the same potential for all UW sports. The network has committed to "event equality" between men's and women's events within the first three years of operation. "We have Badger fans across the entire country," she says. "The Bucky Badger fans from coast to coast will be able to watch all of us

IN SEASON

Women's Golf

Circle the Dates: September 9–10, the Badger Invitational will take place at University Ridge.

Keep an eye on: Senior **Katie Elliott**, whose score of sixty-nine at the Legends of Indiana tournament last October snagged her the second-best individual eighteen-hole record in Badger women's golf history. Her finish also helped the team to the second-best eighteen-hole team record in school history.

Think about this: When they placed second at last year's Badger Invitational, the Badgers had their best finish since the 2003 Big Ten Championships. The meet also has a good history for Elliott. She won her first individual tournament title there last year.



SPORTS INFORMATION

* PHOTO: CRAIG SCHREINER/WISCONSIN STATE JOURNAL

— from women's basketball to swimming and hockey. All of our sports will be showcased."

The network plans about thirty-eight football games a season, with Wisconsin debuting in a game against The Citadel on September 15. The new venture will have to coexist with the Big Ten's current network partners, ABC, ESPN, and ESPN2. But Silverman notes that the Big Ten Network will get the second pick in three of the season's twelve weeks, and the third pick in three others. Silverman says that positions the network well.

"A game that features Wisconsin, even if it's playing The Citadel, is a game that Wisconsin fans want to see," says Silverman, a former executive at ABC Cable Networks.

The Big Ten Network will also carry at least 105 men's basketball games and 55 women's basketball games, 170 Olympic sporting events, classic sports, coaches shows, and Big Ten championships. The network

has hired some high-profile talent, including former ESPN personality Dave Revsine as its lead studio host and Thom Brennaman and Charles Davis as its lead football broadcast team. Other analysts will include former Indiana coach Gerry DiNardo and ex-Minnesota coach Glen Mason.

Silverman says the network is planning to exist on multiple platforms — eventually offering video on demand, broadband, and wireless access. It will also broadcast in high definition.

At the same time, universities across the Big Ten are brainstorming concepts for original, non-sports programs to highlight the work of faculty and students, and to provide the nation a window into the laboratories and classrooms of Big Ten universities. Peter Kleppin, who is charged with producing much of that content for UW-Madison, says the programming offers a powerful tool for promoting the campus.

"The programming will serve to help alumni connect, showcase student achievements, inform parents about campus life, and give potential students a taste of what could be," he says.

The opportunity to detail academic breakthroughs and campus culture is extraordinary, Silverman says. "Traditionally, we've had a thirty-second halftime spot to promote the school, and to go from that to sixty hours a year is a great opportunity for the schools and a huge advantage over schools that don't have that opportunity," he adds.

Meanwhile, the questions keep coming about how widely available the Big Ten Network will be in its inaugural season. Silverman has a long list of meetings, and he's off in search of the answers. Stay tuned.

— *Dennis Chapman '08*

For more about the Big Ten Network, visit www.bigtennetwork.com or www.uwbadgers.com.

Senior **Nathan Brown** was named Academic All-American of the Year for men's track and field and cross country by *ESPN The Magazine*. This was the third first-team Academic All-American recognition for Brown, who competes in the decathlon, heptathlon and the javelin in track and field. Brown completed his undergraduate biochemistry degree with a 3.98 grade point average and earned a 4.0 in his first year in medical school while finishing his UW track and field career. Senior and three-time Academic All-American Joe Detmer joined Brown on the first team, and senior Tim Nelson earned second-team honors.

UW student athletes earned several **record-setting academic achievements** in the 2006-07 academic year. Overall, student athletes earned a 3.0 grade point average, 20 percent made the Dean's Honor List, and fifty-five earned a 4.0 GPA in either the fall or spring. One hundred eighty-two student athletes were named to the Academic All-Big Ten.

Former UW men's hockey coach **Bob Johnson** will be inducted into the Colorado Springs Sports Hall of Fame in October. During Johnson's seasons coaching the Badgers from 1966 to 1982, the team garnered three NCAA titles — 1973, 1977, and 1981. His son is current women's hockey coach Mark Johnson '94.

Ranked number one by the *USRowing* poll last spring, the **women's lightweight rowing team** capped off the season by taking third at the IRA National Championships in Camden, New Jersey. The **men's rowing team** dominated the Midwest Rowing Championships held in April on Madison's Lake Wingra, sweeping in every event.

Disk Drive

While the women's hockey team and the men's track and field team earned national championships amid much buzz and attention, one of the UW's lesser known sports had some success of its own this year, albeit much quieter. The ultimate Frisbee club team, whose disk-throwing sport includes elements of soccer and flag football, claimed its second national title. The Hodags, who entered last May's national tournament in Florida with a 49-1 record, defeated Colorado 15-7 in the championship game. Here Dan Heijmen '08 (in pale blue) flings the disk before a Colorado player can catch him. One of the team's two captains, Heijmen was also a member of the Hodags the last time they won the national tournament, in 2003.



ALEX PETERS



Welcome Aboard

WAA inducts seven national board members.

Doug Griese '75 was recently elected chair of the board of the Wisconsin Alumni Association for the 2007–08 term. Griese steps into the role previously held by **Regina Millner JD'85, MS'91**.

Griese, a member of the WAA board since 1989, is the Detroit district sales manager for Donaldson Company, Inc., an industrial filtration business in Michigan and Ohio. He plays an active role in his industry and has been elected to several offices, including president of the Detroit chapter of the American Society of Heating, Refrigerating, and Air-Conditioning Engineers. He has been highly engaged with the Detroit alumni chapter of WAA, serving six years as chapter president. Doug also serves on the executive, compensation, and nominating committees for the WAA board, as well as the diversity and inclusivity council. In his free time, he has enjoyed coaching youth athletic teams.

"Doug is a real asset to the alumni association," says WAA President and CEO **Paula Bonner MS'78**. "He brings a wealth of knowledge, experience, and Badger spirit to the organization."



WAA's new chair, Doug Griese, shares some thoughts with fellow alumni in the **Sifting and Winnowing** column on page 9.

Also joining the board this year are **Hilton Augustine, Jr. '82**, president and chief executive officer of Global Management Systems, Inc., in Maryland; **Nancy Ballsrud MBA'75**, a resident of Minnetonka, Minnesota, who serves as vice president of Cargill's administrative division and regional treasurer for Latin America; **Bill McCoshen '87**, vice president of Capitol Consultants, a Madison firm specializing in government

relations and public affairs; **William Raaths '69**, CEO of Great Northern Corporation, headquartered in Appleton, Wisconsin; **Vasudevan Rajaram PhD'78**, an environmental engineer at Techknow Engineering LLC in Chicago; and **Jeff Wiesner '83**, a Waukesha resident whose professional career has been spent with Accenture. Each board member will serve a three-year term.

— Ben Wischnewski '05

Nominate a Badger for a Distinguished Alumni Award

Do you know a UW-Madison graduate who exemplifies the best of the university? Nominate him or her for a Distinguished Alumni Award or Distinguished Young Alumni Award, which recognizes those under age forty. Visit uwalumni.com/awards for nomination guidelines and forms. WAA is accepting nominations through October 12, 2007.

Big Badger Auction

The Wisconsin Alumni Association is about to launch a Badger bidding war. UW alumni and friends all over the globe will soon have a crack at the next online Big Badger Auction, which runs from September 26 to October 10.

Last spring, more than seven hundred Badgers competed for prizes ranging from a custom pair of red-and-white Allen Edmonds shoes to a

Bucky weather vane to a backstage tour of Camp Randall Stadium. This time around, many of the same items, as well as many new ones, will be up for bid. Proceeds will benefit WAA's student scholarships, lifelong learning programs, and nationwide chapter events. But that's just part of what makes it fun.

"Alumni told us how much they loved being part

of the Big Badger Auction, so we just had to do it again," says WAA President and CEO **Paula Bonner**. "People can get their hands on some high-end, unique things and feel good knowing that their dollars will benefit a great cause."

For a full list of Big Badger Auction items and more details, visit uwalumni.com/auction.

— B.W.

Murder, They Wrote

Alumni try their hands at whodunits.

Who killed Cheese Buckmunster? Badger mystery junkies were charged with cracking this hypothetical case — and picking up some mystery-writing clues along the shores of Lake Michigan in June. With instructor and mystery writer **Marshall Cook**, UW alumni and friends learned how to create a protagonist, build suspense, and hide clues in plain sight: tools that writers use to keep the rest of us awake at night.

They were attending Alumni College in Door County, a lifelong learning event sponsored by the Division of Continuing Studies and the Wisconsin Alumni Association. "This annual event gives alumni with a common interest the chance to get away from it all and explore a topic with a UW faculty expert," says **Sarah Schutt**, WAA's senior director of alumni education.

The appeal of whodunits is no mystery to Cook. "The good stuff has sharply drawn characters, an interesting setting, and a puzzle to solve," he says. "What's not to like?"

In this case, the setting was Björklunden lodge. Situated

on 425 wooded acres and complete with a twelfth-century Norwegian stave chapel, it was perfect for a weekend of murder and mayhem, and, as it turns out, romance. **Lea and Chris '79 Davis** of Philadelphia spent the weekend sleuthing and celebrating their twenty-fifth wedding anniversary. "Not only is Lea a huge mystery buff," says Chris, "but Door County is where I proposed to her all those years ago."

Cook says he got interested in mystery writing through mystery reading. "For me, it all started with the Hardy Boys and Nancy Drew. Franklin W. Dixon and Carolyn Keene were my heroes — until I discovered that they don't exist." Dixon and Keene were pen names for syndicates of writers who authored the popular teen mystery series.

A perennial favorite among students of all ages, Cook teaches creative writing through the UW Division of Continuing Studies, and he edits a newsletter for writers. His special passion is writing the Monona Quinn mystery series.

This fall, Cook will teach another alumni course on



SPENCER WATTS

creative writing, this time using the Internet as his setting. The interactive online course will run from October 1 to November 12, with lectures and discussion topics posted weekly. Participants will be able to work at their own pace and submit samples for review. Visit uwalumni.com/learning to find out more.

So: who *did* kill Cheese Buckmunster? Several theories surfaced during the Door County course, but for now, the killer and motive remain a mystery.

— Karen Roach '82

All Grown Up



The *Badger Insider*, WAA's member magazine, has done a bit of growing up. And out.

Formerly smaller in size than *On Wisconsin*, *Badger Insider* has grown into a large-format, quarterly magazine. And while *Badger Insider* was previously tucked inside members' copies of *On Wisconsin*, it will now be mailed separately.

"*Badger Insider* is the community voice of WAA," says the association's president and CEO, **Paula Bonner**. "It's the place where alumni can tell their own stories and share their own photos. We want to give Badgers a larger canvas on which to see their experiences. It's a fun way for them to connect with their past and with each other."

Watch for your first issue of the new *Badger Insider*, arriving in October. If you're not receiving *Badger Insider*, you can get a free subscription by joining WAA. To find out more, or to become a member, visit uwalumni.com.

— Staff

Home Is Where the Memories Are

By David Tuttle '83



"With its highs and lows, Ogg became more important than classes for some of us. It became our college experience."

Maybe it was doomed from the start by being named Ogg Hall. It falls from the lips with a thud: part odd, part egg. It was my dorm for three years, but more than that, it has been a home in my heart ever since. And they are tearing it down.

Ogg Hall was ill-fated by other things besides its name. It was a twin-tower, thirteen-story monster, designed and built at a time in the 1960s when large rows of space mattered more than comfort. Nestled between Sellery and Witte, it was taller, wider, and clearly the worst of the three. It had no air conditioning, room doors opened to concrete walls (today a dorm-design no-no), the showers and restrooms were public areas, and the city code had to be changed after the fact because the rooms were built too small — or so the legend goes.

I loved it.

When I first learned that I was assigned to interview for a house fellow position at Ogg, which was unaffectionately called "the Zoo" and was notorious for its rowdiness and lack of charm, my heart sank. Then I interviewed with a man named Jeff Janz and concluded that, hey, if he could like it there, maybe I could, too.

What followed were some of the best memories of my life. It was a boisterous hall, but it was fun. The residents were just like the ones in the coveted lakeshore halls, but they, like me, had a bunker mentality. We could make this place home, we decided — and we did.

Besides, there were advan-

tages — notably its proximity to State Street. The programs were incredible: the Ogg Jog charity run, the house parties, the winter games on the muddy intramural field, the Bob Newhart social libation game, and more.

Characters galore lived throughout the building — among them, a guy we called "Rock" (because of his hard head). Rock routinely invited others to smack or punch his head for entertainment purposes. He felt no pain, ever, and apparently the blows did little damage, as he artistically painted the stunning tiger mural that remained in the Hohlfeld House lounge for years.

The staff became best friends, and we had a role model and mentor in our new boss, Susan Winter. I am still in touch with many of these former housefellows — Muff, Sid, Behemoth, T-Bone, Miss Bill, Stebs, and Rag, to name a few. And I wonder regularly, and fondly, about the other staff members and residents with whom I've lost touch.

We had our own weight room (featuring one Universal machine), which predated the SERF, yet to be built across the street; our own campus police officers named Sasso and Ooboo; and cheap records from Discount Den.

But there was stress, and angst, and too many residents for too few staff. There was too much alcohol, in hindsight, and certain blurred memories and poor choices still embarrass today (if only those were the fault of the building). With its

highs and lows, Ogg became more important than classes for some of us. It became our college experience.

My friends in the Ogg community stood by me when, at age twenty, I lost a parent and we had to sell the family home I grew up in. The more these friends gave, the more I wanted to give back.

When it came time to leave Ogg, I had to be pushed out the door. That experience, though, would turn itself into a career for me in student affairs.

The newly opened Ogg Hall — it carries on the name — fits the needs of today's students. They won't have to meet new friends at 2 a.m. in the bathroom, there to brush their teeth after a night on State Street. They won't have to be weighed down emotionally by all the concrete, the slow or broken elevators, or the cramped quarters. There are academic spaces, and kitchenettes, and a technology center. (Ours was a Pac-Man game.) The residents have card access, computer access, and cable TV.

It will be far better in every way. But it will never be our Ogg. For us, it will never be home.

David Tuttle is dean of students and director of residential life at Trinity University in San Antonio, Texas.

If you are a UW-Madison alumna or alumna and you'd like the editors to consider an essay for publication in On Wisconsin, please send it to WAA@uwalumni.com.



Compiled by Paula Wagner
Apfelbach '83

40s-50s

The Wisconsin Medical Alumni Association honored oncologist **Gerald Mueller '43, MD'46, PhD'50** with an emeritus faculty award for basic science in May. He's spent his career with the UW's McArdle Laboratory for Cancer Research, where his landmark discovery concerned the genetic basis of steroid hormone action. Mueller lives in Middleton, Wisconsin.

We received a sneak peek at the 2008 *Who's Who in America* profile of **Roger Zion '43** of Evansville, Indiana — president of Alpha Delta Phi's Wisconsin chapter while on campus, a former congressman from Indiana, and now a retired management consultant. He's also the author of several books, including *The Amazing Adventures of Congressman Zion*.

Up-to-date UW-Madison records are always a goal, but sadly, the one on **Martyn Sun '45** was so lacking that he was "missing" for almost twenty years. Recently, however, Sun was "found," and he's eager to tell his old friends from Chamberlin House and the economics and art history departments that he's "still around" in Marina Del Ray, California.

Richard Heinrich '46, MS'48 has sifted and blended the wisdom of thirty books on fitness and nutrition into his new book, *Orthomolecular Diet: The Paleolithic Paradigm* (Blue Dolphin Publishing), and concludes that Barry Sears's Zone Diet is both superior and proven by pre-history. Heinrich's longtime interest in healthful eating supplements his multi-faceted career in the bridge-crane industry. He lives on Amelia Island, Florida.

Short, but sweet was the message from **Leo Molinaro**

'47, MA'48, principal at Philadelphia's Molinaro Associates: "Currently helping to plan an international, intergenerational, continuing-care retirement community in Belize, Central America, using the philosophy of Max Otto and Horace Fries — and it still works."

We caught up on the achievements of **Joyce Onarheim Boe '48** of Denver from her spouse, Larry Pavlinski. In 1970, Boe became an importer of Scandinavian home wares and sweaters. Then in 1994, she realized her dream to support American artists and weavers by creating her Legacy Collection (www.buffalocoat.com) — original fabric patterns and clothing designs rooted in American traditions.

Dick Cockrell '49 of Anderson, South Carolina, wonders how many cast and orchestra members from the 1948 and 1949 Haresfoot Club productions will respond to his invitation to contact him at ricardocee@aol.com or (864) 225-8592. Cockrell was the music director of both the 1948 Haresfoot show, *Big As Life*, with music by Tony-Award and Pulitzer-Prize winner **Jerry Bock x'49**; and the 1949 show, *Bloomer Girl*, which included **Bob Teague '50**, who became an author and *NBC News* broadcast journalist.

Arthur Cash MS'50 shares that his book *John Wilkes: The Scandalous Father of Civil Liberty* (Yale University Press) was a finalist for the 2007 Pulitzer Prize in biography. Cash is a distinguished professor emeritus at the State University of New York at New Paltz and lives in New York City.

Think Kind Thoughts (Voyageur Publishing) is a collaboration of **Eric Youngquist MA'51** of Nashville, Tennessee, and his late spouse, Rita. It chronicles the life of Rita and her ancestors; the couple's early years together at the UW, the University of Oslo, and Cornell

University; and their departure for Bangkok for their first foreign-service assignment. Youngquist's soon-to-be-released *Foreign-Service Family* details their stay in Thailand.

If the Great Depression, Franklin Roosevelt's leadership, and the New Deal era seem worthy of study all over again, consider the new work by **(Richard) Alan Lawson MA'56**, *A Commonwealth of Hope: The New Deal Response to Crisis* (Johns Hopkins University Press). The author is an emeritus professor of history and honors at Boston College.

Now retired from his post as research information director of the U.S. Forest Service's Intermountain Research Station, **Dick Klade '57** has written *Building a Research Legacy: The Intermountain Station 1911-1997* (USDA). He lives in Ogden, Utah.

Conversations with Carl: My Journey through Grief (Euphonia Publishing) is the second book by **Ethel Erickson Radmer '57**. It's the story of losing her spouse of almost thirty-nine years, **Carl Radmer '57**, to esophageal cancer; moving across the country within two months; and "reaching out to Carl's spirit to find solace" in adjusting to her new life without him. The author lives in Cary, North Carolina.

60s

Congratulations to Madisonian **Franklynn Peterson '60**: The eight-book *Study Smart* series (University of Wisconsin Press) that he co-authored has been named the 2007 Best Homeschool Book of the Year by Homeschoolstuff.net.

There's a new chair and CEO at the St. Paul, Minnesota, investment advisory firm of Mairs and Power. He's **William Frels '62**, who joined the company in 1992 and has moved up from his past role as president.

What's New in Your World?

Please send us the news of your recent accomplishments, transitions, and other significant life happenings.

You may e-mail the (brief, please) details to apfelbach@uwalumni.com;

mail them to Alumni News, Wisconsin Alumni Association,

650 North Lake Street,

Madison, WI 53706-1476;

or fax them to (608) 265-8771.

Sadly, space limitations prevent us from printing every item we receive, but we do appreciate finding out what's new with you.

Please e-mail death notices and all address, name, telephone, and e-mail updates to

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650 North Lake Street,

Madison, WI 53706-1476;

fax them to (608) 262-3332;

or call them in to (608) 262-9648

or toll free to (888) 947-2586.

Most obituary listings of WAA members and friends appear in the Badger Insider, WAA's publication for its members — now mailed independently and directly to their homes on a quarterly basis.

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

Bookmark



We often hear about the big feats of **Frank Lloyd Wright x1890**, but we don't as often hear about his smaller works. **Henry Whiting II '83** has set about to change that with a new book devoted to the only artist studio that Wright designed other than his own. It's called *At Nature's Edge: Frank Lloyd Wright's Artist Studio* (University of Utah Press), and Whiting knows a lot about his subject matter — he lives there.

Perched on a cliff above the Snake River in Bliss, Idaho — one of the most spectacular natural sites Wright ever worked with — this one-room artist studio was designed for landscape painter Archie Boyd Teater and his spouse, Patricia Teater, in 1952. Despite its simplicity, it's an excellent example of organic architecture and a "sophisticated, complex work of art" that Whiting describes as "a testament to the architect's total mastery of his craft."

At Nature's Edge contains contemporary photos, historic images, and Wright's original drawings; chronicles the design and history of the studio at Teater's Knoll; and discusses the restorations that brought it out of years of neglect. Whiting, an architectural writer, does this in the personal way that only someone who's been there can — he and his spouse, sculptor Lynn Fawcett Whiting, renovated and preserved the building themselves.

In recognition of his achievements as an AT&T and Sprint senior executive, and his longtime service to the school, **John Berndt '63** received a seldom-given honorary doctor of international laws in May from the Thunderbird School of Global Management in Glendale, Arizona. The school also recently named a wing of its administration building for Berndt and his spouse. Now retired, he lives in Plano, Texas, and Santa Fe, New Mexico, and serves on boards for the UW Foundation and the UW's College of Engineering.

"After four decades as a scientist," writes **Glenn Borchardt '64, MS'67**, "I've finally figured out the universe." He explains his conclusion that the big bang theory "rests on extremely shaky philosophical grounds" in *The Scientific Worldview: Beyond Newton and Einstein* (iUniverse), and notes that the book is "sure to be highly controversial." Borchardt is the director of the Progressive Science Institute in Berkeley, California.

After fourteen years as executive director of the Detroit area's Suburban Tennis League, **Jean Gelner Bliever-nicht MS'65** has retired, but the Southfield, Michigan, resident remains active officiating high school and college sports.

David Schultz '65, MS'67, PhD'70 retired in 2006, following more than thirty-five very active years in UW-Milwaukee's mathematical sciences department. A specialist in numerical analysis, Schultz was instrumental in developing programs in industrial mathematics, applied math and computer science, and atmospheric science. He lives in Grafton, Wisconsin.

The Wisconsin High School Gymnastics Association has selected **Helen Larson Culliney '66** of Grafton as its 2006 Judge of the Year and inducted her into its Hall of Fame. She's been a WIAA

official for thirty-three years.

The April 20 issue of the *Chronicle of Higher Education* carried an article titled "The Sage on the Stage" by **Mike O'Connell MA'66**. He describes it as "a defense of lecturing in the college classroom in the face of stigmatization by revisionists ('guides on the side') who favor interactive and group learning strategies." O'Connell teaches English at UWC-Baraboo/Sauk County and UWC-Richland.

Fund Directions, a mutual-fund industry publication, named **Leonard Auerbach '67** its 2006 Small-Board Trustee of the Year in March. Now the independent chair of the board of trustees of RS Funds, the Orinda, California, resident was the founding president and CEO of AIG-Centre Capital Group, as well as a general partner at Tuttle & Company.

Harry Morgan MS'67, a professor at the University of West Georgia in Carrollton, has authored *Early Childhood Education: History, Theory, and Practice* (Rowman & Littlefield Education).

When the UW's College of Agricultural and Life Sciences (CALS) held a hearing in March about the safety of our nation's fresh produce, **Michael Pariza '67** was there to weigh in as a CALS professor and the director of the UW Food Research Institute. (To read his testimony, visit www.cals.wisc.edu/downloads/Pariza_foodSafety.doc.) U.S. Senator **Herb Kohl '56** convened the hearing as the chair of the agriculture subcommittee of the Senate appropriations committee.

Upper Iowa University gave its Dedicated Service Award to **Paul Rux '67, MA'77, PhD'94** in March. The Mount Horeb, Wisconsin, resident has been teaching and designing MBA, higher-education administration, and online courses at the school's Madison campus since 1996. Rux is also the founder of

Youth Care (www.youth-care.org), a nonprofit that provides business and funding help to other nonprofits.

The Port of Tacoma [Washington] has a new manager of real-estate development in **Jay Stewart '69**. His objective is to locate and negotiate real-estate investment opportunities that bring a return and create jobs, which the port already provides for more than 113,000 state residents.

Fran Ulmer '69, JD'72 is the new interim chancellor of the University of Alaska in Anchorage — but this is hardly her first prestigious post. Ulmer was most recently the director of the university's Institute for Social and Economic Research, and she's also served as the mayor of Juneau, a member of the Alaska House of Representatives, and the state's first female lieutenant governor.

70s

Horizon Chasers: The Lives and Adventures of Richard Halliburton and Paul Mooney (McFarland & Company) is a new work by **Gerry Max MA'70, PhD'75, MA'91**. The Madison author says that Halliburton's celebrity in 1930 as the "quintessential world traveler" equaled that of **Charles Lindbergh x'24** and Amelia Earhart. Mooney was Halliburton's editor and ghostwriter. Both disappeared at sea in 1939 during a trans-Pacific voyage.

The School Social Work Association of Arizona recognized the work of **Timothy Musty MS'70** of Tucson in March with its Lifetime Achievement Award. He pioneered the use of developmental playgroups with kindergartners in 1995 and has been teaching the approach since 1998.

Amy Platka Yule '70 has just two words for you: Pecan Yummies (www.pecanyummies.com).

com). She's been making her family's recipe for the crunchy, sweetly coated pecans for years, and in 2003 began selling them on a large scale in Easton, Maryland, and by mail order.

If you've worked with the UW's College of Agricultural and Life Sciences (CALS) over the past few decades, you've probably met **Rick Daluge '71, MS'75, PhD'82**. This fall, he's retiring after twenty-four years directing CALS's ag short course and thirty-five years overseeing its alumni relations work. CALS Dean **Molly Jahn** noted, "The strong, loyal support that we get from our alumni — both of our four-year and short-course programs — is due in large part to Rick's efforts."

Pearl Meyer & Partners has made **David Swinford '71, JD'74, MS'74** number one: he's the executive-compensation consulting firm's new president and CEO. Swinford joined the firm in 1998 and most recently headed its New York office.

Three new deans came to our attention recently: **Daniel Ehnborn '72**, an associate professor of art history at the University of Virginia (UVA) in Charlottesville, is the dean of the school's spring 2008 Semester at Sea study-abroad voyage and will sail around the world on UVA's floating campus, the *MV Explorer*. **Marguerite Barratt PhD'78** is the new dean of the Columbian College of Arts and Sciences at George Washington University in Washington, D.C. She was previously the deputy director of clinical research policy analysis and coordination at the National Institutes of Health. Lastly, **Christopher McCord PhD'86** has left the University of Cincinnati to become the new dean of the College of Liberal Arts and Sciences at Northern Illinois University in De Kalb.

The National Weather Association has presented its 2006 Fujita Award to **Gary Ellrod MS'72**, a retired

Giving and Receiving in Rwanda

"I know I can't save the world, but I think we can all do something to make a difference globally." This sentiment from **Christine Brackett '01**, who completed her master's in public health from Cal State-Fullerton in May, is what will motivate her as she begins a ten-month tour of Rwanda in October as a Fulbright scholar.

Brackett has spent the last two summers as a volunteer in Rwanda, living among disease, malnourishment, and death, especially among the very young. "Children are dying needlessly," she says, and now, as she returns for a longer stay, Brackett has a plan to help Rwandans keep their infants alive and healthy. She wants to help children receive immunizations, to empower their parents and caregivers to learn about disease prevention and nutrition, and to encourage adults to make long-lasting behavioral changes that will improve survival rates.

Brackett's journey actually began in 1997, when, as a dancer with the Milwaukee Ballet Company, she realized that she was living a privileged life and started sponsoring an Ethiopian girl through a community organization. Unfulfilled in her career, Brackett left the ballet company and enrolled at UW-Madison as a double major in French and English. After graduation, she moved to California to earn her master's and became an assistant to Cal State-Fullerton math professor **David Pagni PhD'73**.

Cal State-Fullerton's Health Science Department awarded Brackett its 2007 Best Thesis Award

for her work, which focused on her experiences in Rwanda the previous summer when she evaluated a nutrition and child-survival program funded by USAID.

It's likely that Brackett will make world service a lifelong commitment. "You receive so much in return when you give that you really just can't stop," she says. "Every individual has value and worth, and through our deeds, we can communicate that message. That's what I want to do — show the forgotten or abused or neglected or suffering that someone cares."

— P.A.



Christine Brackett is making life better for Rwandan children.

research meteorologist with the National Environmental Satellite, Data, and Information Service of the National Oceanic and Atmospheric Administration. Ellrod, of Granby, Connecticut, was honored for his pioneering work with environmental satellites.

The 2007 Francis Alison Award — the highest faculty honor at the University of Delaware (UD) — has gone to **Mark Miller '72, MA'73, PhD'78**, who joined UD's Department of Political Science and International Relations in 1978. He's specialized in international migration issues, which he learned about first-

hand while doing manual labor in the Maritime Alps — an experience that grew out of Miller's UW junior year abroad.

John Dussling '73 is the new senior VP of marketing and business development at the Nashville, Tennessee-based marketing firm of Frank/Best International, and works out of its Orlando, Florida, office.

Speranza has published two new books by **David J. Marcou '73** of La Crosse, Wisconsin. He edited the American Writers and Photographers Alliance's *Spirit of the World: A Group Photographic Portrayal of Nature, People, Stories, and Miracles*; and wrote and pho-

tographed *Pictures of Human Life: Documenting Personal Spirit in My Little Black-and-White Photobook*. Marcou also wrote "Operatic Entrance" for the March 2007 issue of *Smithsonian* magazine.

Aaron Williams MBA'73 is new to the Advisory Committee on Voluntary Foreign Aid, the official advisory group of the U.S. Agency for International Development and its partners. He's also VP for international business development at RTI International, a research institute based in Research Triangle Park, North Carolina, that provides technical solutions to entities worldwide.

We heard good news from Leonardo Academy (www.leonardoacademy.org), a Madison-based nonprofit that's devoted to sustainability. Its founder, **Michael Army '74, '79, MS'82**, says that the academy has been chosen to help the Clinton Library in Little Rock, Arkansas, by managing its LEED-EB (Leadership in Energy and Environmental Design for Existing Buildings) certification process and greening of operations.

Richard Cleary '75, MA'77 writes about a facet of U.S. infrastructure that's perhaps been underappreciated in *Bridges: A Norton/Library of Congress Visual Sourcebook* (W.W. Norton). This well-illustrated account of American bridge design includes a CD-ROM with downloadable files

of all images, plus a link to the Library of Congress's online, searchable resources. Cleary teaches architectural history at the University of Texas-Austin.

Living Consciously, Dying Gracefully: A Journey with Cancer and Beyond (Beaver's Pond Press) is a new work co-authored by **Becky Bohan MA'77** of Minneapolis. Through journal entries, letters, photos, and personal memories, it chronicles the inspiring last five years of nurse educator Diane Manahan as she blended complementary therapies with traditional medicine during her breast-cancer treatment.

Three Badger attorneys have joined new firms: **Leslie Levinson '77** has moved to Wolf, Block, Schorr, and Solis-Cohen's New York City office as a partner; **Steven Glaser**

'90 is a new partner in the Milwaukee office of Quarles & Brady; and Boyle, Fredrickson, Newholm, Stein & Gratz in Milwaukee is the new professional home of **Eric Lalor '00**.

Lovers of French film, this one's for you. **Richard Neupert '77, MA'80, PhD'86** has penned *A History of the French New Wave Cinema, Second Edition* (University of Wisconsin Press). The first such work to be written in English, it's "refreshingly jargon free," says one review. Neupert is a professor of fine arts and film studies at the University of Georgia in Athens.

Three professors have been elected to the American Academy of Microbiology as fellows: **Kathleen Postle Bertrand PhD'78**, of Penn State in State College; **Richard Brennan**

PhD'84, of the University of Texas's M.D. Anderson Cancer Center in Houston; and **Joseph Krzycki MS'81, PhD'85**, of Ohio State in Columbus.

Toyota Material Handling, U.S.A. has promoted **Ron Roensch '79** to VP of legal, human resources, and dealer development from his previous post as national manager of legal and human resources. He lives in Glendora, California.

80s

The Environmental Water Resources Institute of the American Society of Civil Engineers has given **David Goodrich '80, MS'82** its 2007 Arid Lands Hydraulic Engineering Award. Now a resident of San Antonio, Texas, Goodrich was particularly praised for his earlier mentoring of researchers at the University of Arizona and the USDA's Agricultural Research Service.

Marsha Lindsay MA'80 founded the Madison ad agency of Lindsay, Stone & Briggs nearly thirty years ago while pursuing her PhD at the UW, with plans to become a college professor. The business kept her away from the classroom at first, but seventeen years ago, she created Brandworks University, which draws professionals from around the world. She also taught the first graduate-level branding course at the UW's Center for Brand and Product Management and serves on its advisory board.

The details of our ancestors' lives are almost always a little sketchy, containing some secrets and surprises. In *Yaya's Cloth* (Iris Press), a full-length collection of poems, Madisonian **Andrea Potos '81** "searches and deepens the narrative of her Greek heritage as embodied by her beloved grandparents, Yaya and Papouli."

How cool is *this*?! **John**

Sewing and Reaping

Of the many ways to help the less fortunate, **Margaret John Jankowski '83** of Monona, Wisconsin, has found her niche through sewing machines.

Following the 2004 tsunami in Southeast Asia, she read about a woman who had lost her sewing machine in the storm. The woman had saved for years to purchase it, and it had become the key to her income. In response, Jankowski began collecting donated machines, and cleaning and refurbishing them with help from her co-workers at Hans' Sewing and Vacuum in Madison. Through the American Hindu Association, she found places to send the machines in Sri Lanka and India — primarily to orphanages where children could use them to learn a trade.

Then when Hurricane Katrina hit the Gulf Coast, Jankowski shifted her efforts homeward. She's made four trips to New Orleans thus far, delivering more than 275 machines that were then distributed to individuals, schools, and community centers. Recipients use them not only to rebuild their lives, but also to begin small, sewing-related businesses.

Jankowski has initiated the Pay It Forward program as well, in which machine recipients are asked to teach others to sew, or to sew something that's needed by a local organization.

"I've been so fortunate in so many ways during the course of this project," Jankowski says of receiving "incredibly supportive" assistance from the Downtown Kiwanis Club, the Monona schools, local Girl Scouts, Madison-area residents, and Bernina sewing machine dealerships from around Wisconsin and in neighboring states. The group also accepts donations of warm-weather-appropriate fabric, patterns, notions, and other sewing-related items.

"I'm now working on making the Sewing Machine Project (www.thesewingmachineproject.org) an official 501c3 nonprofit," Jankowski says, and adds, "I can't believe how quickly and beautifully this project is growing."

— P.A.



Margaret Jankowski offers fabric and hope in New Orleans.

Cato '83 of Manhattan Beach, California, was the voice of Dell's national commercials this spring, including the "Purely You" spots. He's also done many on-camera commercials and has played the Quarter-mains' attorney on *General Hospital*. Check him out at www.jcato.com.

It's football season again, when Wisconsinites love to cheer for the Badgers, the Packers, and the Packers' quarterback — the subject of the second book by Milwaukeean **Tom Kertscher '84**. Called *Brett Favre: A Packer Fan's Tribute* (Cumberland House Publishing), it captures all of the best games and plays by "Green Bay's favored son," and includes behind-the-scenes photos by team photographer Jim Biever. The book's second edition came out this summer.

By the time you read this, **John Radanovich '85** will have finished work on his new book about a legendary 1950s Cuban bandleader and singer, titled *Wildman of Rhythm: The Life and Music of Benny Moré* (University Press of Florida). This spring, the author made the short trip from his West Palm Beach, Florida, home to visit Moré's hometown in Cuba.

Elizabeth Raetz '87, MD'92 made the *Wall Street Journal* in May. A pediatric oncologist at NYU Medical Center, she's been treating a young girl who suffers from a rare cancer and is the subject of an ethical dilemma. The *Journal* reports that the girl's father has asked a small biotech firm for the experimental drug that it's developed, in hopes that it may help her, but the company is withholding it because it may not be safe for a child. **Andy '65** and **Donna Boltz '64 Wojdula** are Raetz's parents-in-law, and **Andrew Wojdula '89, JD'92** is her spouse.

Harmony for Life (www.HarmonyForLife.com) is a "worldwide wellness center"

for those who want more harmony, satisfaction, and success, and it's the latest endeavor of **Mari Tankenoff '87** and Scott Bergér. They offer telephone and in-person life coaching, holistic healing, bodywork, networking, and studio/classroom space in Minneapolis.

Dana Bedford Hilmer '88 has gathered popular writers' first-person thoughts on raising children and edited them into her first book, *Blindsided by a Diaper: Over 30 Men and Women Reveal How Parenthood Changes a Relationship* (Three Rivers Press). In it, contributors such as Moon Unit Zappa and Madison-area author Jacquelyn Mitchard invite you "inside their bedrooms, minds, and lives as parents." Hilmer is a parent in another Madison — the one in Connecticut.

How does running 1,079 miles — the equivalent of forty-one marathons — sound to you? Madison engineer **Jason Dorgan '89, MS'92** did it this spring, meeting his goal of completing a through-run of the Ice Age National Scenic Trail (IAT, www.iceagetrail1000.com) in under twenty-three days, and achieving the fastest through-run ever. Dorgan hoped to raise awareness of and funds for the IAT, one of just eight National Scenic Trails in the U.S.

William Graham III '89 is the new VP of sales for skin and beauty-care company Beiersdorf. The Chappaqua, New York, resident has held previous vice presidencies at Novartis Consumer Healthcare and Bristol-Myers Squibb.

Wisconsin golfers, it's not too late to hit the links before snowfall, and **(John) Jeff Mayers MS'89** can show you where through the book he's co-authored: *Golf Wisconsin: The Official Guide to the State's Top 25 Public Courses ... and 50 More Fun Places to Play* (Jones Books, www.jeffmayers.com).

Mayers, of Middleton, also operates several online news services as the president and editor of WisPolitics Publishing.

90s

If you were watching *Jeopardy!* on March 8, you saw **Ted Kenniston '90**, a logistics manager from Mason, Ohio, compete and win. On March 9, he went up against Bison, Kansas, grad student **Rachel Campbell '03**, who, he says, wore a UW pin. But, lucky pin or not, Kenniston bested Campbell to earn a third try on March 12 — when he lost narrowly, but took home \$30,600. He also won \$32,000 in 2001 on *Who Wants to Be a Millionaire*.

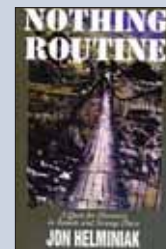
Walt McKeown MS'90, PhD'93 writes that he was a satellite oceanographer at the Naval Research Laboratory, worked for the Atlantic Fleet to improve the routing of ships around storms, surveyed European meteorological organizations for the Office of Naval Research, and designed covert gliders to profile atmospheric variables for navy SEALs. McKeown now consults for the intelligence community in Washington, D.C.

New Yorker **Ed Neppi '90** is a new vice president and chief financial officer for NBC Sports and Olympics. He most recently served as VP of financial planning and analysis for NBC Universal, and has also worked with Universal Parks and Resorts, and Universal Studios Operations.

Peace Came in the Form of a Woman: Indians and Spaniards in the Texas Borderlands (University of North Carolina Press) is a new book by **Juliana Barr MA'91, PhD'99**. She teaches history at the University of Florida in Gainesville.

Liza Bearman '92 knows what she loves, and it's the education field. She earned an MA from the Teachers College

Bookmark



A passion for adventure travel and wilderness exploration has led **Jon Helminiak '79** to visit nearly sixty countries and to take a stand against mainstream tourism — a theme that's woven throughout his collection of travel essays called *Nothing Routine: A Quest for Discovery in Remote and Strange Places* (Seaboard Press, www.nothingroutine.com).

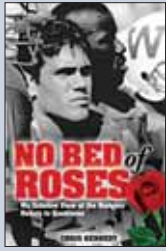
Helminiak, of Milwaukee, has also orchestrated cultural exchanges and outdoor expeditions; studied in London; become a pilot, professional photographer, sea kayaker, and certified open-water scuba diver; and served as a correspondent for *Healthy Style*, which aired on PBS in the fall of 2006. In addition to his travel adventures, he's VP of Bonanza Aviation and a former UW-Milwaukee assistant chancellor.

Helminiak's body of experiences has inspired a dream. Based on his belief that travel builds character, promotes reflection and perspective, and nurtures growth and confidence, his goal is to have "every parent view adventure or wilderness travel as being equally as important to his or her child's future as a college education."

But how to accomplish this? For starters, Helminiak hopes to establish a nonprofit that would subsidize trips for youth and families who otherwise could not afford them.



Bookmark



UW football fans, you heard it here first: Trails Books is publishing a new work about Badger football and launching it in time for the glorious season of red and white.

No Bed of Roses: My Sideline View of the Badgers' Return to Greatness is a memoir by **Chris Kennedy '94** that's based, he says, on his "experiences as a 'local boy' from Waunakee who played football for Wisconsin during the historic 1990–93 seasons. Okay, well, the '94 Rose Bowl win was historic. The three previous losing seasons were ... not so much."

That "not so much" is an important theme as Kennedy candidly chronicles the Badgers' rise from the bottom of the Big Ten in 1990 to the first Rose Bowl win in the program's 105-year history.

From his view as a Rose Bowl senior wide receiver, Kennedy also shares a behind-the-locker-room-door look at the frustrations and rewards of college athletes chasing dreams of glory as "different sizes, ages, backgrounds, and personalities were overcome and unified under the same goals, the same vision."

These days, the author cheers on the Badgers from his home in Los Angeles — where he's an actor, writer, and director who's worked on stage, in commercials, on TV, and in films — but this fall he plans to return to the UW for some live football action as well.

of Columbia University, taught in New York City, was a school administrator in Los Angeles, and returned to Teachers College for an EdM and EdD. Bearman is now a lecturer, faculty adviser, university supervisor, and curriculum consultant there, as well as a consultant with Stanford University's School Redesign Network.

Byong-wan Chang MA'92 is the minister of planning and budget for South Korea and resides in Seoul. A UW delegation met with him in November 2006 during a visit to Asia, and the UW's Division of International Studies held a reception for him when he visited the Madison campus in February.

A "humorous memoir about a naïve, small-town Wisconsin girl who goes off to the big city to attend law school"? It's a new book by Phoenix resident **Martha Kimes '92** called *Ivy Briefs: True Tales of a Neurotic Law Student* (Atria Books). Reviewers praise her wit, candor, self-awareness, and humor, and call the work "a must-read for anyone contemplating law school."

Don Meyer '92 has gone out on his own: he's left his post as senior VP and director of corporate practice with the public relations firm of Hill & Knowlton, and, with a partner, has formed the new public-affairs consulting firm of Rubin/Meyer in Washington, D.C.

Bob Paulsen '93 of Denver writes that he began his telecommunications career in Madison with AT&T, and in 1998, pioneered a concept called Hosted PBX Service. In 2003, he parlayed the service into a new company called Unity Business Networks, which has expanded into Portland, Oregon, and Minneapolis, where **Peter Youngdahl '91** heads the office. Paulsen adds that he's "recently and ecstatically married," and has a "wonderful dog named Bucky." Adopting a novel business

model four years ago has put **Ari Rosenthal '93** — president of Ari Rosenthal Photography and OzMoses Media in Shorewood, Wisconsin — at the forefront of a growing trend in wedding photography. He's seen great business growth since he began transferring the ownership of all images and copyrights to his newlywed clients free of charge.

Chris Winkler '93 of St. Paul, Minnesota, reports that telecom firm IDT has bought the debt-buying company that he co-founded, Big Ten Capital Management, with plans to use it to enter the global debt-buying market. Winkler and his business partner have also appeared in *Maxed Out*, a documentary about the credit industry (www.maxedoutmovie.com).

Best wishes to **Emine Onhan Evered MA'94** of East Lansing, Michigan, who's among the National Academy of Education's 2007–08 Spencer Postdoctoral Fellows, and will receive \$55,000 for her fellowship period. The chair of the selection committee is UW professor of educational policy studies and history **William Reese PhD'80**.

A five-year Faculty Early Career Development Program (CAREER) Award — worth more than \$400,000, and the National Science Foundation's most prestigious award for rising-star junior faculty — has gone to **Dennis Hong '94**. An assistant professor of mechanical engineering at Virginia Tech in Blacksburg, and the director of its Robotics and Mechanisms Laboratory, he's been at work on his Whole Skin Locomotion mechanism, whose robotic movement is based on the locomotion of single-cell organisms. It will be used for search-and-rescue missions, but Hong hopes that his research will help to promote the concept of bio-inspiration in robot design.

David (Stiewe) Stieve

'94 is a "proud Badger living in Hermosa Beach, California," who moved there in 1999 to pursue a screenwriting career. Since then, he's created Terra Firma Filmworks, and his latest effort, a horror satire called *Behind the Mask: The Rise of Leslie Vernon*, was released in theaters in March. Stieve was thrilled to plan a Wisconsin premiere of the film in July at the Orpheum Theatre, where he worked as a student. He also sends his thanks "to **Ron Kuka** and the rest of the English-department staff who helped give me my start as a writer."

Four Badger educators have received promotions and tenure. **Maria Jesena Schroeder PhD'95** has become a full professor of chemistry at the U.S. Naval Academy in Annapolis, Maryland. Beloit [Wisconsin] College has promoted **Susan Swanson MS'96, PhD'01** of the geology department and **Mark Klassen MFA'98** of the art and art history department to associate professors. And, **Jayme Nelson MS'00** is a newly promoted associate professor of nursing at Luther College in Decorah, Iowa.

Jason Wied '95 is making his mark on the Green Bay Packers — not on the field, but in the office. He joined the organization in 2000 as corporate counsel, and in April, was promoted to vice president of administration. Wied now works on league matters, oversees the team's corporate governance, and manages its administrative operations.

In *Cold War at 30,000 Feet: The Anglo-American Fight for Aviation Supremacy* (Harvard University Press), **Jeffrey Engel MA'96, PhD'01** tells the darker side of mid-twentieth-century relations between the U.S. and Britain. The author is an assistant professor of history and public policy at Texas A&M University in College Station.

Fair trade is a growing alternative market that's meant

to increase social justice, but **Daniel Jaffee MS'96, PhD'06** questions whether it's working. In *Brewing Justice: Fair Trade Coffee, Sustainability, and Survival* (University of California Press), his study of Mexican coffee farmers offers the first thorough examination of fair trade's benefits and recommends ways to strengthen it. Jaffee is an assistant professor of sociology at Michigan State University in East Lansing.

Congratulations to **Jeremy Graff '97** — the choice of the Big Brothers and Big Sisters of the Greater Twin Cities as their 2007 Big Brother of the Year. He's mentored his Little Brother, DeAndre, for six-plus years and says that he receives just as much enrichment as DeAndre does. Graff is a co-founder and principal of Allodium Investment Consultants in Minneapolis.

It's been a big year for **Nathan Henry '97** at the Mellman Group, a Washington, D.C.-based Democratic polling firm: he was promoted to VP in February and opened a Madison office in June. Henry's research on tobacco-control issues has been used to promote stricter laws and policies governing tobacco use.

The work of Madison artist **Timothy Hughes '97** garnered attention this spring when a limited-edition color print titled *In the Shower* was acquired by the Kinsey Institute's permanent art collection at Indiana University, and four large-scale prints went on exhibit at the Infusion Gallery in Los Angeles.

The experience that **Kenneth Vogel '97** gained while covering state government and politics for newspapers in Connecticut, Pennsylvania, and Washington state earned him an American Political Science Association fellowship — and the chance to work with the U.S. House of Representatives in 2006. Now Vogel writes for

The Politico (www.politico.com), a Washington, D.C.-based multimedia news outlet.

Rick (Ricardo) Enrico '98, president and CEO of the San Diego-based media and software company Juice Media Worldwide, had some excitement in February when Petters Group Worldwide announced its investment in Juice as its newest portfolio company. While on campus, Enrico was captain of the Badger hockey team from 1996 to 1998.

For the last five years, **Jeffrey Foucault '99** has worked as a songwriter and touring musician "from Anchorage to Amsterdam," but spends his free time "exploring the local trout streams" near his Greenfield, Massachusetts, home. He released his third full-length solo album, *Ghost Repeater* (Signature Sounds, www.jeffreyfoucault.com), in 2006, and played at the Big Top Chautauqua festival in Bayfield, Wisconsin, this summer.

2000s

Michael Murray '00 is a new "brand man" — brand manager, that is — at Madison's Planet Propaganda, a design, advertising, and interactive firm. He was most recently an account manager at Shine Advertising, also in Madison. In his spare time, Murray revels in indie rock and refurbishing his 1920s Sun Prairie home.

UW-Madison's May commencement produced the third generation of lawyers in the Bachhuber family to throw the same cane over the Camp Randall goalpost during the traditional Law School cane toss. **Rachel Bachhuber '03, JD'07** is the new grad. Her father, **Bruce Bachhuber JD'83**, is a trial attorney who recently served as president of the Wisconsin Academy of Trial Lawyers. And Rachel's grandfather, **Raymond Alex Bachhu-**

ber '48, LLB'51, practiced law in Mayville, Wisconsin, where he was also a multi-term mayor and community activist. All three generations now live in Green Bay, Wisconsin.

Mark Peshorn '03 has made a leap: from design engineer with IBC Engineering Services in Waukesha, Wisconsin, to oil- and gas-industry analyst in Denver with R.W. Beck — an energy and water/waste resources consulting and engineering firm.

UW-Madison is a leading producer of Peace Corps volunteers, and **Mark Hansen '04** is continuing in that fine tradition. In April, he left St. Paul, Minnesota, for Botswana to work with orphans and other vulnerable children who have been affected by AIDS. Hansen previously worked for Senator **Herb Kohl '56** of Wisconsin.

Live ... from Mérida, Yucatán, Mexico ... it's **Claire Hellweg '05**! She plays in the horn section of the Yucatán Symphony Orchestra and in the Puro Corno Horn Quartet and Ka'na Yaan Brass Quintet. She also coaches chamber music at one of the city's music schools.

John Pederson '05 is an English teaching assistant — and pioneer — in Indonesia's South Sumatra province. Working with the Sampoerna Foundation, a nonprofit dedicated to improving Indonesian educational opportunities (www.sampoernafoundation.org), he's helped a high school to launch a radio station — the "Voice of Smanda" — that's the first in the nation to be run by students and teachers.

The Houston Aeros professional hockey team has a new account executive: **Laura Bacon '06**. She's also a recent grad of the Game Face Executive Academy, a training and placement company that helps people to launch careers in sports. While at the UW, Bacon worked with the UW Foundation and Fox Sports.

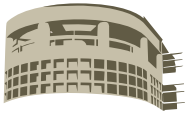
Jamie Farnsworth '06 was a Badger cheerleader, worked part time, graduated in four years with a double major — and then put that same energy into landing her first job. Jamie's mom, **Jill Elmer Farnsworth '81**, says that two weeks after graduation, Jamie talked her way into the executive producer's office at *CBS Evening News* in New York and now works with Katie Couric as a production assistant at the national desk.

UW PhD student **Mukoma Wa Ngugi MA'06** is dedicated to the campus organization Toward an Africa without Borders (www.towardan-africawithoutborders.org), and writes that the group held its third international conference at the Durban [South Africa] Institute of Technology in July. Ngugi is the author of several books, including a collection of poetry, *Hurling Words at Consciousness* (Africa World Press).

obituary

Philip Kaiser '35 — a retired diplomat, U.S. Department of Labor official, and ambassador — died in May in Washington, D.C. He served as the U.S. ambassador to Hungary and Austria during the Carter administration, and to Senegal and Mauritania simultaneously under President Kennedy. He was also a diplomat in England and an assistant secretary of labor for international affairs in the Truman administration. Born to Ukrainian immigrants as the ninth of ten children, Kaiser became a Rhodes scholar and married **Hannah Greeley Kaiser '35** in 1939 as he ended his studies at Oxford University.

Compiled by Paula Wagner Apfelbach '83, who reminds you to remain seated, with your hands and arms inside the compartment at all times while the vehicle is in motion.



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Kids get sick. Kids get hurt. When they do — because it can be scary, lonely, and boring — they need three things: expert care, their families, and stuff to do.

Children coming to the new American Family Children's Hospital (AFCH), which opened in August, get all three and then some. There's a Town Square on "Wisconsin Avenue," complete with a theater, store, and the Picnic Point Café. There are rooms for pets to visit and for doing schoolwork. Parents and guardians have a bed for the night, a shower, and places to fix a snack and do laundry. Brothers and sisters hang out in Tyler's Place, an area where they, too, get much-needed attention.

Most important, each child receives top-quality, advanced treatment from skilled doctors, nurses, technicians, and assistants. AFCH integrates clinical care, academic programs, and research not found in this part of Wisconsin or in many places in this country.

"It leaves me speechless," says **Mary Kaminski MS'91**, director of Patient and Family Services. "Now we can give families so much more than we have been able to do."

"Our general pediatric wards were simply out of date. Probably the most exciting improvement is the larger rooms," explains **Christopher Green**, AFCH medical director. "Parents today stay with their children. Advanced technology means more equipment. With a cot, patient bed, nursing care supplies, and machines, typical 130-square-foot rooms were hard to move around in."

From its sea of windows to the detailed interior scenes of Wisconsin prairies, farms, woodlands, and lakeshore that



JEFF MILLER (3)

During a media tour, hospital vice president David Berry shows a new patient room — here reflected in a mirror — which is spacious enough to accommodate parents, staff, and advanced medical equipment.

distinguish each floor, AFCH was designed for, about, and even by the people who will use it.

David Berry, AFCH vice president, estimates that three hundred to four hundred people were involved in the planning phase, including medical staff, patients, families, and community groups. "They had a really, really long wish list," he says.

"We also organized three advisory boards of six to eight members each — Patient/Family, Kids as Partners, and Teens," says Kaminski. "They met every other month and educated us about things like the need for multiple washers and dryers, ethnic and religious dietary restrictions, even the annoyance of clocks that tick."

"We listened, planned well, and executed the way we planned," Berry says. "When a child is hospitalized, it's the little things that matter."

While a children's hospital has been associated with UW-

Madison for nearly a century, there has never been a hospital quite like AFCH.

Pediatric Care: A Look Back

Bradley Memorial Hospital for the Study of Children's Diseases, completed in 1920 at the corner of Linden and Orchard streets, was planned as a facility for children and medical research. However, its first occupants were influenza victims from World War I. Over the years, it housed a variety of functions. Starting in 1952, it was used exclusively as a children's hospital for five years.

Children's Orthopedic Hospital, a fortress-like structure west of Bradley Memorial, opened in 1931. Where children with non-orthopedic conditions were treated is not clear. In 1952, a one-floor wing of the main Wisconsin General Hospital, located at 1300 University Avenue, was designated for pediatrics. Five years later, all

pediatric patients were admitted to Children's Orthopedic Hospital, which quickly became known as Children's Hospital.

Though ostensibly for chil-

daughter and granddaughter, Mary Cornelius Bradley. The board of regents added \$18,000.

Today, of the \$78 million needed for the project's first

children's hospitals have the community behind them. AFCH has benefited from a committed community, including some very young supporters who were as enthusiastic and important to the project as anyone. The students at Windsor Elementary School in Windsor, Wisconsin, decided to participate in the auction of life-size painted cows from Madison's 2006 Cow Parade, an event held with proceeds going to AFCH. Students organized penny wars, hat days, and spaghetti dinners, ultimately raising \$13,000 — enough for them to purchase their favorite cow, "Rosie," for their school.

Chugging across the trestle above the AFCH front door is a steam locomotive, engine number 1950 on the Welcome Train. The engine number honors the UW-Madison Class of 1950 and its latest gift. More than 60 percent of the class were veterans of World War II, whose educations were paid for by the GI Bill. These veterans and their classmates are grateful, loyal alumni whose gifts to UW-Madison have reached a record \$100 million.

"Many of us are grandparents now," says **Tony Brewster '50, LLB'55**. "These days we have a grandparent's concern about children's health, and the class wanted to help put our university on the cutting edge, to maintain our position as a world leader, and to advance learning." Class members **Robert J. "Red" Wilson '51, Ted Iltis '50, Dale "Buzz" Nordeen '50, June Sweitzer '50, and Mary Moen '50, MA'77** engineered the effort.

Although no one likes to think about a child being sick or injured, it's comforting to know that, thanks to a caring community, American Family Children's Hospital is now open.

— *Merry Anderson*

Special thanks to John Toussaint '49, MD'51 for research on the history of Children's Hospital.



One hospital inpatient floor incorporates a prairie theme through paint colors, glass panels on the staff station, and other details.

dren, the atmosphere was seriously grown-up. Sick children were isolated from their families and confined. Their fears were not recognized, their educations were postponed, and their comforting toys were put away. They were treated with what nursing professor **Florence G. Blake** called "ritualistic attention to detail." Blake, who came to the UW in 1963, revolutionized pediatric nursing practices. Her pioneering work changed the care of sick and injured children around the world.

With the move west to the new University Hospital and Clinics on Highland Avenue in 1979, Children's Hospital was a distinct unit within the larger hospital. However, the need for treatment, teaching, and family space in an even more sophisticated, more kid-friendly environment was obvious.

The Community Responds

Private gifts established the first children's hospital. Bradley Memorial was built with \$75,000 from Dr. and Mrs. Harold Bradley and Mr. and Mrs. Charles Crane, Mrs. Bradley's parents, in memory of their

phase, which completes four of the hospital's six floors, private gifts have provided nearly \$41 million. The balance will come from bonding. American Family Insurance led the effort with an initial \$10 million gift. The company and its employees later added another \$5 million.

Madisonians **John MS'72** and **Coleen Flad** made a major family gift, and gifts from the Bakke-Schwartz family's Sub-Zero Foundation and the Harvey Pierce family continued the momentum. Together, they and other "Founding Families" (see sidebar) turned a dream into a world-class facility.

Former Madisonians **Bob** and **Marlene Wilson** thought about their grandson, Trevor, who was successfully treated for cancer in Georgia as a toddler. "We were fortunate to be able to afford to help move things along," says Bob about a gift from the Wilsons that named two rooms. The couple gave now-teenage Trevor the chance to choose the rooms. Not surprisingly, he picked rooms in the cancer center.

Medical director Green believes the most successful



American Family Children's Hospital Founding Families

American Family Insurance

Oscar Rennebohm
Foundation

Sub-Zero Foundation
Helen Bakke, Frederick
and Deborah Schwartz

Friends of University
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Department of Surgery,
UW School of Medicine and
Public Health

John and Coleen Flad Family

Pierce Family Foundation
Harvey, Delores, Jeff,
Steve, Julie, and Susan

Cindy Crawford
and Rande Gerber

Irwin F. and Linda S. Smith

Department of Pediatrics,
UW School of Medicine
and Public Health

Kohl's Department Stores

Letters

Continued from page 4

because of the deep pool of extremely talented people who choose to live in Madison and work at the UW.

People like Lyle Anderson are in incredibly short supply elsewhere, and the university should thank its lucky stars that Lyle and his colleagues on the staff devote their energies to the UW. To me, they are the real stars of Wisconsin.

*John Knox PhD '96
Athens, Georgia*

Faith-Based Housing

Arguably, the most important thing that a university such as Wisconsin can offer its students, beyond basic academics, is to expose them to a broad spectrum of other students who bring differing backgrounds, opinions, and philosophies to our great center of learning.

More than half a century ago, I arrived in Madison to find a strictly segregated pattern of private housing. Christian women lived in some houses and Jewish women in others. Fraternities with restrictive

national charters were allowed to flourish, and were, in fact, the majority. As an unintended consequence, those few fraternities that were not discriminatory became equally segregated, pledged by the minority groups turned away from the mainstream Greek houses.

It was only one courageous and forward-thinking man, Bob Levine, who operated the women's dormitory Villa Maria, who insisted on racial and religious mixing in his facility. (In order to maintain a mix, he had to ask questions about race and religion on his application forms. Ironically, because he asked these questions, he was investigated for civil rights violations, while those private housing facilities where it was "understood" that "Jews need not apply" or "no Negroes welcome," were left untouched.)

Fortunately, in the years that followed, fraternities changed their charters, and housing became mixed, to the benefit of all.

Therefore, I was appalled to learn from the [Spring 2007] edition of *On Wisconsin* [Dispatches, "Housing for Kindred

Spirits"] that the clock is being turned backward in Madison, and that a "Christian dormitory" is to open this fall. While co-pastor Elsdon may well open its doors to students of all faiths, it is hardly likely that there will be any significant number of Jewish, Muslim, Buddhist, or perhaps even Catholic, applicants.

The study and practice of religion do have legitimate places in a state university. Segregated housing does not, whether that segregation is enforced, or, as in this case, is merely a consequence of the nature of this unfortunate addition to the residence roster. After four years, the residents of this dormitory will have failed to experience a "university" education. Those who feel the needs that this residence hopes to address would be better served by attending one of the admittedly faith-based universities.

*Robert Goldstone '55
Truro, Massachusetts*

Using Alumni Versus Alumnae

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as its male constituents. [The phrase on the cover of *On Wisconsin* that reads "For UW-Madison Alumni and Friends"] is using a Latin term, *alumni*, to refer to all of its graduates. This is the masculine plural. As you know, there is a perfectly good Latin feminine, *alumnae*, to refer to female graduates. By *never* using this feminine term on the front of your magazine where you are defining for whom this magazine is published, and only using the masculine, the university is adhering to the sexist mindset that when it's a mixed-gender group, it's appropriate for male terminology to take precedence.

That's a sexist mindset and a throw-back to the old *femme covert*.

Jane Barry
Shorewood, Wisconsin

(Editor's Note: The term alumni has come into common usage to refer to both sexes. According to Webster's II New College Dictionary, "Alumni is generally used to refer to both the alumni and alumnae of a coeducational institution." This is the usage detailed in the style guide of UW-Madison, as well as many other universities, and it is also the usage endorsed by the professional group for alumni relations, CASE (the Council for the Advancement and Support of Education).

Andersen House Reunion

A Case of Award-Winning Writing
On Wisconsin Magazine received one of the highest honors in its field of publishing when it was awarded a Grand Gold Medal for staff periodical writing by the Council for the Advancement and Support of Education (CASE). According to CASE, "a grand gold medal is given when the judges feel that an entry is head and shoulders above any of the other entries received in a category." Some 701 college and university publications submitted more than 3,100 entries for this year's CASE awards, and only 12 grand golds were given out of a possible 40. *On Wisconsin* received its honor for a collection of articles written by Michael Penn MA'97 and John Allen and published in 2006.



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Ward Richter
UW class of 1969, 1973

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uwalumni.com

Alumni Address Changes

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Alumni Death Notices

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**Call WAA toll free at
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details about these events.**



JEFF MILLER (3)

Although a recent survey revealed that more than 70 percent of UW-Madison students own laptops, old-fashioned textbooks are still the tool of choice for studying on Bascom Hill.

ongoing

Wednesday Night @ the Lab — Get a behind-the-scenes look at a UW-Madison research lab in the company of scientists, students, and alumni. These free events offer a variety of topics and are open to the public. Call (608) 262-5699.

Global Hot Spots Lecture Series — October 5, November 9, December 7, Pyle Center, Madison. Monthly talks feature UW faculty with expertise in a broad range of international subjects, including global health, global environment, and human rights, along with particular countries and regions in the news. Free and open to the public. Call Sarah Schutt at (608) 262-5699.

online

Writing Fiction — October 1 to November 12. Learn the basics of great fiction writing from a UW faculty expert and published author. Registrants will also have an opportunity to submit writing samples for review. Writers of all experience levels are welcome. Register at uwalumni.com/learning.

The United States and the World: The History of American Foreign Relations since 1941 — October 22 to December 6. Enrich your understanding of America's place in the world since the 1940s. Online lectures given by Jeremi Suri, associate professor of history, start with the Great Depres-

sion and close with today's war on terrorism. Register online at uwalumni.com/learning.

september

28 Made in Wisconsin: Beer and Cheese — Learn about the tasty treats that made Wisconsin famous during this special lifelong-learning event. UW alumni and friends will visit a cheese factory in Monroe, Wisconsin, and then enjoy a traditional Swiss lunch at the historic New Glarus Hotel and a tour of the New Glarus Brewery. To sign up, call Sarah Schutt at (608) 262-5699 or visit uwalumni.com/madeinwi.

october

14 A Day in Pompeii — Unearth the daily life of the lost Roman city of Pompeii during this lifelong-learning event at the Science Museum of Minnesota. Alumni and friends will hear from a UW faculty member and enjoy a private reception before a tour of the exhibit. Call Sarah Schutt at (608) 262-5699 or visit uwalumni.com/pompeii.

20 Greek Life Reunion Weekend — Celebrate 150 years of Greek life at UW-Madison. Alumni from campus fraternities and sororities will come back to their old stomping grounds to enjoy a tailgate and Badger football game at Camp Randall Stadium. Call (888) WIS-ALUM or visit uwalumni.com/Greek150.

21 Homecoming Charity Run/Walk — Begin your 5K run or 3K walk in front of the Memorial Union and wind through the UW campus along Lake Mendota. Proceeds benefit the Dean of Students Crisis Fund.

Call (608) 262-2551 or visit uwalumni.com/homecoming.

25–27 WAA Chapter Leader Fall Forum — Representatives from WAA's alumni chapters across the country will come back to Madison for training and special events. For more details, contact Joe Hammes at (608) 263-4508.

november

1 Made in Wisconsin: General Motors — Since 1919, Janesville's General Motors assembly plant has been a true economic engine for the state of Wisconsin. On this special lifelong-learning tour, alumni and friends will visit the GM plant and hear from employees and UW faculty. Call Sarah Schutt at (608) 262-5699 or visit uwalumni.com/madeinwi.

3 American Players Theatre Presents *The Merchant of Venice* — Enjoy one of William Shakespeare's most oft-quoted comedies as performed by Spring Green's premier acting

troupe at the Wisconsin Union Theater. Call the box office at (608) 262-2201 for tickets.

9 Day on Campus — Begin Friday in the classroom, attending lectures of your choice taught by top UW-Madison faculty. Then, enjoy a luncheon at the Memorial Union's Great Hall, followed by entertainment in the Wisconsin Union Theater. Call WAA at (608) 262-2551.

9–11 First-Year Parents' Weekend — Parents of first-year students will have a chance to attend Friday classes, meet Chancellor John Wiley, and cheer for the football Badgers at Camp Randall Stadium on Saturday. Call WAA toll free at (888) 947-2586.

12 Opera with Experts — Explore the world of this on-stage art form during a lifelong-learning event featuring Madison Opera's Allan Naplan, and alumni-in-residence Fred Plotkin and Bill Lutes. Call WAA at (608) 262-2551 for more information.



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SEPTEMBER

- 1 Washington State
- 8 @ UNLV (WAA Tour)
- 15 The Citadel
- 22 Iowa
- 29 Michigan State

OCTOBER

- 6 @ Illinois
- 13 @ Penn State
- 20 Northern Illinois
- 27 Indiana (Homecoming)

NOVEMBER

- 3 @ Ohio State
- 10 Michigan (Parents' Day)
- 17 @ Minnesota

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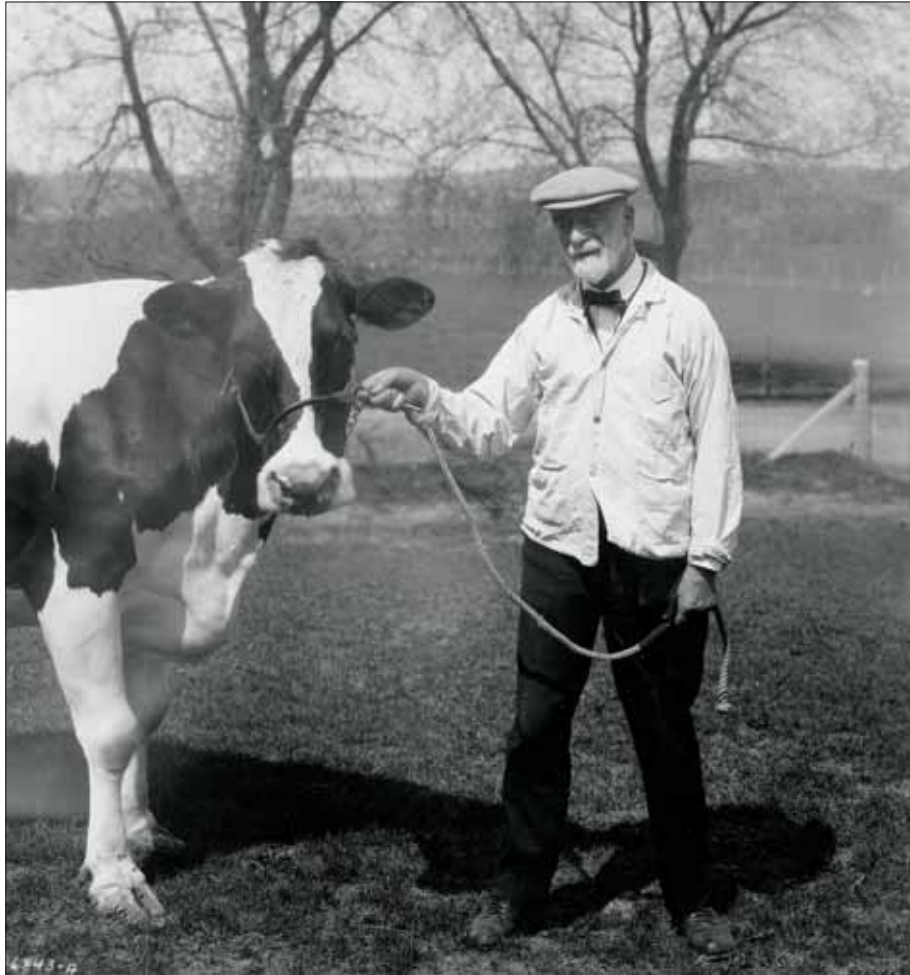
OCTOBER 19–27

The Wisconsin Alumni Association has a host of spirited events planned for Homecoming week, including a pep rally, parade, and fireworks, plus the **BADGER HUDDLE®** tailgate party. Festivities wrap up with the Homecoming football game against Indiana. See a full event schedule at uwalumni.com/homecoming.





UW-MADISON ARCHIVES



High-Carb Diet

Stephen Babcock may be better known as the namesake of the university's ice cream, but he helped make another important — not to mention healthier — contribution to the field of dietetics. Babcock inspired an experiment that began a century ago, in 1907, and discovered the key role that vitamins play in a nutritious diet.

Babcock hired biochemist E.B. Hart, who carried out an experiment known as the Single Grain Feeding Study, which tested the nutritional value of various grains containing the same amount of protein, carbohydrates, fats, and salts. Hart fed groups of dairy cows corn, oats, or a mixture of grains, and they remained healthy; he fed other cattle just wheat, and they suffered severe health problems or died. These results indicated the presence of what biochemistry professor Hector DeLuca calls “substances required for life and reproduction that were yet to be described.” These substances were later named *vital amines*, or vitamins.

E.V. McCollum, a UW researcher hired by Hart, discovered vitamin A in 1913, and in 1917, he discovered the vitamin B complex. The Single Grain Feeding Study not only highlighted the essential role that vitamins play, but also showcased the university's research abilities.

— Elli Thompson x'08