



Teaching the Teachers

A new program seeks to expand access to in-demand languages.

Like the 1957 launch of *Sputnik*, the Soviet space satellite that sparked renewed emphasis on math and science, the terrorist attacks of September 11, 2001, have become a wake-up call for American educators. Responding to a need for greater understanding of world cultures, schools are ramping up curricula in languages such as Arabic.

"It's really an awakening of the deficit in our culture," says **Antonia Schleicher**, a UW professor of African languages and literature and executive director of the National Council of Less Commonly Taught Languages (NCLCTL). "You need language ... to be able to understand the thinking of people. Language is the window to any culture."

But in many cases, the problem now isn't demand — it's keeping up with it. Even at UW-Madison, home to an extensive variety of language programs, departments have at times struggled to find instructors able to teach Arabic and other languages that aren't widely taught in the United States. This past fall, the university had to cancel an Arabic course for lack of a qualified teacher.

"There may be the need, there may be the desire to do a language, but if we can't get a good teacher, [we're] not going to deliver a good course," says **Sally Sieloff Magnan**, director of UW-Madison's Language Institute.



JEFF MILLER

cational system, and teaching across different cultures. UW-Madison faculty will lead the courses, and participants will experience class simulations, complete videotape analyses, and post and share their ideas with other students on discussion boards. Any fluent speaker of a less commonly taught language will be eligible to enroll.

Magnan says native speakers represent a key resource in helping meet the booming demand for instruction in languages such as Arabic, and the goal of the program is to help them succeed in passing along those skills to American students.

"A lot of these [instructors] just came from these countries," she says. "They don't know how the American educational system works. It's very important to help these new teachers understand the situation in which they're working and what these American students are like."

But the real payoff may be in increasing the

number of opportunities Americans have to learn languages that are becoming increasingly important to the country's economic and political future, she says.

"I think sometimes people just don't realize the possible impacts of certain languages before they get more familiar with them," says Magnan. "The more remote it is, in a sense, the more important it is, because many Americans don't speak it, and therefore, we have more misunderstanding."

— Elli Thompson x'08

one
number

\$363,500

Money raised to benefit the new UW Children's Hospital by auctioning off forty-four decorated cows, which were prominently installed around Madison as part of the CowParade Wisconsin exhibit during 2006.

Cheney, Feingold Agree on Value of UW Poli Sci

Despite different views on many issues, some leading politicians from both ends of the political spectrum have agreed on at least one thing: a UW-Madison political science degree is instrumental in their lives and public service careers.

Several well-known political science graduates, including Vice President **Dick Cheney PhDx'68**, a Republican, and Democratic U.S. Senator **Russ Feingold '75**, contributed brief essays for the department's alumni newsletter, focusing on what their UW-Madison education means to them.

"I can draw a straight line from my decision to study at the University of Wisconsin to the career in public service that I've found so deeply rewarding," wrote Cheney, who completed

CHIP SOMDEVILLACORBIS



Cheney

Feingold

KIM KULSHRETTY IMAGES

all but a dissertation while studying for his doctorate at UW-Madison in the 1960s.

Feingold, who has served Wisconsin in the Senate since 1993, wrote that excellent faculty have given the department its strong reputation.

"The debates and conversations I had in class more than thirty years ago still come back to me, and they still help guide my decisions as the Senate deliberates both domestic issues and foreign policy," he wrote.

Other notable UW alumni, including **Roberta Draper '55**, producer of congressional news at NBC, and **Ron Bonjean '93**, press secretary to former U.S. House Speaker Dennis Hastert, offered similar perspectives in the newsletter, which is posted at www.polisci.wisc.edu/.

"The education we offer is valued by both liberals and conservatives, both Republicans and Democrats," says **Graham Wilson**, professor of political science and department chair. "These essays demonstrate how students over the years have used their political science educations as a springboard to public service, and how their knowledge has transformed public policy and public dialogue in very meaningful ways."

— **Dennis Chapman '80**

OVERHEARD

"What kept me going was the 'You can do it' that was whispered and implanted by my mother so deeply that it turned into 'I can do it' — a whisper that echoed deeply within myself."

— **Florence Chenoweth MA'70, PhD'86**, the United Nations Food and Agriculture Organization's representative to the U.N. General Assembly, speaking at the UW's 2006 commencement ceremonies, at which she received an honorary degree. She returns to campus this semester as a Distinguished International Visitor.

Q and A

Mark Johnson

A senior scientist at UW-Madison's Center for Dairy Research, **Mark Johnson** spends much of his time researching ways to create better-quality Wisconsin cheese. For many years, he has served as a judge at both the U.S. and the world championship cheese contests.

Q: Have you always liked cheese?

A: When I was a little kid, we had a cheese factory in town, and the owners were good friends of ours. They would have cheese fondues or serve a lot of cheese when we'd go over to their house, and I hated the smell. I didn't want to eat that stuff! I never really tasted it until I came here. I started becoming more adventuresome.

Q: What goes into the cheese-judging process?

A: The first thing we do is look at appearance — and then we cut it open. You smell it and see if you can pick up any flavors that are atypical. But most of [the judging] comes from when you put it in your mouth. What we look for is what the body and texture of the cheese is — how firm it is, whether it kind of melts in your mouth — and then the tasting.

Q: What is the worst experience you've had judging cheese?

A: [A judging partner and I] both took a wedge of

this one cheese, and we looked at it, and something was not right. We put it in our mouths and almost immediately we both just spat it out.

Q: What about the best experience?

A: I was judging flavored cream cheeses, and there was one [that] just melted in your mouth. I didn't realize I was doing this, but I kept coming back and re-sampling it. Somebody came over, and he was watching me do this, and he said, "Why don't you just take a tub of it home?"

Q: Do you ever get sick from trying so many cheeses in one day?

A: You never eat it. You're putting it in your mouth and then spitting it out. The first time I ever judged, I actually ate it. By the end of the day, I was so stuffed. Now I realize you have to spit it out or you can't get through the day.

Q: Where do you think the best cheese is from?

A: I gotta say our cheese makers [in Wisconsin] — I've never tasted any better. I've judged their cheeses, and I know I like them. I prefer Wisconsin cheeses. There's nothing that I like that I can't get here.



MICHAEL FORSTER ROTHBART

The **Ewing Marion Kauffman Foundation** has named UW-Madison one of nine "Kauffman Campuses," granting the university \$5 million to help train students in the principles and practices of entrepreneurship and spur greater research commercialization statewide. The plan calls for a number of new student education initiatives, including the development of a residential learning community focused on entrepreneurship and the establishment of new courses in the field. The initiative will also work closely with the future Wisconsin Institutes for Discovery by establishing internships for undergraduate and graduate students interested in research commercialization and technology transfer, creating a seed grant program for translational research, fostering community and business outreach activities, and developing an entrepreneurial law clinic.

UW students voted "yes" in a fall election to renovate and upgrade **Wisconsin Union** facilities. The initiative aims to improve many aspects of the Memorial Union, including developing accessibility and bringing fire and safety conditions up to code. The passage also approves constructing a new, environmentally sustainable south-campus union. Students will pay an additional \$48 per semester for two years starting in fall 2007 and thereafter \$98 per semester for no more than thirty years to help fund the project.

Habitat International presented the UW chapter of **Habitat for Humanity** with the organization's inaugural Campus Chapter of the Year award. UW Habitat received the honor for its service during the 2005-06 academic year.

DISPATCHES

Housing for Kindred Spirits

A new private residence follows a trend toward faith-based living.



It's not always easy for students to make college a home away from home. To assist with that transition — and to enhance a student's campus experience — many universities have created alternatives to the typical residence-hall lifestyle, allowing students to live in communities united by curricular themes or interests. At UW-Madison, students can choose to live in University Housing learning communities that center on topics such as women in science or a foreign language.

Now, private residences are joining the trend. Seizing on the

growth in alternative housing, the Pres House, a Christian organization on campus, will open a seven-story hall in fall 2007. Just off Library Mall, the residence will become the first on campus devoted to a religious theme.

Planning for the hall began five years ago, when the organization sensed a trend toward themed living and an increase in spiritual interest among students, says **Mark Elsdon**, co-pastor and executive director of Pres House. Although the hall will be run by the Christian organization, its doors will be

open to students of all faiths.

"It's sort of a movement to make universities smaller by getting students to live together around themes," Elsdon says. "The idea here is to create a spiritual learning community that encourages and helps to explore faith questions."

The hall will house 280 students in fifty-one suite-style units. Each unit will include a kitchen, living room, bathroom, and a balcony. Pres House will have restrictions on alcohol similar to those in effect in university residence halls.

— *Elli Thompson x'08*

Bearing Down on a Beetle

UW-Madison officials are taking a proactive approach to an aggressive, wood-boring insect by gradually removing and replacing many campus ash trees. Although the emerald ash borer, which is native to China and eastern Asia, has yet to be found in Wisconsin, it has been detected in several Midwestern states.

"We hope to gradually remove many of the ash trees on the developed parts of campus and replace them with more diverse varieties of trees before the beetle is found here," says Gary Brown,

director of planning and landscape architecture.

Based on their location and poor health status, about 160 of the approximately 550 ash trees on the developed campus have been removed so far. The remaining trees will be designated as "detection trees" and monitored closely until fall, when they will be removed; selected for preservation and chemically treated to protect them from the pest; removed for construction activity; or handled in partnership with the city of Madison.

Information will be posted around campus and at the entrances to Frautschi Point and Picnic Point, and campus



DAVID CAPPAERT

tree pruners and volunteers have begun scouting for the ash borer.

"In order to be successful, we have to be watchful and proactive," says Brown. "Although the removal of ash trees will change the campus landscape, we hope the diverse new plantings will provide an equally attractive setting for many years to come."

— *Dennis Chapman '08*



Hot Pictures

Science and art combine to illustrate the effects of global warming.



JAMIE YOUNG

Above: The artists, scientists, and teachers who created the *Paradise Lost?* project pose in Wisconsin's north woods. Left: artist Helen Klebesadel paints an image of lost winter.



WOLFGANG HOFFMANN

An old joke holds that, though everyone talks about the weather, nobody ever does anything about it. But looking at the prospect of climate change in Wisconsin's north woods, a group of artists, scientists, and educators is hoping to change the punch line. Together, they developed an ambitious art exhibition that delves into this

prominent, complex issue of the state's changing weather.

"This is a mission-oriented project," explains forest ecology professor **David Mladenoff '73, MS'79, PhD'85**, who shared his scientific expertise with the group. "Our goal is to communicate the effects of climate change through art."

The exhibition, titled *Paradise Lost? Climate Change in the North Woods*, features an eclectic array of art commissioned specifically for the project, up-to-date information about the expected effects of climate change in the Lake Superior region, and ideas for curbing greenhouse gas emissions. It will tour in Wisconsin and Michigan during the next year, and it includes a sizable paludarium — a living, indoor bog.

It all started in spring 2006, when the exhibition team convened for a three-day retreat to exchange scientific information and artistic ideas. There, Mladenoff shared his research findings that suggest that, due to rising temperatures during the next century, many native Wisconsin tree species will likely migrate northward — into the traditionally colder climes of Canada — to stay in their climatic comfort zones.

Educational materials based on research by Mladenoff and other university experts will supplement the artwork featured

at the exhibition. A watercolor made by Madison-area artist **Helen Klebesadel '86, MFA'89** is just one example. She painted an image of ice breaking up on a frozen lake.

"This painting is about the loss of winter," says Klebesadel. "In the ice, I embedded things that we are going to lose as a consequence of the climate warming up. I researched what species are likely to move north, so we'll likely lose them here in Wisconsin." She included spruce trees, lake trout, whitefish, moose, and the Karner blue butterfly, whose eggs are protected by snow.

The underlying goal of the exhibition, funded by the Ira and Ineva Baldwin Wisconsin Idea Endowment and the Wisconsin Arts Board, goes beyond educating its visitors, says project director **Dolly Ledin MS'88** of the Center for Biology Education. "We hope to inspire public involvement and offer individuals options to reduce greenhouse gas emissions," says Ledin.

The exhibition debuted in Rhinelander in February, and in 2007 it will make tour stops in Ironwood and Calumet, Michigan, and in Ashland, Manitowish Waters, and Wausau, Wisconsin, before concluding in Madison in 2008. For a full itinerary, see the exhibition's Web site at www.wisc.edu/cbe/K12/paradiselost.html.

— Nicole Miller MA'06

Small Arms, Big Wounds

When wars erupt, history often records the winners and losers — the political leaders and soldiers whose efforts shape events and policies. But for photographer **Michael Kienitz '74**, the real story of conflict is shown in those whose lives are shaped by events.

"I'm fascinated with how children cope with political situations dictated by adults," he says. "Their lives come with a lot of turmoil, and that makes them both young and elderly at the same time."

A former staff photographer for the UW's news service, Kienitz spent twenty-eight years traveling around the globe, seeking out hot spots to photograph for news magazines. During that time, he took haunting photos of the children of war and civil unrest. Those pictures will be on display at the UW's Chazen Museum of Art this fall in an exhibit titled *Small Arms: Children of Conflict*.

Even while preparing the exhibit, Kienitz continues to expand it. Currently, he's working to find the children he photographed decades ago so that he can take their pictures again and continue to tell their stories. "I'm anxious to see how their lives turned out," he says.

— John Allen



MICHAEL KIENITZ.COM

In Pakistan, Kienitz found a child dressed as a miniature field marshal.



When the Eyes Have It

UW profs find that exercise counters age-related vision loss.



FREDRIK S./STOCK XCHNG

A fifteen-year study with residents of Beaver Dam, Wisconsin, points to another benefit of regular physical activity.

If you're looking for an excuse to renew your gym membership, try this one on for size — a healthy lifestyle could protect your eyesight in old age.

Ron and Barbara Klein, a husband-and-wife ophthalmology research team at the UW's School of Medicine and Public Health, have found that people who exercise regularly aren't as likely to develop the "wet" form of age-related macular degeneration (AMD), a debilitating condition in which leaky blood vessels in the eye eventually cause severe vision loss. Although wet AMD is linked to cardiovascular health, the Kleins were the first to investigate the long-term role of exercise in the onset of the disease.

They did so by enlisting nearly five thousand residents of Beaver Dam, Wisconsin, to participate in a fifteen-year medical study. Every five years beginning in 1987, local doctors measured patients' height and weight, took photos of their retinas, conducted blood tests, and issued a health questionnaire.

"The physicians, town leaders, optometrists, and ophthalmologists were all very supportive," says Ron Klein.

Because the Beaver Dam study didn't involve clinical

trials, it doesn't prove a cause-and-effect relationship between exercise and AMD. But the correlation is striking. The Kleins found that participants who exercised at least three times per week were 70 percent less likely to develop wet AMD.

Physical activity was also linked to lower blood pressure, a lower rate of obesity, and lower white blood cell counts — all factors known to be associated with the condition.

"Of course, being physically active is very important in preventing cardiovascular disease," Ron Klein says, "so it's a no-brainer to recommend physical activity."

The Beaver Dam study is extraordinary because of its size and scale. Nearly one-third of the town's population participated in the project, which was funded by the National Eye Institute. Beyond AMD, the long-term evaluations are helping researchers understand the factors that contribute to age-related eye conditions such as cataracts and glaucoma. There are no known cures for these conditions, which affect millions of people in the United States each year.

— Erin Hueffner '00

Jogging the Memory

While everyone knows the proverbial fly prefers honey to vinegar, **Jerry Yin PhD'86** wants to know how it remembers which smell it favors.

Yin, a UW-Madison genetics and psychiatry professor, uses fly olfactory memory to study the genetics of learning and memory. He trains fruit flies to associate a specific odor with a mild but unpleasant electric shock, then tests them later to see how well they remember to avoid that odor. After a few hours of training, typical flies retain the connection for about ten days.

To unravel the memory mechanisms at work in the flies, Yin and his colleagues have identified some of the proteins in the neural circuits that are responsible for creating and retaining memories. By blocking or turning on specific genes, Yin can program forgetful flies or give them a memory boost.

Why should we care about amnesiac insects? Many of the proteins involved in flies are likely also important for learning and memory in humans, Yin says. For example, he is currently studying proteins similar to the one whose absence causes human fragile X syndrome, a genetic disorder characterized by learning disabilities and cognitive



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In Jerry Yin's lab, an anesthetized fruit fly is examined under a microscope for visible characteristics, such as eye color, that mark insects genetically engineered to have weakened or enhanced memory circuits.

impairment. He expects ongoing research may reveal similar mechanisms underlying problems as diverse as autism and addiction.

— Jill Sakai PhD'06

Seeds of a Growing Partnership

Researchers cultivate corn and cooperation with Oneida farmers.

On a fall day last year, huge braids of corn cobs hung from the beams of a barn in central Wisconsin. Each ear shone bright white, with only an occasional streak of color — a striking portrait not only of a fruitful harvest, but also of a growing collaboration.

White corn, a crop with deep cultural meaning to members of the Oneida nation, is making a comeback in Wisconsin, thanks in part to a partnership between UW-Madison and Tsyunhehkwa, an organic farm located on the Oneida reservation near Green Bay. Launched two years ago by agronomy professor **Bill Tracy**, the project aimed to improve yield and selection techniques while incorporating Oneida knowledge and customs.

Along with beans and squash, corn is considered one of the “Three Sisters” in Oneida tradition. The crops play a role in the Oneida creation story and were staples for much of their history. As the Oneida were displaced from their lands, however, many of them gave up farming.

Now, revenue from casinos is allowing Wisconsin Oneida to buy back land and expand their farms. At the Tsyunhehkwa farm, staff have been working to reintroduce crops such as white corn — which is richer in protein than commercial sweet corn — as well as traditional medicines to address health problems such as diabetes.

While assisting people with such problems lies at the heart of the Wisconsin Idea, Tracy says communities such as the Oneida often aren’t equally served by university resources. In 2004, he applied for a two-year grant

from UW-Madison’s Baldwin Wisconsin Idea Endowment to help remedy the situation. “If it didn’t benefit [the Oneida], there was no benefit for me to do it,” he says.

The project has been both encouraging and challenging. Tracy and research assistant **Samuel Pratsch ’99, MS’06** say they encountered cultural and agricultural realities that compelled them to work in more community-oriented and inclusive ways.

Tracy’s training in agronomy, for instance, led him to expect that high field productivity with low labor would be desirable. But, he says, he found that “the cultural aspects are far more important.”

Tradition dictates that white corn be planted together with squash and beans in a labor-intensive process. The corn grows on small mounds, the beans trail up the corn stalks, and the squash grow around the mounds to discourage animals from eating the vegetables.

“All of our corn is picked by hand,” says Ted Skenandore, a Tsyunhehkwa farmer.

The Baldwin project succeeded in improving machinery and proposing new planting schemes, such as planting corn in a checkerboard pattern and rotating crops to prevent weeds. Tracy also invested some of the project’s funds in determining nutritional data on white corn, which he says was an important goal of Tsyunhehkwa staff.

But Tracy also says he found he needed to assure people that the Oneida community would still own the corn. “It’s Tsyunhehkwa’s responsibility to protect the corn,” he says, noting that some were uncomfortable when he proposed bringing

some of the corn to Madison.

To foster stronger relationships and accomplish the educational aspect of their project, the researchers focused some of their efforts on a children’s garden at the reservation’s Turtle School, where the school curricula emphasize Oneida history and culture. Teachers at the school helped organize activities that encouraged community participation throughout the growing season.

Skenandore says Pratsch’s dedication to the children’s garden helped build trust among members of the community. “Samuel took it to the next level,” he says.

Such personal involvement may be helping the white corn project succeed, but it remains somewhat controversial in academia, which often prefers its researchers to be detached from the outcomes of their subjects. Pratsch says some faculty advised him not to engage in this kind of participatory research, especially since he was considering using this project as a foundation for his doctoral dissertation.

After the 2006 growing season ended, the researchers decided not to apply for further funding. However, they are maintaining their connection with Tsyunhehkwa and Turtle School. Pratsch says he plans to continue to visit the school and build on the successes of the garden project.

Pratsch says he “struggled a long time” with being an “activist scholar.” Ultimately, however, he believes it may be the answer to a question that universities have been asking more and more: how can we work better with the communities around us?

— Katherine Friedrich ’00, MS’06



Anatomy of a Conversation

UW sociologist gives doctor-patient dialogue a thorough check-up.

Stethoscope in hand, a concerned physician asks a sick patient, "How are you feeling?"

It's a familiar scene to anyone who's ever had a physical, and one that happens in health care settings every day. But according to UW sociology professor **Douglas Maynard**, this seemingly innocent question can have a poisonous effect on a patient's trust if asked at the wrong time.

Maynard worked with a team of conversation analysts to study the complicated interactions that take place between doctors and patients. Eighteen researchers from the United States, Finland, and the United Kingdom contributed to the project, and their collected findings have been published in a new anthology titled *Communication in Medical Care: Interaction Between Primary Care Physicians and Patients*. It was the first comprehensive research to pick apart the entire primary care medical interview, spanning from the

initial patient presentation to subsequent follow-up visits.

Collectively, the authors posit that while it's crucial for physicians to have a solid scientific background, an impeccable bedside manner can mean just as much to their patients' health.

Maynard, co-editor of the anthology, says that effective communication is closely related to patient satisfaction, faster healing time, and adherence to medical recommendations.

"It is one thing to understand biology, anatomy, chemistry, or the body and its processes in general," says Maynard. "It is another matter to be able to communicate medical knowledge to patients."

Researchers worked with detailed audio and video recordings of office visits and after-hours phone calls to collect conversation data. They were looking not only for what was said, but also for what was unsaid — silences, intonation, and volume of voice, for example.

Each chapter of the book takes a quantitative look at a different aspect of the dialogue, including how patients present their own ideas about an illness for the doctor to confirm or deny, how doctors deliver good and bad news, and how patients respond to treatment recommendations.

A number of medical schools are already starting to use the study's findings in their curricula, and several now require students to pass an exam that evaluates communication skills.

Residency programs are also beginning to see the value of recruiting doctors with communication training, because studies have shown that medical encounters are shorter when patients understand their diagnosis. "From a physician's point of view," says Maynard, "effective communication can be a way of gaining a patient's trust."

— Erin Hueffner '00

In 2004, as the details of the televised **presidential candidate debates** were being ironed out, Republicans argued against allowing split-screen images. It turns out they needn't have worried. A study by UW-Madison researchers has found that President George W. Bush — not Democratic challenger John Kerry — reaped the most benefits of the coverage. Both camps agreed to ban split-screen views, but some networks used them anyway. The broadcast images "hurt Kerry quite a bit and didn't hurt Bush at all," says journalism professor Dietram Scheufele, who conducted the study with journalism assistant professor Dominique Brossard and doctoral student Eunkyung Kim. The study asked seven hundred university students to evaluate a five-minute debate clip in single-screen and split-screen formats. Their response was based primarily on what they already thought about the two candidates. Those who liked Bush liked him more after watching split-screen coverage; Kerry voters still didn't like Bush, yet didn't increase their support for Kerry.

UW civil and environmental engineers have tested an innovative way to keep **mollusks and barnacles** from taking up residence on boat hulls. The researchers shot tiny electric jolts through the undersides of boats, cutting the marine life by 50 percent and offering a promising way to combat the problem for boaters and shippers.



JEFF MILLER

COOL TOOL

Living Fossil

The newest addition to UW-Madison's botany greenhouses is hardly new. It's a plant so ancient it once co-existed with dinosaurs.

Known as the Wollemi pine, the plant was presumed extinct until a bushwalker named David Noble discovered it in an Australian national park in 1994. As part of a worldwide effort to conserve and propagate the tree species — one of the oldest and rarest on earth — botany greenhouse director **Mo Fayyaz MS'73, PhD'77** recently purchased a foot-tall Wollemi pine seedling, one of a limited number of the plants that recently became available in the United States.

Fayyaz says the ancient conifer will be used to teach students about topics such as plant diversity, evolution, and geography. The discovery of this "living fossil," he says, also underscores the importance of conserving the world's natural areas, which can still hold unexpected treasures.

— Madeline Fisher PhD'98

One of the world's oldest tree species is now at home in Birge Hall.



K. KISER

Hit Maker

Tony Simotes teaches theatre students to embrace violence.

It's likely that no one on the UW faculty has had the opportunity to kill quite as many people as **Tony Simotes**. But to be fair, none has been killed as many times, either.

Simotes, an associate professor in the Department of Theatre and Drama and director of University Theatre, is a professional fight director, meaning that, when it comes to violence, mayhem, and murder, he's the master. He's been on both the giving and receiving end of many a mortal blow, and his goal is to help revive the lost art of dramatic violence.

"There's much more to stage fighting than just playing with swords and daggers," he says. "I think of it more as physical lines of dialogue. It can be a slap. It can be intimidation. It's about building tension and fear — stage fighting should serve to focus the dialogue so that the audience can understand the intensity of the story that's being played out on stage."

Though he earned his MFA in drama from New York University in 1976, Simotes brings far more than academic experience to the UW. A Shakespearean actor by training, he is a founding member of the Massachusetts-based Shakespeare and Company, and he has appeared on and off Broadway and in stage companies around the country. He trained as a fight director under B.H. Barry, one of the founders of the Society of British Fight Directors and a pioneer of modern stage-fighting technique.

Now in his fourth year on the UW faculty, Simotes brings a skill in arranging stage violence that has been put to use this season in such University Theatre productions as *The Rover*, a Restoration comedy of love and revenge that includes broadsword duels, and *Arabian*



JEFF MILLER

Heads up! Tony Simotes brandishes a dagger during a rehearsal for a performance of *Arabian Nights*. Graduate student Clare Arena Haden plays Scheherazade.

Nights, which includes several physical confrontations.

But Simotes' academic interest in stage violence runs deeper than teaching young actors how to fight convincingly. He also wants to learn from his students about the effects of make-believe violence on young actors.

"I think there's a cost to the actor when we do this work," he says. On stage, actors may be playing out a fiction, but they're asked to make that fiction psychologically realistic. Simotes suspects that these actions have an effect on the mental and emotional state of performers. "Actors are often asked to do some very ugly things — to murder or rape," he says. "When we repeatedly do these things, part of us as humans doesn't understand that the stage world isn't real. I want to study what happens to the actors, whether [they're

playing] warriors, victims, or villains."

But though stage violence may pose psychic — and physical — risks to actors, Simotes believes that it's a vital part of what drama can achieve. By presenting humanity with all of its flaws, he argues, theatre helps people see how society can be improved.

"People sometimes ask me why we need to see violence on stage," he says. "They feel that the audience and actors would be more comfortable without it right there in the open. But I feel that theatre has an essential role to play in who we are as human beings. It can help us better understand who we are — and violence is part of that. On stage, when we see violence, we can understand its consequences. And we need to see all that so we can try to effect change."

— John Allen

Musician and author Ben Sidran '67 has just completed a massive new project, *Talking Jazz*. In a twenty-four CD set, Sidran has collected music and interviews with such jazz greats as Miles Davis, Dizzy Gillespie, and Herbie Hancock. The *New York Times* has described the collection as "addictive." For more information, see www.talkingjazz.com.

Those who saw Paramount Pictures' new version of *Charlotte's Web*, released in December, had the chance to see the work of Kathryn Rathke '84, MFA '90. The film's stars may be Julia Roberts, Robert Redford, and Oprah Winfrey, whose voices give life to the animals of Zuckerman Farm, but Rathke's illustrations are featured over the opening and closing credits.

In January, the UW Press published an anthology of the oral traditions, literature, and historically significant documents of the state's first peoples called *Wisconsin Indian Literature*. Edited by Kathleen Tigerman, the book aims to present an accurate chronological portrait of each native nation, including the Ho-Chunk, Menominee, Ojibwe, and Potawatami, as well as the three groups transplanted from the New York area: the Oneida, the Brothertown, and the Stockbridge-Munsee branch of the Mohican.

The Division of Continuing Studies, University Theatre, and the Madison Repertory Theater are looking for the next great playwright — and they're holding an open call to find him or her. Through the **Wisconsin Wrights New Play Project**, a contest to find new authorial talent, a panel of experts, including Emmy-winning actor Bradley Whitford, is currently judging scripts. They will select three for public readings in June, and one will be produced by the Rep at the Madison New Play Festival in November.



Ultimate Survivor

A geology class looks for life in all the wrong places.



JEFF MILLER (2)

Katie Rossmeissl x'07 photographs a test tube containing a sample of Lake Tyrrell sediment. She and her classmates sought to learn how any life could survive in the lake's water, which is eight times as salty as ocean water.

When Thomas Hobbes wrote that life is “solitary, poor, nasty, brutish, and short,” he was talking about man, not, say, a colony of single-celled organisms known as archaea. But it turns out the existence of archaea can be pretty nasty, too.

Consider the microbial archaea that reside in Lake Tyrrell, a salt-choked body of water surrounded by the Australian outback. Bathed in water with eight times the salinity of seawater, with no organic material to eat — save for the occasional broken twigs and particles of sheep excrement carried in by winds — the archaea of Lake Tyrrell manage to get by just swimmingly. In fact, they thrive.

“It’s really an amazing example of adaptation,” says geology professor **Eric Roden**, who collected samples from the lake during a research trip two years ago. “By all rights, these guys shouldn’t be living there.

But they have figured out the mechanisms they need to survive in that environment.”

Something can be learned from the stubborn refusal of archaea to succumb to their surroundings — and if you take Roden’s Geology 117 course, you’ll learn it. Titled *Life in Earth’s Extreme Environments*, the course surveys some of the most bizarre and unlikely life forms that exist in some of the harshest conditions on the planet. Each lecture highlights an organism living where it shouldn’t — in places too hot, too cold, too salty, too acidic, or too barren to be considered hospitable.

Roden created the course in 2005, when he joined the geology faculty after a decade of teaching at the University of Alabama. A microbiologist by training, he was something of a fish out of water in his new department — or maybe

an archaea out of salt — and he was seeking a way to marry his expertise in microbial life with the earthier aspects of the geology curriculum. A colleague suggested a course focused on extremophiles (the scientific term for organisms that live in harsh conditions) because they reside at the intersection of the two fields: understanding them requires an exploration of geological environments as well as the biological mechanisms extremophiles develop to deal with them.

The topic is also a perfect fit for UW-Madison, which has a storied history of studying life’s outliers. In the 1960s, former UW bacteriology professor **Thomas Brock** startled the scientific world by finding communities of bacteria living in the hot springs of Yellowstone National Park, where it was assumed the water’s near-boiling temperature would kill off all life. Brock’s

discovery sent researchers scurrying off to all kinds of places where they'd never thought to look for living things. And they've found plenty — previously unknown organisms that survive in the driest parts of the desert, the deepest reaches of the ocean, and even at the bottom of abandoned mine shafts, where bacteria live in pools of acid and eat metal for lunch.

But scientists aren't alone in their curiosity about life on the edge. With its reality-show focus on the extreme — and because it counts toward core-curriculum requirements — Roden's course draws students from all over campus, many of whom have little formal footing in biology or geology. Just nine of the thirty-five students who took the course last semester were science majors.

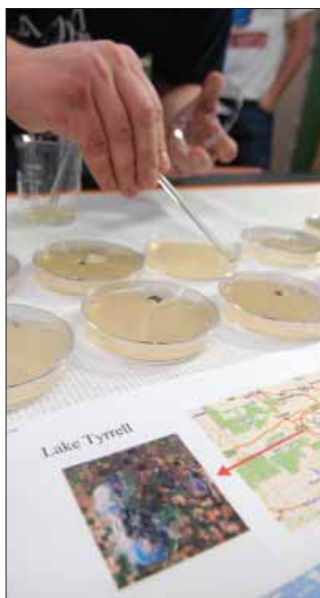
"I was definitely attracted by the title," says **Carolyn Sredl '09**, a chemical engineering major who took the two-credit course in the fall. "I needed a few more credits, and it sounded a lot more interesting than a gym class."

Roden says it's been a challenge building a syllabus that lives up to that promise. With no money for lab sections or teaching assistants, he relies mainly on lectures and demonstrations to acquaint students with a select handful of extremophiles. Three times during the semester, he opens his own research lab so that students can conduct basic experiments that bring them face-to-cell with the microbial life that surrounds them.

"That's the most valuable thing we do," says Roden. "I can stand up there and talk about these things all day, but it's really far more valuable for them to get into the lab and see it for themselves."

Early in the semester, for example, students are assigned to collect a jar of muck — anything from sediment from Lake Mendota to a neighborhood mud puddle. In the lab, they

trigger a reaction that causes the microbes within to multiply, forming visible patches in a glass tube. Often students are surprised by how many things live in such surroundings.



Mixing chemical samples in Petri dishes, students hope to learn more about Lake Tyrrell's extremophiles.

"I never really thought about how extensive microbes really are," says Sredl. "They're everywhere. They're even in a trash can. You don't really think about how these things are living all around you."

And while there's a definite ick factor in that realization, there's also a message about the amazing adaptability of life. "When you're talking about microbial life, this is how you observe evolution," says Roden. "As opposed to growing wings or developing funky colors, microbes evolve by changing their metabolism and their cellular structure to allow them to survive in the myriad environmental conditions on our planet."

In other words, if survival is the ultimate game of life, then at least in Roden's class, the archaea that thrive in Lake Tyrrell are the big winners. They have learned that though life can be nasty and brutish, it need not always be short.

— Michael Penn MA '97

CLASS NOTE

Sweating in the PRC

Kinesiology 508: Physical Education and Sports in China

What can you learn from getting beaten up by a thirteen-year-old girl? Plenty, say the enrollees of this traveling seminar. Offered for the first time in summer 2006, the course centered on a two-week trip to China, where students received an insider's look at sports culture in the country of tai chi, Yao Ming, and the 2008 Olympic Games. Led by Professor **Li Li Ji**, a native of Shanghai and chair of the kinesiology department, students learned ancient Chinese sword fighting, visited two universities that teach sports medicine, and — most surprisingly — squared off against prospective members of the Chinese national judo team.

With its deep traditions and emerging presence on the international sports scene, China is one of the most intriguing places to study physical activity, says Ji. "Chinese people use physical exercise as a means to treat disease and to promote fitness, but it's also a reason to get together socially." The course will be offered again this summer, and Ji says he hopes it becomes a touchstone for expanding cultural exchanges between UW-Madison and China.

According to Ji, the class was received warmly at every stop — except perhaps the judo mat, where the teenage trainees tumbled each of the visitors within seconds. "That was kind of embarrassing," admits graduate student **Brent Johnson**. "But those girls were good — really good."

— M.P.

Law professors Marc Galanter and Stewart Macaulay are proving to be big guns in their profession. Their work is featured in **The Canon of American Legal Thought**, a new book from Princeton University Press that highlights the twenty most important works of legal writing since 1890. Galanter's 1974 essay titled "Why the 'Haves' Come Out Ahead: Speculations on the Limits of Legal Change" and Macaulay's 1963 article "Non-Contractual Relations in Business: A Preliminary Study" are included among works by Oliver Wendell Holmes and John Dewey. Grad Kimberlé Crenshaw LL.M.'85 also earns inclusion, as a co-author of the article "Critical Race Theory: The Key Writings That Formed the Movement."

Computer games have come a long way since Pong helped a generation of children enjoy the challenge of tennis without the unpleasantness of exercise. Today's games, according to education science professor David Williamson Shaffer, can help kids build successful futures. Drawing on a decade of research into technology and game science, he argues in his new book, **How Computer Games Help Children Learn**, that games teach modern survival skills, helping players learn to think like engineers, urban planners, lawyers, and other innovative professionals.

David Beebe '87, MS'90, PhD'94 won a big honor in a little field. In November, the biomedical engineering professor was awarded the first-ever **Pioneers of Miniaturization Prize** from Corning, Inc., and Britain's Royal Society of Chemistry. Beebe holds more than twenty patents or patents pending and has co-founded three biotechnology companies.

FINGER LICKIN' Funny

Much of modern American “funny” can trace its roots to Kentucky Fried Theater, a zany group of friends who provided comic relief in the midst of the UW’s tumultuous antiwar years.



From left are Jerry Zucker, Jim Abrahams, Dick Chudnow, and David Zucker. While their peers were demonstrating and agitating for social change, the four had a different focus. "We avoided politics — we just wanted to make people laugh," Chudnow says.

BY RICH MARKEY X'71

The year was 1970, and the embattled UW campus was reeling from tear gas and the chaos of nonstop antiwar demonstrations.

Even in that emotionally charged atmosphere, those who knew David Zucker's irrepressible sense of humor expected a funny and entertaining commencement speech from their senior class president. What they actually heard, however, were solemn remarks

that railed against the Ohio National Guard for firing on protesting students at Kent State and that implored the graduates to help stop society's immoral repression of African-Americans. The only note of humor came when he fumbled badly over a sentence and quipped, taking a deep breath, "It's been a tough year!" The audience roared.

Zucker may have been caught up in the prevailing somber political environment, but a few short months later, he capitulated to his comedic muse. In 1971, he formed the legendary comedy troupe Kentucky Fried Theater, along with his brother Jerry Zucker '72, Jim

Abrahams x'66, and Dick Chudnow '67.

There are two memorable times in my life that I've laughed so hard that I had trouble catching my breath. Both times were in a packed audience at Kentucky Fried Theater. It was the funniest show I had ever seen, and looking back, it still is.

The marvel, of course, is that when one thinks of campus life in the early seventies, comedy isn't what usually comes to mind: it's the antiwar protests, the sit-ins and tear gas, Black Power, and the bombing of the Army Math Research Center. I remember being inundated, almost assaulted, with

pamphlets from the scores of activists who lined the sidewalks and stairs outside the Union and along Library Mall. State Street often looked like a war zone, and the boarded-up store windows were covered with antiwar graffiti.

Like a flower blooming in winter, KFT somehow managed to overcome this inhospitable environment and flourish. The show not only thrived, it quickly became a local institution, eventually moved to Hollywood, and ultimately became a powerful influence on modern American comedy. If this seems like hyperbole, it isn't.

Kentucky Fried Theater's films, including such memorable movies as *Airplane!*, *Ghost*, *The Naked Gun* series, *Ruthless People*, *Top Secret*, and *Hot Shots!*, have earned well over a billion dollars at the box office. But considering the lofty heights of show business success that KFT was to reach, its beginnings were humble.

david zucker's first

summer after graduating from the UW was marked by a distinct lack of direction. Without professional prospects, he unhappily settled for a job gluing together furniture. To entertain himself, whenever a fly would pass his booth, he'd spray it against the wall with glue and then label it like a museum exhibit, with the date and time of extinction. His fly collection quickly became a factory-wide attraction.

At twenty-two, however, with a degree in radio, film, and television, gluing insects was not the career David had expected. His father tried to think of a way to raise his son's spirits. David had made some humorous and inventive student films starring his brother. One of them, *The Best Things in Life Are Free*, was about a "high"-spirited student on campus who desperately needed to urinate but couldn't find anyplace to do so until he finally climbed the Lincoln statue on Bascom Hill.

Fred Bliffert x'70, whose popular R&B band, Freddy and the Freeloaders,

often played concerts for the frat houses on Langdon Street, remembered laughing so hard when he first saw the films at a private screening that his jaw got numb.

That summer of post-graduation discontent, David occasionally ran into his old friend Jim Abrahams, who was notorious for the humorous pranks that he and his roommate, Dick

Kentucky Fried Theater's

films, including such memorable movies as *Airplane!*, *Ghost*, *The Naked Gun* series, *Ruthless People*, *Top Secret*, and *Hot Shots!*, have earned well over a billion dollars at the box office. But considering the lofty heights of show business success that KFT was to reach, its beginnings were humble.

Chudnow, used to pull in Memorial Library. For example, in the spirit of street theater, Abrahams would wrap his foot in bandages to resemble a cast, and hobble into a study room with an armful of books. When Abrahams arrived, Chudnow got up to leave, and as he passed Abrahams, he kicked the cane out from under him and down he went — splat! Books everywhere. Chudnow would grab the cane and whack Abrahams with it a few times and then run.

Sometimes people applauded the street theater, and at other times, they thought it was real and got angry. Once, a couple of outraged students chased after Chudnow all the way out into the street. "It was either do [stuff] like that

or study," says Abrahams.

The turning point for what would become Kentucky Fried Theater occurred one summer evening when David drove to Chicago to visit a girlfriend. They saw an underground comedy show called "Void Where Prohibited by Law." David remembers, "We sat on a gigantic waterbed in this loft and watched about seventy minutes of awfully primitive, grossly scatological video sketches, and it was like nothing I had ever seen before. I laughed until I had tears running down my cheeks."

That's when his fateful epiphany struck. Instead of returning home to Milwaukee, David drove straight to his brother's apartment in Madison and told Jerry what he had just seen and what it meant: "We can do that!"

Allen Estrin, who teaches screenwriting at the prestigious American Film Institute, quips that if David had experienced a flat tire that night on the way to Chicago, the course of American comedy would have been very different.

David and Jerry started assembling a short list of the funniest people they knew. Their first call was to their prankster friend Abrahams, who in turn enlisted Chudnow. The foursome met to discuss their comedic ideas, deciding that they would form a partnership, and each put up \$200. From the outset, they had an almost mystical belief that they were destined for greatness, so much so that they had a photo taken just as they agreed to their partnership to preserve the historic event for posterity.

From the very start, they were a team of all-stars. They shared a *MAD* magazine/rock 'n' roll/TV-generation synchronized sense of humor that gave them comedic power. Like the Beatles, there was strength in their unity — they were a team that was greater than the sum of its parts.

They experimented with video equipment that David and Jerry's father had borrowed on their behalf, and corralled friends to brainstorm and improvise. David and Jerry's mother did a TV ad parody about the "miracle thimble" that featured Mrs. Zucker demonstrat-



From the outset, Abrahams (left), Jerry Zucker, Chudnow, and David Zucker believed that their idea was destined for greatness — so much so that they had someone take this photo at the moment when they agreed to their partnership, in order to preserve the event for posterity.

ing how the sewing implement was used and then showing it to the camera — in effect giving the audience the “bird.”

Their initial inclination was to create stage sketches that mirrored the social and political targets then in vogue, such as military service, President Nixon, recreational drug use, and the generational divide. “We avoided politics — we just wanted to make people laugh,” Chudnow says.

Jerry Zucker also avoided political confrontations. One day a block party right in front of his rented house on Mifflin Street turned into a showdown with police. His roommate, Andy Straus '72, went outside and got tangled up in the ensuing violence. The conflagration was broadcast live on network TV, and Andy's parents saw the broadcast and realized where it was occurring. Worried, they called and asked to speak to their son. Jerry told them, “Andy can't come to the phone right now. He's outside rioting.”

in its earliest days

the KFT enterprise floundered for direction. The partners considered delivering their comedy directly to people who would order it by phone, just like fast food, and that led them to the name they ultimately chose: Kernel Sanders Kentucky Fried Theater.

But they ultimately settled on doing a show, and set out to find a home for it. They eventually settled for a large second-floor room above the Daisy Cafe at 619 West Washington Avenue.

The foursome divided up responsibilities, and in February 1971 they started renovations, building a stage, wiring for lights and sound, painting, carpeting, and constructing a control room. When they weren't building, they were writing sketches. They were exhausted and exhilarated but ready to open when disaster struck. Three days before the opening of their premiere show, a building inspector who had been feuding with their landlord put them out

of business, citing city zoning regulations. It was a gut-wrenching setback for Kentucky Fried Theater, but it was only the first of many obstacles.

Moving beyond the disappointment, the partners took stock. KFT was homeless, but they did have a show. Perhaps they could transport the equipment, sets, chairs, and props to a temporary stage, they thought. They got lucky. The newly opened Union South offered to provide the necessary space, and a deal was struck to put on ninety-minute performances over four consecutive weekends in May 1971. They would have to laboriously set up the equipment and then strike it after every show, but getting the act off the ground would be worth the extra toil.

They advertised and put up posters, and opening night attracted a good-sized audience. The show started off smoothly enough, but there was an unexpected complication. David had invited a friend who had a loud, infectious laugh to come

see their premiere performance, theorizing that it couldn't hurt to have one really good laugher in the audience to help things along. According to Chudnow, from the first sketch, the guy was laughing hysterically — but never at the right times. He would scream with laughter, with tears running down his face, but it turned out that he had taken

LSD and was experiencing an acid trip. He was watching a broken clock on the wall and he thought time had ceased, and that was what triggered his hysteria.

It seemed as if time really had stopped. The four had never actually rehearsed the whole show together, and with each passing sketch, it became clear that they had badly misjudged the

amount of material they had. On top of that, some of the projection equipment failed, so they had to skip some video segments. About twenty-five minutes through their ninety-minute show, they ran out of material.

Flummoxed, they declared an intermission, buying a few minutes to decide what to do about their fiasco. A fevered

What's So **Funny** about Wisconsin?

Tucked somewhere in Jeff Cesario's collection of college keepsakes is a thirty-two-year-old copy of the *Daily Cardinal*. He considers it Exhibit A in his argument that the strange bedfellows of the Dairy State are at the root of Wisconsin humor.

On page one, in gazillion-point type is the word "Victory" announcing the end of the Vietnam War. In the same issue is a parody of the *Wisconsin State Journal's* sports section.

"Parody, satire, and irony have shared an apartment on State Street for about ninety years," says Cesario, a 1975 journalism graduate who went on to become a nationally known stand-up comic. "On the cover is perhaps the most important story of our generation, and

on the back page I had a parody of Joe Dommershausen's bowling column, called 'Joe Nebersplitzem.'"

Cesario, who has appeared on *Late Night* with David Letterman, *The Tonight Show* with Johnny Carson and Jay Leno, and on *Late Night* with Conan O'Brien, thinks Wisconsin — and Madison in particular — is fertile ground for comedy because "bizarro juxtapositions grow like wild alfalfa."

It's the state that spawned Robert LaFollette 1879 and Joe McCarthy, a place where Calvinists coexist with pot smokers, where radical politics and great college football both thrive, and where an excellent academic university shares the mantle of being an excellent party school, Cesario notes.



The Pail and Shovel Party's stunt of littering Bascom Hill with pink flamingoes is one of the iconic moments in UW history. Along with the feat of bringing the Statue of Liberty to Lake Mendota, it has come to symbolize life on campus in the carefree late '70s.

debate broke out backstage about just how much cash they should refund to the audience. Meanwhile, Chudnow went out and improvised an audience participation performance using theater games he had learned studying improv. The audience loved it and never suspected how truly improvised it was. In later years, Chudnow would look back

at that experience born of desperation as the inspiration that led to his co-founding the ComedySportz clubs, which engage the audience in improv games in support of two competing teams of professional actors.

KFT's first appearance in public had been a debacle, their show was homeless, and they clearly didn't know

how to produce a tightly organized performance. But they did get one break. George Hesselberg '73, a reviewer from the *Badger Herald*, had been in the audience and gave them a great write-up: "I wandered into the opening performance last Saturday evening without the slightest idea what to expect. The show is almost impossible to review because I

"Madison is the Matthew McConaughey of cities — focused at certain things, but willing to strip naked and play bongos at any time," he says. "People will see and read anything and be pretty magnanimous about it, so you can try things and see if they fly."

And, the way Cesario sees it, meteorology may play a role in our comic tradition as well.

"Cabin fever is the meteorological equivalent of the warning on rear-view mirrors: 'Winters are much longer than they appear,' " he says. "What else is there to do in an ice fishing shed on April 11 except crack a joke?"

So much for Exhibit A. Here's some more evidence for Wisconsin's role in poking fun at the world:

The Onion: The outrageous newspaper parody was born in Madison in 1988, when UW-Madison juniors Tim Keck '90 and Chris Johnson '90 borrowed \$8,000 from Keck's mother for their venture in satire and set up shop with a couple of friends. The following year, they sold it to *Onion* colleagues Scott Dikkers x'87 and Peter Haise '90.

The weekly paper and its Web site have since become a national phenomenon, featuring headlines such as "Four Generations of Americans Demand Sit-com Reparations" and "Voice of God Revealed to be Cheney on Intercom."

Ben Karlin '93: The machinations of his comic brain were a driving force behind the popularity of Jon Stewart's *The Daily Show*. He joined the show in 1996 as head writer, became executive producer in 2002, and just recently left the show. Karlin cut his teeth as editor of the *Onion*.

Steve Marmel '88: A nationally known stand-up comic, a few years ago Marmel turned his attention to animation. He's currently the co-executive producer of the Disney/Jetix cartoon *Yin Yang Yo!* Marmel has also written for *Johnny Bravo*, *Cow and Chicken*, *Chalk-*

Zone, *The Fairly OddParents*, and *Danny Phantom*.

Joan Cusack '84: She debuted in the film *My Bodyguard* and occasionally appeared in feature films while a UW-Madison student in the 1980s, building a reputation for playing comedy support roles. She's also appeared in *Chicken Little*, *Raising Helen*, *Runaway Bride*, and many other films.

Jane Kaczmarek '79: *TV Guide* called the UW-Madison grad "a female Homer Simpson." Her portrayal of Lois, the no-nonsense mom in the Fox sitcom *Malcolm in the Middle*, earned her six consecutive Emmy nominations for lead actress in a comedy series. A Milwaukee native, Kaczmarek was also a series regular in *Equal Justice*, *Hometown*, *Big Wave Dave*, and *Paper Chase: The Second Year*, and she has also appeared in films and on Broadway.

The Pail and Shovel Party: The late 1970s were marked on campus by the rise of this eccentric and irreverent movement, which took over student government, promising to convert the UW budget to pennies, spread the coins on Library Mall, and allow students to scoop them up with pails and shovels. A creation of Leon Varjian and Jim Mallon '79, the party also promised to fill Camp Randall Stadium with water for mock naval battles and change the name of the UW to the University of New Jersey so graduates could claim they graduated from a prestigious East Coast school. And, let's not forget the campuswide toga parties, 1,008 pink flamingos adorning Bascom Hill, and the Statue of Liberty appearing to be up to her eyeballs in Lake Mendota.

Ben Granby '99: His was the mind behind the 1997 erection of a fifteen-foot-tall golden phallus outside of Bascom Hall. Granby was the exalted cyclops of a group called the Ten-Fat-Tigers, known for its anti-establishment pranks inspired by the Pail and Shovelers.

— Dennis Chaptman '80

still don't know what to expect if I go to the next performance. All I can say is that it was the funniest evening I've spent in a long time."

Looking back, David says, "Of all the thousand odd reviews we have ever received, his was the most important, and best remembered."

Hesselberg, who later wrote a long-lived column for the *Wisconsin State Journal*, never knew that his glowing review raised the spirits of the four KFT guys at that nadir and inspired them onward.

I asked Hesselberg what he remembered about KFT. "Of course they were very funny," he recalled, "but what I was the most impressed with is how serious they were about being funny. The 'seriousness' was everywhere at that time, the antiwar feelings and all. There was a big hole in the humor blanket — and here are these guys being very serious about being funny. Their arrival on campus — their timing — was perfect."

with the group's

first show under its belt, fate intervened: KFT's theater dilemma was solved by the most unlikely of benefactors, the city inspector who had closed them down at the Daisy Cafe. He called and told them about a bookstore on the corner of Regent and Randall Streets called Shakespeare & Company, a building with a spacious storeroom that just about fit their needs. Once again, the guys rolled up their sleeves, and the renovations began. Industriouslly they rewired, repainted, fabricated a stage, and constructed a control room. On July 23, 1971, they were ready to give it another shot. A better-written and rehearsed rendition of *Vegetables* opened with added cast members Lisa Davis, Chris Keene '72, MFA '77, and Bill West '72.

My sister, Barbara Markey Bornstein '74, a school psychologist at Nicolet High School in Milwaukee, remembers that even as the audience entered the brand-new theater, they knew they were in for something unique and imaginative. "Film projectors projected these

full-sized images on the side walls and on a front screen," she recalls. "The cast members seemed to be throwing Frisbees back and forth." The illusion was astonishingly real.

One sketch, "A Night at the Feelies," subjected the audience to interactive caresses from ushers who were acting out an imaginary movie's ludicrous romantic scenes. When the actors embraced in a moment of passion, the ushers ran their hands through the patrons' hair, and when that passion suddenly turned into a heated lover's spat, the ushers slapped the patrons silly. It was impossible to watch that sketch and not identify with the hapless victims — and to look over your own shoulder, in between belly laughs, to see if there was a "Feelies" usher preparing to engage you.

From the very start, they

were a team of all-stars.

They shared a *MAD* magazine/rock-n'-roll/TV-generation synchronized sense of humor that gave them comedic power.

Like the Beatles, there was strength in their unity — they were a team that was greater than the sum of its parts.

The show included some memorable video segments, such as that of a real country western band that had been edited and dubbed so they appeared to be playing an acid rock version of "Ina-Gadda-Da-Vida." The editing was amateurish and the sound was poorly dubbed, but the incongruity of the visuals and the music was innovative,

leaving the audience wondering where these guys came up with this stuff.

The biggest laughs came in a video segment that featured a TV newsman who was able to see back through the TV tube as an amorous couple engaged in some R-rated lovemaking in front of their television. The anchorman waved over a few of his crew, and they leered through the two-way TV at the increasingly heated makeout session until the couple noticed them watching and abruptly stopped. The clash of realities between the peeping toms on TV and the lustful couple on stage was a showstopper.

Some of the best-received bits were just outrageously silly behavior, such as "The Fried Egg." The stage lights came up on Jerry on his knees, his body tucked into the shape of an egg. Accompanied by amplified sound effects, he cracked himself on the head, fell flat on the stage, then undulated like an egg being fried to the sound of sizzling. As the frying sounds reached their crescendo, Jerry's gyrations also climaxed, and with unexpected grace he flipped himself over to cook on his other side. In a recent interview in the *Milwaukee Journal-Sentinel*, Jake (Thomas) Leinenkugel x'75 fondly recalled seeing the KFT show as a freshman in 1971 and revealed that he still performs his version of the fried-egg routine to entertain special visitors to his family's brewery in Chippewa Falls.

Through laborious trial-and-error in front of demanding audiences, KFT perfected these sketches and began formulating the practical rules of comedy that would shape their future movies. They learned how to use what they called "comedy judo," the art of using the audience's expectations to trick them. They found that building a joke on top of another joke usually doesn't work — that jokes need to be rooted in reality. For instance, in *The Naked Gun* films, you never see Leslie Nielsen hamming it up for the camera, which would be a distraction from what is really funny — his dialogue.

Perhaps most important to their future success, they developed a rapid-fire, "three-jokes-a-minute" comedic

pace. "When we were on stage in the Kentucky Fried Theater, we hated to be up there for very long without hearing the audience laugh," says David. "None of us had any desire to tramp around on that stage to the sound of silence. The audience was there to laugh, and if they weren't, well, it was just embarrassing! If a joke or a line didn't work or was superfluous, out it went, immediately. That's where we learned editing and pace. Everything had to be a joke or a set-up to a joke — a kind of comic ruthless efficiency."

Abrahams adds, however, that they learned an even more important rule: "There are no rules!"

After their opening week, the press reviews came pouring in: the *Daily Cardinal* wrote, "For theater goers who thirst for innovative, imaginative comedy, this zany bunch may provide the highlight of the summer." The *Badger Herald* arts editor said, "I am straining my vocabulary to try to think of the words to describe Kentucky Fried Theater. About all I can come up with is this: it is great. It is funny. It is refreshingly unique. It is the best show in town, don't miss it." Tickets sold out the rest of the year.

after a year of SRO

shows, the four turned their thoughts to opportunities in New York or Hollywood. Dick settled the matter: "I don't know what you guys want to do, but I'm going to Hollywood." At the end of the school year, they packed the chairs, sets, props, and costumes into a rented truck and headed west. They drove past Camp Randall Stadium as Jerry's graduation ceremony commenced without him — and went on to have a major influence on popular culture.

Testimonials from many of America's leading comedy pros speak to their effect on television and film. "I used to sit at home with my friends in high school and watch *Kentucky Fried Movie* and *Airplane!* and vomit from laughing," says Matt Stone, co-creator of television's *South Park*.

"When Trey (Parker) and I came to L.A., one of our first gigs was working

on a Zucker project. It was like working with one of your gods. Of course, now we don't even return their calls," he quips.

When Al Franken was interviewed to be a writer on *Saturday Night Live*, Lorne Michaels asked if Franken had ever seen Kentucky Fried Theater. Franken remembers, "Lorne went on about how the 'Fried' guys assaulted the audience with non-stop jokes that left you gasping for air."

Peter Farrelly, director and writer of *Dumb and Dumber* and *There's Something about Mary*, was a self-described "superfan" of the KFT comedy style, and later broke into show business writing a 1987 Zucker Brothers TV pilot, "Our Planet Tonight." He told me, "The Marx Brothers, Jerry Lewis, and the Zuckers were my favorites. Almost every comedy we've made owes something to their style and their approach."

And according to Wikipedia, Seth MacFarlane's popular animated series, *Family Guy*, owes much of its comedic approach, including "slapstick gags, deadpan one-liners, non sequiturs, flashbacks, absurdity, and pop culture parody" to the KFT movies, particularly *The Naked Gun*, to which the show has paid open homage.

For some, it is not at all surprising that KFT took root in the turbulent early seventies. Tino Balio, UW professor emeritus of communication arts and an expert on entertainment and popular culture, says, "There was a rebellion against cultural conventions and an experimenta-

tion with anarchy at the heart of many student artists in Madison at that time, such as Kentucky Fried Theater and Stuart Gordon's production of *Peter Pan* at the Broom Street Theater." Balio adds that KFT "embodied that irreverent attitude that mocked all things traditional of the popular culture of the 1950s and early 1960s. It's a style that still reverberates and influences comedy today."

That Madison-grown, grassroots approach to comedy was quickly absorbed by other elements in popular culture. In *Live from New York — The Uncensored History of Saturday Night Live*, author Tom Shales says that *SNL* producer Lorne Michaels and Chevy Chase had been combing comedy clubs all over the country looking for ideas when they saw KFT in Los Angeles, and on the way out, Michaels declared, "That's the show we should do." Shales says that Michaels took Dick Ebersol, head of NBC's late-night programming, to see KFT to show him what he was talking about. On the way out, Ebersol said, "That's the hardest I've ever laughed."

When Al Franken was interviewed to be a writer on *Saturday Night Live*, Lorne Michaels asked if Franken had ever seen Kentucky Fried Theater. Franken remembers, "Lorne went on about how the 'Fried' guys assaulted the audience with non-stop jokes that left you gasping for air."

Ironically, thirty years later, Jerry Zucker was invited back to campus to deliver the 2003 commencement address. Unlike his brother's solemn speech of many years ago, Jerry's talk was funny and optimistic — and was punctuated by bursts of laughter. He advised the new graduates not to be afraid of failure, explaining that a big part of success is allowing yourself to make mistakes.

It's a lesson that a once-struggling comedy troupe born on a troubled campus has proved over and over. 🍷

Rich Markey '71 has written and produced TV comedies with the Zucker Brothers, programs for PBS and the History Channel, and reality comedies for Showtime, HBO, and UPN. He has a master's degree in cinema/TV and is currently writing a book about the evolution of American comedy.

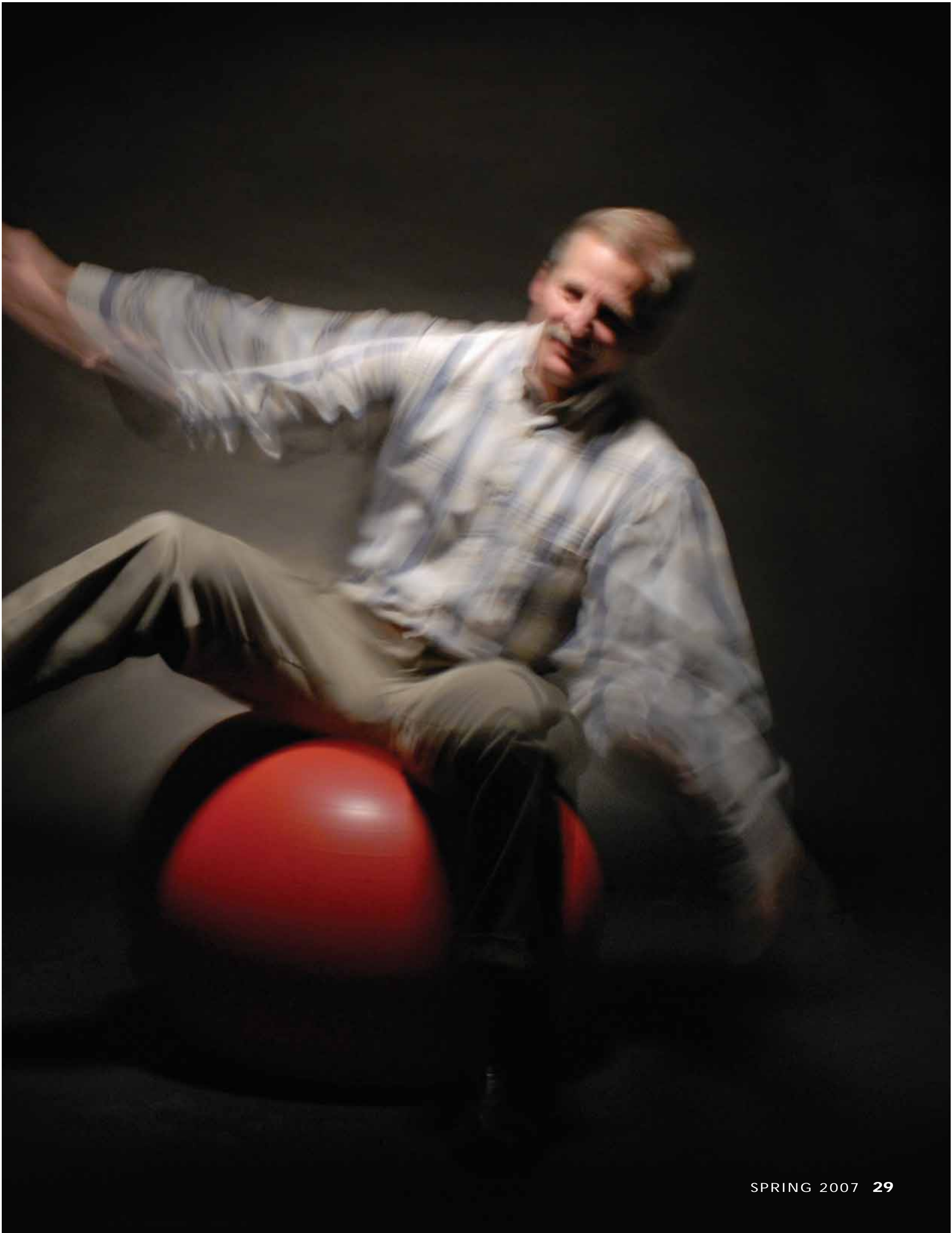
Balancing Act

*Shaken by the realities of
the business world and
the untimely death of
its creator a fledgling
UW Madison
spin off company
is finding balance.*

By Madeline Fisher PhD'98

Photos by Jeff Miller

On a frigid day in January 2000, Mitch Tyler's world began to tumble. After catching a cold from his eighteen-month-old son, Tyler had developed an ear infection so severe he'd temporarily lost his sense of balance. Now, as the bus he rode to work slid sideways on a patch of ice, he once again felt like he was falling. Objects spun in his vision as if inside a kaleidoscope, and he could no longer distinguish up from down. "You can't tell where your body is lying in space," Tyler says. "It's terrifying." Yet with that dizzying moment also came good fortune, for when Mitch Tyler's world began to tumble, it also began to come together. At the time, Tyler, a UW biomedical engineer, was also working for a small UW-Madison spin-off business called Wicab, founded by Paul Bach-y-Rita, a professor of orthopedics and rehabilitation medicine. Based on Bach-y-Rita's revolutionary idea that one sense could stand in place of another, Wicab (pronounced "wee-cob") was developing



technology that might allow blind people to see by feeling sensations on their tongues. As he made his way to Wicab's tiny rented space on the UW-Madison campus, still reeling from his bus trip, Tyler was suddenly seized by another possibility. A few moments later, he stopped by Bach-y-Rita's office.

"I said, 'Paul, I have this crazy idea,'" Tyler recalls. Bach-y-Rita, who had a penchant for wild notions, smiled and asked, "What?"

"What if the tongue display could represent something as simple as balance?" Tyler asked. "And Paul said, 'You know, I think you've got something there.'"

As someone who had made a career of pushing scientific boundaries, Bach-y-Rita had a knack for seeing into the future. His intuition, in this case, was right on. Today a treatment for balance disorders is the most immediate and practical manifestation of Wicab's unusual technology and the company's first product: the BrainPort balance device.

What Bach-y-Rita didn't anticipate, however, was the winding and uncertain path from Tyler's inspiration to the product's commercialization. Or that the company's growth would require him to put aside his deepest drive as a scientist: to continue exploring.

He also couldn't know that this would be one of the final journeys of his career. When Bach-y-Rita was diagnosed with cancer in 2004, he resolved that Wicab would transform from a research-focused enterprise into what he called a "real business." And before he died in November 2006, he saw it through.

If launching a business is a leap of faith, Paul Bach-y-Rita was well trained for the exercise, having spent most of his career diving off cliffs into unknown waters. Trained as a physician and neuroscientist, Bach-y-Rita was a full professor of visual sciences and physiology at the University of California-Davis when his father suffered a major stroke in the mid-1960s. After witnessing his father's remarkable recovery, he concluded that his knowledge of the brain and how it undergoes

change was incomplete. He soon left UC-Davis and vaulted into a clinical residency in rehabilitation medicine.

The move mystified his colleagues, but to Bach-y-Rita, the choice was clear. He believed rehab medicine would be more open to his ideas than the world of traditional neuroscience — and for that, he was prepared to gamble. "I guess I've always been willing to take a chance and do things that were not within the usual limits," he said in an interview shortly before his death.

Inspired by his father's experience, Bach-y-Rita began investigating the concept of a "plastic" brain, the then-revolutionary idea that the brain can reorganize its functions in response to learning or experience, even at an advanced age and after major damage. This radical notion soon led to Bach-y-Rita's first studies of sensory substitution. He hypothesized that, if deprived of one sense, the brain could learn how to use other senses to compensate for — or even replace — the lost sense. A blind person's brain, for example, could learn how to interpret nerve impulses as visual information even when they came through a completely different sense, such as touch.

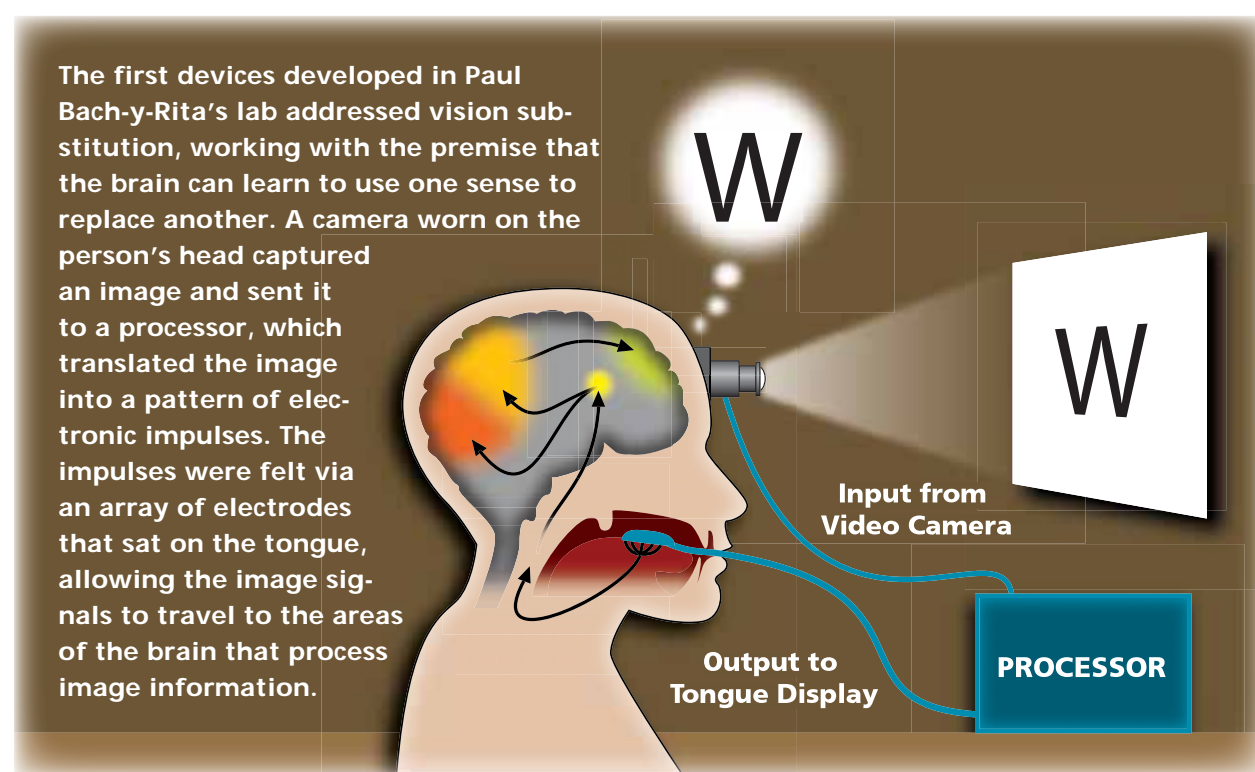
When he arrived at UW-Madison in 1983, Bach-y-Rita began experimenting in earnest with ways to send visual cues

to the brain by stimulating the tactile, or touch-sensitive, nerves of the skin, such as those on the abdomen or fingertip. In the late 1990s, he made another intuitive leap: why not use the tongue? After all, he reasoned, the tongue is much more sensitive to touch than any of the other body parts he'd tried. The saliva in the mouth would also make it much easier to transmit electrical impulses.

Armed with this idea and the sophisticated electronics that had become available, Bach-y-Rita and an engineer/scientist named Kurt Kaczmarek devised a crude "tongue display," a mat made up of 144 electrodes that sat on a person's tongue. When hooked to a camera, the mat converted images into patterns of electrical stimulation, allowing someone to "see" objects by sensing the patterns on his or her tongue. Wearing the tongue display, blind people were able to perceive objects such as a flickering candle or a rolling ball.

The tongue display's potential was enough to convince the Wisconsin Alumni Research Foundation, the university's patenting and licensing organization, to apply for a patent in early 1998. But WARF thought the chances of licensing the far-out technology to an established firm were remote. Officials there presented Bach-y-Rita with the

WORKING WITH THE 'PLASTIC' BRAIN



BARRY CARLSEN

possibility of commercializing it himself.

Intrigued, Bach-y-Rita invited his other main collaborator, Mitch Tyler, to lunch. By meal's end, they had agreed, almost casually, to launch a company. In honor of his wife, Esther, Bach-y-Rita named it Wicab, her family name, which means "lover of honey" in Mayan.



Whether to launch a company is a question university scientists ponder frequently these days, as more and more of them choose to protect their discoveries through patents. Faculty inventions are often too far ahead of existing markets to be of interest to established companies, and so, for many professors, starting a business may be their best chance of seeing their idea manifest in the world. Many states, including Wisconsin, also hope to entice professors into launching businesses as a means to create high-tech jobs and boost local economies.

To assist faculty members in taking the plunge, WARF waives the licensing fee it normally charges companies to use its intellectual property commercially and takes equity in university spin-offs instead. Since 1994, the foundation has helped forty such businesses get under way, more than 85 percent of which are still operating.

But even with help, running a company is an extremely time-consuming endeavor. Why would a professor with an already demanding slate of administrative, teaching, and research obligations want to take it on? More often than not, it isn't strictly about money, says business professor Anne Miner, who has both studied and acted as an informal adviser to faculty entrepreneurs. Some professors use a business start-up as an applied arm of their campus research programs. Others, at the top of their careers academically, are simply looking for a new challenge.

Then there are those who hope to do a social good. Miner believes Bach-y-Rita fell into this last group. "My sense is that he really wanted to help the world *a lot*," she says.



ANDY MANIS (2)



The team working with Paul Bach-y-Rita, shown above right, first tested the balance device with Cheryl Schiltz, whose body lost its natural balance following an illness. The treatment allowed her — for the first time in three years — to resume a normal life.

In its infancy, Wicab was fueled almost solely by that optimistic spirit. Housed on campus and funded through grants, the company bore a strong likeness to the research program from which it emerged. Ideas flew around the room, recalls Kaczmarek, and although the researchers were careful to distinguish their company and university activities, they reveled in the exchange.

"One minute I might be working on my NIH grant and the next minute I might be talking with Mitch about a better stimulus

protocol for the tongue," he says. Lunches at a small conference table often blossomed into two-hour scientific discussions. And then there was Bach-y-Rita, constantly stirring the pot with his wild ideas.

"It was, as is the case with a lot of small start-ups, a one-big-happy-family kind of scenario," Kaczmarek says. "It was really a glorious time."

In the summer of 2000, Wicab hired Yuri Danilov, a neurophysiologist with vast knowledge of the nervous system, who helped the team envision all kinds of applications for its nascent technology. The scientists began mapping a "star chart" of all the possible uses. Nearest and most obvious were "first order" stars, such as a system to augment hearing, vision substitution for the blind, and an assistive device to help people with damage to the vestibular system, a region of the inner ear critical to balance. From these core applications, the group traced logical paths to scores of more distant possibilities, such as treatments for Parkinson's disease or for children with sensory-motor integration disorders. Eventually, the star chart held more than 170 applications scribbled on several taped-together pages.

Among all the stars, the scientists believed two shone the brightest: vision and, thanks to Mitch Tyler's timely illness, balance. In the lab, they built and tested prototypes for each application. To make the balance device, Tyler purchased a green plastic hard hat and attached a miniature accelerometer, which relayed information through a computer to the tongue display's electrodes. Someone wearing the helmet and standing upright would feel a buzz at the center of his or her tongue. But if the individual swayed, the accelerometer sensed the deviation and sent an error signal, causing the sensation to move left, right, backward, or forward, depending on the direction of the tilt. The person's task was to move in space until the signal became centered again.

"It's like having someone place a finger on top of your head to indicate you're upright," says Tyler. "If you tip your head, you feel the finger slide off to one side, and you naturally move your head back to com-

pensate. It's a very simple concept. You're just correcting for a deviation in your position relative to a marker."

It's easy to imagine this involves concentrating on the signal's location and figuring out how to shift in response. But after a training period of just a couple of minutes, the body reacts to the stimulus without conscious thought. "Once the concept is in place that the stimulation on the tongue means something about your orientation in space, the beauty of it is that it *is* very intuitive," says Tyler. "It very quickly goes from being a conscious process to being subconscious."

When the prototype was finished, Bach-y-Rita went looking for a test subject. From a doctor friend, he learned of a patient named Cheryl Schiltz, who in late 1997 had suffered permanent damage to her vestibular system due to a rare reaction to an antibiotic. For three years, Schiltz had been living in a world seemingly made of Jell-O. Her body's natural balance destroyed, she wobbled with every step, and everything in view jiggled and tilted. She wasn't able to continue working, and even simple tasks such as baking cookies became an ordeal. Worst of all was the sense of isolation.

"You feel like you don't know where you are in space," says Schiltz. "There's not a sense of belonging in your area, in your environment. It's like you're separated somehow."

Schiltz was skeptical when Bach-y-Rita explained how Wicab's device might help restore her world. "My first reaction was, 'I'm going to put something on my tongue and I'm going to get my balance back? Okay ...'" she remembers. "Well, what have I got to lose?"

Leaning on a cane, she walked into Wicab's office in fall 2001 to begin tests with Tyler and Danilov. With the green helmet on her head and the tongue display in her mouth, Schiltz sat and then stood, eyes closed, for trials of one hundred, two hundred, and three hundred seconds. And for the first time in years, she did not sway. With the electrical pulses on her tongue substituting for the signal the brain normally gets from the inner ear, Schiltz kept her balance. It was an amazing result — yet not the most amazing one.

After one of the trials, Danilov removed the device from Schiltz's mouth to see if she could remain still without it. "Don't ask me why," he says, "because it was completely out of protocol." Schiltz indeed kept her balance for a short time, prompting Danilov and Tyler to launch a new set of investigations. Experimenting with different time periods, they found Schiltz was able to retain her balance for about one-third of the time she wore the helmet. After one hundred seconds, she held steady for thirty seconds before beginning to shake. After five minutes, the effect lasted nearly two minutes.

Then one day a visiting colleague asked what would happen if they went beyond five minutes. "That's when we got the breakthrough," says Tyler. After using the device for twenty minutes, Schiltz opened her eyes and tilted her head. "I looked at Mitch and I said, 'Something's different,'" she recalls.

Something was. Schiltz kept her balance for an hour that day. When she realized what was happening, she hugged Danilov and Tyler and burst into tears. "I literally ran around like a crazy lady," she says. "I felt like I was healed."

Subsequent trials with Schiltz and other patients proved twenty minutes to be the ideal "training" time. People enrolled now in Wicab's formal clinical trials train with the BrainPort device for twenty minutes in the morning and afternoon. If the device works as Wicab believes it will, they should be able to maintain their balance for the rest of the day.

The results "blew the doors off all of our expectations," says Tyler. "We never in our wildest dreams imagined we'd have this carryover effect that would be so sustaining."

Moreover, Schiltz has found that after years of training with BrainPort, retention can stretch not simply over hours, but over weeks and months. She has gone for up to four months, in fact, without using the device at all.

EVOLUTION OF AN IDEA

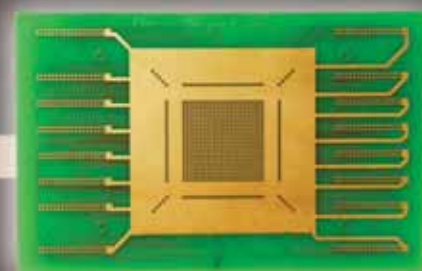
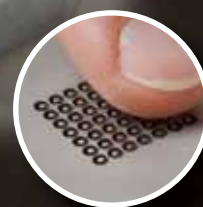
While exploring the concept that the brain can learn to use one sense to replace another, Paul Bach-y-Rita first tested the idea that stimulating the nerves of the skin could send visual cues to the brain. In time, he and his team switched from the finger to the tongue and, as they began to consider commercialization, from vision to balance problems. With each stage of their prototype devices — coupled with the decision to form a spin-off company — came more sophistication and marketability.



The first prototype tactile display with mechanical stimulators (inset) was developed for Bach-y-Rita's lab circa 1986.



By circa 1995, the device evolved into an electrotactile array for the finger.



Working with the concept that stimulating tactile nerves in the finger could send visual cues to the brain, the team developed a more sophisticated prototype circa 1999.

One day, Schiltz handed Danilov her cane. "I said, 'You take it. I don't want it anymore,'" she recalls with a hearty laugh. Today it hangs on the wall of Danilov's office.

Despite the progress of its scientific studies, by spring 2003 Wicab was still far from being a commercial enterprise that could deliver a product to market. The company continued to live in Bach-y-Rita's seventeen-by-seventeen-foot campus lab, where an imaginary line separated his university research from his business venture. The scientists were similarly divided. As Wicab's CEO, Bach-y-Rita still carried his full load of professorial duties. Kaczmarek acted as a consultant to the company while also conducting his own research. And Tyler valiantly tried to keep a hand in the science, even as he was pulled deeper and deeper into daily business imperatives such as payroll, insurance, and taxes.

The company's attention also was split between its balance and vision applications. Wicab had received a pair of small-business grants totaling \$1.7 million to bring each of the technologies closer to commercialization, and Tyler was both thrilled and daunted by the work ahead.

"I had done a good job, but it was all-consuming," he says. "At a certain point,

you realize that in order to really push this thing forward, you need to bring in people who understand how the business world operates, how to organize the business in a way that's ultimately going to be profitable. We as scientists and engineers — we didn't have the skill set to do that."

At Tyler's request, Bach-y-Rita began searching for professional management. A couple of interim CEOs came and went. And then, troubled by a persistent cough, Bach-y-Rita went to the hospital in early 2004.

"I went into the emergency room thinking I had bronchitis and came out with a diagnosis of stage IV lung cancer," he said. "That was ... that was shocking."

At the time, Bach-y-Rita was given only a few months to live. The prognosis sent the dynamic scientist into a frenzy of sorts, says his wife, Esther. "His first reaction was, 'I have too many things I still want to do,'" she says. "And Wicab was one of the big enterprises."

"I decided that one of the things I wanted to do with the months left to me was to make Wicab into a real business," said Bach-y-Rita, "for the science, but also for my family."

To help him do that, Bach-y-Rita turned to Bob Beckman, a veteran businessman with a history of making early-stage companies successful. As vice president of finance at Madison's Lunar Corporation, Beckman had played a

pivotal role in guiding the early-stage medical device company, and its spin-off, Bone Care International, both of which were bought by larger firms. Seeking a new opportunity, he took a suggestion from WARF managing director Carl Gulbrandsen and attended a couple of Wicab company meetings. Quickly he perceived what the star-gazing scientists could not: if Wicab focused exclusively on the balance device, it could bring a product to market in the very near term.

He also realized the market was substantial. Although exactly how many people suffer from chronic balance disorders is unknown, Wicab estimates that one million Americans could benefit from BrainPort — and many more internationally. Moreover, the lack of therapies for patients with severe balance problems means Wicab isn't confronting the same head-to-head competition faced by most fledgling medical device companies.

To Beckman, the numbers all added up to one thing — a chance to make a difference. "That was very, very intriguing to me," he says, "because it meant that, if successful, the company would provide a benefit to people who had nowhere else to turn."

In December 2004, Beckman joined Wicab as CEO, while Bach-y-Rita became the company's chairman of the board. Sweeping changes took place immediately.

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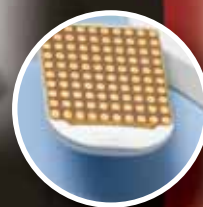
In 1999, the researchers built a "tongue display unit" with a stimulation system (inset) that would sit on the tongue.



In fall 2001, as the researchers began focusing on balance, they used a helmet fitted with electronic tilt sensors that worked with the tongue display system.



The final steps were a major leap: to a small box that hung around the neck (above) and BrainPort, the to-market device.



Balancing Act

Continued from page 33

The group's free-flowing, hours-long discussions became succinct business meetings. Beckman began to pursue venture capital from outside investors. He also started bringing in an entirely new team with experience in product development, FDA regulations, and clinical trials. With their roles at Wicab dwindling, Kaczmarek and Tyler eventually returned to the university and to basic research, their first love.

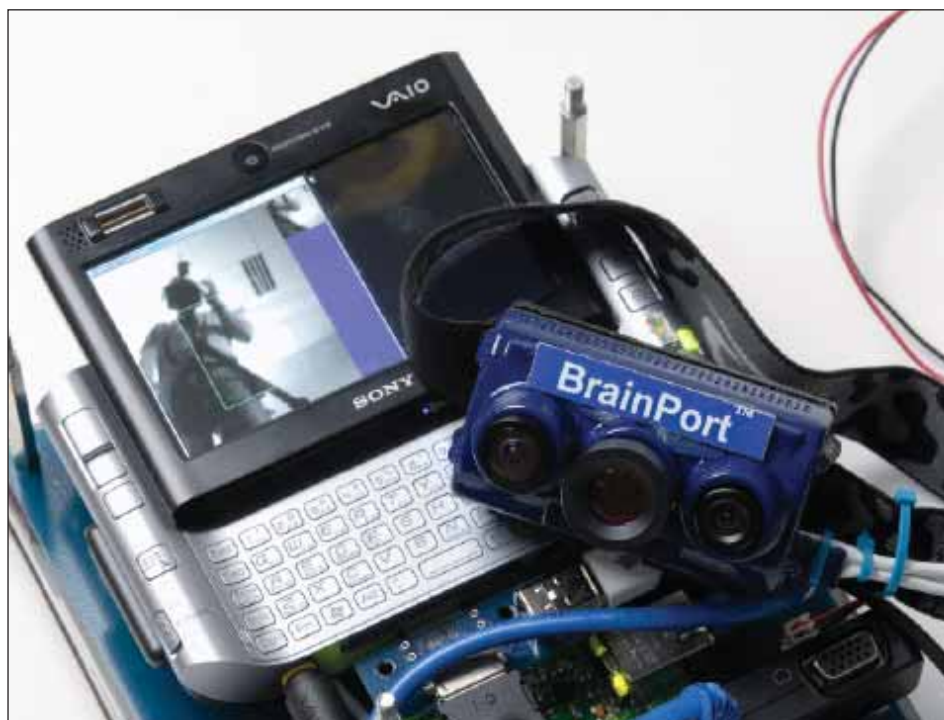
The star chart made its exit, too. "Bob told me, 'You have a lot of good ideas, each of which could be a product,'" said Bach-y-Rita, "'but we have to concentrate on one.'"

Beckman determined that the company would suspend work on the vision technology, which at first was tough news for Bach-y-Rita to take. Since the earliest days of his research, vision substitution had always interested him the most.

Yet personal circumstance would soon lead him to see things differently. During summer 2005, Bach-y-Rita began having difficulty standing up, and he suffered a couple of falls. At first, the family thought his aggressive cancer therapy had simply weakened him, Esther says. But then another possibility dawned on them. Since one of his cancer drugs was known to damage the inner ear, perhaps his vestibular system had been harmed. A training session with the balance device was soon arranged.

"It just seemed obvious to all of us, including Paul, that this was something he should try," says Tyler.

Schiltz, who had moved from being Wicab's head test subject to its first clinical coordinator, was there to help Bach-y-Rita during an early session. As he stood with the device in his mouth, the man Schiltz considers her hero wobbled so much that she hovered behind him, hands out, to catch him should he fall. Eventually she felt comfortable enough to sit behind Bach-y-Rita in a chair.



With its balance device, BrainPort, now on the market, Wicab is resuming research on vision substitution. Scientists are developing new prototypes that could help the brain work its magic by translating touch into sight.

Twenty minutes later, Bach-y-Rita had recovered his balance in just the same manner as she had years earlier. Witnessing it, Schiltz began to sob.

"What he had done for me, now I was doing for him," she says. "How much more full circle can you get?"



The commercial version of Wicab's BrainPort balance device is now as modern and pleasing to the eye as the company's new home in Middleton, Wisconsin. Gone is the green helmet; the accelerometer it carried has moved inside the mouthpiece. Gone, too, are the computer and bulky metal box to which early prototypes had to be connected. With a miniaturized circuit board about one-third its original size, BrainPort has shrunk to the size of a video cartridge and hangs comfortably around the neck.

With sales of the balance device under way, research has resumed on vision substitution. Just as her predecessors did in earlier years, an energetic young scientist named Aimee Arnoldussen brings blind subjects into Wicab's offices, her work supported by a grant obtained by Bach-y-Rita.

Studies of the balance device also continue. Having stayed with Wicab through the transition, today Danilov

spends much of his time searching for clinical collaborators willing to try BrainPort with their patients. More than one hundred people have now used it, including those suffering from conditions such as Parkinson's, multiple sclerosis, and stroke. Danilov says he has yet to hear of a patient who hasn't experienced some change — whether dramatic or slight — after training with BrainPort.

One monumental question remains. "There's still a great mystery as to how it's achieving its change in the brain," says Tyler. "Clearly it's augmenting brain function in these people's

nervous systems — the sensory-motor integration process. But we don't quite know why or how."

Given his expertise with the nervous system, Danilov seems particularly overwhelmed by the enormity of the questions. If he had a thousand scientists at his disposal, he claims, he could put them immediately to work on two thousand BrainPort-related projects. "Scientifically," he says, "it's like the Klondike or Alaska."

"The future is just phenomenal — what else can we discover with this?" says Tyler. "Paul has given us a great gift, a great vision. And now we get to run with it. That's his legacy."

But no one felt the weight of the implications more than Bach-y-Rita. After his pioneering studies of brain plasticity and sensory substitution, he waited thirty years for technology to catch up to his vision. Even more time would pass before his "crazy ideas" gained acceptance in mainstream medical science. With BrainPort now opening up a wealth of additional possibilities, Bach-y-Rita would have loved nothing more than to chase them all himself. 🍀

Madeline Fisher PhD'98 has made a leap of her own — from bench scientist to science writer. She now reports on UW-Madison research for University Communications.

JEFF MILLER



Caught in Traffic

The modern-day slave trade is one of the world's largest criminal industries, trafficking as many as 800,000 people across international borders each year. But the trade is shrouded in confusion, and the struggle to halt it begins with the struggle to understand it. **By John Allen**

Jessica Sewall Ebbeler '03 had been in Africa less than a month before she had her first opportunity to buy a human being.

She was staying at the YMCA in Lagos, Nigeria's largest city, and like many YMCAs, it offered a temporary home in an area that was both inexpensive and crime-ridden. Still, Ebbeler felt safe enough in the neighborhood, even though, with her blond hair, fair skin, and Midwestern accent, she was obviously not a local. Most people in Lagos, she maintains, are very friendly.

"I was walking down the street one morning," she says, "and I saw a man with a little baby, and I told him I thought she was beautiful. He was standing a few yards off, but he called out hello and came over. He told me that the baby's mother was dead and that he couldn't take care of her on his own. And then he asked me if I would take her — for a price."

This was a problem. Not so much because buying a child is illegal — Ebbeler had few qualms with violating the letter of the law, when the moment

Bush has declared it “a form of modern-day slavery” and says that “future generations will not excuse those who turn a blind eye to it.”

According to a 2006 report from the U.S. State Department, between 600,000 and 800,000 people are taken across international borders against their will each year, and “these numbers do not include the millions of victims around the world who are trafficked within their own national borders.” Some 80 percent of those victims are female; as many as half of them are children.

called for it. She’d bribed her first police officer on day three in Nigeria, after the machine-gun-toting cop had threatened to impound the car that she and two colleagues were driving. The law wasn’t the problem — her mission was. She’d gone to Africa specifically to fight trafficking in humanity, not to take part in it. But faced with an actual person offering to sell another, she froze.

“I bolted,” she says. With a polite *No, thank you*, she turned and walked away as quickly as she could. It was not, she reflects now, her most shining moment — though she’s far from certain of what a better course would have been.

“Maybe I *should* have accepted the baby,” she says. “I could have taken her to some service so that she wouldn’t have been with a guy who was trying to pawn her off on strangers. On the other hand, I don’t even know if his story was true — or if the baby was even his. I guess I kind of freaked out. I’m a little ashamed of that.”

Uncertainty seems to be the watchword when it comes to the crime of human trafficking — defined by the United Nations as the taking, transferring, or receiving of people by force or fraud for purposes of exploitation, whether sexual, financial, or in some other manner. The only thing people agree about is that it’s terrible. Congress calls it “an evil requiring concerted and vigorous action.” President George

According to a 2006 report from the U.S. State Department, between 600,000 and 800,000 people are taken across international borders against their will each year, and “these numbers do not include the millions of victims around the world who are trafficked within their own national borders.” Some 80 percent of those victims are female; as many as half of them are children. In all, the State Department estimates that there are somewhere between 4 million and 27 million people in the world who are currently enslaved.

But no one really knows for certain. Not only are traffickers considered criminals, but quite often, so are their victims. They may be seen as undocumented migrant laborers or illegal aliens or one of the many euphemisms that often veil prostitution: mail-order brides from Russia, massagy girls in Japan, *jinateras* in Cuba. With both perpetrators and victims suspicious of authority, the crime is almost impossible to gauge in any way.

But though accurate numbers are hard to come by, there’s a growing perception, both in the United States and abroad, that human trafficking is on the rise, due perhaps to an increasingly globalized economy, or rising sophistication in organized crime, or the crumbling structure of poor states — or perhaps all three. In recent years, various organizations have made efforts to crack down on trafficking. Congress

passed the Victims of Trafficking and Violence Protection Act in 2000, and the same year, the UN adopted the Palermo Protocols, which include an agreement to prevent, suppress, and punish trafficking in persons. Yet the State Department’s numbers are no lower than the ones Congress cited seven years ago, indicating that these changes have had little effect.

Still, Ebbeler and many like her are determined to do what they can to fight trafficking. The individuals introduced here aren’t trying to solve the whole problem. Rather, each is trying to eliminate a different element of uncertainty in the hope of creating a world where babies aren’t sold on street corners.

Victim Recovery

Jessica Sewall Ebbeler

For Jessica Sewall Ebbeler, the greatest challenge of trafficking lies in helping its victims find a path to recovery. “They’ve lost their connections to family, education, community, and livelihood,” she says. “It’s almost impossible for them to reintegrate to society.”

But when she went to Africa in the summer of 2006, she wasn’t aiming to reintegrate anyone. Instead, her official goals were quite modest. With her UW degree in international relations and political science, and as a graduate student at Georgetown University’s Public Policy Institute, she took a job with a Washington-based human-rights organization called the Advocacy Project. That organization gave her the assignment of serving as a combination intern, adviser, and advocate for WOCON, the Women’s Consortium of Nigeria, which tries to educate and rehabilitate the victims of trafficking. “My job was to help with their public relations,” she says. “I was supposed to prepare press releases, set up outreach

programs, and create a Web site to help them get their message out.”

Ebbeler’s work for the Advocacy Project ran into problems almost immediately. With only three employees to organize its efforts in more than twenty countries, the Advocacy Project has extremely limited resources, and so Ebbeler’s pre-trip preparations were “pretty short and sweet, as far as training goes,” she says.

As English is Nigeria’s official language, she’d learned none of the local tongues — of which there are more than five hundred. Nor was she prepared for the difficulties of setting up a Web site in a country where Internet service is spotty at best, and where there are only about 5 million Internet users, less than 4 percent of the population.

But the Advocacy Project did give her contacts with WOCON and with the National Agency for the Prohibition of Traffic in Persons (NAPTIP), the governmental group that operates Nigeria’s six shelters for trafficking victims.

Ebbeler began talking with victims, who, she says, were more open with her than they were with NAPTIP’s employees. “The counselors didn’t do much actual counseling,” she says. “It was more like babysitting. They just let the girls watch TV. One [counselor] actually told me that [the victims’] problem was that they were overconfident and needed to be tamed.”

“One woman I spoke with was held in Turin [Italy] for ten years. When she arrived, she was basically given a short miniskirt and a bra and told to go out on the street and bring in at least \$100 a day. If she didn’t bring that money back, she would be beaten and her family back in Nigeria was threatened — her mother actually died of a heart attack after one of these attacks.”

As she listened, she began to collect trafficking narratives. She heard the stories of how victims were transported to Europe — driven north across the Sahara desert to Morocco, where small

boats would carry them across the Strait of Gibraltar to Spain. There, if they were spotted by police or customs or immigration officials, they might be arrested, or their boats might be driven back to Africa.

If traffickers successfully evaded or bribed officials, they could then easily move their human cargo across Europe’s open borders. The victims Ebbeler spoke with had been found not just in Spain but also in Italy, Germany, and Denmark.

Some might be placed under the control of a family or a farm or — most often — a pimp. And then the victims were lost to the world, knowing that any attempt to appeal to public authority would likely end in their arrest and deportation.

“One woman I spoke with was held in Turin [Italy] for ten years,” Ebbeler says. “When she arrived, she was basically given a short miniskirt and a bra and told to go out on the street and bring in at least \$100 a day. If she didn’t bring that money back, she would be beaten and her family back in Nigeria was threatened — her mother actually died of a heart attack after one of these attacks.”

Told that she would make more money if she worked without condoms, the woman eventually contracted HIV, and when she was deported back to Nigeria in 2004, her family would have nothing to do with her.

“It’s very challenging to do rehabilitation with victims,” says Ebbeler. “They’ve suffered a great deal, and they’re afraid of the consequences of talking to people about what’s happened

to them.”

But such rehabilitation is vital if victims are to be kept from falling into the hands of traffickers again. This was made clear to Ebbeler by a twenty-three-year-old woman who didn’t want her help at all.

Arrested on her first attempt to get to Europe, she was determined to sell herself to traffickers again. When Ebbeler asked her what she hoped to do, the woman indicated that her only plan was to return to prostitution.

“I’m a woman,” she told Ebbeler. “What do you expect?”

Counting Questions

Laura Antuono

“A major obstacle [in combating human trafficking] is in finding a way to quantify it,” says Laura Antuono MA’06. “There’s no universal standard record. To even estimate, you’ve got to sift through the different reporting systems of different governments and non-governmental organizations.”

For Antuono, this uncertainty poses a danger — a threat that trafficking won’t be taken seriously. She’s spent much of her short professional life researching trafficking, and for her, the first step in the fight is coming up with accurate numbers.

Credibility is in short supply when it comes to measuring the modern slave trade. “Due to its clandestine nature,” reports the UN’s Global Programme Against Trafficking in Human Beings, “accurate statistics on the magnitude of the human trafficking problem at any level are elusive and unreliable.”

The State Department’s estimates on the total number of victims — from as low as 4 million to as high as 27 million — illustrate how difficult it is to find reliable statistics. With a range so broad, how can one believe the numbers at all?

Credibility, Antuono knows, is a key to making people understand the importance of the trafficking problem. A former employee of the UN's Office

aimless. There were no discernible patterns — victims were coming from just about everywhere and being sent everywhere.”

“Castro’s government had held up prostitution as a symbol of the corruption of capitalism, but I was surprised at how widespread it was. Cuba has a thriving sex tourism industry, and some of the women I worked with were highly qualified professionals, and yet they were engaging in prostitution to supplement their income.”

for Project Services, she saw her first victims of human trafficking while researching labor rights in Serbia in the aftermath of the Kosovo conflict.

While driving down the street in a town south of Belgrade, Antuono and a co-worker spotted a woman on a street corner. Antuono, who had never seen a prostitute, wondered aloud if that was what she was. Her colleague told her no, not a “normal prostitute,” Antuono says — she was a slave. “I said I’d never heard of anything so horrible. My co-worker just kind of rolled her eyes as though I’d had my head in the clouds not to see this.”

When she returned to the United States, Antuono was determined to do something to fight the slave trade. She entered the La Follette School of Public Affairs, working toward a degree in international public affairs. In 2005, she secured an internship at the State Department office that is tasked with producing annual Trafficking in Persons Reports; that year’s report came out shortly before Antuono began her work, and she was on staff while numbers were being compiled for the 2006 report, which came out last summer. Her experiences there provided material for an article she’s preparing on the methods of gathering statistics on trafficking.

“I started trying to chart it at one point, making ticks on a big map of the world for each origin country and destination country, but eventually I gave up,” says Antuono. “It seemed

That lack of clarity has undermined the ability of people like Antuono to raise public attention about trafficking. Now a political analyst in another branch of government, she continues to agitate for action.

“People wonder why I make such a big deal about trafficking when there are other problems to face,” Antuono says. “My co-workers talk about terrorism, war, and drug trafficking, and they don’t give a high priority to human trafficking. They think I’m a bit obsessed. And I guess they’re right.”

Defining the Problem

Araceli Alonso

Accurate numbers are so difficult to come by in part because it can be hard to define exactly when a person is a victim and when one isn’t. Sexual exploitation — such as Laura Antuono saw in Serbia and Jessica Sewall Ebbeler heard about in Nigeria — is a particularly difficult field. Are prostitutes, for instance, free-acting sex workers, or are they trafficking victims?

For Antuono, trained at the State Department, the answer is straightforward. “There are those who say that women have a right to work in prostitution,” she says. “They see the key problem as one of proper government

oversight — that if prostitution is well-regulated to keep it free from criminal influence, then trafficking can be fought separately. But even in places where prostitution is legal and regulated, such as the Netherlands, traffickers do a booming business supplying sex workers. Our government’s position is that prostitution and trafficking are inherently linked, and I identify with that.”

In such a vision, no anti-trafficking program can be effective if it condones prostitution. But others feel there’s room to see nuances.

“In theory it’s quite simple,” says Araceli Alonso, a lecturer in the women’s studies department. “Prostitution is work, and sexual trafficking is slavery. The former implies consent, freedom of choice. The latter doesn’t.”

Properly defining the problem, Alonso believes, is the first step in solving it — and she’s hoping to teach UW students to carefully consider that definition. She created a course in sex trafficking in the summer of 2006, and it has been renewed for the summer of 2007.

Alonso’s interest in trafficking, and in the distinction between free and enslaved prostitution, began during research she conducted in Cuba. An anthropologist by training, Alonso went there to study how women’s roles and conditions had changed during the five decades of Fidel Castro’s rule. One of the most striking things she noticed was how common prostitution was, even though it was nominally illegal.

“Castro’s government had held up prostitution as a symbol of the corruption of capitalism, but I was surprised at how widespread it was,” she says. “Cuba has a thriving sex tourism industry, and some of the women I worked with were highly qualified professionals, and yet they were engaging in prostitution to supplement their income.”

In some ways, her experience in Cuba helped form her view that prostitution, “when it doesn’t involve or imply force or slavery,” ought not to be defined as trafficking, and she

attempted to impress that distinction on her students.

However, Alonso's experience in Cuba also served to open her eyes to the difficulties of the issue. While the distinction between prostitution as a freely chosen profession and sexual slavery may be clear in a classroom setting, in the real world, it's far more cloudy.

"A woman may become a prostitute by her own free will, then over time find herself bound by debts or by violence into a state of slavery," she says. "The whole issue is very complex."

Eyes and Ears

Shihoko Fujiwara

Nowhere is the confusion over definitions more profound than in Japan, where the adult entertainment industry is vast, including not only pornography, sex shops, and nominally illegal prostitution, but also "hostesses" — women employed in bars to pour drinks, make conversation, and occasionally date customers. Such dates may or may not include sex in one form or another — and the choice doesn't always belong to the hostess.

According to the International Labour Office, Japan's adult-entertainment industry accounts for as much as 10 trillion yen (\$84 billion) a year.

"By some estimates, as many as a quarter of the women in Japan between the ages of twenty and twenty-four have worked or currently work in the adult-entertainment industry," says Shihoko Fujiwara '03, director of the Japanese Campaign Against Trafficking. It's a spectacular — and not entirely credible — number. But official documentation makes it clear that Japan is a destination for adult-entertainment workers. As recently as 2004, more than 82,000 women from the Philippines alone were granted "entertainer visas," which enabled them to work in Japan as hostesses.

"Some of the women know what they're getting into," Fujiwara says. "But others think they're coming to be singers. They often end up forced into prostitution."

For her, the most important way to fight human trafficking is to build public awareness of the practice and its victims so that her countrymen will see and hear its effects.

A native of Tokyo, Fujiwara grew up in a culture that, she says, feels an equal obsession and social distaste for sex, a combination that feeds the nation's thriving trade in human flesh.

"Sexual issues and gender issues are taboo here," Fujiwara says. "No one talks about them, but sex is a huge part of the entertainment industry. Yet when I was growing up, I didn't even notice it — I couldn't see it clearly until after I'd left."

At the age of seventeen, Fujiwara came to the United States for an education at the UW, where she earned a

a multilingual hotline for victims, providing counseling in Japanese, Korean, Thai, Chinese, Tagalog, and English; it's provided training for police and social service workers to help them recognize and aid victims of trafficking; and it's launched a public awareness campaign to encourage Japanese citizens to see the harm that trafficking does.

And yet, she says, it's been difficult to make progress in altering perceptions. Some 90 percent of the calls the hotline receives are from women involved in the sex industry, which sets her organization in opposition to the Japanese reticence to discuss sexual matters. As her organization is a nonprofit and depends on charitable donations for its ability to provide service to victims, it's had a hard time meeting its potential. So far, she estimates that the hotlines have taken about two hundred calls.

"It's been very difficult," she says. "Most of our supporters have been from foreign countries. It's a sensitive issue,

By some estimates, as many as a quarter of the women in Japan between the ages of twenty and twenty-four have worked or currently work in the adult-entertainment industry. It's a spectacular — and not entirely credible — number. But official documentation makes it clear that Japan is a destination for adult-entertainment workers.

degree in international studies. On her occasional returns, she would notice the prevalence of sex shops and brothels — businesses she had seen many times but never recognized for what they were. "As a woman," she says, "it was shocking to me, and I felt ashamed that I hadn't seen it."

That sense of shame is part of what drove her to seek a job with the Polaris Project, a Washington-based organization devoted to combating human trafficking. In 2004, she returned to Tokyo to launch Polaris's first overseas initiative, the Japanese Campaign Against Trafficking. Under Fujiwara's leadership, the campaign has launched

and sometimes it takes a foreigner to see a Japanese problem."

Despite the difficulty, Fujiwara feels that it's important to keep fighting. "A lot of women my age say they can't stop [sex trafficking], because in Japan, we have a huge demand for sex," she says, and she notes that her country has few restrictions on its sex industry.

"Exploiting women and children through the sex industry is a low-risk, high-profit way of making business," says Fujiwara. "But I don't want my children to grow up seeing violence and sex workers everywhere." ☞

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





Dear Mrs. Hazard

For more than three decades beginning in the 1930s, Wisconsin women welcomed a teacher, counselor, and friend into their farm kitchens each morning — via a warm voice on the radio.



BY ERIKA JANIK MA'04, MA'06

Life on a Wisconsin farm in the early 1930s began before sunrise. By dawn, a rural woman had tended to animals and other outside farm chores before going inside to begin her household tasks. Few farms had running water, so she pumped water from the cistern to fill the reservoir of the great black range for the day's meals. She prepared rolls for their leisurely rise toward dinner and scooped up piles of work clothes for the wash bin. Dropping a handful of cinnamon sticks into a pot of simmering apples on their way toward becoming applesauce, she reached above the icebox and turned the knob on her radio just in time to hear a cheerful greeting: "Good morning, homemakers!"

Six mornings a week, starting promptly at ten o'clock, Aline Hazard greeted women across the state on WHA Radio's *Homemakers' Program*. Hazard, an authoritative home economist at the University of Wisconsin, and her colleagues instructed the unprepared Wisconsin homemaker on how to pickle, prepare frozen food, select a washing machine, and countless other household tasks. All the while, she sported perfectly coiffed hair, fashionable hats, and starched shirt-

waist dresses — yes, even on the radio.

Chosen to host the program in 1933, Hazard would become one of the *Homemakers' Program's* guiding forces and its most recognizable voice for thirty-two years. A cross between today's Martha Stewart and Oprah Winfrey, Hazard served as both a knowledgeable educator on modern homemaking and a trusted friend who helped to form a community among thousands of lonely, isolated Wisconsin farm women.

Until the mid-twentieth century, homemaking was a respected — and, frankly, expected — full-time occupation for women. The diligent homemaker studied cooking, cleaning, and child care to attain, according to Hazard's autobiography, *For Love of Mike*, a "more beautiful and worthwhile Wisconsin homelife."

Census records show that in the 1930s, most Wisconsin women lived on farms, and while certainly not working for pay, almost all women worked both inside and outside the home. While her husband and sons worked in the fields, she cooked, cleaned, and mended clothing. She also preserved meat, baked bread, churned butter, tended the garden, canned fruits and vegetables, raised

All ears: Aline Hazard, left, brought the UW directly into Wisconsin homes by serving as the beloved host of WHA Radio's *Homemakers' Program* for more than three decades. She often broadcast her stories from the field. During this interview circa 1957, a woman at a deer farm in Cornell, Wisconsin, described the earrings she made from acorns and pine cones and sold at the farm's gift shop.



WISCONSIN HISTORICAL SOCIETY, WHI-23498

Learning for listeners: Aline Hazard, visiting a sorghum mill in Prairie du Chien, Wisconsin, in this undated photo, liked doing firsthand reporting for her radio show's devoted audience of Wisconsin farm women.

chickens, and, sometimes, even worked in the fields herself. All tasks were performed largely without electrical appliances, gas, or running water.

The full-time homemaker was an icon, an ideal that women could strive to reach, even if not perfectly attain. Although program guides in the Wisconsin Historical Society archives show that the *Homemakers' Program* covered such topics as the correct composition of a casserole and the many uses of cottage cheese in summer salads, Hazard's philosophy of homemaking went far deeper: she believed that proper technique and modern technology — such as washing machines and frozen food — would vastly improve the lives of rural women.

The *Homemakers' Program* had been created in 1929 by WHA Radio and the UW College of Agriculture to spread this very message. Until then, WHA Radio had periodically broadcast farm programs with domestic themes such as "Taking the Drudgery out of House Cleaning." Reaching residents in all corners of Wisconsin was a central concern of the extension service in the 1920s, according to UW historian Rima Apple MA'74, PhD'81, and the UW College of Agriculture had come to depend upon radio broadcasts to spread useful information.

Relying on the talents of women in the departments of home economics and agricultural journalism, Andrew Hopkins, chair of agricultural journalism, created the *Homemakers' Program*, seeing early on the potential of radio to reach rural women who spent the majority of their daytime hours isolated from other adults. The women of the *Homemakers' Program* were trained in the latest technological approaches to home and family, helping to bridge the gap between the university and the farm.

The program was not the only show on the radio dial geared toward women. Yet the others focused on specific skills — parenting on the *Parents Magazine of the Air*; sewing on *Let's Make a Dress*; cooking on the *The Mystery Chef*; and household efficiency on *The Wife Saver*. Only WHA's *Homemakers' Program* — like the homemakers themselves — tried to do it all.

Under Hazard's direction, the program featured interviews and roundtables with UW specialists and community leaders who cheerfully provided advice, all punctuated with music.

Because food preparation was a daily activity for women, the program's content centered on recipes and cooking tips. Listeners tuned in to learn the secret to "glamorizing" carrots (try honey, a good

Wisconsin product!), or the way to turn "quick as a flash canned beets" into a "meal to remember." Even the dowdy pot roast, a Midwestern farmhouse staple, could become the center of attention with the right salad, vegetables, and relish accompaniment.

Besides recipes, Hazard introduced listeners to new kitchen conveniences — and in 1940, one of those was frozen food. That dinner could be made using hard-frozen blocks, yet taste good, was a startling idea. Hazard's show taught listeners how to use such products by couching the "lesson" within dramatic episodes that imitated the newly invented radio soap opera. "Over at Our House" starred Janet, a young housewife, and her husband, Vic, who were saved time and again by the homemaking knowledge of Vic's sister, Helen. The episode "Fast Frozen Foods are New," included in Hazard's personal papers at the Wisconsin Historical Society, found Helen enjoying dinner at Vic and Janet's house.

VIC: "By the way, Jan, these buttered peas are awfully good."

JANET: "Thank you, I'm glad you like them. They're some of those fast frozen peas. It's the first time I've ever tried them."

VIC: "Taste just about like fresh peas from the garden to me."

JANET: (laughing) "Only I didn't have to spend hours shelling them like I do when we have peas that come from the garden."

HELEN: "No, you certainly don't have all that bother with frozen foods. You put the vegetables right into the boiling water when they're still frozen, don't you?"

JANET: "Um hm. That's what the directions on the package said. I used just enough boiling water to barely cover the vegetables. What's the idea of putting ice cold food into boiling water?"

VIC: "Sure sounds kind of funny."

HELEN: "Oh, there's a reason for that ... You see, as long as the food is frozen, it stays about the same as it was just before the freezing, but as soon as it starts to thaw ... that's a different story."

Helen went on to explain the

Only WHA's *Homemakers' Program* — like the homemakers themselves — tried to do it all.

many benefits and uses of frozen foods to the budget-minded, busy homemaker. Recognizing that few Wisconsin farm-women would have freezers to prepare or keep frozen foods, Alice Hantke '31, MS'38, the show's writer and closing commentator, suggested that food could be stored in communal cold storage lockers until needed — perhaps not the handiest place for food meant to be a convenience for busy homemakers.

Other episodes included lessons on cleaning in "Making the House 'Spic and Span'" and "Scouring Makes Kitchen Utensils Shine"; on health in "Making Ordinary Colds Uncommon"; and on clothing in "Fashionable Shoes That Fit" and "Dress Styles Borrow from History."

Mail from Hazard's avid listeners poured into the studio. By 1962, she was receiving more than ten thousand letters each year. They came from all over Wisconsin, as well as from Michigan, Iowa, Illinois, and Minnesota. The show even received mail from states as far away as Georgia, and from international fans in Canada and Africa. Most listeners, many of whose letters were kept among Hazard's personal papers, requested recipes and cooking tips. Others praised Hazard and the show for its impact on their daily lives.

For listeners, Hazard became a trusted friend they could rely upon for advice. Once a farm girl herself, Hazard brought a sympathetic voice to the plight of farm women struggling to make ends meet. The intimacy of radio created a sense of physical unity among listeners and made Hazard seem as close as the house next door.

Listeners wrote to her for advice on anything and everything: "How long does a germ live?" ... "What color should I paint my house?" ... "May one brush teeth with salt instead of toothpaste, or does it scratch the enamel?"

Some questions must have made Hazard wonder what was going

on in Wisconsin homes: "Is it safe to eat rabbits that have spotted livers?" And "I have taken all the tubes out of the TV and cleaned them. There is no picture to follow, so now I don't know how to put them back. If I make the wrong combinations, will it be apt to hurt the sound?"


Hazard's speaking voice also captivated listeners as they went about their daily tasks. "Your quiet, well-modulated voice floating out over my refrigerator in the busy morning will inevitably catch my attention, and serious listening begins," wrote Rose Link '73 of Madison. Wrote another woman in Janesville, Wisconsin: "Thank you so much, Mrs. Hazard, you can say everything so nice and warm-heartedly, [it's] no wonder people respond to you right away. I think you must be one of the most beloved personalities on the radio."

The program remained one of the most popular shows on WHA Radio throughout the middle decades of the twentieth century. Hazard, who left the airwaves in June 1965, had added new features to the program over the years since joining it in 1933, but its underlying purpose remained steadfast — to bring women the latest domestic science from experts at the UW.

Today, the educational underpinnings of the *Homemakers' Program* live on in WHA's *Conversations with Larry Meiller*. "My mission is to make people's lives easier by sharing information that's useful and entertaining," says Meiller '67, MS'68, PhD'77, who views his show as a direct descendant of Hazard's. "We are a local medium that serves the needs and interests of Wisconsin people and no one else."

"I'm no different from my listeners," he adds. "We are all looking for solutions and help from knowledgeable people, and I think that creates a bond between listeners and the host."

The bond with Hazard was undeniably strong. In a culture that rarely acknowledged women's work as essential or the home as an important societal space, she offered homemakers a sense of worth.

"A woman confronting the world has no greater resource than those she finds within herself," Hazard once wrote. "What modern woman has to recapture is the wisdom that just being a woman is her central task and her greatest honor. It is a task that challenges her whole character, intelligence, and imagination." 

Freelance writer Erika Janik MA'04, MA'06 has a passion for Wisconsin history.





The Letter of the Law

With millions on the line, the UW plays hardball on trademarks.

TEAM PLAYER

Katrina Rundhaug

Five things you should know about UW distance runner **Katrina Rundhaug x'08**:

- A native of Dodgeville, Wisconsin, Rundhaug initially chose to run at the University of Minnesota, but, she says, "wearing a Minnesota jersey just didn't feel right. Being from Wisconsin, I wanted to run for the Badgers." She transferred to the UW her sophomore year.
- After nearly sitting out this season as a redshirt, she is helping the UW hit a record pace. In the fall, she finished twenty-third at the NCAA cross-country championships, leading Wisconsin to fourth place, the team's highest finish since 1999.
- Competing on three Badger teams — cross country, and indoor and outdoor track and field — requires year-round training. During cross-country season, she runs eighty to ninety miles a week.
- Rundhaug finds room to run at the UW Arboretum, where, she says, there are "no distractions, really. It's all soft ground, and you don't notice how long you're running."
- Her best event is the 10K, but ultimately, she's looking to go farther. She hopes to compete in next year's Olympic Trials as a marathoner.



Bucky Badger enjoys tormenting opposing mascots on the court of play, but what about in a court of law? That's what some are saying about the university's efforts to stop other schools from using its trademarked logos for their own sports teams.

UW's enforcement efforts drew ire in Waukegan, Iowa — where the high school's purple uniforms bore a "Motion W" similar to the one trademarked by UW-Madison — and propelled the story into the national media. That prompted alumni around the country to rat out other high school teams that are using the logo in states including New Jersey, Ohio, Texas, and West Virginia.

But the controversy is not the classic David versus Goliath match-up it's been made out to be. UW officials say it's a matter of picking smaller battles to protect a valuable trademark and avoid losing rights to it altogether.

A host of former trademarks — kerosene, aspirin, yo-yo, and zipper, to name a few — fell into the public domain because the owners didn't do a good job of protecting them from use by others. The Motion W could meet the same fate if the university doesn't protect it as a trademark, says **Cindy Van Matre '83**, the UW's director of trademark licensing.

"It could be considered to become a generic mark so that any third party could use the logo any way they wanted," she says.

Other would-be users of the logo, Van Matre adds, "could turn around and say 'Well, you let all these high schools use it, and you didn't seem to care.'"

There's precedent for that concern, explains **Craig Fieschko '89, MS'91, JD'94**,



Picking their battles: UW officials say that going after entities that are using the trademarked Motion W protects it from falling into the public domain — and costing nearly \$2 million in lost royalties.

an intellectual property attorney with Dewitt, Ross & Stevens in Madison who also teaches UW law students about trademarks and copyright.

"If you don't enforce your marks — even in questions like this, where there are arguments on both sides as to whether the marks are truly infringed — if you don't try to enforce your mark and stomp that out, you could lose rights to it," Fieschko says.

Take the phrase "March Madness," which was first adopted by the Illinois High School Basketball Association in the 1940s. It took hold as a marketing tool for CBS's tele-

vision coverage of the NCAA Basketball Tournament in 1982 after announcer Brent Musburger referred to the Final Four games as "March Madness" on the air. The Illinois organization did nothing to challenge the network's use of the catchphrase for a decade, and a federal appeals court ultimately ruled in 1996 that CBS and the association jointly owned the trademark.

"Basically, the university is a bit afraid of a similar situation here," Fieschko says.

If the UW doesn't police how high schools are using the logo, he says, those teams could legally tie their own identity to

it, including selling merchandise such as clothing or class rings that bear the Motion W.

"If the horse bolts the stable, it's hard to bring it back," he says.

UW ranks fifteenth for merchandise royalties among the more than two hundred colleges and universities represented by the Collegiate Licensing Company, which helps schools handle legal issues connected to trademark infringement.

Wisconsin generated nearly \$2 million in royalties from its trademark licensing program in 2005-06, the highest total in the program's history.

More than four hundred companies pay for licenses to sell items featuring Wisconsin logos — provided university officials don't find them to be in bad taste. That means die-hard fans can buy everything from dog collars to windshield ice scrapers to rubber duckies to toilet seats with Wisconsin logos. Officials did reject a proposal to use the Motion W on casket liners, something other schools have approved.

Before Bucky Badger was licensed in 1988, Van Matre says, the mascot could be found on everything from condoms to obscene T-shirts, which have popped up on eBay.

Licensing royalties are divided equally between the Athletic Department and the Bucky Grants scholarship program, which provides financial assistance to low-income students, many of whom are the first in their families to attend college. Since 1994, the program has provided \$6.5 million to 2,800 students.

When it comes to "On, Wisconsin," the university's fight song, it's a distinctly different situation. Rumors once abounded on campus that Paul McCartney or Michael Jackson owned the rights to the song, but it has been in the public domain since 1984. It is performed by thousands of high

school bands, according to the UW Marching Band's Web site.

Waukees school officials thought their choice of the purple W, which bears striking similarity in font and design to UW's logo, would be just as innocuous. The school adopted the logo after dropping an image of an Indian warrior to be sensitive to Native Americans. "The irony is we were trying to do the right thing," says Waukees Superintendent David Wilkerson. The community, he says, was dismayed that using a letter of the alphabet — not Bucky Badger himself — was under dispute.

"I kept telling people this is a learning experience for everybody," he says. "We have people who think we should

have fought it and people who stepped up and said it's no different than pirating software and pirating music."

Meanwhile, the university is allowing Waukees to phase out use of the logo to avoid any financial burden, and the school district has asked the Collegiate Licensing Company to review its proposed new W before moving ahead with ordering new uniforms or other equipment.

Wilkerson says the ordeal, without a doubt, has alerted more schools and the public to protected trademarks.

"You're not just free to grab them willy-nilly as you see fit," he says.

— Jenny Price '96

IN SEASON Softball

With five seniors and four juniors on the sixteen-woman roster, the UW softball Badgers can rely on experience to improve upon last year's 22-22 mark. But they can also turn to youth: freshman infielder **Katie Soderberg** is coming off an experience with the Canadian Junior National Team, which placed fourth at last year's Pan American championships.

Circle the dates: March 27, Badgers play their first home game of the season against Loyola College at Goodman Diamond; May 10, Big Ten Tournament.

Keep an eye on: Senior **Eden Brock**, who pitched a no-hitter against UW-Parkside to win the UW-Green Bay Fall Invitational in October.

Think about this: Only two Wisconsin pitchers have thrown a no-hitter during the regular spring season: **Ashley Fauser '99**, in 1999, and **Andrea Kirchberg '03**, who threw two no-hitters, including a perfect game during the 2001 season.



Eden Brock's thirty starts in the 2006 season put her in a second-place tie in the Big Ten.

Some in the college basketball world were scratching their heads and wondering, "Where did these guys come from?" But any Kohl Center denizen could tell you that the **Badger men's hoops** team has made a long and steady climb to national prominence, capped by an enviable 2006-07 season. The path to March Madness has been strewn with accolades for coach Bo Ryan's Badgers, who spent the season jostling for poll rankings with perennial powers such as UCLA and North Carolina. The numerical benchmarks were all there: national player of the year candidate Alando Tucker surpassed 2,000 career points; for the fifth time in six seasons, the Badgers won at least ten Big Ten games; and, as of mid-February, Wisconsin had been ranked in the top ten for thirteen weeks, something that had happened for just six weeks previously in school history.

Senior offensive tackle **Joe Thomas** received the Outland Trophy in December, becoming the first UW player to earn the honor as college football's top interior lineman. He also was named to the first-team offense on AP's All-American Team, joining eight fellow Big Ten players on the team roster. The Badgers finished the season with a 12-1 record and captured a 17-14 win over Arkansas in the Capital One Bowl on January 1. The Badgers' twelve wins — the most in a season — came under the direction of first-year head coach Bret Bielema.

The **women's cross country** team finished fourth at the NCAA championship race in Terre Haute, Indiana, capturing its first NCAA trophy since 1999. Meanwhile, at the same venue, the **men's cross country** Badgers came up just short in their attempt to defend last season's NCAA championship, finishing second to Colorado.

SPORTS INFORMATION (2)



Polishing a Gem

Throughout the years, this couple has loved campus natural areas.



Philanthropic investment in UW-Madison promises to provide a tremendous return as the university applies its resources to bring greater understanding of our world and to find answers to society's most critical problems. For more information about the University of Wisconsin Foundation, call (608) 263-4545.

Friday, October 13, 1972, was a sunny sixty-five degrees — perfect for a stroll to Picnic Point and a wedding. Thirty friends and family of **Terry Kelly '71** and **Mary Waller Kelly '76** walked through the iron gate in the stone fence and up the leaf-strewn path to the old apple orchard.

As a flutist played, guests watched Terry and Mary exchange their vows in what Terry calls a typical “hippie wedding.” The group then gathered at Porta Bella, where the wedding feast — costing a staggering \$4.95 per person — featured, according to Mary, “really bad pink champagne.”

Thirty-four years later, Picnic Point and the entire Lakeshore Nature Preserve remain important to the Kellys. “When we were students, we would pack a picnic lunch and sit in the apple orchard,” says Terry. “Generations of students like us met there, dreamed there, fell in love there. I suppose we thought it was always there and always would be the same.”

The future that the Kellys began to shape on their wedding day came to include three accomplished sons and several successful businesses. Terry, a former Madison TV weathercaster, is chair and CEO of Weather Central, Inc., and president and founder of Rhythm & Booms, Madison's famous Fourth of July event. The Kellys also are founding investors in progressive talk radio's Air America.

Both the couple's friendship with **William Cronon '76**, professor of history, environmental studies, and geography, and chair of the Lakeshore Nature Preserve Committee, and their own commitment to the environment, have deepened their



BOB RASHID (2)

Through a family foundation, Terry and Mary Kelly, here walking at Picnic Point, are funding outreach efforts to teach others about preserving campus natural areas. “Generations of students like us met there, dreamed there, fell in love there. I suppose we thought it was always there and always would be the same,” says Terry.

appreciation for the natural areas around Madison.

“I used to think that benign neglect, when it came to natural spaces, was a good thing,” Mary says. “Now I realize that there needs to be a balance in nature.”

“It's astonishing to look at some of the photos over time,” Terry says. “This area is like a beautiful old house that needs both preservation and loving renewal, including managing the vegetation so you can see both [the point's] natural beauty and the views from it.”

Explaining that two other major threats to the Lakeshore Nature Preserve are storm water runoff into University Bay and encroaching urban development, Terry says, “We need to work to resolve these issues to make [the preserve] the maximum jewel it can be.”

Like others actively involved with the preserve, the Kellys want to help safeguard these areas so that future generations can explore, discover, and create memories of their own.

Through their Kelly Family Foundation, the Kellys are

making a lead gift to endow grants designated for undergraduate outreach efforts that will teach people of all ages about the history, importance, and preservation needs of this natural area.

Terry and Mary have witnessed in their own family how education can raise awareness and interest in places like Picnic Point. "After our youngest son, along with the rest of our family, viewed Professor Cronon's

slide presentation at our home, he spent a good portion of the following day exploring the Lakeshore area along with several friends," recalls Mary.

The Kellys take environmental education seriously. Terry helped to create — and serves as chair of — the Aldo Leopold Nature Center, the primary source for outreach environmental education in southern Wisconsin. "We have all these natural gems in Wisconsin, and

we all hope to be environmentally sensitive adults, but there is a need for cooperative programming for students to help them become aware of, and sensitive to, our environment," Terry says.

Leopold himself expressed a wish that the Kellys are working to fulfill: "When we see land as a community to which we belong, we may begin to use it with love and respect."

— Merry Anderson

Lessons for a Lifetime

Gift honors alumna's remarkable teaching career.

How do we learn generosity? **Laura Linden '28, MA'29** thinks example is the most memorable teacher. As a high school educator herself for forty-nine years, she knows a bit about delivering lessons that last a lifetime. Just shy of her one hundredth birthday, Linden is still teaching by example.

Perhaps her dearest pupil is her niece, **Nancy Johnson Nicholas '55**. Nancy and her spouse, **Ab Nicholas '52, MBA'55**, are devoted supporters of UW-Madison. Recently, Nancy honored her aunt with a gift to the School of Human Ecology's 100 Women campaign. Linden is one of the first exceptional women formally recognized in this ongoing campaign as embodying the school's mission of improving the quality of human life. The gift is helping to build an expanded facility for the school and its students.

To be effective, a teacher must connect with students. Linden had the knack. She proudly shows visitors a birthday card she received from someone she taught sixty years ago. "I must have had some

influence," she says with a giggle.

Linden continues to influence young people. Several years ago, seventh-graders at Winnequah Middle School in Monona, Wisconsin, interviewed a group of senior citizens and wrote biographies, which they made into books. The three teenage girls assigned to Linden titled their hand-illustrated publication, "The Joy of Giving." Clearly they picked out the recurring theme in her life.

"Laura has a passion for giving. ... Her list of organizations she donates to is like the never-ending sky," they wrote.

The list may not be quite *that* expansive, but it is extensive. Linden's gifts to UW-Madison have aided a range of causes, from scholarships to building projects, and from medical and health programs to the Arboretum and environmental initiatives.

"There is always a personal reason for each gift," she says. For example, the poster of the UW women's basketball team on the door of her room signals her enthusiastic support for Badger athletics and the

marching band and hearkens back to her own exuberant youth. She proudly explains a basketball injury that resulted in her crooked finger.

When choosing to make a gift, Linden relies on three major influences: memories of her happy student years, the importance of making education accessible, and programs in the greatest need of support.

Born during Theodore Roosevelt's presidency, Linden's life story unfolded against the backdrop of the dramatic change that marked the twentieth century. As a teacher of languages, she gave thousands of students a means to communicate with and understand other cultures. She traveled the world, often by herself, and had a few hair-raising adventures. She's enjoyed the love and companionship of family and friends. And she's set an example of generosity that will last many lifetimes.

"We will never forget you," her young biographers wrote. "You have inspired us all to be the best people we can be."

Another lesson delivered; new lives enriched.

— Merry Anderson



A gift to the 100 Women campaign is honoring Laura Linden, who, in a career that spanned five decades, taught her students by example.



Kitchen Cabinet

Dinners On Wisconsin bridges the generational divide.

The Dinners On Wisconsin program is supposed to be simple — a networking event to bring students together with alumni who are working in their field of interest, so that the students can learn what the professional world is really like. But sometimes, the education can flow both ways.

About two dozen Dinners On Wisconsin were held last November. Alumni provide food, hospitality, and experience; students bring enthusiasm and questions. The program, designed by the Wisconsin Alumni Student Board (WASB), began in 2004. According to **Aaron McCann x'07**, director of the group's Alumni Connections Committee, it's helped more than five hundred students dine with alumni during the last three years. But it's the intergenerational conversation that makes the events particularly delightful, as the participants in one dinner, held days after the November election, discovered.

The setting was the historic Spaight Street home of longtime Republican operative **Bill Kraus '49**. His co-hosts were

former Democratic Governor **Tony Earl** and **Jay Heck**, head of the Wisconsin chapter of the nonpartisan advocacy group Common Cause. The idea was that old pols would enlighten the students and encourage them to see politics as an honorable profession.

The students dining *chez* Kraus in November already had a good deal of political experience. **Adam Schmidt x'08**, of Campus Young Republicans, served as a White House intern. **Lisbeth Zeggane x'08** worked in the Washington, D.C., and Madison offices of U.S. Senator **Russ Feingold '75**. **Matt Dulak x'08** spent the summer driving Lieutenant Governor **Barbara Lawton MA'91** to campaign events. Rounding out the group were **Nicole Gulatz x'08**, **Nick Osiecki x'08**, and **Heather Walker x'08**.

While they come from different places on the political spectrum, all share the same keen interest in government — and they were happy to share their thoughts on the 2008 presidential election with the gang of seasoned politicians. They offered a quick assessment of the field of candidates:

Hillary — no.
Condi — yes.
Barack — maybe.

Tommy Thompson '63, JD'66 — who?

Mitt Romney, Evan Bayh, Bill Richardson, and John Edwards also got potential thumbs up from the students.

Earl told them he's known Barack Obama for years, as both are on the Joyce Foundation board. Although Obama is now a member of the U.S. Senate, Earl recalled that Obama's first run for Congress ended with "him getting his clock cleaned. He lost two to one."

"You're going to lose," said Kraus, by his count a veteran

of thirty-two campaigns. "But there are worse things than losing," added Earl, "like not playing the game at all." Earl won races for the legislature and governor, but lost re-election as governor and a primary race for U.S. Senate.

The discussion stretched across decades, from Kraus talking about voting against Joe McCarthy at the 1954 state convention, to the students educating the oldsters on the role of Facebook in giving students an online way to support candidates.

"There's a Facebook group called 'Barack Obama: Fun to say and even more fun to support,'" Walker said.

At the same time, the students said they are suspicious of political blogs, as most are too partisan to provide reliable information. The students get their political news from subscriptions to the *Financial Times*, the *New York Times*, and the *Washington Post*. Osiecki, who is looking at a career in television journalism, favors MSNBC and CNN.

Some political talk didn't translate between generations. Earl noted the narrow defeats of Senators Conrad Burns of Montana and George Allen of Virginia.

"It's interesting that the last Republicans standing were Burns and Allen," he said, expecting laughter, but getting polite stares. "You know," he prompted. "Like George Burns and Gracie Allen."

But his explanation only received more stares.

Dinners On Wisconsin are held twice annually, in April and November. McCann says that WASB is looking for more alumni to host. Those who are interested should contact him at apmccann@wisc.edu.

— Susan Lampert Smith '82



BOB RASHID

Fred Plotkin '78 (right) talks music with alumni during Opera Up Close, a Wisconsin Alumni Lifelong Learning event held at Madison's Overture Center in January. Plotkin, a frequent commentator for National Public Radio and for the Metropolitan Opera International Radio Broadcasts, is the author of *Opera 101*. The event marked his first return to Madison since graduating, and 132 alumni and friends of the UW attended his lecture.

From Russia with Love

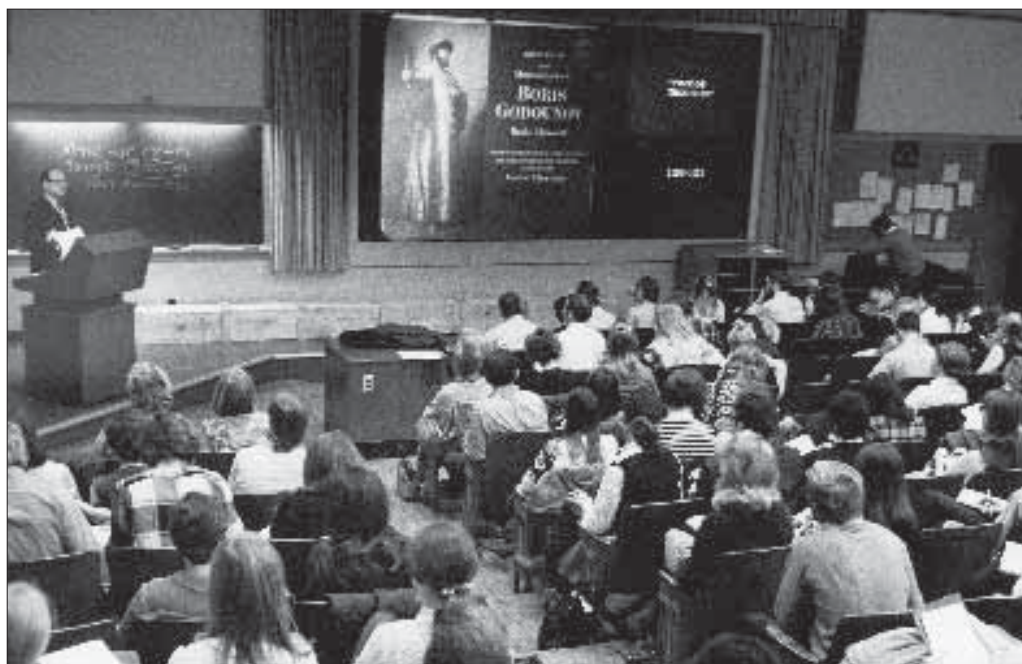
New online course opens the UW's doors to the public.

History will soon repeat itself, thanks to Wisconsin Alumni Lifelong Learning. A professor who last taught in the 1980s will lecture to students once more — not from behind a podium, but over the Internet, through a new online Russian history course geared for the general public.

During the late 1950s, **Michael Petrovich** was a multimedia pioneer. The Russian history professor experimented with slide shows and recorded classes for broadcast on public television. These early endeavors in electronic teaching were tucked away for safekeeping in the UW archives, and Petrovich passed away in 1989. Half a century later, when the history department began digitizing the tapes, chair **David McDonald** realized that Petrovich's lectures could be a powerful outreach tool. So he worked with the Center for Russia, East Europe, and Central Asia (CREECA), the Division of Continuing Studies, and the Wisconsin Alumni Association to create an online course featuring the Petrovich footage.

"Big state public universities have an obligation to discuss what we know with the citizens of our state," says McDonald, "and to try and enrich their lives."

The lectures are available at CREECA's Web site, imp.lss.wisc.edu/~creeca, but the six-week noncredit course, which began in February and runs through March, helps add structure. It explores the development of the Communist movement in Russia from 1883 to the present through Petrovich's lectures, interviews with current UW professors, and newspaper stories from the 1950s. There are two online lectures per week, recommended reading materials, and a message board so



In the 1950s, Michael Petrovich was a pioneer in multimedia teaching. In lectures such as this one, he drew upon the technology of the era, including slides and audio.

participants can share ideas with each other. The Petrovich lectures offer a glimpse of how Americans thought about Russia during the Cold War, and clips from current UW professors explore today's viewpoints.

"You don't have to come to campus to learn from great professors," says **Sarah Schutt**, director of the UW's Osher Lifelong Learning Institute. "People can take this course on their own time, in their own homes."

Many of the Petrovich lectures were digitized from their original reel-to-reel film format, and just in the nick of time. After spending decades in the archives, some of the recordings are in danger of being lost to the damaging effects of time. This project may have helped to save a priceless piece of UW history.

"I hope people understand a tradition that Mike really established here," says McDonald. "There's top-notch research and teaching going

on all over campus, and a lot of groundbreaking work that people in the state don't hear about."

A partnership between the Wisconsin Alumni Association and the Division of Continuing Studies, the UW's Osher Lifelong Learning Institute is a membership organization that primarily serves Madison residents over the age of fifty. It provides a variety of stimulating learning opportunities led by UW faculty members on campus and across Wisconsin. After the launch of the Russian history course, Schutt plans to offer more online topics, including fiction-writing and Wisconsin landscapes. A full course schedule can be found at www.uwalumni.com/uwolli.

"These online courses open the UW's doors to everyone," says Schutt. "Learning doesn't just stop once you're done with school. It's something you can enjoy for a lifetime."

— Erin Hueffner '00

Nominate 2008's Distinguished Alumni

Do you know a UW-Madison grad who exemplifies the best of the university? To nominate someone for a Distinguished Alumni Award or Distinguished Young Alumni Award, which recognizes graduates under the age of forty, visit uwalumni.com/awards. The Wisconsin Alumni Association will accept nominations for the 2008 awards until October 15, 2007.



Is There Anything You'd Like to Tell Us?

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

You may e-mail the (brief, please) details to apfelbach@uwalumni.com; mail them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or fax them to (608) 265-8771.

While space limitations prevent us from publishing every item we receive, we do love hearing from you.

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

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

Compiled by Paula Wagner Apfelbach '83

40s-50s

You couldn't miss **Roy Mersky '48, LLB'52, MS'53** (<http://tarlton.law.utexas.edu/mersky>) on the cover of *UT Law* magazine's Winter 2006 issue — he was the cover! Since 1965, this author, professor, and law librarian has led the Jamail Center for Legal Research at the University of Texas School of Law in Austin, and this summer received the American Association of Law Libraries' Marian Gould Gallagher Distinguished Service Award. This fall, the UW's School of Library and Information Studies Alumni Association unanimously selected Mersky as the recipient of one of its Centennial Celebration Alumnus of the Year Awards.

From **Max Andrae '49** of Wisconsin Rapids, Wisconsin, came this message: "I wonder how [many] are privileged to claim the following: UW ... World War II ... UW. It was like beginning to learn, then three years in the service and growing up fast, then privileged to try to be young again on the beautiful UW campus. Thanks, UW — we made it." Andrae adds that he spent thirty-six years with Consolidated Papers.

This fall, Madisonian **Le Roy Dalton '51, LLB'53** was inducted into the Court of Honor of the Exchange Club, a national civic organization devoted to "unity for service." He's the vice president of the Exchange Club of West Towne/Middleton and has served as assistant attorney general for the state of Wisconsin.

Kenneth Wright '51, MS'57 writes that the "thirtieth anniversary [ceremony] of the disastrous Big Thompson Flood brought two UW graduates together in Berthoud, Colorado, on July 31." As the

founder, CFO, and chief engineer of Wright Water Engineers in Denver, he lectured on the state's flood-recovery effort, while **Mike Nelson '81** hosted the ceremony. Wright notes that Nelson — of Denver's ABC TV affiliate, KMGH — is the area's "most popular meteorologist."

Former U.S. secretary of state **Lawrence Eagleburger '52, MS'57** was a member of the Iraq Study Group (ISG) and shared his duties with former Virginia Senator **Charles Robb '61**. The ISG's charge was to assess the war in Iraq and propose strategies for its future. Eagleburger, of Charlottesville, Virginia, is also chair of the International Commission on Holocaust Era Insurance Claims.

Underwater photography has been a passion for **Wilton Nelson '54** for the past nineteen years, and recently he exhibited about one hundred of his images at the Leesburg Center for the Arts in his home community of Leesburg, Florida.

It's book number sixteen for author **Jerald Hage '55**, an emeritus professor of sociology who directs the Center for Innovation at the University of Maryland in College Park. His new work is *Innovation, Science, and Institutional Change: A Handbook of Research* (Oxford Press).

If you loved reading *Beowulf* at some point in your education, you can now revisit Grendel and friends through a new audiobook version that's been translated and narrated by **Dick Ringler MA'56**, a UW professor emeritus of English and Scandinavian Studies. *Beowulf: The Complete Story: A Drama* (University of Wisconsin Press) is a dramatization of Ringler's version of the complete, thousand-year-old text.

Congratulations to **George Younkin MS'57** for receiving the 2006 Richard Harold Kaufmann Award from IEEE, the world's largest technical

professional society. The honor recognizes Younkin's nearly fifty-year role as an innovator in designing and producing industrial control systems. He's also a speaker, consultant, author, and professional engineer at Bull's Eye Research in Fond du Lac, Wisconsin.

Nan Vinson Rebholz

'58 of Portage, Wisconsin, is a branch on a family tree that now includes five generations of Badgers. She's the granddaughter of **Freda Stolte '03** and **George '03 Vinson**; the daughter of **Edward Vinson '28**; the mother of **Robin Rebholz Kvalo '81, MS'98**; and the grandmother of **Matthew Kvalo**, who's soon to be a UW freshman. Other family connections include **Russell Rebholz '32, MS'43**, who was inducted into the UW's Athletic Hall of Fame in 2000; **Michael Kvalo '80**; and **David Vinson '59, MS'61, PhD'76**, who served as the UW's director of admissions from 1977 until 1991. When this family says, "Go, Badgers!" they really mean it.

60s

C.J. (Constantin) "Gus" Gianakaris PhD'61 of Portage, Michigan, brought us up-to-date: he's authored eight books during his career and retired in 2004 as a professor of English and theater at Western Michigan University in Kalamazoo. In September, he received an award from the Arts Council of Greater Kalamazoo for his reviews of classical music and theatrical productions over the past quarter-century, and continues as chief reviewer for the *Kalamazoo Gazette*.

Andrew Horvath MD'64 has been sworn in for a second term as a governor of the College of American Pathologists. He's also the chief of pathology at Presbyterian Hospital in Albuquerque, New Mexico, as well as the president of

Pathology Associates of Albuquerque, and a clinical professor of pathology and medicine at the University of New Mexico.

A new inductee into the UW-Stevens Point Athletic Hall of Fame is local resident **Nancy McGowan Page '65** — a pioneer in developing the school's women's sports program who led the field hockey, softball, and tennis teams to eleven conference titles during her thirty-one-year career. Page also served as the UW-SP associate director of athletics from 1984 until 1997.

The Brock International Prize in Education recognizes innovative and effective ideas in the field of education, but holding a seat on its jury is also a national honor. **Nicholas Burckel MA'67, PhD'71**, the dean of libraries and an associate professor of history at Milwaukee's Marquette University, was one of nine jurors chosen to select the 2007 Brock Laureate, who receives a \$40,000 cash award.

Daniel Roth '67 of Santa Monica, California, says that he's gone full circle — from winning the campuswide UW creative writing contest in 1965 to publishing *Ordinary Life in Three Acts* (iUniverse, www.ordinarylifeinthreearacts.com), a book of poetry. Profits from the book will go to Doctors Without Borders (www.doctorswithoutborders.org).

Monsignor **Paul Swain MA'67, JD'74** was named bishop of Sioux Falls, South Dakota, this fall. His previous position was vicar general — the top administrator — of the Diocese of Madison, and he was also pastor of three downtown Madison parishes. Prior to entering the priesthood, Swain served as policy director and legal counsel to former Wisconsin Governor **Lee Dreyfus '49, MA'52, PhD'58**, and was an air force intelligence officer in Vietnam during the war.

Love Letters to New Orleans

On August 29, 2005, **Chris Rose '82** became a war correspondent.

In the days before Hurricane Katrina, he was an entertainment columnist for the *Times-Picayune* in New Orleans, covering the local celebrity culture, music scene, and movie business. He never set out to be the voice of the city, but when Katrina's floodwaters deluged the Big Easy with a black tide of panic and despair, he did the only thing he could do — write.

In a desperate attempt to deal with the horror of it all, Rose began publishing columns about the personal toll that Katrina had wrought on the people of New Orleans.

"Objective journalism was kind of thrown out the window at the point where you realized that everything you've got — your job, your culture, your family — is all being threatened, not only by nature, but also by the decisions that man will make in the aftermath," says Rose. "It seemed like we had to make a case to America that we are worthy of being saved."

In the wake of Katrina, the *Times-Picayune* Web site, www.nola.com, became a lifeline for the millions of people who had either been displaced or had loved ones affected by the disaster. Although many on the news staff were forced to flee the city, the paper never stopped publishing, putting out online editions for the first few days. In April 2006, Rose received a Pulitzer Prize as part of a team that was honored for its public service and distinguished reporting of breaking news. "I've got my little crystal on my desk," he says.

Rose wrote his columns on a deeply personal and emotional level, and they touched a nerve with those who were starving to know something — anything — about what was really happening in New Orleans. In the first year after Katrina, Rose's readers asked him to gather his columns into a book, and the result, *1 Dead in Attic* (CR Books), was released early last year.

Rose's work chronicles the suffering, stamina, and pride of the Crescent City, going beyond the usual facts and figures of traditional news stories. He writes about the elderly "cat lady" who gathered discarded roof tiles and made them into works of art ... the volunteers who came in legions to clean houses, paint schools, and rebuild churches ... the dirty brown bathtub ring around the city that marked where the fetid water stood ... and the simple kindness of strangers.

"Not much of what I write about is really extraordinary circumstances," he says. "It's just people trying to live, trying to get by, trying to piece together what they've got left to save their dignity and their culture."

A second book, which details the life of New Orleans in the second year post-Katrina, was published in January. A portion of the proceeds from both books benefits the Tipitina's Foundation, which works to bring the city's musicians back home, and ARTDOCS, an organization that provides health services to Big Easy artists who are without insurance.

The city is mending, but the road to recovery has been long and slow. "Some people are still gutting their homes," says Rose. "Some people are still waiting for insurance settlements. The triumph of New Orleans has been the triumph of the human spirit."

— Erin Hueffner '00



CHARLIE VARLEY

Glückwünsche — congratulations! — to **Vera Niebuhr MA'68** on receiving one of nine Certificate of Merit Awards for 2006 from the American Association of Teachers of German and the Goethe-Institut New York. She's taught German at the University of Mary Washington in Fredericksburg, Virginia, since 1977.

70s

Susan Hyland '70, MS'73, PhD'78 became a Friend of Veterinary Medicine — with *upper-case* letters — in October when the Wisconsin Veterinary Medical Association honored her for her support of the profession. She's been the UW School of Veterinary Medicine's associate dean of academic

affairs for twenty-three years.

The New York-based Daniel Kennedy Communications Services — headed by **Daniel Kennedy '70** — is working with the Center for International Private Enterprise (www.cipeafghanistan.org) to build awareness of the new Afghanistan-based Women's/Human Rights Certification Program. The firm will create

brand-name recognition in the U.S. marketplace for Afghan carpets that are made under “carefully defined, certified, and independently monitored working conditions.” Kennedy recently completed a fact-finding trip to Afghanistan.

Screening America: United States History through Film since 1900 (Pearson Longman) is a new book by **James Lorence PhD’70**. Having retired as eminent scholar of history at Gainesville [Georgia] State College, he’s returned to

Wausau, Wisconsin, and UWC-Marathon County, where he taught from 1966 until 2001. Lorence is now an emeritus professor of history there.

Badgers in the education field have shared news of their 2006 accolades: **Judith More de Luce MA’71, PhD’74**, a professor and the chair of classics at Miami University in Oxford, Ohio, has been named its Alumni Association Effective Educator; **Thomas Gardner PhD’82**, a professor of English at Virginia Tech in Blacksburg,

has earned its W.E. Wine Award for Excellence in Teaching; and Madison Area Technical College lead marketing instructor **Turina Bakken ’88, MS’96** has received one of two Distinguished Teacher Awards.

Sincere apologies to **Mary Ann DiChristopher ’71** for running very old news in our Winter 2006 issue. In June, she became commissioner of the City of Albany [New York] Department of Youth & Workforce Services after nearly thirty-five years in the state’s

not-for-profit sector. DiChristopher also has a private organizational consulting practice and says, “I owe my passionate advocacy to the UW and those wonderful years of the 1960s!”

When the U.S. State Department established the Avian Influenza Action Group to coordinate the nation’s response to the threat of a bird flu pandemic, **John Lange ’71, JD’75** was named its special representative on avian and pandemic influenza. Lange, of Vienna, Virginia, has served as U.S. ambassador to Botswana and in many other diplomatic roles. He received the State Department’s Distinguished Honor Award for his leadership of the American embassy in Dar es Salaam, Tanzania, following a 1998 terrorist bombing there.

Chicagoan **JoAnn Becker ’72** is the program manager of the Certification Commission for Healthcare Information Technology. Its mission is to “accelerate the adoption of health-information technology by creating an efficient, credible, and sustainable product-certification program.”

The president-elect of the board of the State Bar of Wisconsin’s Non-Resident Lawyers Division is **Donna Jones ’72, JD’79**. The Atlanta resident also serves on the Georgia board of the National Alliance on Mental Illness.

After working in fourteen countries over thirty-plus years, **Bob Otjen ’72, MS’75** has gone Down Under. He and his spouse, **Darcy Stiles Otjen ’75**, have moved to Brisbane, Australia, courtesy of his appointment as director of oil and gas pipeline facilities for the Asia Pacific region with URS Asia Pacific, an engineering design services firm.

All right, Class of 1973, who was president of your class? If you said **W. (William) Grant Callow II ’73, JD’77**, you’re correct ... and you’ll be interested to hear that the

Coping with Ambiguous Loss



ANNMARIE BOSS SHEFFELS

Friends and relatives of thousands of people working in the World Trade Center on September 11, 2001, initially faced a horrifying question: were their loved ones alive or dead? There was simply no way to know, but how could they cope with the dreadful uncertainty?

This is where **Pauline Grossenbacher Boss ’56, MS’71, PhD’75** entered the swirl of powerful emotions — anxiety, powerlessness, depression, guilt — to help people deal with what she calls ambiguous loss. A concept she developed while in grad school at UW-Madison, ambiguous loss refers to a situation in which a person is psychologically present but physically absent (such as in the immediate aftermath of 9/11), or physically present but psychologically absent (such as with dementia). It’s a world of suspension that can leave people uncertain about how to behave: should they mourn, even though the loved one may not be — or is not — dead?

Boss is a University of Minnesota emerita professor of family social studies and the author of *Ambiguous Loss: Learning to Live with Unresolved Grief* (Harvard University Press) and *Loss, Trauma, and Resilience: Therapeutic Work with Ambiguous Loss* (W.W. Norton & Company). Immediately after the Twin Towers fell, she went to Manhattan and worked with colleagues from Minnesota to train counseling professionals in how to deal with this phenomenon.

“This kind of loss ... was a new idea post-9/11,” says Boss, “and the unique guidelines for therapeutic work when closure was impossible were welcomed — and still are.” In 2003, she also worked with the International Committee of the Red Cross to train therapists to assist those whose loved ones were missing following the Balkan war in Kosovo.

But a person doesn’t have to endure dramatic world events to experience ambiguous loss. Coping with a loved one suffering from Alzheimer’s disease or terminal cancer can trigger it, as can knowing that a loved one is in harm’s way, such as being deployed for military duty in Iraq.

Healing and coping, Boss says, require learning how to get beyond the pervasive cultural training that exhorts us to control situations and find solutions, because in such cases, there’s no way to assert control. The culprit is the ambiguity, she emphasizes, but people often blame themselves needlessly for not creating a solution.

The concept of ambiguous loss, Boss notes, “is a new lens with which to view problems that you can’t solve, losses that have no closure. Instead of searching for closure, it allows people hope because they realize that they can live with the ambiguity, learn to temper their need for control, and find meaning in [such] situations. This involves living with two opposing ideas,” she says. “The person is gone, and part of them is still here.”

— Harvey Black

Anchorage, Alaska, attorney has been designated the Honorary Danish Consul of Alaska by the queen of Denmark, and the Anchorage Bar Association has recognized him as its Outstanding Attorney. Many thanks to his father, retired Wisconsin Supreme Court Justice **William Callow '43, LLB'48**, for sending this news.

Two Badgers began careers at the University of Pittsburgh as young professors, and now they've met at the top rungs of that university's career ladder. **Mark Nordenberg JD'73** has been Pitt's chancellor for the last eleven years, and **Alberta Sbragia MA'72, PhD'74** is the director of its European Union Center of Excellence. In June, Nordenberg named Sbragia the first recipient of the endowed chair that bears his name.

Dance education at the UW was just the beginning for **Nelson Neal MS'74** — he went on to teach university-level dance for twenty-six years. Neal is now president of the board of Fuzion Dance Artists (www.FuzionDance.com) in Sarasota, Florida — the city's first professional contemporary-dance company.

Like Nelson Neal (above), **Patricia Carter Deveau MA'75** credits her UW experiences with giving her a great start — and leading her to work as a historical interpretive specialist and the chief of interpretive programs for the Parks and Historic Sites Division of the Georgia Department of Natural Resources. Now Deveau operates an inn at the historic Strachan Carriage House (www.stsimonscarriagehouse.com) on St. Simons Island, Georgia.

When the Gannett Healthcare Group chose its 2006 national Nurse of the Year awardees, **Jeanne Merkle Sorrell MS'75** rose to the top in the teaching category. Hailed as an "amazing mentor," she's a professor at George Mason University in Fairfax, Virginia, where

she teaches nurses how to write and publish. Sorrell has also written a play about the challenges of Alzheimer's disease.

Some people feel that they're spiritual, but not religious, and this is the subject of a new work edited by **Stephen Honeygosky MA'76, PhD'88** called *Religion & Spirituality: Bridging the Gap* (Twenty-Third Publications). Honeygosky is a priest and Benedictine monk, as well as a chaplain, the associate director of campus ministry, and an English instructor at Seton Hill University in Greensburg, Pennsylvania.

First **Dave Anderson '77** chronicled the UW's storied football past. Now he's done the same for Wisconsin's hoops history in *University of Wisconsin Basketball: Images of Sports* (Arcadia Publishing), including rich stories, an array of stats and facts, and more than one hundred vintage images. When he's not writing, Anderson is a marketing executive who lives in Lincoln, New Hampshire.

Anyone who's spent much time in Wisconsin has probably heard of folk singers Lou and Peter Berryman. Well, there's another relative making a name for herself in Ithaca, New York: **Susannah Berryman '77** teaches theater arts at Ithaca College and is an acclaimed drama director.

After sixteen years of teaching at the University of Houston, **Richard Matland '77, MA'79, MS'79** has moved north to fill the Helen Houlahan Rigali Chair in political science at Chicago's Loyola University. He's worked extensively with entities worldwide on issues of constitutional design and electoral-system development.

Fulbright scholarships for 2006–07 have gone to **Judith Moldenhauer MFA'77** and **Lisa Fink '99**. Moldenhauer, an associate professor at Wayne State University in Detroit, is doing research and teaching typography and graphic design

at Mälardalen University in Eskilstuna, Sweden. Fink is the program manager at SASE: The Write Place and the exhibit coordinator and proofreader at *Rain Taxi*, both in Minneapolis. She's currently in Mongolia, translating Mongolian poetry into English.

Do members of Congress lie while debating legislation? **Gary Mucciaroni MA'79, PhD'87** might say instead that they use a lot of half-truths, exaggerations, and inaccurate statements — a discovery he made while researching a book he's co-authored, *Deliberative Choices: Debating Public Policy in Congress* (University of Chicago Press). Mucciaroni heads the political science department at Philadelphia's Temple University.

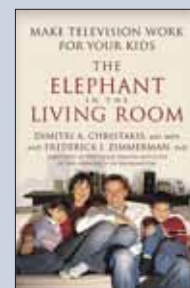
Andy Rensink '79 is stepping up at Tapemark in West St. Paul, Minnesota — he's been promoted to president and chief operating officer from VP of operations. Tapemark specializes in printing, die cutting, and packaging complex products.

80s

Christopher Gallagher '80 has a serious side — he's an MD and an associate professor in SUNY-Stony Brook's department of anesthesiology — but he also has quite a bent for comedy. This fall he managed to blend a little humor into his otherwise serious book and DVD called *Simulation in Anesthesia* (Saunders), and then did the same with *Anesthesia Unplugged: A Step-by-Step Guide to Techniques and Procedures* (McGraw-Hill Professional). Gallagher recently moved to Stony Brook from Miami, where he did stand-up comedy at the Improv there.

Viewing the post-Katrina period as a chance to rebuild Louisiana's support infrastructure for young families, the

Bookmark



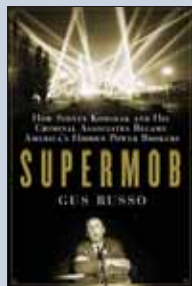
Can the normally worrisome combination of kids and TV ever be a *good* thing? With some education and effort on the part of parents, **Frederick Zimmerman MS'91, PhD'94** believes that it's certainly possible to use television as a positive influence on children. He's an associate professor at the University of Washington in Seattle, and a co-director of its Child Health Institute.

In the new book that Zimmerman has co-authored, *The Elephant in the Living Room: Make Television Work for Your Kids* (Rodale Books), he gives significant — and alarming — statistics about the viewing habits of American children, and details the effects of TV on kids' emotional, mental, and physical development.

Then Zimmerman shows how the medium can be used instead as an effective tool — not as a crutch — for entertainment, education, and socialization, and shares tips and strategies that help to put the positive power of the tube back in parents' hands.

One reviewer noted that "in an easy, conversational manner, packed with solid information and good advice, [the co-authors] help us understand the urgent need to take control of TV's impact on our children and ourselves — and they provide us with the tools to do it."

Bookmark



Around Alumni News HQ, we often joke about including someone who's made the university a little *less* than proud — in short, a “bad Badger.” And finally we've found our man: the late **Sidney Korshak x'29**, lawyer extraordinaire — to the Mafia.

He's the subject of *Supermob: How Sidney Korshak and His Criminal Associates Became America's Hidden Power Brokers* (Bloomsbury USA), by investigative journalist and Mob expert Gus Russo.

Korshak attended the UW in 1925–27 and was its intramural boxing champion (go figure) in 1927. Transferring to Chicago's DePaul University, he earned a law degree; made the acquaintance of mobsters Al Capone and Tony Accardo, who viewed him almost as a son; and earned the name “The Fixer.”

Then Korshak moved to Beverly Hills, where he became a “contradictory combination of sphinx-like mysteriousness and high-profile socializing with the world's most famous celebrities” — pulling the strings of industry, labor, politics, real estate, and entertainment, yet remaining invisible to the general public.

And that's how, from the 1940s until his death in 1996, Korshak became the man the FBI called the most powerful lawyer in the world, “behind some of the shadiest deals of the twentieth century.”

international Parents as Teachers organization has named **Deborah Wicker Jones MBA'80** of Baton Rouge as its new Louisiana state leader. In this role, she plans to collaborate with other groups to increase learning aptitude, school readiness, and parental involvement.

“Home and un-retired,” began a note from **Emmons Patzer MBA'80**. He's the new head of marketing and consumer experience for the Milwaukee-based HumanaOne, the individual health insurance division of Humana. In 2004, Patzer retired as a global director with Bristol Myers Squibb, and then became a consultant and the VP of marketing and sales for the Americas with the Australia-based Insight Marketing Systems.

September 26 was an exciting day for **Marcia Nestingen '81** and **William '83 Rock, Jr.** That's when the president of Rotary International presented the Takoma Park, Maryland, couple with Rotary's highest honor for service, the Paul Harris Award Medal, during a ceremony in Washington, D.C.

Valarie King-Bailey '82 had a memorable 2006. She's the CEO of Chicago's OnShore Technology Group, which the U.S. Women's Chamber of Commerce recently certified as an international women's business enterprise. She's also one of twenty winners in the Make Mine a \$Million business contest — part of the Count Me In for Women's Economic Independence initiative — who will receive a year's worth of “mentoring, money, marketing, business services, and technology assistance.”

David Krueger '82 is a microbiologist at the Wisconsin Veterinary Diagnostic Laboratory in Madison and an expert on animal-disease diagnoses. He made two trips to Vietnam last year to teach local authorities how to improve their

ability to detect avian flu through the most modern diagnostic procedure available, called Real-Time Polymerase Chain Reaction. The USDA sponsored Krueger's work.

The first novel by **Judy Merrill Larsen '82** — titled *All the Numbers* (Random House) and set in Madison — was featured on Wisconsin Public Radio's *Chapter A Day* this fall. The story follows a mother mourning the loss of a child in a jet-ski accident. Larsen (www.judymerrilllarsen.com) lives in Kirkwood, Missouri, where she taught high school English before launching her full-time writing career this summer.

Mike Powers MA'84 is the CEO and administrator of the Fairbanks [Alaska] Memorial Hospital/Denali Center, the recipient of an American Hospital Association Carolyn Boone Lewis Living the Vision Award. The accolade honors hospitals that go beyond traditional care to raise the overall level of their communities' health.

“After teaching, raising four kids, and becoming a life coach,” writes **Patty Linsmeier Jackson '85**, “this marketing tool came to me, [and] another UW grad and I have a patent pending on it.” Their creation is the Laptop Billboard (www.LaptopBillboard.com) — a customizable, removable, lycra cover that hugs the back of a laptop computer. Jackson lives in Sussex, Wisconsin.

Landscape architect **Elizabeth Churchill '86** is now in charge of incorporating environmentally sound practices into the sustainable-design and land-planning work of the Denver-based Design Workshop and its other six offices in six states. She was previously the manager of sustainable design for Marshall Erdman & Associates in Madison.

Two patents have recently gone to **Christopher Ferrone '86** of Glenview, Illinois: one for a monitoring device that

senses a sleeping or inattentive driver, and the other for an alarm that beeps when the vehicle moves backward.

Ted Hirschfeld '87 is a certified athletic trainer for Hinsdale [Illinois] Orthopaedic Associates, a physician-extender for Sports Medicine Orthopaedic Physicians, the head athletic trainer at Hinsdale Central High School, and a new member of the Illinois Athletic Trainers Association's board.

Linda Li-Bleuel MMusic'87 was an artist-in-residence at Shaanxi Normal University in Xian, China, for two weeks this fall. An associate professor of piano at Clemson [South Carolina] University, she also maintains an active solo and chamber-music career and has performed in Europe, Japan, and throughout the United States.

The first president and CEO of the Kansas Bioscience Authority in Olathe is **Thomas Thornton '87**. Most recently the president of the Illinois Technology Development Alliance, he'll oversee an organization that's expected to spend more than \$580 million to create new biotech businesses and jobs in the next decade.

Few among us could claim — truthfully, anyway — to be an officer of the Royal Norwegian Order of Merit, but **Ingrid Urberg MA'87, PhD'96** can. She's been an associate professor of Scandinavian Studies at the University of Alberta's Augustana campus in Camrose, Alberta, since 1994, and received the honor this fall for her diligence in promoting Norwegian language and culture.

Saint Xavier University in Chicago has a new dean of its College of Arts and Sciences: **Kathleen Alaimo PhD'88**. She's been on the faculty since 1992.

Coulda Been a Book — a “comedic road movie with dramatic underpinnings” by Madison screenwriter **John**

Besmer '88 — was showcased in September at the Independent Feature Project's Annual Market in New York, a week-long event that connects filmmakers with financing, production partners, and distribution outlets. Besmer produces his projects at P Star Pictures (www.PStarPictures.com), a film company that he founded with colleagues at Madison's Planet Propaganda, where he's a principal and creative director.

The Radio-Television News Directors Association has honored Vermont Public Radio reporter **Nina Keck (Coombs) '88** with a 2006 national Edward R. Murrow Award for investigative reporting, and two 2006 regional Murrow Awards in the feature and continuing-news-coverage categories. She lives in North Chittenden, Vermont.

Flashpoints in the War on Terrorism (Routledge) is a new work co-edited by **Jeffrey Stevenson Murer '88**, an assistant professor of political science at Swarthmore [Pennsylvania] College. He's also been named a national fellow of the American Psychoanalytic Association and presented a special session on ethnic conflict and terrorism at the group's annual meeting in January.

An illustration titled *Extensive Venous Clot Dissolution* has earned recognition from the Association of Medical Illustrators for **Carl Clingman '89**, a Mayo Clinic medical illustrator. The perhaps-even-bigger news is that his depiction of off-pump coronary-artery bypass surgery was nominated for an Emmy in the animated-graphic category. Clingman lives in St. Charles, Minnesota.

Joan Tenhagen Craig '89 knows how difficult it can be for homeowners to manage the myriad details involved in a repair or remodeling project — which is why she's founded Home Improvement Supervisors in Monona, Wisconsin. Craig's

firm handles home-improvement bidding, contractor evaluations and relations, and project management.

Scott Wepfer '89 is truly an industry leader. He's the founder and chief pharmacist of the Compounding Shoppe in Homewood, Alabama — the state's first compounding-only pharmacy — and the first fellow of the International Academy of Compounding Pharmacists. And now Wepfer's pharmacy has become the first in the nation to earn safety accreditation from the Pharmacy Compounding Accreditation Board.

90s

Madisonian **Mary Davis**

Michaud '90 was a Henry Luce Scholar in 1991–92 and wrote to tell us about the program (www.hluc.org), which aims to foster understanding of Asian culture among future U.S. leaders by providing year-long placements. Michaud says it's a combination of "intensive language study, work experience, invaluable connections, cultural immersion, and *pay!*"

"Translating the science of good nutrition into the art of delectable meals" is the tagline of Gluten Free Kitchen Therapy (www.glutenfreekitchentherapy.us) — a new service from **Linda Graff Bush Simon '90** that makes house calls to teach clients how to cook gluten free. Simon, a registered dietitian and certified personal chef in Janesville, Wisconsin, assesses clients' challenges, knowledge, and pantries, and teaches them how to read labels, adapt recipes, and choose ingredients. Finally, she offers cooking classes to pull it all together.

Still Life with Husband (Alfred A. Knopf) is the "hilarious debut novel" by Milwaukeean **Lauren Fox '91** about "one woman's fantasy of escape from the doldrums

of marriage — and the dangers of getting what you wish for." Fox's work has appeared in *Utne*, *Seventeen*, *Glamour*, and *Salon*, and she's appearing in Chicago, Madison, and Milwaukee on a book tour this spring.

Dean Olson '91, MS'93

was on the UW's 1990 NCAA national-champion crew, and he's a physician and the director of the Valley View Urgent Care Clinic in Plymouth, Wisconsin. But now Olson and his spouse have also gone in a new direction: they've founded American Treasure Hunts (www.american-treasurehunts.com), which orchestrates multi-day, online "treasure hunts."

The nation's oldest (at 103 years) and largest public forum — the Commonwealth Club of California — has a new editorial director in **John Zipperer '91** of San Francisco. The nonprofit, nonpartisan organization hosts more than five hundred speeches and panel discussions each year, and Zipperer gets the word out through its monthly magazine, program guide, and Web site.

Gaga Goods: the name alone makes you want some. They're the brainchild of owner and "chief smile spreader"

Kathryn Barton Adler '92, whose Madison-based firm (www.gagagoods.com) offers her own line of clothing and gifts, plus other fun toys and books for wee ones up to age six. Not surprisingly, Adler's been profiled as a "momprenuer" in several publications.

New York-based theater producer, consultant, and dramaturge **Chad Gracia '92** has combined his concept and playwriting with the work of Pulitzer Prize-winning poet Yusef Komunyakaa to create a "dynamic take on the world's oldest story," called *Gilgamesh: A Verse Play* (Wesleyan University Press).

When a *CBS Evening News* crew came to the UW from its Dallas bureau in November to

Tunes



We loved the title of a new CD by **Bruce Bendinger '66**: *Can't Sing, Don't Care. Songs from the Hip* (Southport Records). He calls these tunes, written between 1977 and 1983, "lounge music, of a sort — like a martini with an ironic twist" that makes a "great gift for people you don't like much."

But Bendinger *can* sing — and he's famous, too! More than one Google hit will tell you that he's a "creative ad genius" who started his career near the top.

Within a week of graduation, he was working for ad agency giant J. Walter Thompson in Chicago. In 1970, he moved to another legendary agency, Leo Burnett, and at age twenty-seven became its youngest-ever VP/creative director. Adding *AdDay's* accolade as one of the nation's top one hundred ad execs, he joined a third luminary, Foote, Cone & Belding, in 1979 as senior VP/group creative director.

Bendinger's also written the advertising copywriting classic *The Copy Workshop Workbook*, and Studs Terkel included interviews with him in three of his books.

He now heads up Bruce Bendinger Creative Communications and The Copy Workshop, which publishes advertising textbooks "by the bushel," and teaches at Chicago's DePaul University. The UW School of Journalism & Mass Communication gave him a Distinguished Service Award in 1994.



research religion on college campuses, the correspondent was Kelly Cobiella — known during her student days as **Andrea Kelly Martin Wilets '93**, a third-generation Badger.

John Klima '94 of Branchburg, New Jersey, is at work on a most unusual project for Bantam Books: he's editing *Logorrhea*, an anthology of stories based on spelling-bee-winning words. Klima is also the editor of a fiction and poetry zine called *Electric Velocipede* (www.electricvelocipede.com), as well as the head of Spilt Milk Press, which publishes *Electric Velocipede* and chapbooks.

The American Association for the Advancement of Science has welcomed **Michael Strigel MS'94** as a fellow, and he's also the new executive director of a Madison-based land-conservation organization, Gathering Waters Conservancy. Strigel was most recently the executive director of the Wisconsin Academy of Sciences, Arts, and Letters. We thank his "proud mother-in-law," **Libby (Elizabeth) Barnard Farmer '65** of Madison, for letting us know.

The Gilder Lehrman Institute of American History has awarded a research fellowship to **Lisa Surwillo '94**, an assistant professor in the Department of Spanish and Portuguese at Stanford [California] University. She'll conduct research at the New York Public Library on "Tio Tom's Cabins: Spain in the Black Atlantic."

If you read the October issue of *Network Computing* magazine, you may have seen an article by **Michael Biddick '95** titled "Autonomic Computing: Vision vs. Reality." He's the vice president of solutions for Windward Consulting Group, a systems-integration firm headquartered in Herndon, Virginia.

R. Michael Raab '96 is doing his part to wean the world off of petroleum, and MIT's *Technology Review* was so impressed that it named him

one of 2006's thirty-five best young innovators under the age of thirty-five. Raab is the founder and CEO of the Cambridge, Massachusetts-based biotech firm Agrivida.

Brad Rudolph '97 has won an Emmy! He's a news producer at KUSA-TV, NBC's affiliate in Denver, and his team took the prize for the best morning newscast.

While **Zoe Timms '97** was a UW study-abroad student in Hyderabad, India, in 1996, she became interested in nonprofits and education. In 2002, she pursued both as the monitor of the UW-Madurai (India) study-abroad program and as the co-founder and executive director of the Sudar Foundation (www.sudarfoundation.org), which helps underprivileged women to succeed in higher education and careers. Timms splits her time between India and Ashburnham, Massachusetts.

The marquee that adorns Madison's historic Orpheum Theatre got some help in December from **Kris Warren '97**, who worked there as a student. He's now the director of TV development at Wonderland Sound and Vision in L.A., so to raise funds to refurbish the marquee, he arranged a Midwest-premiere advance screening of *We Are Marshall*, which Wonderland produced. Warren's also the new co-president of the Junior Hollywood Radio & Television Society.

Have you ever considered conducting an oral-history interview of your family? Perhaps a new work by Nashville, Tennessee, archivist **Linda Barnickel MA'99** would help. It's called *Oral History for the Family Historian: A Basic Guide* (<http://omega.dickinson.edu/organizations/oha>).

2000s

Hearty congratulations to **Nicholas Sterling '00**, who

not only earned his PhD in astronomy from the University of Texas-Austin in August, but had a job lined up as well — at the NASA Goddard Space Flight Center in Greenbelt, Maryland.

Kurt Steinke MS'02, PhD'06 came out on top when the Musser International Turfgrass Foundation chose the recipient of its 2006 Award of Excellence and the accompanying \$20,000 cash prize. He's an assistant professor of turfgrass ecology at Texas A&M University in College Station.

For such a recent grad, **Ryan Schweitzer '03** has done a lot of good — which the Minneapolis-based Hawkinson Foundation has honored with a 2006 scholarship. Schweitzer recently completed coursework in environmental engineering through Michigan Technological University's Peace Corps Master's Program and is now a Peace Corps volunteer in the Dominican Republic. His UW years included AIDS outreach efforts in Chile and Argentina, and later work in Peru with Engineers Without Borders.

If you read *TIME* magazine's September 4 cover story, "How the Stars Were Born," you know about the collaboration between **Daniel Stark '03** and Richard Ellis, Stark's Cal Tech astrophysics professor, as they study the earliest stars in the universe. Stark is in his fourth year of a Cal Tech PhD program and was a Goldwater Fellow at the UW. Many thanks to **Bennett Stark PhD'82** of Atlanta for letting us know.

In September, **Katherine Gormley '05** completed a year of volunteering and teaching with Common Hope (www.commonhope.org) in Guatemala. She concludes that people who live in poverty are no different from anyone else — "the difference is in the way the developed world thinks about those living in poverty." Gormley has now returned to Minnetonka, Minnesota.

The Greater Madison chapter of the Association of Fundraising Professionals has named **Rachael Weiker '06** its Outstanding Young Philanthropist. Currently an AmeriCorps volunteer coordinator assistant at Habitat for Humanity of Dane County, she was honored for her work as the 2006 chair of the Souper Bowl, the largest fund-raising event sponsored by the UW-Madison campus chapter of Habitat for Humanity (www.uwhabitat.org).

obituary

E. (Edmund) David Cronon, Jr. MA'49, PhD'53, a former dean of the UW College of Letters and Science, died in December in Madison. Specializing in twentieth-century American history, he taught at Yale and the University of Nebraska before returning to UW-Madison in 1962. He remained here until his 1994 retirement, serving as a professor, chair of the history department, director of the Humanities Research Institute, and dean of L&S from 1974 until 1988. Cronon is credited with developing and strengthening many programs, including Afro-American studies, women's studies, anthropology, computer science, and Slavic languages. He was the senior author of the University History Project throughout the 1990s and co-authored two volumes on UW history, among other books. UW Provost Patrick Farrell said that Cronon made "tremendous contributions" to the university in a college that encompasses nearly half of the student body. Cronon's son **William Cronon '76** is a professor of history, geography, and environmental studies at the UW.

Compiled by Paula Wagner Apfelbach '83, who is not a doctor, but plays one on TV.