

On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

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*UW researchers probe
the psychopathic mind.*

FALL 2012

Student Start-Ups

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Money Matters

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Neurology's Gentleman

The remarkable life of Hans Reese.

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Avian artist Tom Schultz paints his passion.



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A woman with curly hair, wearing a grey t-shirt, blue jeans, and red rubber boots with a white 'W' logo, stands in a laundry room. She is leaning against a row of silver front-loading washing machines and reading a newspaper. The room has a tiled floor and a window in the background. A sign on the wall reads 'Raising your U-RAH-RAH'.

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YEAR OF
INNOVATION



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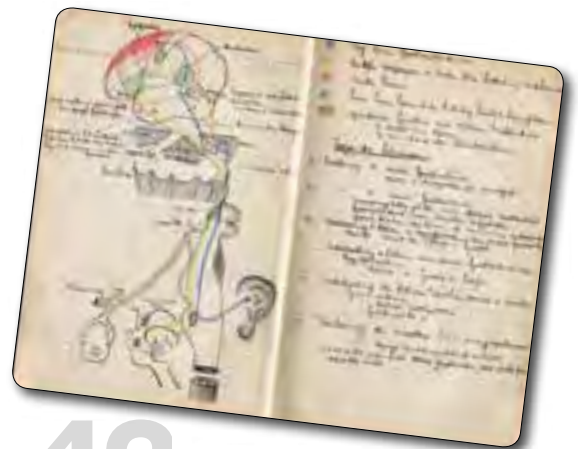
First comes the kernel of an idea. Then comes the support for budding entrepreneurs within any major, thanks to a campus cultural shift.

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When Allied military leaders needed special expertise during World War II, German-born Hans Reese, a UW neurologist, was their go-to guy.

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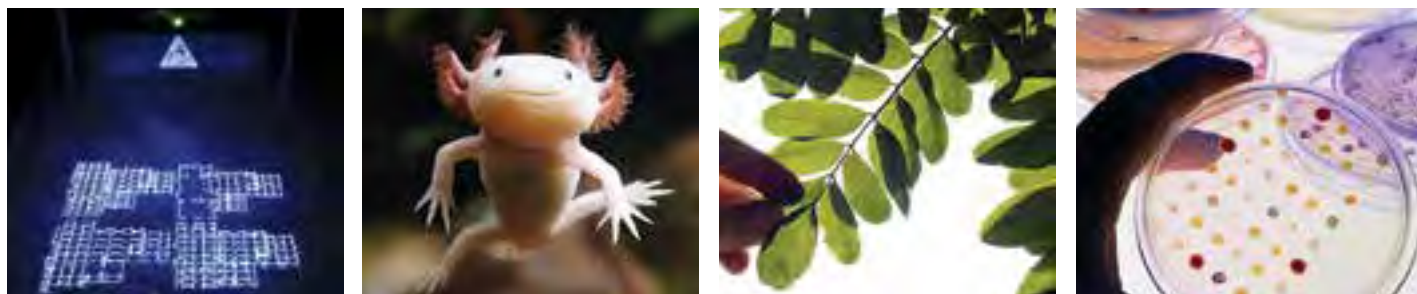
Why do psychopaths do the things they do?
UW researchers are probing for answers.
Illustration by Brian Stauffer/theisspot.com



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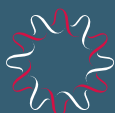
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On Wisconsin

FALL 2012

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What does it take to succeed as the head of a major public research university?

Former UW-Madison
Chancellor Donna Shalala
recently told the *New York
Times* that the job is like
that of a tugboat captain:
you try to get the ship
aligned and pull it in the
right direction.

"It was a lot easier
to run a cabinet depart-
ment than the University of
Wisconsin," says Shalala,
who left the UW to become
secretary of the U.S.

Department of Health and

Human Services and now serves as president of the University of Miami. "There are a
lot of different constituencies at a university, and the president cannot be successful
without buy-in from all of them."

The quest for such a person for UW-Madison will begin this fall when UW System
President Kevin Reilly appoints a search committee that represents those consti-
tuencies — faculty, staff, students, and the broader community. The goal is naming
someone to succeed Interim Chancellor David Ward MS'62, PhD'63 when his two-
year appointment ends next summer.

The average tenure nationally for college and university presidents is seven and a
half years, a year shorter than it was six years ago. It's a complex job. The UW's new
chancellor must have the skills to run an enterprise the size of a major corporation —
a 936-acre campus, more than 42,000 students, some 15,000 faculty and staff, and a
\$2.7 billion annual budget.

It's possible that the candidate ultimately approved by the UW System Board of
Regents will come from outside higher education. Purdue University recently hired
Indiana Governor Mitch Daniels as its next president, sparking complaints about
choosing someone without an academic background to lead a major research univer-
sity. But nearly one-third of college presidents and chancellors have not served as
faculty members, instead having built careers in politics or business, according to a
survey from the American Council on Education.

Finding the UW's next leader will be a public process, with finalists visiting campus
to participate in forums and conversations aimed at answering the most critical ques-
tion among many: who is the best captain to lead our university into the future?

Jenny Price '96



As leaders of American universities tackle their complex
jobs, average tenure is shrinking.

JEFF MILLER



Love for "Labor of Love"

I really enjoyed "A Labor of Love (for Words)" [Summer 2012]. However, I noticed that the word we used in rural Wisconsin for drag-onfly was missing. We called it a "flying clothespin." The ones in our small lake town sure looked big enough to fit the name! Also, we called cicadas "sewing bugs," because they sounded as if they were running little sewing machines in the trees on a hot summer night.

Lisa Foley JD'87
Milwaukee, Wisconsin

Card Catalog Adventures

"Farewell Cards" in the Summer 2012 *On Wisconsin* was funny, informative, and poignant. As a UW student in the late '80s, I now realize how lucky I was to get in on the final years of the card catalog system. I have wonderful memories of prowling the musty floors of Memorial Library, searching out odd and esoteric tomes in the stacks, and settling in some cool, half-lit cubby to read.

The card catalog was always the first stop on these "adventures." Rows of apothecary drawers awaited, their tiny brass handles well worn by generations of students before me, packed with obscure, coded clues to follow — step by step — to some hidden text filled with arcane knowledge.

Chris Wadsworth '91
Ashburn, Virginia

Pier Pleasure

One of the fondest UW memories I have is going for lunch on the Union Terrace and then grabbing a skiff for a quick sail before returning to the pharmacy school for an

afternoon of research. Your picture of the Union swimming pier [Traditions, Summer 2012] brought that memory back very vividly. The tradition of boats available for student use is one I will never forget.

Allen Isenberg MS'62, PhD'66
Dunedin, Florida

Voter ID Coverage "Disheartening"

"Carded" [Summer 2012] states that the voter ID law is "designed to combat ballot box fraud." While that is the alleged goal, there is another equally, if not more compelling, reason for the law — that is to erect barriers and make it more difficult for certain segments of the population to vote. Given the role of the UW in serving one of the groups disproportionately impacted by this law, it is especially disheartening to simply see the justification repeated without pointing out the alternative reason for the law.

Paul Weigandt '78
Rhinelander, Wisconsin

I have wonderful memories of prowling the musty floors of the Memorial Library, searching out odd and esoteric tomes in the stacks, and settling in some cool, half-lit cubby to read.

'Round and 'Round with Roundabouts

["Ring around the Roads," Summer 2012] made the point quite clear: [roundabouts are] effective, but unpopular. American culture doesn't seem willing to readily accept a "give-and-go" concept of yielding, then moving once clear. It may take a generation of drivers before roundabouts are finally accepted as part of America's road network.

Paul Niesen '83
Fairview Heights, Illinois

From the Web

[In regard to "There's an Apps for That," Summer 2012]: I would like to see a book written by Jerry [Apps] on farming in southern Wisconsin and coping with the changes and how we (I am one of those farmers) are trying to pass on to the new generation our farming way of life. I think it would help others understand what farmers are coping with and why we hang onto our way of life as we do.

Barb

I was very pleased to read the article about Audrey [Lawler] learning to fly at my father Howard Morey's airport ["Flying Solo," Summer 2012]. In fact, I contacted Audrey and sent her a copy of the book *The Howard Morey Story* by John and Marilyn Jenkins. Audrey not only enjoyed the book as one who loves aviation, but she found her picture in the book. It included a photo of her and two other coeds taking flying courses in 1945.

Field Morey

You Like Us! You Really Like Us!

The *On Wisconsin* editors recently participated in an online survey conducted by the Council for the Advancement and Support of Education. Responses told us that:

- *On Wisconsin* is the number-one source of information about UW-Madison.
- Three out of every five readers say they read all or most of every issue, and spend at least half an hour with an issue.
- For the magazine's format, 75 percent of

readers prefer print, 11 percent prefer online, and 14 percent prefer both. (For an online version, visit onwisconsin.uwalumni.com.)

If you'd like to comment on the magazine, send an e-mail to onwisconsin@uwalumni.com; mail a letter to *On Wisconsin*, 650 N. Lake Street, Madison, WI 53706; or send a fax to (608) 265-2771. We reserve the right to edit letters for length or clarity.

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scene

The Longenecker Gardens, UW Arboretum, October 2011
Photo by Jeff Miller



A Chair of a Different Color

Among UW students and alumni, there are few things more familiar and loaded with memories than the Terrace chair.

But visitors to the campus's living room couldn't be blamed for doing a double take this spring and summer when they encountered an unfamiliar version of the coveted and iconic piece of furniture perched at the shore of Lake Mendota. In late April, three hundred chairs in a vivid shade of blue joined the classic orange, green, and yellow ones on the Terrace in a nostalgia-driven effort to raise money for Memorial Union renovations.

The blue chairs exited the Terrace on August 31, marking the launch of the Wisconsin Union's three-year campaign to raise \$25 million for a comprehensive restoration of the historic building. Memorial Union welcomes more than 5 million visitors each year, but its infrastructure is outdated. Aging pipes have failed and damaged the building, several entrances and rooms are inaccessible to those who can't climb stairs, and meeting spaces do not fit the needs of twenty-first-century students.

The first phase of work, which began this summer, focuses on updating the building's west wing, including treasured spaces such as the Wisconsin Union Theater and Hoofers facilities.

Where did the limited-edition blue chairs end up? Ownership was transferred to those who gave \$1,000 or more to the fundraising campaign, allowing them to take a little piece of the Terrace home.

Jenny Price '96



BRYCE RICHTER, LEFT AND LOWER RIGHT; BELOW LEFT: UNIVERSITY HOUSING; MIDDLE: CARISA DIXON, AMERICAN PLAYERS THEATRE; (JAMES HODGE IN RICHARD III, 2012)

quick takes

In an effort to make a UW education more accessible and affordable, UW System officials and Wisconsin Governor Scott Walker announced a plan to create a UW Flexible Degree. Aimed at adults already in the workforce, the program would leverage online resources and allow students to receive credit for skills they've already learned in school or on the job.

Three UW faculty members held key roles in the search to confirm the existence of the Higgs boson, announced in July: physics professors Sau Lan Wu and Wesley Smith

and computer science professor Miron Livny. The experiments involved thousands of scientists at the subterranean CERN laboratory in Switzerland. First hypothesized in 1960, the Higgs boson is the subatomic particle that is believed to give mass to matter.

The UW's newest residence hall, Dejope, opened in August in the Lakeshore area. Dejope is a Ho-Chunk word meaning



four lakes — a reference to Lakes Mendota, Monona, Waubesa, and Kegonsa. The new hall is home to more than 400 students, and it's the first new hall in the Lakeshore neighborhood since the Elm Drive units opened in 1959.

Lawrence Landweber, emeritus professor of computer science, was inducted into the newly created Internet Hall of Fame. In the 1970s, Landweber helped establish TheoryNet and CSNET (Computer Science Network). He was one of thirty-three people in the Hall of Fame's inaugural class. Find out more at www.internethalloffame.org.

Weird World Web

A professor tracks online folklore.

In olden days, when all the lore was folklore, people turned to legends, proverbs, and custom to answer their questions. Nowadays, we're much more modern and sophisticated. We have the Internet — which, according to **Robert Glenn Howard**, is full of legends, proverbs, and custom.

Howard, professor of folklore and director of the UW's digital studies initiative, is using high-tech techniques to track the ways that the web has become a medium for the transmission of folk wisdom. Drawing on network theory, he's tracing hundreds of thousands of electronic posts to assess how people use online forums to gather what he calls "vernacular authority" to learn things that institutional authority is either unable or unwilling to impart.

"Vernacular authority is a sort of aggregated individual wisdom," he explains. "It's authority that is generated from a perceived source of informally shared knowledge. It's the

combination of tradition, folk wisdom, proverbs, and generic experience."

The web offers a place where vernacular wisdom is not only on display — it's recorded. Through blogs and posts, the "folk" get a chance to have their say, and any interested party can read it. Further, specialized websites enable users to find exactly the people they want to communicate with, giving them the chance to learn just the facts they want to hear, filtered through a worldview that matches their own. The only problem, Howard has found, is the sheer volume of words that the folk are sharing.

Howard took a sample of that vernacular authority at a website devoted to natural family living — that is, one that caters to parents who are leery of conventional medicine and prefer to raise their children through more traditional practices, sometimes opting for home birth, for instance, or resisting vaccination. He found that there were more than 150,000 individual users

injury get disease
live think want
time vaccine
baby select selective
people child delay
doctor exemption

who had posted comments on the site, adding up to 5.4 million posts, most running between 50 and 150 words.

"In a lifetime, I couldn't read all these posts," he says.

A workshop at UCLA ("Math camp for humanities professors," Howard calls it) inspired him to hire a computer science graduate student, who designed a program that would help examine large volumes of online posts. The program sifts through multitudes of posts to find connections among users and among terms — such as when the words *vaccination*, *conspiracy*, and *theory* are mentioned together. It then enables Howard to chart those connections and see how vernacular authority operates.

Howard has started applying this technique to other fields

of vernacular authority as well, including websites dedicated to women's issues, political action networks, beliefs about the so-called Mayan apocalypse of 2012, and even the teaching of music — in particular, YouTube videos that purport to show the "correct" way to play the guitar riffs from the 1978 AC/DC song "Gone Shootin'."

Online, Howard says, "there's an amazing amount of facts, and people have to figure out which apply and which don't. People have much more power in what information they consume, for better and worse. That's why I'm trying to create an ongoing and systematic investigation of digital technology."

John Allen



Physicians and therapists from

the UW's Voice and Swallow Clinic took a peek at some professional pipes when they examined actors from the renowned Spring Green,

Wisconsin, troupe American Players Theatre. The clinicians performed baseline stroboscopies on the actors — video recordings of their vocal cords.

The UW's Morgridge Institute for

Research has named James Dahlberg, an emeritus professor of biomolecular chemistry, as interim director, following the departure of Sangtae Kim. The Morgridge Institute is the private half of the public-private Wisconsin Institutes for Discovery, which opened in December 2010 and seeks to facilitate research collaborations across the fields of biology, computer science, and bioengineering.

In spring, the Associated Students of Madison, the UW's student government, announced the creation of the Campus Idea

Scholarship. Students could receive up to \$3,000 for proposing the best solution to a problem they identify on campus.

The UW ranks number one in the nation

for time that students spend studying, according to a survey published in the *Washington Post*. UW Freshmen hit the books for 20 hours a week, while seniors typically spend 18 hours a week in study. The national average among college students is 15 hours.



Can You See Me Now?

Restoration specialist John Augustine cleans rust and debris from one of the telescope lenses — an achromatic doublet lens, to be specific — at Washburn Observatory. Augustine is an antique instrument specialist from Parkman, Ohio, and his work caps a two-decade restoration of the observatory, which was built in the 1880s. This lens assembly weighs about fifty pounds, and there's no record that it had ever been cleaned before. Washburn is open to the public at least two nights each month.



JEFF MILLER

STUDENT WATCH

Eric Dahl x'13 has a job that might be the envy of many college students: he's paid to eat.

Dahl — nicknamed “Silo” — is the nation's top-ranked collegiate competitive eater. He discovered his talent in 2011 after taking on a challenge at Big Red's Steakhouse in Madison to avoid paying for his meal. He finished the three-pound cheese steak easily, and decided to take on another challenge again a few weeks later while on vacation in Duluth, Minnesota. This time, success promised notoriety in the form of a menu item.

“Now there's a Dahl burger in Minnesota, and it just kind of went from there,” he says. After less than a year of competition, Dahl holds two world records — for pulled pork sandwiches (nine in six minutes) and hands-free pumpkin pie (twenty-seven slices in eight minutes) — and is undefeated in individual challenges. He credits his enormous success to dedication and a strict training schedule.

“I treat it like any other sport,” he says. “If you want to be the best, you've got to practice, train, all that kind of stuff.” He pays close attention to what he eats, ramping his calorie intake up or down before competitions, and he exercises regularly to stay healthy overall.

But even though Dahl is hoping his career continues to grow, there are still some challenges he would refuse.

“Watermelon, maybe,” he says. “I've just never been a fan of watermelon at all.”

Lydia Statz '12



Glowing Reviews

This year's Go Big Read selection illuminates Marie and Pierre Curie.

UW students won't have to open this year's pick for the Go Big Read program to realize they have something special in their hands, though they might need to turn out the lights. The cover of *Radioactive: Marie and Pierre Curie, A Tale of Love and Fallout* by Pulitzer Prize-nominated illustrator Lauren Redniss glows in the dark.

Interim Chancellor **David Ward MS'62, PhD'63** chose innovation as the theme for this year's common-reading program. He found a perfect fit with the biography of the groundbreaking scientists: a mash-up of a love story, graphic novel, and science textbook.

The book's pages have brilliant graphics with a luminous quality that comes from cyanotype printing, a camera-less photographic technique in which paper is coated with light-sensitive chemicals. When the chemically treated paper is exposed to the sun's ultraviolet rays, it turns deep blue.

Redniss, who is scheduled to visit campus in October, traveled the world to research the book. She went to Hiroshima to meet with atomic bomb survivors, talked to weapons specialists at the Nevada Test Site where nearly one thousand nuclear bombs were detonated during the Cold War, and interviewed Marie and Pierre Curie's granddaughter.

Jenny Price '96



HARPERCOLLINS PUBLISHERS

Say What?

Talking to yourself has cognitive benefits, a UW study finds.

Caught talking to yourself in the cereal aisle?

Shrug off those sideways glances from your fellow shoppers. They're just not as efficient at filling their carts, according to research from **Gary Lupyan**, a UW assistant professor of psychology. His study, published this spring in the *Quarterly Journal of Experimental Psychology*, revealed an advantage in speed and accuracy for people who

repeat the word for an object while they search for it.

"Even though people get embarrassed about talking to themselves — and even though they may not be doing it consciously — there's a benefit, a cognitive advantage to it," Lupyan says.

While hunting for a particular item — say, a banana — in a field of pictures of all sorts of different objects, the people who

repeated *banana* to themselves had a fifty- to one-hundred-millisecond advantage (in searches about a second long) over their silent peers.

"Part of knowing what a word means is being able to picture the thing the word represents," Lupyan says. "Actually saying *banana* makes you picture a banana, and that may make you faster in finding and identifying a banana."

But getting chatty with yourself won't always help, especially if you're looking for an item that doesn't closely match the mental picture you've paired with a word.

"The flip side is, if you're repeating *banana*, you might actually overlook a brown banana or half a banana," Lupyan says, "because they aren't as typical of the connection you have between language and object."

Chris Barncard

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ANN EMERY HALL GUIDE FOR WOMEN STUDENTS ATTENDING



This map was evidently given out in 1927 to residents at Ann Emery Hall, to help orient them to campus and its environs. Named for the UW's first dean of women, Ann Emery Allinson, the building was a private residence hall for female students. Ann Emery Hall still stands at 265 Langdon, though much has changed in the last three-quarters of a century — the fashion stables are gone, for instance, and registration happens online, not in Bascom Hall. But a surprising number of the map's highlights still exist: there's a Chocolate Shop(pe) on State Street, Greek houses still line Langdon, and the Lake Monona sea monster is as feisty as ever.

John Allen

Mobility Marvel

Engineering students help a surgeon get back on his feet in the OR.

After a tragic fall left Delaware surgeon Garrett Cuppels paralyzed from the waist down, he lost the critical ability to stand and comfortably move across an operating room. Determined to give Cuppels hope to return to orthopedic surgery, a team of five UW biomedical engineering students developed a device they named the standing paraplegic omni-directional transport (SPOT).

At the heart of the UW's biomedical engineering program is a design class: for one credit, students tackle biomedical challenges proposed by real clients, including clinicians, researchers, and engineers in the industry. For **Bret Olson x'12** and the rest of his team, earning that credit became secondary. The foremost goal, he says, was to get the doctor back on his feet, thanks to a standing wheelchair the students envisioned.

"We have the unique opportunity to change someone's life," Olson says. "Many projects help facilitate research, but it's only so often we get to interact with the people we're helping."

The students have devoted hundreds of hours during the past year to developing SPOT: they've visited hospitals, raised money for parts, and spent essential time building it. And they've stayed in touch with Cuppels throughout the process, incorporating his ideas and making sure that what they are developing fits his standards.

SPOT's omni-directional movement capabilities set it apart from other devices. "Dr. Cuppels will have the ability to move in any direction extremely quickly," Olson says. "What we try to perfect is the precision of movement." After the team finishes constructing SPOT this semester, Cuppels will likely go through a residency to adapt to a new way of moving about the operating room.

Olson says this project demonstrates how biomedical engineering can produce immediate results, adding, "It has been so fulfilling to see how Dr. Cuppels appreciates engineering and the mechanical build of our device."

Aimee Katz x'13



JEFF MILLER

Engineering student Bret Olson demonstrates a potentially life-changing device built for a surgeon paralyzed from the waist down, with intricate wheels capable of turning in any direction.

School of Hard Rocks

A geology course first offered seventy years ago is still challenging students.

Fresh off a summer of geological mapping in northern Ontario, Canada, **R. C. Emmons PhD'24**, a UW-Madison geology professor, realized the area would provide an excellent laboratory for students to apply what they were learning in the classroom.

Emmons organized a class and drove his students across the border to an area called White Lake, where they spent their days tramping across the hillsides in search of geologic clues and their nights in a simple tent camp.

The year was 1941.

More than seventy years later, the course, now Geoscience 457, is a popular annual offering with more than one thousand alums, says Professor **Philip Brown**, who has led the class for fourteen of the past twenty-five years. A few things are different — the class is now coed, and the participants sleep in rustic cabins rather than tents — but the tools available to the students haven't changed much over the decades. They still use topographic maps and compasses for orientation, and hand lenses and rock hammers for examining samples.

The students spend a week in the field. Their task: view enough of the area's geology to make a color-coded map defining the surface rock layers across the entire region, then draw a cross-section showing the layers' three-dimensional structure within the earth.

It's a challenging assignment, Brown acknowledges. "There is a right answer, but no one knows it exactly," he says. "The geology is complex enough to be interesting, but not so complex as to be impossible." Professional maps

of the area exist — it was once a prime uranium-mining district — but not with the level of detail he asks from his class.

In a few classroom sessions before the trip, Brown gives the students an overview of the main rock types and offers hints about distinguishing clues to look for in the field. The fifteen students pass around rock samples, scribbling notes and trying to commit enough details to memory to recognize them in their geologic context.

The rocks tell the history of the area, from violent seismic and glacial disruptions to gently lapping seas. The region has some of the oldest, best-exposed evidence of continental glaciation, Brown says, with 2.2-billion-year-old rocks that are invaluable to studying the history and causes of ice ages.

Adding to the challenge, the area is heavily forested, and students must find rocks that are exposed in small outcroppings or road cuts. From those data points and their best geological inference, they fill in the gaps and draw conclusions about the underlying layers with all their folds, fractures, and faults. The assignment allows the students to immerse themselves in the real-world practice of what they've been studying and pushes them to synthesize years of coursework, Brown says.

"It's nice to go out in the field and realize you know so much



UW geology students have been studying at White Lake since the 1940s (inset). Alumni from past years, including the 1970s (above), attended a reunion trip last fall to revisit the site and reconnect with classmates.

more than you did in any one class," says **Faith Zangl x'13**, who has a geoscience/geological engineering double major.

Back in camp each evening, the students compile their field notes and start sketching in a map based on the day's observations. They are primarily graded on whether the map matches the observations in their notebooks and follows a consistent internal logic.

"The ways you take notes and everything, working together as a team — that's what's really going to stick with you," says

Brigitte Brown x'13, a senior majoring in geoscience and geological engineering.

Last fall, Philip Brown organized a reunion trip, during which class alumni from the 1960s to the 2010s could revisit earlier days of camping and camaraderie.

"It's one of the most enjoyable teaching assignments I could have," he says. "[I'm] spending a week with ten to fifteen good students, doing what many geologists became geologists to do: be outside looking at stuff."

Jill Sakai PhD'06

TEAM PLAYER

A. J. Cochran

When A. J. Cochran '15 is on the soccer field, people tend to notice. It starts with his size: at six foot three, and just under two hundred pounds, he sometimes literally sticks out above the competition. But coaches around the country are also talking about his skills, and doors are beginning to open for this sophomore.

The St. Louis native first played internationally as part of the Under-18 squad for the United States, traveling to Argentina and Chile. He also competed on a tour in Europe before returning to the States to make big contributions to the Badger men's team.

Cochran, a defender, started in eighteen games during his freshman season, scoring one goal and three assists. His play was impressive enough to garner a unanimous vote for the Big Ten's All-Freshman Team in 2011, and it earned him a coveted spot on the national Under-20 training squad. He practiced with that team during the summer, hoping to remain on the roster through the U-20 World Cup in 2013. He also practiced with the Chicago Fire, a Major League Soccer team.

It's a lot to handle — even without throwing college into the mix, but Cochran can rely on voices of experience. His father, John, played soccer at Maryville University, and his sister Taylor is a gymnast at UW-La Crosse.

Cochran also played basketball, baseball, and football as a child, but says his father helped him realize his true potential. "I would sit down with my dad and have talks with him," he recalls, "and he thought that soccer was probably the best path to take if I wanted to play a Division I college sport."

That dedication is rewarded, Cochran says, when he puts on a U.S. national jersey.

"Not many people can say they've gotten to represent their country, and I'm very humbled to be able to have done it," he says. "That, by far, has been the best accomplishment."

Lydia Statz '12

"Not many people can say they've gotten to represent their country, and I'm very humbled to be able to have done it."



Competitive Contingent

Current and former Badgers competed in London's summer Olympic Games.

Given the university's rich tradition of athletics and competition, it came as no surprise to see multiple Badger alumni competing in the Olympic Games in London in July and August.

Kristin Hedstrom '08 competed in lightweight women's double sculls for Team USA, taking to Dorney Lake what she learned as a rower at the UW — and bringing to twelve the number of consecutive Summer Games featuring UW rowers.

"I loved rowing as a sport, but I just loved doing it at a school like Wisconsin," says Hedstrom. "I am so proud to represent the UW on an international scale. ... I credit my success to being a student athlete at Wisconsin."

Grant '09 and **Ross '10** **James** also rowed for Team USA. After joining the team as walk-on (non-scholarship) athletes in their freshman year, they continued to compete in college, and they've been training full time since they graduated.

"The rowing program is designed to identify and

cultivate kids who are born rowers and don't know it," says **Chris Clark**, men's rowing coach. "The James brothers represent the archetype of UW rowers. ... They are soft-spoken, with the tenacity and work ethic to be successful competitors."

Hedstrom and the James brothers were among those hoping to join the nineteen Badger alumni who medaled in previous Summer Games.

Former UW runners also earned spots on Olympic teams. **Gwen Jorgensen '09** switched from competing in swimming to running on UW's women's track and cross-country teams halfway through her college career. Although she's been competing in triathlons for just two years, her immense talent earned her a spot on Team USA.

Matt Tegenkamp '05, a former UW track star, competed in the men's 10,000-meter race. One of three runners to achieve the Olympic "A" (automatic qualifier) standard in the 5,000 and 10,000 meters, he qualified at the



Former UW rowers Ross James (left) and his twin brother, Grant James, were among eight Badgers competing in London.

U.S. Olympic Trials to compete in London.

Tegenkamp's former teammate and national champion **Chris Solinsky '07** decided not to enter the Olympic trials due to a hamstring injury.

UW senior **Mohammed Ahmed x'13** broke a thirty-six-year-old record in the 10,000 meters in April, achieving the Olympic "A" qualifying standard. After taking the Big Ten title in the 5,000 meters in May, he competed at the NCAA championships, finishing seventh. At the Canadian Olympic Trials, Ahmed won the 10,000-meter run, fulfilling his Olympic dream.

Hilary Stellingwerff '04 joined Ahmed on Team

Canada, competing in the 1,500-meter race. Stellingwerff ran at UW for four years and earned high honors in her senior season.

Egle Staisiunaite '12 also made the trip to London, competing in 400-meter hurdles for Lithuania and becoming the fifth former member of the Badger women's track-and-field program to participate at the Games.

Justin Doherty MA'03, associate director of UW Athletics, says the department is proud to have representation on an international stage. "People competing have been taught and trained here," he says, "and that says a lot about our university and our athletics program."

Aimee Katz x'13

BADGER SPORTS TICKER

In June, the Big Ten Conference and the Ivy League began a joint effort to study the effects of head injuries on athletes. The two conferences want to gather a broad set of data about brain trauma for researchers and medical staff. For more on athletes and head injuries, see the story "Head-On Collision" at onwisconsin.uwalumni.com.

The UW lost two top wrestlers when 2010 NCAA champion Andrew Howe and 2011 All-American Travis Rutt transferred to Oklahoma. Both missed the 2011-12 season because they were in training for the 2012 Olympics. Neither qualified for the U.S. national team.

Two Badger teams received Public Recognition Awards from the NCAA for athletes' performance in the classroom. Women's tennis and women's golf were both honored for their players' academic progress. The golf team included six Academic All-Big Ten players, and tennis had seven, including senior Alaina Trgovic, who achieved a perfect 4.0 grade point average.

Former Badger hockey player Ryan Suter x'07 scored big during the NHL offseason. The defenseman signed a thirteen-year, \$98 million contract to play for the Minnesota Wild. He played for the UW during the 2003-04 season, and his father, Bob x'79, and uncle Gary x'85 are also former Badger hockey stars.



[mis]guided light

A psychopath focuses on a goal — no matter how chilling the consequences. But UW researchers have hopeful news about changing that behavior.

Joe Newman has spent much of his life in a place no one wants to go, studying a group of people who few in his field believe can — or even should — be helped.

For more than thirty years, UW psychology professor Newman has been trying to uncover and understand psychopaths, seeking answers to what is happening in their brains that causes them to be so callous, cold, and calculating.

Psychopaths make up about 1 percent of the general population. But their numbers are closer to 20 percent of male prison inmates — and that's what initially drew Newman to the UW: he saw a chance to gain unprecedented access behind bars through a faculty member who had contacts in the Wisconsin Department of Corrections.

"In most places, it's impossible to do research in prisons," Newman says.

But in Wisconsin, the corrections department is a silent, but essential, partner in UW research aimed at discovering brain abnormalities in psychopaths. Newman has worked in the state's prisons for more than three decades, allowing his team to complete at least eight thousand psychopathy assessments.

By Jenny Price '96

Newman's extraordinary relationship with the prison system and other psychopathy researchers on campus and off has made Wisconsin a leading site for groundbreaking neuroscience research involving inmates. The work is shedding light on the brains of people with psychopathy and building the foundation for what eventually could become a viable treatment for a group of people long considered a lost cause.

"With Joe's team, the benefits from the actual research are becoming tangible as time goes on," says Kevin Kallas, mental health director for the Wisconsin Department of Corrections. "It's refreshing, because the standard line has been that people with psychopathy either can't be treated or it's difficult to treat them."

Why try to help people who lack remorse and might do whatever it takes, including manipulation and violence, to get what they want? That question is one of the hurdles to this work and to getting funding for it. Psychopaths are everywhere in popular culture — in books, movies, and TV shows. But Newman believes that our morbid fascination with them and the conventional notion that they are evil to the core could be what is keeping us from tackling a problem that is not fundamentally different from other mental-health conditions.

It's not just the general public that recoils from psychopaths. Some researchers have suggested that they are a subspecies of human beings, and that it's unethical to try to treat them, in case doing so somehow makes them worse.

"When people have trouble controlling their thoughts, like in schizophrenia, or their feelings, like they do in depression, our heart jumps out to them, and we want to understand it. We want to offer them treatment, and it's a priority to spend mental-health research dollars understanding these problems," Newman says. "But when it comes to psychopathy, all of a sudden we take our mental-

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health model and we throw it out the window, and we think of this punitive model, where people are behaving poorly because they're not motivated or they're nasty, evil people who don't deserve our help and need to be punished."

Newman, the founding president of the Society for the Scientific Study of Psychopathy, and his colleagues are most interested in what causes psychopathic behavior and, more importantly, how they could train a psychopath's brain to change it for the better.

[fear myths]

Since the 1950s, the most established theory about psychopaths is that their undesirable — and sometimes horrifying — behavior is the result of a low fear IQ. This lack of fear, goes the theory, results in people who don't worry about being punished for their actions.

Newman has long pursued another theory. He believes that psychopaths are

capable of fear, but when they're focused on a goal, they — for some reason — don't shift their attention to consider the consequences, such as hurting other people or going to prison. Strong evidence of this extreme lack of attention was demonstrated in one of his earliest studies involving a gambling task. Psychopaths playing the game continued to lose money because they focused on the next card choice rather than on the bottom line.

"If it's all about callousness, then why is it that they show the same behavioral problems even when the only cost is to themselves?" Newman asks.

When the subjects were made to take a "time-out" to slow down and reflect before choosing, they made better decisions. "[Psychopathy] helps you pay attention to what's important to you, what's primary, but it hurts your ability to attend to what's secondary," he says.

In a more recent study, Newman and his team used the threat of a weak electric shock to measure fear response, demonstrating how attention can affect psychopaths' reaction to threat. The researchers put electrodes on the inmates' fingers, which gave a shock less intense than a static-electricity charge, and then had them view a series of letters on a screen. The inmates were told that shocks might be administered following a red letter, but not after a green one. Because they were instructed to push buttons indicating whether the letters were red or green, the task focused the inmates' attention directly on the threat, making it primary.

Contrary to the no-fear theory, the psychopaths in the study showed a fear response when they were directly focusing on the threat. But as soon as the task was altered to demand an alternative focus, such as paying attention to whether the letter on a screen was the same as the one that appeared two letters prior, the psychopaths' fear response disappeared.

Newman calls this an *early attention bottleneck*, a specific process in the brain that underlies psychopathy. The theory holds up when researchers use brain scans to look at what parts of the brain become more active or “light up” in inmates who are psychopaths, and those who are not, while performing these kinds of tasks. Scans showed that the amygdala, a region located deep within the brain that responds to fear and threats, was activated as much or more so for psychopaths — compared to non-psychopathic inmates — when they were asked to focus on the part of the task linked directly to threat of a shock.

“Once they commit their attention to something, the things that would normally cause the rest of us to stop and update our understanding don’t happen,” Newman says.

This is why the time-out concept works with psychopaths, Newman says, adding that the same approach is effective with children who misbehave in the classroom. “Use the time-outs not just as a punishment, but as an opportunity to reflect meaningfully — that’s what we did with the psychopathic subjects, and it worked,” he says.

This idea clashes with the popular belief that psychopaths are cold-blooded predators who are not motivated to change. Rather, it contends, they are unable to change their behavior because they react differently to the world and can’t process information that isn’t central to their goals.

And that gives Newman and his fellow researchers something most thought was not possible: a target for intervention and treatment.

[brain training]

Today Newman and his UW colleagues are in the middle of a two-year study designed to train psychopaths to shift their attention from their goals to what

Newman believes that our morbid fascination with psychopaths and the conventional notion that they are evil to the core could be what is keeping us from tackling a problem that is not fundamentally different from other mental-health conditions.

is going on around them. At the start, Newman and Arielle Baskin-Sommers MS’08, a PhD candidate who is running the study, were not expecting great success. Past efforts to treat psychopaths through traditional means such as group therapy were failures, and some feared the treatment could result in making them more likely to reoffend.

The UW team assessed Wisconsin prison inmates and assigned them to a six-week, one-hour-per-week training regime. Half of the inmates participate in training that matches their condition while the other half go through training that does not. The inmates aren’t told the reason for the training, and they are tested before and after the study to measure changes.

During their training, the inmates play a variety of games. To perform well, much like the gambling task in earlier studies, they must pay attention to cues that are not central to the main goal. In one task, for example, they look at images of faces and are told to press

one button if the eyes are looking left and another button if they are looking right. But if the faces look fearful, they are instructed ahead of time to press the opposite button, which requires them to pay attention both to the eye gaze and the expression on the person’s face — something a psychopath normally would not do.

The idea, says Baskin-Sommers, is that “the brain is plastic, and if you train certain pathways that might be weak, you can build up or strengthen those pathways.”

Three groups have gone through the training so far, with encouraging results: when tested on how well they are paying attention to context, psychopaths who were trained in ways specific to their condition showed improvement.

“We’re excited that, in this very first attempt, we’re seeing that kind of change,” Newman says. “We want to move very quickly to testing the limits of how much we can accomplish by combining this new intervention with a more standard treatment to form a more general treatment protocol.”

With an eye on inmates’ lives outside of prison, Baskin-Sommers has developed real-world scripts to share at the end of a task. The scripts explain the skills the study is designed to build and how those skills might help inmates make better decisions. Having completed about four hundred psychopathy interviews in her research, she knows what kinds of scenarios ring true, such as how they could use the skills they’ve learned to help handle battles with drug addiction or deal with friends who frequently cause them to get into trouble.

“We believe that there are mechanisms [we] can train to improve how they react to emotions like fear or to improve thought,” Baskin-Sommers says. “Maybe they will end up still choosing to do the same thing, but at least now they’re thinking about it.”

Newman's team expects to finish training the remaining inmates in the study by spring 2013. If preliminary results hold up, the researchers hope to attract funding to scan the inmates' brains before and after training to identify any changes. Down the road, they would like to test inmates weeks and months after their treatment and follow up again after they return to the community.

"I actually feel like we have a better understanding of this mechanism than most other disorders," Baskin-Sommers says. "I think we're a lot further along, certainly on the psychopathy front, than [we are with] disorders such as depression or anxiety."

[mental pictures]

For their work with inmates, Newman and UW psychology professor John Curtin partnered with other researchers trained to do brain scans, including Michael Koenigs '02, an assistant professor of psychiatry in the UW School of Medicine and Public Health, and UW-Milwaukee psychology professors Christine Larson '93, MS'99, PhD'03 and Fred Helmstetter. Through a program aimed at promoting research partnerships between the two schools, they won a grant in 2010 to scan inmates' brains.

But there was one wrinkle. While prisons are convenient places to find psychopaths, the risks and security concerns involved with transporting them from prison to a campus facility for research purposes were deemed too prevalent and too complicated.

Enter Kent Kiehl, a psychology professor from the University of New Mexico. Kiehl, who happened to grow up in the same Tacoma, Washington, neighborhood as serial killer Ted Bundy, solved the problem with a mobile MRI he uses to scan psychopathic inmates in New Mexico prisons for his own

"I actually feel like we have a better understanding of this mechanism than most other disorders.

I think we're a lot further along, certainly on the psychopathy front, than we are with disorders such as depression or anxiety."

research projects. He committed more money to expand the effort in Wisconsin and gather more data; concrete pads have now been installed at medium-security Fox Lake and Oshkosh correctional institutions for parking the semi-trailer that carries the scanner.

Since acquiring the scanner five years ago, Kiehl has used it to collaborate with other top psychopathy researchers around the country, giving them access to scans and populating his own research with more inmate data. "They can answer their questions, and I can answer my questions," Kiehl says.

Newman's track record with state prisons also paved the way for the arrangement in Wisconsin, says the Department of Corrections' Kallas. "He's been in the prisons for so long, and his research has gone so smoothly, that members of the department could feel good about going these extra steps and allowing an MRI imager within the perimeter of the prison," he says.

Baskin-Sommers says that the inmates take their voluntary participation seriously. One study participant, she recalls, wrote a note that read, "I'm going to miss my appointment. Can you reschedule it?"

[an unexpected path]

Prison is not the place Koenigs expected his research to take him when he began studying patients with brain injuries as a neuroscience graduate student at the University of Iowa. He was fascinated by cases of patients who didn't lose motor function, language, or memory, but did experience a striking change in personality.

His work focuses on the part of the brain located above and between the eyes, the ventromedial prefrontal cortex, and how damage to it affects social behavior, emotion regulation, and decision-making.

On the wall of Koenigs's office in University Research Park on Madison's west side hangs an artistic rendering of a skull with a metal rod going through the frontal lobe. The unsettling and intriguing image — created for Koenigs by his sister-in-law, a graphic designer — is a nod to Phineas Gage, the most famous case in neuroscience. Gage was a foreman on a Vermont railroad crew in the 1800s when a freak accident sent a four-foot-long metal rod blasting through his face and out the top of his skull.

"He survived with virtually no motor or sensory impairment, and never lost consciousness, even though he had this gaping hole through the front of his brain," Koenigs says. But Gage was so "radically changed" after the accident, according to the doctor who treated him, that friends said he was no longer himself and his employer would not take him back.

"He is fitful, irreverent, indulging at times in the grossest profanity (which was not previously his custom),



UW researchers are exploring what's happening in the psychopathic brain and whether psychopaths can learn to shift attention from their goals to what's going on in the world around them. The research is based on plasticity — the notion that, with training, critical pathways in the brain can be strengthened.

manifesting but little deference for his fellows,” the doctor reported.

These kinds of brain injuries don’t turn patients into psychopaths — they don’t go out and engage in criminal behavior — but they resemble them on one key point. “They seem not to care as much about the feelings of other people,” Koenigs says.

That behavior sparked Koenigs’s interest in psychopaths and motivated him to learn more about dysfunction in that part of the brain and how it might

explain why psychopaths do the things they do. He knew about Newman’s work when he first came to the UW four years ago, and the two started talking and comparing notes. Koenigs asked Newman, “What’s a psychopath really like?” Newman, in turn, asked, “What are these frontal-lobe patients really like?”

Those initial conversations led to joint research projects in Wisconsin prisons. So far, their work has shown that psychopaths’ decision-making is

similar to that of patients with damage to the frontal lobe: both are less able to control their frustration, and both act irrationally more often. And in a follow-up study, using the mobile scanner, they found that in psychopaths the connection is weaker between the amygdala and the ventromedial prefrontal cortex, two parts of the brain involved in empathy, fear, and decision-making.

“These areas aren’t communicating with each other to the same degree that they do in the non-psychopathic brain,”

Koenigs says. “This was exactly the kind of thing I hoped to find.”

Kiehl has been studying psychopaths for two decades and scanning inmates since 1994. He believes the more brain scans researchers can do, the more they will come to understand. Staying on prison grounds, where they can do as many as eight scans a day, allows researchers to study a population size that wouldn’t be possible if inmates had to be transported from prisons and back again.

“There’s really no end to the number of [scans] I’d like to collect,” Kiehl says. “I don’t really see a moment where I say, ‘I’m done.’ ”

[the bottom line]

Evidence-based treatments for people with psychopathy would be a huge benefit to states, since many have doubled their prison populations in the last decade or so, Kiehl says. He estimates that the national cost of psychopathy is ten times the cost of depression, amounting to \$460 billion a year. A main reason for the difference is that psychopaths get arrested frequently.

“I’m not a bleeding-heart liberal about this stuff ... [but if you] take these high-risk guys, put them in appropriate treatment, and do the best you can, everyone benefits. We all benefit economically; we all benefit because they won’t come back to prison,” he says. “That’s what we all want, but you can’t just have a tacit kind of, ‘They should just get better because they should.’ You have to help them.”

Kiehl points to the efforts of Michael Caldwell, a lecturer in the UW psychology department who also serves as senior staff psychologist at the Mendota Juvenile Treatment Facility in Madison. The young patients there, ages thirteen to seventeen, are among the

Evidence-based treatments for people with psychopathy would be a huge benefit to states, since many have doubled their prison populations in the last decade or so. The national cost of psychopathy is ten times the cost of depression, amounting to \$460 billion a year.

most violent in the juvenile corrections system, and many display substantial psychopathic traits, including extreme callousness and lack of empathy.

“They don’t understand why you would not use a gun to get a basketball if you could have just asked the person,” Caldwell says. “They don’t really see the difference.”

Caldwell and the staff employ intensive, lengthy individual and group therapy, along with a rewards-based system in which patients earn privileges for relatively short periods of good behavior. The offenders who end up at Mendota have typically responded to punishments or sanctions with more violent and illegal behavior, so this method is aimed at breaking that cycle. The center was established in 1995, and

part of its mandate from the state was to study the effectiveness of its treatments. At the start, Caldwell admits, he was somewhat skeptical.

“The research on treating kids who are this severely criminal in a secured corrections setting was pretty dismal,” he says.

Yet their methods worked. In one study, Caldwell followed up with two groups of potential psychopaths: 101 had been treated at Mendota, and another 101 received less-intensive, conventional treatment in juvenile prisons. About half of each group had hospitalized or killed someone prior to being confined.

But after their release, none of the offenders treated at Mendota were charged with murder, while those in the control group went on to kill sixteen people over time. And in the two years following their release, youths who had been treated at Mendota committed half as much community violence overall as those in the other group.

The result is a program that saves \$7 for every \$1 invested.

Caldwell and his team initially hoped that the effort would — at most — achieve patients who fought less with staff and had an easier time adjusting to the treatment center, which would keep their confinement from being extended. So when the results were in, he couldn’t quite believe them. He devoted two years to checking his data with other researchers, making sure he had not made some kind of mistake.

“It seemed to work the way we had planned it to work,” he says. “Even though when we were planning it, I think we all thought, ‘Well, this is the best Hail Mary pass, but realistically, it’s not very logical.’ ”

The treatment program doesn’t focus on empathy. It goes in the opposite direction, with staff working to change the young men’s behavior first, then

starting to see changes in their basic character downstream — what Caldwell calls “going through the back door.”

“The best way to treat them may not have that much to do with what’s the core central feature [of psychopathy],” he says.

Are there people in the field who think it’s already too late for kids like these? “Oh, yeah,” Caldwell answers, “there are lots of them.”

[interview with a psychopath]

Just a few days earlier, Caldwell evaluated a teenager who, despite facing sixty years in prison, was grandiose and self-centered — key markers of psychopathy. He thought his moods controlled the weather.

“Do you think you have any personal problems at all?” Caldwell asked the boy.

“No, not at all. I’m perfect,” he replied, adding that he was more intelligent than the police who arrested him and the judge presiding over his case, even though he scored 80 on an IQ test.

While people throw around the “psycho” label in casual conversation to label a variety of actions and behaviors that don’t come close to the real thing, there is an established practice for identification. Experts such as Caldwell do interviews to assess whether someone is a psychopath, using a test devised by Canadian researcher Robert Hare. Hare’s checklist of twenty criteria covers antisocial behaviors including impulsivity and sexual promiscuity, and emotional traits including pathological lying, superficial charm, and lack of remorse or guilt.

Koenigs says that absence of emotions was the most striking for him when he first began to speak with psychopathic inmates in prison.

Psychopaths are not all the same. The condition is a complex and heterogeneous cluster of symptoms, and it has enough variability to suggest there may be subtypes. This is another area of research the UW team is pursuing.

“Non-psychopathic inmates, if they’re talking about how they have a daughter they haven’t seen in years, you can see that it bothers them that they’re in there. ... In psychopathic prisoners, in some respects, that’s the most revealing part of the interview — that they seem not to have these connections,” he says.

After the interview, researchers also review other official records, such as court and police reports. “We’ve had these experiences where we conduct a full interview, we think this person is this really nice person who’s had this particular life experience — and then we open their file,” Newman says.

In one inmate’s case, his only truthful response was to the first question asked: “What are you like as a person?” His response? “I am a chronic liar.”

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may be subtypes. This is another area of research the UW team is pursuing.

Hare’s checklist allows for a score of 0, 1, or 2 for twenty different traits. A 30 is the threshold for being psychopathic. But as Koenigs notes, “There are a lot of different ways you get to 30. More subjects would help us disentangle psychopathy from other related issues — [for example], antisocial personality disorder, violent and aggressive tendencies,” he continues. “The more prisoners we can scan, the better able we’ll be to disentangle this complex interplay of issues.”

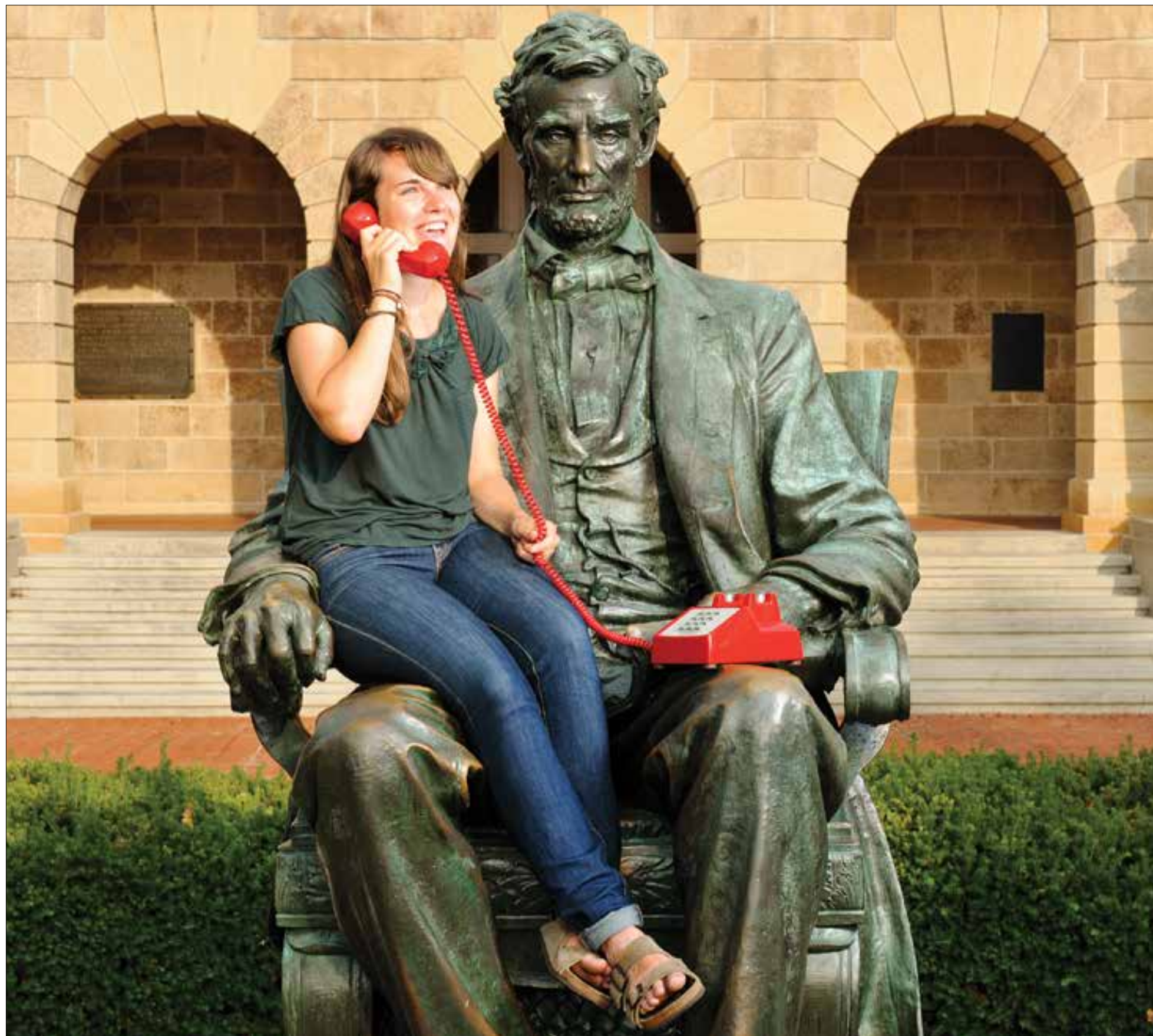
That remains a possibility, as long as Newman and his research partners can maintain their good relationship with state corrections officials — something they have done during multiple administrations from both parties, thanks to the trust they’ve built over the years.

“They’re optimistic and interested in it,” Newman says. “There’s a long history of prisons being these kind of dead places with people who are not motivated by science [or] by helping people who are in the prisons. And what we see is an agency that says, ‘Learn some more, tell us about it.’ ”

As compelling as the financial arguments are for devoting more research dollars to studying psychopaths, Newman remains dedicated to changing public perception, too. That’s a tall order — perhaps as tall as finding answers to the questions that guide his work.

“It’s one thing to talk about these adult psychopaths who do these horrible things,” Newman says. “It’s another thing to talk about a five-year-old child who seems to have these traits, and he or she has a whole life ahead. ... What could we do for them that would change the way they process information that would lead them down a different path? That has been my question for thirty years.” ■

Jenny Price ’96 is senior writer for On Wisconsin.



Madison Calling

Hoping to double alumni donations, the UW prepares to roll out an aggressive campaign. *The key lies in getting to know you.*

BY JOHN ALLEN

Why do so many of you fear Kate Koberle x'13?

She's not a bad person. Underneath her Zooey Deschanel bangs are a sunny disposition and serious work ethic that make her the sort of daughter any UW alum would wish for. She studies landscape architecture. She aspires to run a marathon. And she's doing her best to pay her way through school — or at least as much as anyone can in these days of \$5,000-per-semester in-state tuition.

“My parents are paying for my room and board, which is great,” she says, “and they’re paying for all my food. But I’m paying for my tuition and my textbooks.”

That's where the fear comes in — or if not fear, at least avoidance. Koberle works part-time for the University of Wisconsin Foundation (UWF), where she's a floor manager for Telefund, the program that employs about a hundred students to call alumni — and parents of current students, and others — to solicit donations to support the university. For many grads, Telefund is all they know of UWF: a voice at the other end of a telephone line, asking for money. But last year, better than nine out of every ten of you tried not to have any contact with Koberle and her colleagues, or anyone else from the foundation.

That's a matter of concern for the university. Telefund is one of the main sources of revenue for the annual fund, which is the pool of money that the foundation gives to UW-Madison each year to spend on whatever the university sees as its areas of greatest immediate importance: need-based scholarships, building maintenance, library improvements — the sorts of things the UW absolutely has to take care of, but that big donors seldom consider very sexy.

Can you hear me now? Kate Koberle, a floor manager for the UW Foundation's Telefund program, gets an earful from Abe.

Last year nearly 38,000 UW alumni donated to the university's educational mission — that is, leaving aside gifts to the athletic department. They contributed some \$4 million, about half of which came through Telefund. To Mike Knetter, UWF's president and CEO, those numbers are far too small.

When Knetter took over leadership of the Foundation in 2010, he found an organization with some \$2.6 billion in assets. But that's not cash. Most of it is in the UWF's endowment, meaning that it's intended to exist as a permanent investment. Binding contracts specify that the university can receive only a small amount, typically less than 8 percent, in any given year. Further, the vast majority of those assets — more than 93 percent — are restricted, meaning that the university can spend those dollars only for specific purposes designated by the donors, regardless of what campus might want or need.

Once upon a time, this worked out well. The university could depend on the state to pay its core expenses, while donations from alumni acted as what Knetter calls a "margin of excellence" — the additional dollars that would elevate basic education and research to world-class status. But state support has dropped from 35.3 percent of the UW's budget in 1989 to 26 percent in 1999 to 17.6 percent in 2011.

"The traditional thing," says Knetter, "is for state and tuition dollars to pay for the core budget, and [we'd say] that philanthropy ... is the icing on the cake. But now it's got to be part of the cake, as well, if we're going to maintain the university in the way that we've come to expect it."

Knetter believes the future of the university is tied to the health of the annual fund. This fall, UW-Madison is launching a campaign to double that fund's donations, both in dollars and in the number of alumni who make gifts. To make this campaign work, however,

the UW will have to understand why it is that so many of you avoid Kate Koberle.

The State of the UW

If you haven't yet heard about UW-Madison's new annual fund campaign, you will — and you'll hear about it a lot.

Called Share the Wonderful, it will be a saturation effort. From now until November, you'll see ads on television, online, in your mailbox, and in publications (including *On Wisconsin*). The effort is necessary, because the UW's goals are aggressive:

- To receive gifts or pledges from between 40,000 and 60,000 alumni.
- To bring in \$8 million to the annual funds of UW-Madison and its various constituent schools, colleges, and departments.
- To add a further \$3 million to need-based aid programs for students.

The campaign will require UW-Madison to change its fundraising culture. In the past, it has focused on courting wealthy alumni to give large gifts aimed at specific purposes — *restricted* gifts, in the language of philanthropy. Knetter is stressing to UWF staff that they have to encourage *unrestricted* gifts, even if they're smaller, and be prepared to justify what unrestricted dollars can do.

"I'll meet donors occasionally [and] talk about the importance of less-restricted gifts," he says, "and they'll say, 'Well, you know, I tried to make an unrestricted gift one time, and your staff got me to restrict it.' In a way, it's easier to steward a very restricted gift, because you can report out on exactly what that gift did."

A switch to emphasizing unrestricted gifts will enable the university to think more strategically about how it spends money. But it will also require the university to think more strategically about how it raises money — another cultural shift.

Rather than sending out a large number of solicitations throughout

the year, "this campaign will run like the United Way, perhaps just for two months," says UW interim chancellor David Ward MS'62, PhD'63. "Everybody else would agree not to solicit during that period, so that you would have two months in which the solicitation would be unambiguously focused on large-scale, university-wide fundraising."

That will mean that all the various campus entities — UWF, schools and colleges, the alumni association, the Union — will have to set aside their own mailings and their independent goals and let the annual fund take center stage.

"We'll have to work in concert more than ever," says Paula Bonner MS'78, president and CEO of the Wisconsin Alumni Association. "We've come to a point where we can't focus so much on this individual project or that individual department. We've got to get the whole campus community to speak with a single voice, to tell our grads what it will take to keep the UW a world-class university."

It's a change that Knetter believes is overdue.

"We've been telling the story so long that philanthropy is the margin of excellence, that it's the state's job to [pay basic costs]," he says. "It was a nice way to sell philanthropy in those early days. Unfortunately, those days changed."

The State of the State

The state isn't likely to return to the early days and pay a higher share of the UW's budget. It has too many other obligations, and there remains a disconnect between what the UW is doing and how citizens view the UW. To understand why the legislature doesn't make funding the university a higher priority, one only need listen to voters. And no one has listened more closely to Wisconsin voters than Kathy Cramer Walsh '94.

A UW professor of political science, Walsh has spent the last several years

conducting research by sitting in on conversations in coffee shops, diners, and gas stations around the state, to understand how people talk about different political issues.

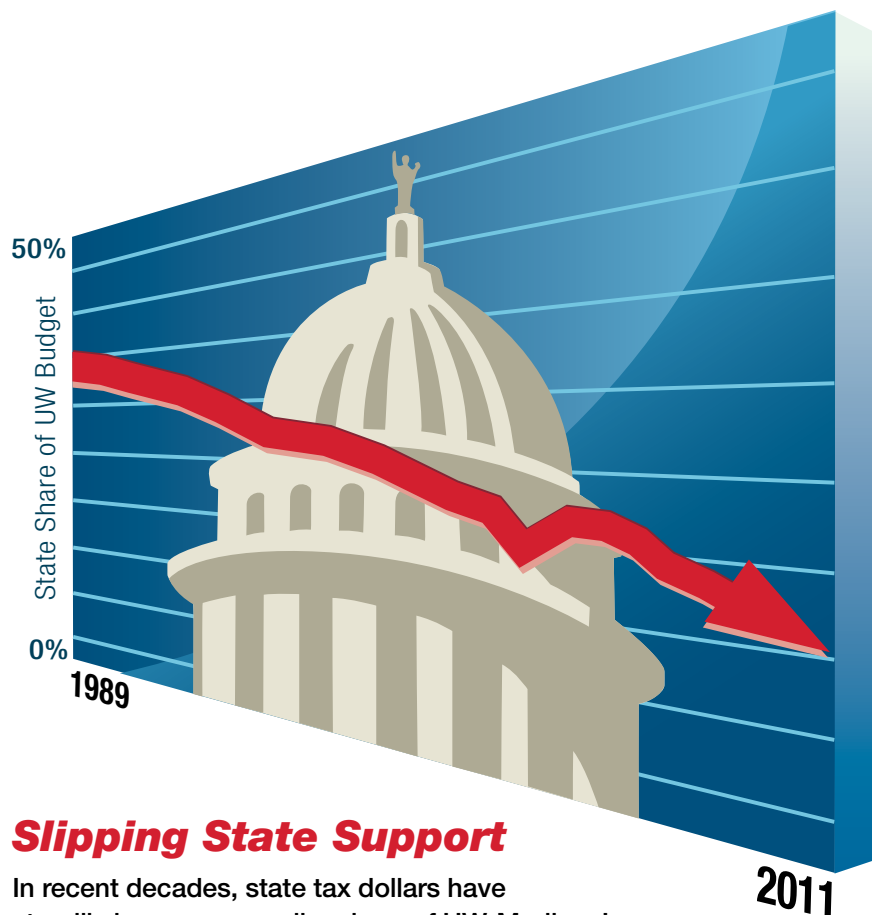
“There are certain places in every community where people get together to shoot the breeze,” she says. “And everybody knows that if you want the local news, that’s where you go to get it.”

These conversations have provided material for several research articles, including a working paper posted online in spring, for which Walsh asked her local pundits what they thought of UW-Madison. What she found was that outside of Madison and Milwaukee — in “outstate” Wisconsin — some people feel an emotional, political, and economic distance from the university. While they consider it an excellent educational and research institution, they think that it’s inattentive to the concerns of those who live outside of Dane County.

But the sense of distance, she believes, springs from Wisconsinites’ affection for their state university. “Especially with respect to the University of Wisconsin-Madison,” she says, “there’s a very profound fondness toward this place. It’s as though they feel so positive about it and feel as though it is *their* institution, that they want people on campus to listen more to their concerns. Because they care about it, they have strong feelings about it.”

Among those feelings was that the UW receives more than enough public funding already — and that it doesn’t do enough to give the state a return on its investment.

“It’s not surprising in many ways,” Walsh says. “This is a very privileged institution, just in general, [as well as] in comparison to the lives that many people in Wisconsin live. When you’re part of a place like that, you’re often blind to the people beyond it and blind to the ways in which [they] expect a lot of you because you are privileged.”



Slipping State Support

In recent decades, state tax dollars have steadily become a smaller share of UW-Madison’s budget, dropping from 35.4 percent in 1989 to 17.6 percent in 2011. Only 10.3 percent of UW-Madison’s budget in 2011 came from general-purpose — that is, unrestricted — state funds.

The university isn’t simply holding out its hand, waiting for new funds to fall its way. To achieve what the university envisions for the future, the campus is spending time looking seriously at its own operations and working from within to identify solutions to its funding challenges.

“Securing our position in the world for the future will not happen by doing things the way they have always been done,” Ward says. “We have to do things differently, because there’s no way we can continue on the same path. Too much is changing around us, so we must change ourselves.”

A trio of campuswide efforts is driving the university to become more nimble and creative, while at the same time strengthening its status as a leading research institution and educational innovation incubator.

An effort aimed at enhancing student learning will also improve the university’s capacity and identify new revenue

sources. Ward is encouraging the academic community to explore how best to leverage online technology in instruction, which will lead to more courses being delivered by a blend of remote and face-to-face delivery — what’s called “blended learning.”

“Elements of courses will be conducted over the Internet, but a student’s experience will still be anchored in this physical place, which we know is so very important to our students,” Ward says. “We can diversify the timing, flexibility, and format of the learning experiences we offer by using technology wisely, and we are exploring new configurations of disciplines, departments, and curricula in response to changes in the discovery and integration of new knowledge.”

This effort, along with a second one aimed at achieving administrative excellence by enhancing efficiency, effectiveness, and flexibility, are approaches to help bridge the growing revenue gap.

A third initiative, called HR Design, is intended to give UW-Madison the tools to attract, develop, and retain the exceptional and diverse talent it needs to maintain its reputation.

"All three efforts leverage our culture of collaboration, innovation, and responsibility, and are helping us develop a comprehensive approach to best using our resources," Ward says. "By preserving and enhancing the university's reputation, we can define our own vision for higher education in a new era of greater self-sufficiency."

And yet there remains a difference of opinion between the university and the state over the level of tax support UW-Madison deserves, a difference that has only grown with economic changes during the last few decades.

"Financially, the sixties and seventies were a pretty good period for the state of Wisconsin, because it was a pretty good period for manufacturing and agriculture as competitive strengths for the American economy," Knetter says. "That really started to shift with globalization and then the information technology revolution. Growth has shifted much more to the coasts and the Sunbelt, [and] the tax base, particularly in states in the upper Midwest, has just been beaten up. That's created some major problems for public universities, because the tax base for funding our traditional mission just isn't going to be there."

Slow growth in the state's tax base means that the university must increasingly rely on voluntary gifts from those who've received the most direct benefit from the UW: its graduates.

"Shame on us if we ever denigrate the investment that the state and taxpayers have made," Knetter says. "That would be ridiculous, because they've built a university that's way out of proportion to the resources of the state, by anyone's accounting. And now, if we [alumni] are not willing to sustain it, that's our problem."

The State of Alumni

Nobody knows how to talk to UW-Madison alumni like Kate Koberle and her colleagues do.

Six nights a week, the Telefund room at the UWF building buzzes with activity. From 5:30 to 9:00, as many as forty students sit in rows at computer screens, working the phones, while three managers walk the floor, offering advice and encouragement.

Shame on us if we ever denigrate the investment that the state and taxpayers have made. They've built a university that's way out of proportion to the resources of the state, by anyone's accounting.

"The role as a floor manager is to monitor phone calls and see how [callers] are doing and provide feedback," Koberle says. "You want to make sure that they are going through their calls as they should be and not giving up."

To go through the call means that students have to follow "the ladder," the amount of money that the foundation hopes each call will generate. It's called the ladder because it starts high and works downward, step by step, until the caller finds a figure that the prospective donor agrees to.

"In every call, you absolutely have to stick to the ladder," Koberle says.

But the floor managers also give tips on how to talk to alumni, the basic lore that's passed down across the generations of Telefund students: be real, be relatable, be positive.

"I talk [with alumni] about their experiences on campus and how maybe things have changed, but also about things that we have in common," she says. "I ask how well they got to know their professors or if they had any favorite classes and stuff like that, and sometimes I actually find overlap in classes that I'm taking now.

[You want them to] know they're not just talking to their standard telemarketer, but they're actually talking to a real person who's actually studying at the University of Wisconsin."

When calling alumni who've donated before, they can expect big returns — often a pledge rate of 80 percent or better. But when talking to alumni who haven't previously donated, the level of success drops off significantly. "I think it's typically a 5 to 8 percent pledge rate," she

says. And that's among just the few dozen alumni they speak with during a night when they may dial hundreds of numbers.

It's this resistance that Knetter wants to change. He first came to Madison as the dean of the School of Business, after graduating from Stanford and serving on the faculty at Dartmouth's Tuck School of Business. He found himself surprised by the UW's philanthropic record, both with its successes and its shortcomings.

"The Tuck School of Business is a pretty good fundraising machine, actually, even among business schools," he says. "I think [the Wisconsin School of Business's] endowment value was at about 70 percent of what the Tuck School's endowment was, which I was pretty impressed by. But then our annual giving was only about 14 percent [of Tuck's]. So clearly we'd done well in getting these endowment gifts, but not very well in developing a tradition of annual giving."

A similar split applies to the university as a whole. In 2005, UWF had the forty-ninth largest endowment among American universities. By 2011, it had risen to thirty-fourth. But unrestricted annual giving has been stagnant.

“Some universities have very strong loyalty giving, and they’re trying to get to where we are in terms of their major giving piece,” says Alisa Robertson ’94, MBA’03, Knetter’s chief of staff and marketing. She defines *major giving* as those headline-setting, million-dollar bequests — typically once-in-a-lifetime gifts that go for a very specific purpose: Herb Kohl ’56 offering \$25 million for the Kohl Center, or Jerome ’48 and Simona Chazen donating \$25 million for the UW’s Chazen Museum of Art. *Loyalty giving*, however, refers to the donations a person makes to an organization every year — smaller gifts, generally, but with few restrictions.

“We have been able to build a major-gift operation without having that loyalty piece, which is a little weird, because you’d think you’d have to have loyalty to get to that other piece,” Robertson says.

To illustrate the difficulty in establishing loyalty giving, note that some 65,000 grads have never given a cent to the UW. To try to find out why so many alumni are reluctant to give, and how best to convince them to change their minds, the foundation commissioned a study by the A.C. Nielsen Center for Marketing Research at the School of Business. The center’s director, Professor Neeraj Arora MS’98, PhD’00, gave the project as an assignment to four of his students from the MBA class of 2013: Matt Johnson, Valerie Kuts, Kevin Sisco, and Cally Thornton.

The group had callers from Telefund survey nearly a thousand alumni who’ve never donated, seeking to learn why graduates choose not to give to the UW and what might change their minds. The survey presented a series of statements and asked how persuasive they would be in opening the respondents’ checkbooks:

- “When you donate to the UW, you can choose the school, department, or program that receives your money.”
- “Support from alumni like you allows faculty to conduct research that has

an impact on the world.”

- “State funding per student at UW-Madison has dropped by 9.3 percent in the past decade.”
- “Your gift of \$11 buys a required textbook for a student in need.”

The Nielsen students used demographic data to divide the alumni into a variety of segments. But to their surprise, they found that responses tracked in a similar way across all the groups. Irrespective of age, sex, region, or financial status, most alumni feel proud of their connection with the UW. They’d be more inclined to give to the university if they felt that it would enhance its reputation and strength. They’d like to see their gifts go to help the programs they choose, and to make new discoveries, particularly in medicine.

Conversely, they’re less sympathetic to arguments based on repairing a shortfall due to state budget cuts. They aren’t impressed that alumni from other eras donate more than they do, or that alumni from other universities give at a higher rate than Badgers do.

“We thought that there would be much bigger differences in how people responded to the messaging,” says Thornton. “We had tested thirteen different messages, and what was very surprising to us was that the ranking of the messages came out very consistently the same. No matter how we broke it down, [alumni] responded to the messaging in the exact similar way.”

Stating the Case

For UW-Madison, this is mixed news. On the one hand, it means that a campaign that reaches out to alumni doesn’t need to have an elaborate marketing strategy. If alumni across all regions, ages, and economic strata react the same way to messages about the UW, then there’s little need to break down the alumni population into segments and go after it piecemeal.

But the other side of the argument is this: if there’s not a striking insight into

how to inspire alumni to give, then how will the foundation manage the dramatic increase that Knetter believes is necessary?

And his goals are aggressive. The \$11 million total for this year is just the first stage in a journey toward hitting \$20 million annually by 2016. The foundation will aim for these goals in spite of a sluggish national economy — and partially because of it. The recession that hit in 2008 damaged the university’s bank account — UWF’s total assets under management have yet to return to the nearly \$2.9 billion it had five years ago. But college graduates have managed to ride out the recession better than those without degrees.

“We have to educate our alumni to think about contributing more than just that margin of excellence,” Knetter says. “And frankly, we think that the benefits that they derive from their experience here are worth that. It’s on us to make the case that that’s the day we’ve come to.”

But communicating will mean more than just telling alumni what the UW wants and needs. It will also require telling alumni what the UW is doing with those donations.

“We need to show greater clarity on the part of the university about its strategic objectives, and the role we need philanthropy to play in achieving them,” Knetter says.

If the UW gets better at communicating with alumni about its financial health, it may be able to better communicate with all of its stakeholders — the members of the state government, businesses, and the citizens of Wisconsin. And if the university is successful, it will make Kate Koberle seem less scary to you, which, really, is all she wants out of her work.

“It’s very, very fulfilling,” she says, “getting to work with alumni and do good things for the UW. I feel like I’m really doing good.” ■

John Allen is senior editor for On Wisconsin.



Top: Spring Song — sedge wren, acrylic, 2009

Middle: Spring Undergrowth — white-throated sparrow, oil, 1981

Bottom: Yellow Warblers at Nest, acrylic, 2006

Badger Birdman

Tom Schultz '76 never dreamed he'd become a painter — but thanks to him, birdwatchers everywhere are able to identify their feathered friends.

BY DENISE THORNTON '82, MA'08

Anyone who has reached for a bird guide to identify a mysterious warbler has probably seen Tom Schultz's work. Though he came to UW-Madison to pursue an interest in aquatic biology, he was so entranced by the birds at Picnic Point that his passion soon shifted its focus from the lake to the sky above it.

After helping his resident adviser organize nature trips for local school-children, Schultz began biking the short distance from his Lakeshore residence hall to Picnic Point three or four times a week.

"As I turned the corner into spring, my horizons were really broadened by the colors of the birds coming through in migration. It was a whole new world," he says.

He spent every free minute sketching and painting the birds he saw while working toward his bachelor's degree in wildlife ecology. Then Schultz participated in a painting seminar at the Asa Wright Nature Centre, the oldest nature center in the West Indies, with Don Eckelberry, a major player in bird illustration at that time. Returning to the States, he faced a crossroads. "To get a job in my major, I needed a master's degree," he

recalls. "But my interest in painting was so strong, I found a temporary job selling shoes so I could spend all my non-work time in my studio."

His effort was rewarded in 1981 when one of his paintings was accepted into the prestigious *Birds in Art* exhibit at the Leigh Yawkey Woodson Art Museum in Wausau. The show attracts artists from around the world, and the National Geographic Society sent its art director to the show to scout for artists for a new field guide.

Schultz was commissioned to help illustrate the *National Geographic Field Guide to the Birds of North America*. He spent the next two years meticulously painting gulls and terns, using specimens sent to him from the Smithsonian Institution. He has since illustrated many other guides, including more than half of the Houghton-Mifflin Peterson Series *Field Guide to Warblers*, the *National Geographic Complete Birds of North America*, and *Birds of South Asia: The Ripley Guide*. To prepare for the Ripley assignment, Schultz was flown to India for a six-week, whirlwind tour of what were once hunting compounds of Hindu princes (now Indian national parks). There he sketched and photographed every bird he could.



Above: *Guardian of the Pines* — great horned owl, acrylic, 1989. In addition to creating images for field guides, Schultz also accepts commissions from private collectors.

Schultz, who currently serves as president of the Wisconsin Society for Ornithology, recently returned from leading the group's birding tour to Costa Rica for the eighth time. But most field trips he leads are in the Badger state. "Wisconsin is a wonderful place to watch birds," says Schultz, who has a log home and studio outside Green Lake in the south central portion of the state.

In spring and fall, when birds are migrating, Schultz spends more time in the field, where he is active in bird identification and conservation. During winter, he spends more hours at his easel, where he can lose himself in painting the texture of a single feather. "Hawks, owls, shorebirds like sandpipers, sparrows, herons — I really enjoy them all," he says. "Artistic opportunities are endless in the world of birds."

In 2008, however, Schultz feared that those opportunities might come to an end. Worsening headaches were limiting

the time he could paint, and after six months, he was diagnosed with a brain tumor. "We could tell from the look on the doctor's face that it was a serious matter. I was at UW Hospital the next day [for surgery]," he says.

Although he was unable to paint for the next month as he recovered, Schultz

painting. He regularly submits information to eBird, one of the world's largest online bird databases, and he recently signed a contract to produce a field guide app for iPhones.

"I'm looking forward to this new direction," he says. "Concentrating the most important and useful information

During winter, he spends more hours at his easel, where he can lose himself in painting the texture of a single feather.

was scheduled to lead a tour to Costa Rica in three months, and he was determined to keep his commitment. "It helped me speed my recovery," he says. "I started a walking program within a few days of returning home. At first, I could hardly walk one hundred yards, but by the tour, I could run two to three miles."

Today Schultz has fully returned to

about birds into a form that is easily absorbed by the general public has always been my goal. The more people are aware of the natural world around them, the more they will be interested in seeing it preserved." ■

Denise Thornton '82, MA'08 is a Madison-based freelance writer.

Imagine a Business

Creative ideas

and a supportive campus culture are helping more and more students embrace the **entrepreneurial spirit**.



This incongruous trophy was among the treasures students could snag for their projects while participating in this year's 100-Hour Wiscontrepreneur Challenge. No matter an object's original purpose, budding entrepreneurs excel at envisioning what it could become.

By Lydia Statz '12
Photos by Jeff Miller

Michael Filbey x'13 is a natural-born businessperson. While other kids were playing with video games and Pokémon cards, he sold them online, certain he could turn a profit.

Filbey now owns Cbay, an online resale service that gives part of each sale's profit to charity. For everything from a gazebo to a scuba suit, Filbey will pick up the item, list it for sale, ship it out, and then portion out the revenue — 60 percent to the original owner, 20 percent to the charity Wellspring, and 20 percent to reinvest in Cbay and grow his business.

With job prospects slim, more college students nationwide are turning to entrepreneurship to carve out their own post-graduation careers, and colleges are responding. More than two thousand American colleges now offer courses in entrepreneurship, teaching skills to students who are pursuing majors from art to education to engineering.

UW-Madison is no exception. Filbey says that much of the credit for his success goes to the time he spent in the Entrepreneurial Residential Learning Community — just one of the ways that the UW has expanded its support for budding entrepreneurs.

During the past five years, a major effort by the university to extend learning and funding opportunities to all corners of the campus has forced a major cultural shift. What was once an exclusive club of business students drafting plans for their potential companies and young researchers hoping to patent their latest discoveries is now open to all students with creative ideas and a drive to succeed, no matter their majors.

Perception about students who begin forming their own futures has changed, too. "It's more of a viable career choice, rather than being looked at as not being able to hold down a job," says Dan Olszewski '87, director of the Weinert Center for Entrepreneurship in the Wisconsin School of Business. "Now they're on the covers of magazines."

Expanding on Tradition

The UW has always been an innovation incubator. It has buildings named for Stephen Babcock and Harry Steenbock, two of the campus's most famous inventors, and the Wisconsin Alumni Research Foundation was founded in 1925 to manage the discoveries and inventions evolving from the university's vast research enterprise. On the business side, the Weinert Center is one of the nation's first academic programs focused on launching businesses. Its undergraduate program has been included in *Entrepreneur* magazine's top twenty-five colleges every year since 2008, and its graduate program was ranked sixth in the nation by the *Financial Times* in 2010.

But until recently, the major entrepreneurship efforts on campus resided at opposite ends of the spectrum — the

That began to change in 2007, thanks to a major grant from the Ewing Marion Kauffman Foundation. To promote its mission of entrepreneurship and economic independence, the foundation named select schools across the country as "Kauffman campuses," and awarded funds to transform the way they teach entrepreneurship. UW-Madison received a five-year award of \$3 million to break through boundaries and put the E-word on the tip of everyone's tongue.

"We won the grant on the idea that we were going to follow the notion of the Wisconsin Idea and the fundamental missions of the campus, which are teaching, research, and service," says Allen Dines, assistant director of the UW's Office of Corporate Relations.

That objective grew into the Wisconsin entrepreneur initiative — a comprehensive way to foster entrepreneurship across the campus.

Real-Life Learning

"We didn't know [at first] how we were going to change the culture of the campus," says Dines. "But we posited a lot of experiments, and we thought we knew a bit about entrepreneurial behavior. A good part of what we thought was

Until recently, the major entrepreneurship efforts on campus resided at opposite ends of the spectrum — the research lab and the business school — and ne'er the twain did meet.

research lab and the business school — and ne'er the twain did meet. Science and engineering students couldn't access the business classes they needed to learn how to market their innovations. Many business students lacked the technical know-how to bring their ideas to fruition. A lot of potential was simply being lost.

important on the teaching and learning side was the whole experiential part of the education process."

Academics were expanded in key ways, including three new certificate programs in entrepreneurship and a popular new course, Entrepreneurship in Society, which has drawn more than eight



It's a truly hands-on experience as students scramble to repurpose surplus materials into a "chill cup," a freezer-pack-like cup to keep beverages cool — hoping to complete their project within the 100 hours allotted for the annual challenge.

hundred students. But much of the UW's entrepreneurial revolution took place in the practical realm — providing ways to introduce students firsthand to the tools they will need following graduation.

The university expanded existing campus activities — such as the G. Steven Burrill Business Plan Competition, in which students present full business plans to vie for grants up to \$10,000 — to

Other initiatives included a competition for creative solutions to climate change; a challenge that awards funding for special events and other arts-related endeavors; and a boot camp designed to help graduate students understand how technology entrepreneurship could relate to their research.

One of the most important additions to the entrepreneurial campus environ-

Most of a budding business owner's education will take place outside the classroom: grappling for investors and trying to make the most of limited resources.

allow non-technology-based ideas. And it offered new opportunities: for example, the 100-Hour Wiscontrepneur Challenge gathered dozens of students from across the campus in the basement of Sellery Hall on a Thursday in February. Their goal was to scoop up as many secondhand items as they could afford for fifteen dollars, carry away their treasures, and create something before one hundred hours elapsed.

ment, the Entrepreneurs' Resource Clinic, opened at the new Wisconsin Institutes for Discovery building in 2011. It offers much-needed help — from legal aspects to financial advice — as students, faculty, staff, and community members work through the process of starting their own companies.

"[The clinic] is intended to be the ... center of gravity for entrepreneurs on campus. We've pulled together the various

groups around the campus that offer a service for entrepreneurs," Dines says.

The clinic does triage for those who apply for help: some receive advice, others get referrals to outside services, and some are asked to return when they are further along in the process. More than 175 potential businesses came through the program during its first year, either to seek advice or mentorship, or to attend networking events and competitions.

The resource clinic doesn't always mean the difference between success and failure, though. Its primary purpose is providing an opportunity to explore entrepreneurial thinking and helping each person come to the right decision.

"They don't all progress, and that's okay," Dines says. "Sometimes the right direction is playing with an idea for a while and deciding, 'Maybe I'm better off just getting a job somewhere.' And that's fine."

Olszewski says hands-on learning has always been a fundamental element of the business school's entrepreneurship curriculum. Unlike subjects such as geometry or finance, most of a budding business owner's education will take place outside the classroom: grappling for investors and trying to make the most of limited resources.

"We have a lot of interaction between learning about the theory and the cases, as well as going out and actually seeing it in action," says Olszewski. "And that's been really powerful from a learning standpoint."

Since the Weinert Center opened in 1986, Olszewski says, students have completed nearly one thousand projects with local businesses. Recently, a group of five students developed an entirely new business plan for the popular Brasserie V restaurant in Madison. Others worked with EchoMetrix, a biomedical engineering firm started by UW professor Hirohito Kobayashi, performing market research on existing and potential target audiences to help expand the business.

“[These are] all skills that a student will be able to use in the future in a company or new venture,” Olszewski explains. “This provides an experience in having to make recommendations with imperfect or conflicting information, and the knowledge that your decisions will have ramifications on the business.”

Living the Experience

CBay’s Michael Filbey admits that joining the Entrepreneurial Residential Learning Community (ERLC) was his mom’s idea, so naturally, he was resistant at first.

“I initially thought it would be a hotbed for nerdy, antisocial students — just to be frank,” he says. “Now I think the ERLC is just the greatest thing.”

As perhaps the most immersive example of Kauffman initiatives on campus, the ERLC in Sellery Hall houses sixty-plus undergraduates who share common career goals. It’s part of a network of learning communities within campus residential halls that groups students by common interests, such as environmental awareness, creative arts, or women studying science and engineering.

In addition to living in close quarters — which provide a natural setting for bouncing ideas off one another — ERLC students take a class together and hold monthly events to learn more about the current business climate from successful entrepreneurs. They are also encouraged to participate together in the campus’s many competitions, and they are eligible for exclusive grants to fund creative business ventures.

While he was an ERLC resident, Filbey received a \$1,500 Dream Big Venture Proposal grant, which served as seed money for his company, helping him launch Cbay while still enrolled as a student. Other grants have funded ideas ranging from a social photography business to a research project on brine shrimp.



To many of us, it's a box of used rubber bands. But to a student team participating in the 100-Hour Wiscontrepreneur Challenge, it's a gold mine for their work-in-progress: “Dorm Fit” — a low-budget, total-body fitness system crafted from surplus materials.

Although he acknowledges the critical role of funding, Filbey says the knowledge and faculty support he gained on campus was even more valuable. He came to college with a natural mind for business and an idea — but with much still to learn about navigating the intricate world of business.

“The ERLC is unique because of the investment of its faculty and staff, and the connection it maintains with the students who formerly lived on the floor and have since moved off campus,” says James Franzone, a coordinator for the program. “There are very few communities like

investors exist,” he says. “I do think that anybody can be an entrepreneur, but teaching augments your chances of success, for sure.”

Lasting Changes

Those involved with implementing the five-year Kauffman grant, which has now run its course, are optimistic about the lasting contributions it has made.

“We think the culture has changed pretty substantially [on campus] over the last five years,” says Corporate Relations’ Dines.

Whatever students’ motivation — fame, fortune, or the desire to be their own bosses — the numbers tell the story as entrepreneurship continues to grow.

this in the country, and I think even fewer with such a deep connection to faculty.”

For Filbey, it was that expert involvement that made all the difference. “You can learn what mistakes to avoid. You’re not born knowing that angel

But whatever students’ motivation — fame, fortune, or the desire to be their own bosses — the numbers tell the story as entrepreneurship continues to grow. Enrollment for UW introductory courses

Continued on page 60

A Gentleman and a Scholar

He used novel techniques to eradicate syphilis in Wisconsin. He identified PTSD long before it had that name. Professor Hans Reese was a man ahead of his time.

UW-MADISON ARCHIVES



Hans Reese, here with some of the books he loved to collect, first came to the UW in 1924 when recruited to treat Wisconsin patients with neurosyphilis.

By ERIKA JANIK MA'04, MA'06

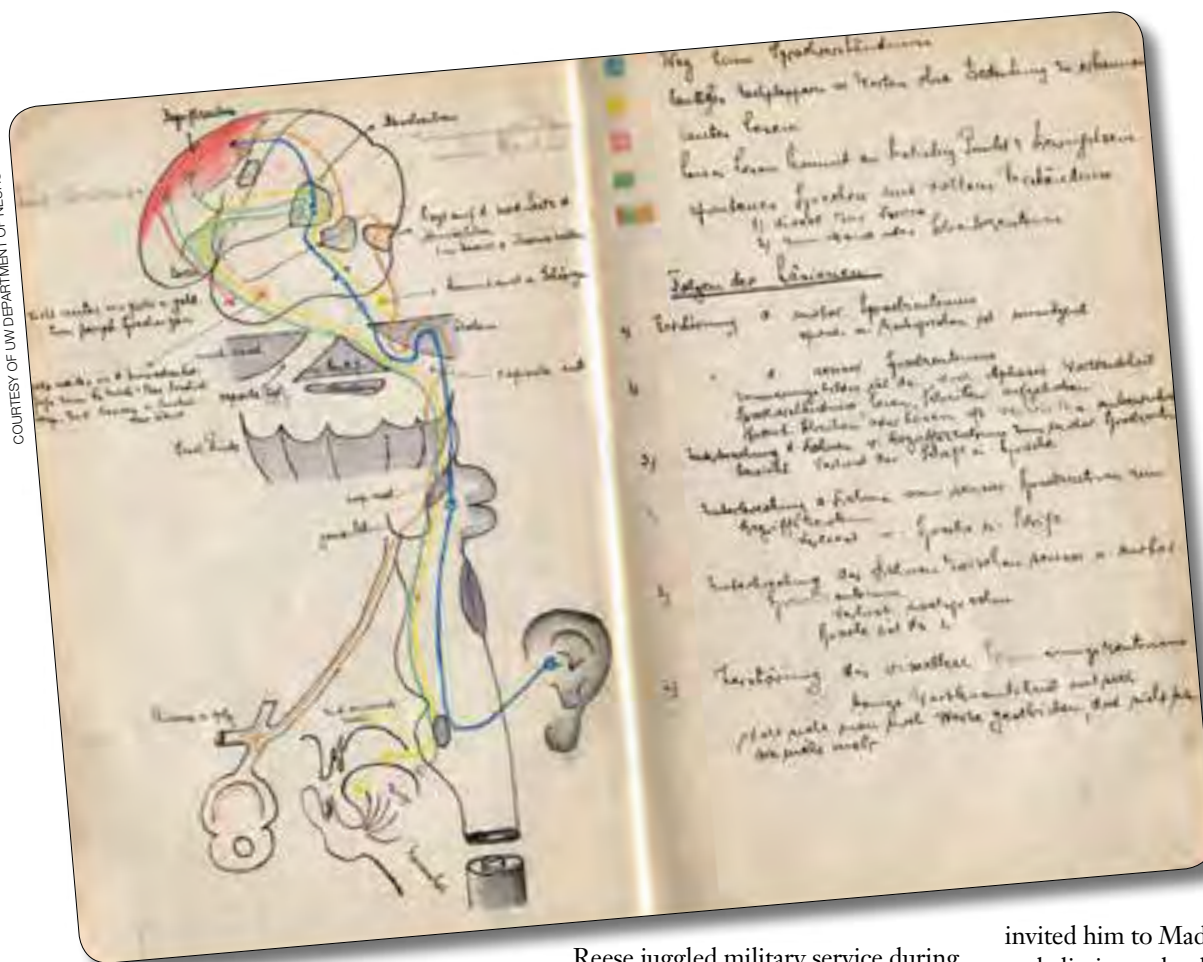
It was 1944, and UW neurologist Hans Reese received a curious invitation that he decided he couldn't refuse.

Samuel Goudsmit, a professor of physics at the University of Michigan, asked Reese to consider joining a top-secret Pentagon mission. A German immigrant eager to serve the adopted country he'd grown to love, Reese readily agreed.

He wasn't an intelligence officer or even a physicist. But by that time in his life, he had been an Olympian, gained attention for his research on a wide variety of neurological and psychiatric disorders, and become Wisconsin's first modern neurologist.

Omnivorous in his interests and relentlessly inquisitive, Reese fell in love with Native American culture, collected a massive library of books that he eventually donated to the university, and, with his wife, cultivated one of the city's best gardens. He devoted his life to helping others, particularly the medical students he mentored at the university.

He possessed a "knowledge and an interest [in the world] that has about gone out of medicine today," said Paul F. Clark, who was chair of the UW's medical bacteriology department at the time.



The meticulous journals Reese kept while attending medical school in Germany demonstrate his passion to learn whatever he could and contribute to advances in his field.

It seemed that everyone knew Reese — and he them.

And that's perhaps how this man, who had a constant desire to contribute in some way, became an American scientific spy during World War II. Far ahead of his time, Reese forged international ties in science and medicine that reached beyond the boundaries of the UW, bringing recognition not only to himself, but also to his institution.

Born in Bordesholm, Germany, in 1891, Reese did not want to be a doctor like his famous uncle, Gustav Adolf Neuber, a pioneer in sterile surgery. Instead, he yearned to be a soccer star. He ran fast, loved the game, and played whenever he could. He was selected for the German national soccer team that competed at the 1912 Olympics in Stockholm. When he returned home, his family pushed him to find a career.

Reese juggled military service during World War I with his education, earning his medical degree in 1917 from the University of Kiel. He served as an assistant physician in the German navy, and then went on to study pathology and internal medicine. He developed an interest in neurology and, in particular, neurosyphilis, a form of syphilis where the syphilis-causing bacterium *T. pallidum* infects the brain and spinal cord, causing dementia and paralysis.

When Reese first came to the United States in 1920 — to provide medical care for an important German-American family — he seized on the trip as an opportunity to study American medicine. He met neuropsychiatrists and toured hospitals and universities to learn all that he could.

While attending a course on neurosyphilis at New York City's Bellevue Hospital, he met William Lorenz, then chair of the UW's neuropsychiatry department and head of the state's Wisconsin Psychiatric Institute. At the

time, about 13 percent of patients in Wisconsin's mental hospitals suffered from neurosyphilis, and the institute was actively studying potential treatments. Learning of Reese's shared interest, Lorenz

invited him to Madison to help test for and eliminate the dreaded disease.

Until the advent of penicillin in 1943, syphilis was one of the most feared of all diseases. In the early twentieth century, German scientists vigorously researched new treatments. One of the most promising involved giving patients malaria. Scientists believed that they might kill the bacteria that caused syphilis with the high fever that accompanied a malarial infection, and then cure the malaria with quinine. Treating one deadly disease with another — strange as it may seem — was the basis of a Nobel Prize in 1927, and Reese was involved in the initial phases of this cutting-edge research.

When Reese first stepped off the train at the Mendota psychiatric hospital stop in Madison in 1924, he looked around and wondered what he had gotten himself into.

"I was surrounded by cornfields. I didn't see any city, any houses," Reese recalled. He remembered the warning

his mentor and famed New York City neurologist Bernard Sachs had given when Reese mentioned his potential job in Madison. “Young man, for a year, take this job, but any time over ... is just a waste of time. There is no culture in this city,” Sachs wrote.

Walking to the car sent to meet him, Reese asked the driver, “What is this? Where is the city?”

“City? That is a state institution there,” the driver replied, gesturing toward the Wisconsin Psychiatric Institute. Reese had not taken Sachs seriously until that moment. He turned and surveyed the institute’s lonely location — far from the city — on the grounds of what today is Mendota Mental Health Institute.

Despite his initial impressions, Reese soon grew to love his work and his new home on the bluffs above Lake Mendota. He enjoyed walking from the institute along what was then mostly open lake-shore to downtown Madison to see movies at the Strand Theater.

A year after Reese arrived, the UW began a four-year curriculum for its medical school, and the psychiatric institute was transferred to campus. He was offered a job in the new neuropsychiatry department, and, with his “heart throbbing with joy and happiness,” he accepted.

Reese introduced the malaria treatment to neurosyphilis patients, undertaking the first study of its kind in Wisconsin and one of the first in the United States. In time, he reported improvement in all sixty-four of his initial patients, including 10 percent he discharged from the hospital. He then reported even better results with a combination treatment of malaria and an arsenic-based drug first shown to be effective by Lorenz and his UW colleague A.S. Loevenhart.

By 1940, the U.S. Public Health Survey found that Wisconsin had the second-lowest rate of syphilis in the country.

Reese had quickly made himself at home in his new country. He married and was named a professor in 1929. He joined multiple medical societies, served on several committees of the American Medical Association, and by 1939, had become director of the American Board of Psychiatry and Neurology. A year later, he assumed the chair of the UW neuropsychiatry department.

Reese talked to Allied soldiers about what weapons they feared most and why, and he offered suggestions to military officials about how to help soldiers suffering from the mental effects of warfare — what today is called post-traumatic stress disorder.

By 1942, his expertise in both psychiatric and neurological disorders made him a natural choice for a new endeavor. He became a consultant for an American agency created to coordinate scientific research for military purposes. Military medicine was of the utmost importance to the U.S. government, which needed to keep troops mentally and physically healthy.

Less than two years later, Samuel Goudsmit asked Reese to join a top-secret mission — an arm of the Manhattan Project known as the Alsos Missions — that was charged with capturing scientists and materials related to Nazi Germany’s program to develop atomic weapons. Concerns about Germany’s nuclear capabilities had

haunted the Allies since 1939, but little had been done to investigate, for fear of revealing U.S. plans.

As the Allies made inroads into Europe, General Leslie Groves initiated a novel experiment: bringing civilian scientists into a vital intelligence mission. The combination of skills was important, given that the intelligence officers did not know enough about science to recognize important findings, and the scientists were not trained spies.

Reese had much to recommend him. He was familiar with German universities, likely places where nuclear weapons research would be conducted. As a native German speaker and a scientist, he could quickly determine whether documents found in labs and information obtained from captured scientists pertained to the investigation.

As the mission progressed, its scope expanded beyond nuclear weapons intelligence to include nearly all German science — including radio and missile technology, and biological and chemical warfare — so that the Allies could determine what the Germans considered vital to winning the war. Field units were deployed to investigate universities, medical laboratories, and even concentration camps.

Reese traveled to the mission’s London office in July 1944, following weeks spent near Washington, where he trained in weapons in the morning and intelligence tactics in the afternoon. He’d received reluctant permission from the UW to take a leave of absence, though he’d lied about the specifics due to the mission’s secrecy.

After several weeks in London, Reese landed in France, traveling closely behind the lines of Allied armies advancing toward Paris. He intended to go to Cherbourg, but intense fighting in the area led him to Le Mans in northwest France. There his unit found containers of peroxide stashed in a cave.

They quickly determined that peroxide was the propellant fuel for German bombs that had inflicted heavy casualties on the British. Amid growing fear that the bombs might be fitted with a toxin that causes botulism, destroying fuel sources became an Allied priority.

Reese helped to study the bombs, finding the experience illuminating, despite his lack of experience. "I didn't have any idea [what to do], but you can always learn," he explained.

His unit also provided critical information on the psychological effects of bombing. He talked to Allied soldiers about what weapons they feared most and why, and he offered suggestions to military officials about how to help soldiers suffering from the mental effects of warfare — what today is called post-traumatic stress disorder.

Reese was particularly interested in phosphorous bombs, which could cause deadly chemical burns. He worked with the Army Air Corps to develop leaflets that were dropped on German-occupied territories to warn about the bombs. Once dropped, the bombs gave off billowing clouds of white smoke that often made the enemy surrender out of fear before there were any casualties. Reese evaluated the effectiveness of these tactics in France, remaining close to the action throughout the summer of 1944.

Returning in October 1944,

Reese reported his observations to a military committee at the Pentagon, highlighting, in particular, the importance of morale in winning wars. Demoralization of German troops, he concluded, likely contributed nearly as much to their defeat as Allied firepower. His report earned the praise of the War Department's assistant chief of staff, who wrote, "[The department] should be everlastingly indebted to the University of Wisconsin for its gener-

osity in being willing to forgo temporarily the benefits of your very specialized background in order to prosecute the war."

Reese continued his work with the War Department in 1945, evaluating how the conflict had affected German civilian medical care and education, and how the country had managed to avoid major disease epidemics. He traveled to German universities, meeting with physicians and researchers to explore how dramatically the war had altered the country's medical system. With few intact educational institutions and a critical shortage of trained men to fill medical positions, Reese advised, keeping the nation healthy presented a serious obstacle to Germany's recovery.

Finally back at the UW in late 1945, Reese's collaborative interests continued to guide him. He invited students and physicians from abroad to work with him, seeing these exchanges as an "effort toward international goodwill." Students came from Germany, Turkey, Iran, Korea, and Greece.

Some years later, in 1954, Reese spoke out forcefully against Wisconsin Senator Joseph McCarthy at a meeting of the American Neurological Association. Expected only to stand up and give a bow, Reese instead seized the podium and decried McCarthyism as a form of the Nazi hysteria that he feared would destroy his new country — as it had his birthplace. The speech made a lasting impression on his colleagues, who recognized how brave it was for this man with a thick German accent to denounce the powerful senator. Reese's UW colleague Francis Forster called it one of the most courageous acts he'd seen in medicine.

In 1956, the UW neuropsychiatry department was split into two departments — psychiatry and neurology — with Reese named to chair the latter. But his travels abroad weren't over. In 1959, he spent six months in Japan, teaching and helping to estab-

lish a neurology department at Kyushu University. In 1966, he made international headlines when the university conferred an honorary degree upon him, the first Japanese degree ever awarded to a foreigner.

He also spent six months in Egypt as a Fulbright professor, and returned to Germany to study the progress in neurological research and medical education since the war. In 1962, the Federal Republic of Germany awarded him its highest honor for his achievements in medicine and for increasing German-American cultural understanding.

Reese officially retired from the UW in 1962, although he continued researching and writing until his death in 1973. He wrote articles and lectured on a wide range of topics, from the history of German labor unions and medicine in ancient Egypt, to Native American scalping practices and medical care on the American frontier. He'd won commendations for his service in two world wars, one from Germany and a second from the United States, and he'd earned the respect of his peers around the world.

"Dr. Reese brought modern neurology to the state of Wisconsin," says UW neurologist Andy Wacławik. "Perhaps his most important legacy is the generations of excellent neurologists, taught and mentored by him, who have served Wisconsin and the UW, and given us a national and international reputation."

On the eve of Reese's retirement, former student John Toussaint '49, MD'51 honored his mentor in a letter, writing, "I learned [from Reese] the merits of being meticulously thorough, of being scrupulously honest, and of being, above all else, a gentleman beyond reproach." ■

Erika Janik MA'04, MA'06 is a Madison writer and radio producer.

Moving Day

What do you do when the lease is up on one apartment, but your new lease does not start until the next day?

Every August 14, thousands of UW students face this dilemma, joining other downtown Madison apartment dwellers in a twenty-four-hour bout of homelessness, rather than choosing to renew their leases and stay put (as many parents no doubt wish they would).

Some handle this juggling act by filling up cars or renting moving trucks, and then settling in with their belongings for the night. Nearby Bethel Lutheran Church offers students free parking and a place to sleep indoors overnight, along with breakfast and access to its air hockey and foosball tables.

Other renters stuck in this limbo leave town altogether, heading to family homes for the night with furniture, clothing, and cooking pots in tow. And some brave souls strike deals with landlords, having their new homes go without much-needed cleaning so they can move in early.

For Steve Veloff '98, MFA'04, moving day always fell on his birthday, but he says he didn't mind too much. "We'd rent a U-Haul and fill it up, then park it somewhere safe, and head to the Nitty [Gitty] before visiting several establishments on State Street," he wrote in a Facebook post. "Though it was tough to move in the next day ... it was worth it."

A lot of possessions don't make it past the curb when people move out. The avalanche of stuff spills onto sidewalks and out of Dumpsters, prompting a free yard sale for those who refer to the two-day event as "Hippie Christmas."

In recent years, student groups and local charities have focused on reducing the waste generated by the big move. In 2010, some UW students launched Dumpster Diving Revolution, inspired by "all the good stuff lying about," from computers to couches. The group sets up collection stations at apartment buildings near campus and roams the area in trucks to gather unwanted clothing and furniture to donate.

Their haul last year? More than five tons.

Jenny Price '96

What's your favorite UW tradition?
Tell On Wisconsin about it at onwisconsin@uwalumni.com, and we'll find out if it's just a fond memory — or if it's still part of campus life today.

A unique aspect of apartment living plays out in Madison each August, as tenants both end and start leases in twenty-four hours — leaving them temporarily without a place to call home.



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Point and Click

Sally Robbins Bilder MA'77, MA'06 and her two grandchildren, Saskia (left) and Martijn den Boon, program an interactive computer game during Grandparents University (GPU). Presented by the Wisconsin Alumni Association and UW-Extension Family Living Programs, GPU offered three sessions this summer, with twenty-two different majors. Nearly 1,300 grandparents and grandchildren took part in 2012 — more than in any previous year.

Keep Your Shirt On

This year, the Wisconsin Alumni Association (WAA) launched its fifth edition of The Red Shirt, the T-shirt that supports UW students. WAA produces a new design each year, and proceeds fund Great People scholarships. Alumni wear the Red Shirt to show their pride at a variety

of events, including the Wisconsin State Fair and Homecoming, where it's the official shirt. During the next two years, the Fifth and Sixth Editions are expected to raise a total of \$100,000. But that's the future — here's a look at what the Red Shirt has accomplished already, by the numbers.



16,071 shirts sold = **\$150,000** scholarship dollars generated = **74** students receiving scholarships
editions one through four *including: Flora Katz-Andrade*
Madison, Wisconsin



Stuck on U

With a new pin, WAA creates a tradition to keep grads connected.

After four (or five ... or more) years of hard work — and play — more than four thousand Badger graduates crossed the commencement stage in May and became part of a storied Wisconsin alumni tradition that dates back more than a century and a half.

But new UW traditions are still being created, and these alumni were part of one of the newest — one crafted to welcome them to alumnihood. To help this year's grads embrace their lifelong connection to the university, the Wisconsin Alumni Association (WAA) gave them a specially designed alumni pin.

Available only to graduating seniors, the pin symbolizes the many ways in which WAA helps new alumni stay in touch with the UW. New grads face many life-changing decisions — finding a career, buying a home, paying off student loans — along with learning to make new friends in social situations that aren't orchestrated in a dorm or a study group. WAA's mission is to connect alumni with each other and with their alma mater; that includes encouraging recent graduates to keep their Badger pride strong even after they trade backpacks for briefcases.

"It's important for me to remain engaged with the university," says **Ari Oliver '09**, who moved to Boston in March. "It's where



Grace Urban '12 shows off her new pin at the spring commencement.

I developed as a person, and the UW was instrumental in shaping me into who I am today."

Nearly four hundred thousand UW-Madison alumni live and work around the world, and as recent grads move forward in this new world of alumnihood, they can expect WAA to offer new ways to stay in touch online and on the go through social media. The association is also working with current student leaders to ensure that more

Badger bonds stay strong after the walk across the commencement stage.

"One of the ways I stay connected to the university and my fellow alumni is Badger sports, and I try to go to at least one football game a year," Oliver says. "The University of Wisconsin-Madison will always be a strong presence in my life."

Wendy Krause Hathaway '04

BADGER TRACKS

There's a new chair for WAA's board of directors: Nancy Ballsrud '75. She succeeds Dave Florin '92, and her term began July 1 and will run until June 30, 2013. "Being a UW-Madison alum is a great source of pride for me," she says, adding that she feels a sense of joy from the university's "caliber of education, the beauty of campus, and the amazing quality of graduates from all over the world."

Homecoming 2012 will take place the week of October 21–27. The game features a rematch from last year's Big Ten championship, as the Badgers take on Michigan State. Campus festivities include the now-traditional barge race, Yell Like Hell, air band competition, blood drive, Badger Games, trivia night, the

Friday-night parade down State Street, and a **BADGER HUDDLE®** tailgate party before the game.

Noticed something new in your email inbox? *Badger Voice* is WAA's redesigned email publication. Sent monthly, *Badger Voice* offers a digest of campus and alumni news, as well as Ask Abe, the trivia and campus-history feature.

WAA was one of a handful of alumni associations that took advantage of a special educational license to travel to Cuba. In 2012, the association led three trips to the island nation, where travelers got a glimpse of Cuban life and culture in a country that was closed to American tourists for fifty years.

News? Excellent.

Tell Us All About It

Please send the (brief, please) details of your recent achievements, big-time goings-on, lane changes, and other transitions by email to papfelbach@waastaff.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to (608) 265-8771. Alas ... we receive many more submissions than we can include in our pages, but don't let that stop you.

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

Most obituary listings of Wisconsin Alumni Association members and friends appear in the Badger Insider, WAA's triannual publication for its members.

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

The Wisconsin Alumni Association (WAA) encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of the UW in its activities.

40s-50s

When **Ruth and Ken '51, MS'57 Wright** of Boulder, Colorado, received honorary doctorates at the UW's May 2011 commencement, it was hard to overstate their achievements in water conservation and paleohydrology — the study of the ancient use and handling of water. Ruth is a water-resources attorney and former Colorado House of Representatives minority leader; Ken is the founder of Wright Water Engineers; and they are the founders of the Wright Paleohydrological Institute.

Betts (Marion) Van Liew Rivet MS'53 visited seventy-three countries and taught school psychology worldwide, all before 1992. That's when she became a professor of psychology and English at Fujian Hwanan Women's College in China. "I found another me here," she says, "which I had never imagined before." In 2006, Rivet received one of China's National Friendship Awards.

60s

The Chemical Heritage Foundation's 2012 Bolte Award for Supporting Industries has gone to **G. (George) Steven Burrill '66** for providing services that are vital to the biotech industry and the chemical and molecular sciences. He's the founder of Burrill & Company in San Francisco, a global financial-services firm specializing in the life sciences.

Honors for **David Olson MA'66, PhD'71** came from both the House and Senate of Washington state in March: upon his retirement, they thanked him for twenty-nine years of leading the Washington State Legislative Internship Program. Olson is an emeritus professor and founding

chair of the Harry Bridges Center for Labor Studies at the University of Washington in Seattle.

John Rowe '67, JD'70 has added membership on the Allstate Corporation's board to his other affiliations, which include the Wisconsin Alumni Research Foundation and the Morgridge Institute for Research. To honor his recent retirement as chair and CEO of Exelon Corporation, the company has created the \$2.5 million John W. Rowe Faculty Fellowship Fund to benefit the UW Law School.

During a visit to Fairbanks, Alaska, be sure to look up **Mary Shields '67**. She'd be glad to introduce you to her furry friends, as she's been doing since 1984 as a musher and the owner of a sled-dog tour company called Alaskan Tails of the Trail with Mary Shields. The first woman to finish the Iditarod, she's also an author and the subject of a PBS documentary.

A spring display by the Oregon Shakespeare Festival fêted the Ashland organization's resident costume designer, **Deborah Mitchell Dryden '68, MFA'72**, who has retired after twenty-five years. Cool fact: the Mitchell Theatre in the UW's Vilas Hall is named after her father.

70s

Four of the chemical sciences' most prestigious awards went to UW professors at the American Chemical Society's (ACS) spring meeting: **James Dumesic '71** took the Olah Award in Hydrocarbon or Petroleum Chemistry; the ACS Award in Colloid and Surface Chemistry belongs to **Robert Hamers '80**; **Hans Reich** earned the Norris Award in Physical Organic Chemistry; and **James Skinner**

garnered the Langmuir Award in Chemical Physics. ACS president (and fellow UW chemistry prof) **Bassam Shkhashiri** says, "That's like a grand slam!"

In December, the White House lauded Madisonian **Barbara Bitters '72, MS'75** as one of twelve Champions of Change. As the recently retired assistant director of the Wisconsin Department of Public Instruction's career and technical education team, she's worked mightily to increase female representation in the fields of science, technology, engineering, and math.

Steve Lovejoy '72 was the unanimous choice this spring to receive the recently renamed Anthony Shadid Award for Journalism Ethics from the UW's Center for Journalism Ethics. It honors the devotion to integrity shared by Lovejoy, editor of the Racine, Wisconsin, *Journal Times*; and double Pulitzer Prize winner **Anthony Shadid '90**, who died in February while on assignment in Syria for the *New York Times*.

Albert Wiley, Jr. PhD'72 was in Singapore this spring to provide training on medical responses to a major radiological accident or nuclear terrorism — all part of "doing the best to prepare for the worst" as director of the Radiation Emergency Assistance Center/Training Site in Oak Ridge, Tennessee.

Brenda Wineapple MA'72, PhD'76 and **Biddy (Carolyn) Martin PhD'85** are 2012 inductees into one of the world's oldest and most prestigious honorary societies: the American Academy of Arts and Sciences. Wineapple is a professor of modern literary and historical studies at Union College in Schenectady, New York. Former UW Chancellor Martin, now president of Amherst [Massachusetts] College, also received an honorary

degree in May from her undergrad alma mater, the College of William & Mary.

Carlton Highsmith '73 founded Specialized Packaging Company, built it into North America's third-largest producer of recycled paperboard and Connecticut's biggest minority-owned business, then sold it and retired. But now he's helping to launch and fund the Connecticut Center for Arts and Technology, a bold effort in New Haven to retrain the unemployed and steer at-risk youth toward college.

San Diego Gas & Electric CEO and chair **Jessie Knight, Jr. MBA'75** is teaming up with former California Governor Gray Davis to head the Southern California Leadership Council: a bipartisan coalition whose goal is to improve the state's economy and employment prospects.

President Obama has nominated U.S. ambassador to Liberia **Linda Thomas-Greenfield MA'75** to become director general of the State Department's Foreign Service — an excellent fit following her work in Nigeria, Gambia, Kenya, Jamaica, Pakistan, and Switzerland, as well as her 2007 Presidential Meritorious Service Award.

Voices from thirteen countries blend harmoniously in the Pihcintu multicultural girls chorus, which **Anne Brennan Belden '78** co-founded five years ago. They've sung for President Obama during his first campaign and for Jenna Bush Hager on the *TODAY* show. Belden also operates Sea Changes Life Coaching in Cape Elizabeth, Maine.

During an April tribute to the late film producer Dino De Laurentiis, **Mary Sweeney '78** was installed as the Dino and Martha De Laurentiis endowed professor at the University of Southern California's School

of Cinematic Arts. She's also a director, screenwriter, editor, producer, and long-time collaborator with director David Lynch. Producer, director, and screenwriter **Michael Mann '65** sat on a panel that was also part of the tribute weekend.

University of Montana President **Royce Engstrom PhD'79** is adding his voice to the new U.S. Department of Homeland Security Academic Advisory Council, which advises on such areas as recruitment, international students, research,

promoted to chief operating officer for all U.S. operations at the Kent, Ohio-based Davey Tree Expert Company is **Pat Covey '87**. The new chief financial officer and executive vice president for Target Corporation is **John Mulligan, Jr. '88** of Shoreview, Minnesota, who also serves on the Dean's Advisory Board of the Wisconsin School of Business. And **Denita Evans Willoughby '88** of L.A. is WikiLoan's new chief executive officer and joins its board. She's also one of *California Diversity* magazine's Most Powerful and

University of Illinois at Urbana-Champaign. Lab director **Donna Case Cox '82, MFA'85** and her "renaissance team" have also created visualizations for educational TV and IMAX films.

Last October, **Dan Schachte x'82** set the record for the most National Hockey League games refereed by an American official: 1,964. Schachte knows that the profession is only as strong as its next generation, so he "passes it forward" by working at summer USA Hockey officiating camps.

Can there be any doubt that **Charlie Trotter '82** is the most famous Badger chef? But after twenty-five years of legendary cuisine and culinary experiences, the ten-time James Beard Foundation honoree has closed his Chicago restaurant to pursue a master of philosophy degree. He told the *New Yorker*, "There's only one question that really matters, and that's the God question."

University of Kansas-Lawrence professor of economics **Donna Ginther '87, MS'91, PhD'95** has been in the news after a study that she led showed a persistent racial gap in National Institutes of Health grant approvals. As a result, writes "proud sister" **Kristan Ginther '92** of Los Angeles, Donna has earned one of the school's 2012 University Scholarly Achievement Awards.

When you watch *The Assassination of Jesse James by the Coward Robert Ford*, it's **Hugh Ross '87** of Los Angeles whom you're hearing as the narrator. He's also been the voice of Buick and has edited his first feature, *The First Time*, which premiered at the 2012 Sundance Film Festival.

Congratulations to **Jonathan Brand '88** on his April inauguration as the fifteenth president of Cornell College in Mount Vernon, Iowa. He was most recently

"I found another me here [in China], which I had never imagined before."

— **Betts (Marion) Van Liew Rivet MS'53**

faculty exchanges, preparedness, and campus resiliency.

Thermon Industries' chief financial officer **Jay Peterson '79** of Austin, Texas, had an exciting day this spring: he participated in the closing-bell ceremony at the New York Stock Exchange when the company went public.

80s

Frank Gatson, Jr. '80 is a director and choreographer who's worked with such luminaries as Michael Jackson, Diana Ross, Jennifer Lopez, Usher, Tina Turner, Rihanna, and many more. He and his firm Chokolade^{mmm} have garnered many MTV and Music Video Production Association honors, as well as a Grammy nomination for his video direction on Beyoncé's *I Am ...* world tour. He lives in West Hills, California.

Among the many eighties-grad "chiefs" are these: **Peter Sachse '80** has been promoted to chief stores officer of Macy's (and he lives in — get this — Purchase, New York). Newly

Influential Women in California.

What's **Dave Cieslewicz '81** been up to since handing off the keys to the Madison mayor's office to another former mayor, **Paul Soglin '66, JD'72**? The former "Mayor Dave" now consults on neighborhood redevelopment, blogs as Citizen Dave for the *Isthmus's* Daily Page, and teaches about urbanism at the UW. "I'm a real city geek," he says, so it's an ideal way to spread his love of the Mad City.

Global vice chair for tax is a hefty title, and **David Holtze MBA'81** has claimed it at Ernst & Young. Most recently the accounting firm's global chief operating officer for tax, he will remain based in London. The Wisconsin School of Business named Holtze its 2007 distinguished accounting alumnus.

Some of the deep-space images in the Oscar-nominated drama *The Tree of Life* seemed to have come through a telescope, but actually, computers generated them in the National Center for Supercomputing Applications' Advanced Visualization Lab at the

president of Crete, Nebraska's Doane College. The celebratory activities included the traditional planting of a ginkgo tree.

Speaking of Iowa ... The next time you're motoring through, think of **Paul Trombino III '88** of Johnston, the state's (relatively) new Department of Transportation (DOT) director. He quickly put his Wisconsin DOT training into action to deal with the state's unprecedented flooding in June 2011. Trombino is also a veteran triathlete and Ironman competitor.

90s

Miami Marlins president **David Samson '90** has been called both charismatic and relentless. This spring, his drive culminated in his baseball team's first regular-season game in a \$634 million futuristic "bubble" that has changed the Miami skyline.

The National Endowment for the Arts (NEA) in Washington, D.C., now has UW grads installed in two key posts. Its new director of presenting and artist communities is **Michael Orlove '92** — most recently the director of music programs for the Chicago Office of Tourism and Culture — and (**Fredric**) **Rocco Landesman '69** has been the NEA's chair since 2009.

Among the American Physical Society's new fellows is **Darrin Pochan '92**, a professor of materials science and engineering at the University of Delaware in Newark. His expertise is developing new nanostructures and functional materials that can have biomedical applications in drug therapy or tissue regeneration.

If you've enjoyed ABC's fantasy drama *Once Upon a Time*, thank the dynamic duo of **Edward Kitsis '93** and **Adam Horowitz '94**; they're the co-creators,

writers, and executive producers of the network's biggest debut in five years. They met in a UW film class as freshmen and have made a huge name for themselves in L.A. Happily ever after indeed.

Tae kwon do master **Chan Lee '95** can help children who are victims of bullying. As one of the nation's two hundred certified bully experts, he's created a free "tool kit" that emphasizes verbal diffusion of tense situations and blends these lessons into his classes at the J.K. Lee Blackbelt Academy in Brookfield, Wisconsin.

In this time when credit-card and online transactions rule, collage artist **C.K. (Christopher) Wilde '95** of South Pasadena, California, held a solo show in Paris this spring — titled *The Spirit of the Stairs* — that celebrated the beauty of paper money and acknowledged the global power that currencies symbolize.

Not so long ago, **Glen Zipper '95** was an attorney who decided to pursue his filmmaking dream instead, and he's succeeded: when this year's Academy Award for Best Documentary Feature went to *Undeclared*, Zipper was on stage to receive an Oscar for his production role.

Sharon Contreras MS'96 is a woman with a vision: to transform the Syracuse [New York] City School District as its recently hired superintendent. Syracuse is the first U.S. city where the Say Yes to Education Foundation has set up shop district-wide. It promises scholarships to all graduating seniors and offers support services along the way.

Who are America's top undergrad instructors? According to RateMyProfessors.com and the Princeton Review's *Best 300 Professors*, University of Georgia associate professor **John Knox PhD'96** was the only geography educator selected. Outstanding

UW comrades — culled from forty-two thousand entries — include neuroscience faculty associate **Kevin Strang MS'88, PhD'94**; marketing professor and department head **Aric Rindfleisch PhD'98**; psychology senior lecturer **Bryan Hendricks**; and professor and chair of atmospheric and oceanic studies **Jonathan Martin**.

You'd better behave / or you may be the subject / of my next haiku summarizes **Tom Ryan '96**'s routine: he pens haiku to describe his surroundings on train commutes from Milwaukee to his post as spokesperson for Tenth and Blake Beer Company in Chicago. Ryan's traincommute-haiku.com website proves that you can write some pretty funny stuff in seventeen syllables.

Hollywood's siren song has lured people away from many walks of life, but for **Max Williams '96**, the walk was more of a skate. The former Badger hockey team captain had a brief career in the pros before pursuing work in film and TV, and now you can see him stalk Eddie Izzard and Eric Roberts as the villainous Gunter Vogler in the Independent Film Channel's *Bullet in the Face*.

After serving as the regional director of southeast Europe's largest private-equity real estate fund, **James Chuck '97** left Split, Croatia, to co-found a boutique investment bank in Zagreb. Now he's in Dubrovnik, creating Adriatic Seaplanes, an airline connecting the country's Adriatic coast with its eleven hundred islands via amphibious seaplanes.

As the communications director and spokesperson for the U.S. Mission to the United Nations, New Yorker **Mark Kornblau '97** helps Ambassador Susan Rice to advance U.S. foreign-policy goals. She's the U.S. permanent representative

to the UN and a member of President Obama's Cabinet.

Imagine opening your mobile medical clinic at dawn each morning near Ica, Peru, and spending a week providing health services to more than twelve hundred people. Such was the experience of Oshkosh, Wisconsin, nurse **Nancy Jarosh Schiegg MS'97**, who served on a Health Bridges International medical-mission trip in July 2011. "You come back exhausted," she says, "but are ready to go again."

2000s

"Heroic acts don't happen too often," read a note that we received attached to a *Milwaukee Magazine* clipping. It described a scene at an Admirals hockey game in December when local insurance agent **Sepp Backus '00** saw a man who was carrying a baby trip and fall while walking up the arena's stairs. Backus reached out from his aisle seat, caught the infant *one-handed*, and returned the child safely to his caretaker.

Who's the vice president of worldwide publicity at Sony Pictures Home Entertainment? Thanks to a recent promotion, she's **Staci Griesbach '00** of Santa Monica, California.

The lyrics to "Hair" may pop into your head when you read how **Andrew Mehlhouse '00** of Fort Mill, South Carolina, is raising money for the nonprofit Addario Lung Cancer Foundation: he's asking men to volunteer on his growfortheure.org website to grow facial hair. Donors then commit funds to one of nine funny styles on a grower's page, and the grower shaves to reflect the one with the most donations.

Jim Meehan '01 is the managing partner and mixologist of a tiny New York City bar

Jamie Yuenger '04: Mini-Documentarian

Jamie Yuenger '04 calls it the interview that changed her life: she was asked to speak with a friend's elderly father-in-law about growing up in Queens, New York, in the 1940s, and to record the interview for his grandson. "I was blown away by the experience," Yuenger says. "I realized there was nothing I would rather do than talk to people about what they had lived through, what they had learned, and what mattered to them."

Yuenger's passion for personal stories led her to co-create StoryKeep, a Brooklyn, New York-based enterprise that uses interviews, family stories, photographs, old movies, and memorabilia to create video and oral chronicles — "mini-documentaries" — for clients who receive a bound heirloom album that may include discs, tapes, and a family tree.

"We want to share your values and experiences with your children, grandchildren, and great-grandchildren. We want them to know your family history," Yuenger says. "We are all part of a bigger story."

She also works on stories that are happening in the moment, such as weddings or "year in the life" projects that record a child's development through photos, recordings, and family interviews. "We are interested in stories kept, but also stories being born," she says.

A native of Colorado who has also lived in Louisiana and Alabama, Yuenger's interest in personal history began when she was a freshman in college visiting her grandmother's Wisconsin home. There she saw old photographs and other items that captured her family's Scandinavian roots.

Then, recruited by UW-Madison for crew, she happened upon the folklore section in the course catalog her freshman year. "I decided I wanted to take every one of them," she says, adding that Professor Jim Leary was a powerful influence. She graduated with a degree in Scandinavian Studies and certificates in folklore and women's studies.

Eventually, Yuenger traveled to New York and simply did not take her return flight home because she fell in love with the city. She learned how to conduct interviews and record them in an audio format in a documentary-studies course — her first class project involved following a woman on a moose hunt — and after stints at radio station WNYC and in movie distribution, Yuenger was ready to fulfill her vision to "interview common people and tell their stories."

Now StoryKeep earns between \$2,000 and \$20,000 per project, and the business has grown. But larger goals remain, such as branching out internationally. "We want to become the absolute premium [choice] for families who want to record their stories," Yuenger says.

Richard Rothschild



MICHAEL PARAS

Jamie Yuenger has found a creative way to capitalize on her folklore studies: she interviews families about their history and turns their past into multimedia keepsake albums.

that you enter — if you're lucky — through a vintage phone booth. Once inside, you're at PDT (for Please Don't Tell), which a *Drinks International* magazine poll has crowned the best bar on the planet. Meehan cut his teeth at Paul's Club on Madison's State Street, has been named American

bartender of the year, travels extensively giving seminars, and has authored *The PDT Cocktail Book: The Complete Bartender's Guide from the Celebrated Speakeasy* (Sterling Epicure).

In case you missed February Album Writing Month (FAWM) this year, stay alert for next

year's online songwriting challenge in which musicians write fourteen songs in one month. FAWM creator **Burr Settles MS'02, PhD'08** — a Carnegie Mellon postdoc researcher in machine learning who thought of the project while at the UW — notes that it has "spawned new

research used for building statistical language models" that help overcome writer's block.

Serving as manager of public policy for Facebook may be stressful, but **Katie Harbath '03** of Arlington, Virginia, is up to the task and earned the UW School of Journalism and Mass Communication's Nafziger Award in April for "distinguished achievement within ten years of graduation."

We've never before announced recipients of the Submarine Force Award or the Jarabak Award for Excellence in Undersea Warfare Technology, but now we can: Lieutenant **John Howard '03**, a navy submarine officer, is the 2011 winner of both for his master's thesis work. He's the strategic weapons officer aboard the U.S.S. *Kentucky*.

Brodie Birkel '04 and **Lauren Steinhart Birkel '04** of Madison, along with **Luisa Bryce '04** and **Francis Donovan '04** of Denver, have launched LoziLu, a new company that orchestrates all-female mud-run events nationwide to encourage women to develop their strength and endurance (and get dirty) while maneuvering obstacle courses on challenging terrains. The Birkels also own two Orange Shoe personal-fitness gyms.

Michael Roud '04 planned to be an entertainment lawyer, but changed his mind, started a production company in Maui, and is now a photographer and filmmaker in North Hollywood, California. He's recently finished a Western, *Black Cadillac*; is at work on two feature films; has created music videos that have earned "most viewed" status on YouTube; and enjoys his celebrity photo work.

Army veteran **Michelle Caraballo '05** has served in Iraq, but now, as Walmart's director

of global business process, she focuses on Chinese operations. “If it’s a best practice globally,” she explains, “then I’m responsible for bringing it to our China stores.” Caraballo was also a coxswain on the Badger women’s crew.

This winter the Missouri House of Representatives recognized AmeriCorps members **Scott Mahlik '05** and **Colleen Lafferty '09** for their aid following the May 2011 tornado that struck Joplin. A former Peace Corps volunteer, Mahlik is now pursuing a master’s of public administration degree at the University of Colorado-Denver, and Lafferty is serving with the Nevada Conservation Corps on the chainsaw crew.

Zach Haller '06 has been raking in publicity about Found in Town: his free, online lost-and-found service. He launched the Chicago startup in 2011 and has now expanded it to Madison.

Best wishes to **Tehmina Islam '06**: Wisconsin’s first woman of color to become a licensed and certified professional midwife has founded a home-birth practice in Madison called Access Midwifery.

Austin Smith '06 and **Jacques Rancourt MFA'11** are among the ten wordsmiths who are at Stanford University for two years as the latest Wallace Stegner Fellows in creative writing. Smith plans to write about life in dairy farming, while Rancourt, the UW’s 2011–12 Halls Emerging Artist Fellow and a founding editor of the literary journal *Devil’s Lake*, intends to complete his manuscript *Hand That Bears No Mercy*.

“Your [hand]bag will never look just like someone else’s because it lives the life that you live.” So says **Jack (Jaclyn) Germain '07**, who spoke to UW School of Human Ecology students in March about her life

Dave and Rachel '03 Brown: *Amazing Race* Champions

UW-Madison prepares its students and faculty for many things in life. But stacking watermelons to create a ten-by-ten-foot pyramid in the sweltering heat of Paraguay isn’t one of them. Luckily, the failure of **Rachel Holm Brown '03** and her husband, Major **Dave Brown, Jr.**, to complete such a challenge on the CBS reality show *The Amazing Race* wasn’t enough to knock them out of the competition. But it did sharpen their focus.

“Attention to detail is crucial in this race,” says Dave. “We learned our lesson after the watermelons ...”

“And I think that’s the biggest reason we won,” Rachel adds.

Team Army — as they were known to fans thanks to Dave’s sixteen years in the army and his position as an assistant professor of military science at UW-Madison — not only won the twentieth season of the popular series, but they also rewrote the show’s record books. Along with scoring the \$1 million grand prize, several vacation trips, and his-and-hers cars, the Browns became the most successful team in race history by winning a record eight challenges.

And what did the victorious couple do for an encore after their globetrotting adventures to five continents, nine countries, and twenty-two cities? Sleep! “We returned roughly two days before Christmas [2011] and had every intention of spending quality time with family,” recalls Dave. But the allure of some much-needed shut-eye was too great.

They needed all the rest they could get, because once the show’s finale aired in May, the Browns found themselves on another whirlwind tour — this time filled with countless media requests. And while the paparazzi tend to stay on the coasts, the celebrity spotlight has been shining on Rachel and Dave in Madison. “A guy at the post office was excited to get my autograph,” says Rachel. “I thought he was just kidding, but he told me he watched the show, and our Midwest work ethic was the best!”

Although they could be asked to participate in a future all-star edition of *The Amazing Race*, the Browns don’t plan to become reality-TV regulars. “I have no intentions of going Hollywood,” says Dave, quickly adding with a smile, “Rachel would be a prime candidate for *Dancing with the Stars*, though, after her moves during the race’s Bollywood challenge.”

No spending sprees are on the horizon either, as the couple admits to being frugal. But Dave did give Rachel a special birthday gift: a stand-up paddleboard like the one they used in Honolulu to reach the race’s finish line. “We just got done trolling around the Yahara River on it,” says Rachel.

The Browns are now focusing on their careers — Dave is pursuing a master’s degree, and Rachel is a project manager at Epic Systems in Verona, Wisconsin — and doing community outreach. “Rachel and I had the pleasure of speaking to seventh- and eighth-grade students at [Madison’s] Sherman Middle School,” says Dave.

In the end, the couple’s down-to-earth Wisconsin sensibilities may be what made their race so amazing.

Brian Klatt



This past May, host Phil Keoghan (right) informed Rachel and Dave Brown that they were the winners of CBS’s *The Amazing Race* competition.

MONTY BRINTON/CBS © 2012 CBS BROADCASTING, INC.

as a handbag designer and her company, the Brooklyn, New York-based Jack Germain Handbags.

She interned for Cynthia Rowley, Emanuel Ungaro, and Prada, all before she was twenty.

Kelley Hess MS'07, PhD'11 makes us wonder what the heck we do with our free time. After the

marathoner-turned-cyclist-turned-triathlete completed her UW astronomy studies, she headed to a postdoc post at the University of Cape Town, South Africa, to research galaxy evolution ... but popped back to compete in the Arizona Ironman and earn a trip to the Ironman World Championship in October. Phew.

Is silence going extinct? A *New York Times* headline in March posed that question, and soundscape ecologist **Davyd Betchkal '08** seeks the answer. He collects acoustic data to document the endangered resource of natural sound in Alaska's Denali National Park: studies suggest that human din imperils creatures in wilderness areas worldwide.

Matt Beyer '08 is the first foreign, government-certified sports agent in China. He's also the founder and managing director of Altius Culture, which produces events, helps to grow the Chinese sports industry, and engages in "total athlete management." Beyer is WAA's Beijing alumni chapter president as well.

Kyle Maichle '08 was in the thick of the early presidential primaries as a research consultant for Herman Cain, and he's stayed on to work for the former candidate's Stockbridge, Georgia-based nonprofit, Cain Solutions.

Though **Joe Kuether '09** of Las Vegas arrived four hours late to a World Series of Poker Circuit (WSOPC) event in March, he still earned the top prize, his first WSOPC gold ring, a booty of \$111,104, and entry into the \$1 million national championship in July. (We'd like to think that his UW accounting degree helps.)

talent to carry it out, Canvasmatch could help. With the new, online service developed by **Jake Gafner '10, MS'11** and **Walker Richardson '10**, a buyer posts an idea for an art piece; artists submit sketches and bids; the buyer chooses an artist to commission; and they collaborate until both parties are satisfied.

Days are rarely dull for the UW's new director of community relations, **Everett Mitchell JD'10**: he's charged with increasing and enhancing the university's engagement with government, businesses, nonprofits, and many other groups. He's also a tireless community volunteer and the Urban League of Madison's 2012 Young Professional of the Year.

A few years ago, **Ben Rouse '10** pondered attending all 162 games of a Milwaukee Brewers season — a goal that waited while he dealt with a leukemia diagnosis. Now in his second remission, and with the team's help to create "Brewers Mission 162," he was achieving his goal this summer and speaking on behalf of the Be the Match Foundation. It raises funds to provide marrow and umbilical-cord blood transplants.

Seriously: who wouldn't want to drive the twenty-seven-foot-long Oscar Mayer Wienermobile? **"Tailgatin' Traci" Johnson '11** has been doing just that this past year as one of twelve "Hotdogger" brand ambassadors who travel and host events, and WAA's former student staffer **Eliot Pattee '12** — chosen from about fifteen hundred applicants nationwide — is new to the crew.

Compiler Paula Wagner Apfelbach '83 forgets whether the macaroon is the new cupcake, or the other way around.

2010s

If you had an idea for a piece of art but lacked, shall we say, the

Calendar

September

21-23 Parents' Weekend 2012

Parents and their UW students can attend special Friday classes, enjoy lunch with academic deans, and cheer for the Badgers at Camp Randall during this popular fall event. • uwalumni.com/parentsweekend

23 Bare-It-All for Charity FREE 5K Run/Walk

The Wisconsin Alumni Student Board's free 5K event along the Lakeshore Path collects clothing items from participants to support charity. • uwalumni.com/bareitall

27-30 Wisconsin Science Festival 2012 — Innovate!

Explore innovation from every angle at the 2012 Wisconsin Science Festival. People of all ages are invited to look, listen, feel, touch, taste, and explore all aspects of the sciences, arts, and more through interactive exhibits, hands-on workshops, demonstrations, and lectures. • wisconsinsciencefest.org

28-30 Nebraska Football Trip

Catch the Badgers when they play at Lincoln by choosing a tour package with bus transportation from Madison. Day-of-game packages are also available. All packages include deluxe accommodations, BADGER HUDDLE® tailgate, and more. Game tickets can be added to any package. • uwalumni.com/athletics

October

26-27 UW Homecoming

Celebrate Homecoming on campus at Friday's parade. Then plan to attend the BADGER HUDDLE® pre-game tailgate before watching Wisconsin battle Michigan State on Saturday. • uwalumni.com/homecoming

30 Energy Summit 2012

Explore how UW-Madison is helping to lead the way in energy research, education, and outreach during the inaugural 2012 Energy Summit, "Innovating Our Way to a Sustainable Energy Future." Held at the Monona Terrace Convention Center, it will focus on a wide range of energy challenges and opportunities facing Wisconsin and the nation. • energy.wisc.edu/news-events/energy-summit-2012

Home Field Advantage

Visit Madison for any Badger home football weekend (listed below). Available exclusively to WAA members, Home Field Advantage packages include Friday- and Saturday-night accommodations at the Edgewater Hotel and two game tickets. • uwalumni.com/hfa

September

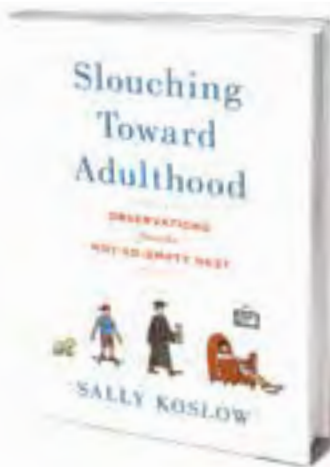
22: UTEP (Parents' Weekend)

October

6: Illinois
20: Minnesota
27: Michigan State (Homecoming)

November

15: Ohio State



■ **Harriet Goldhor Lerner '66** was a most appropriate person to share her choices for books about relationships in March as part of NPR's *Three Books* series: she spent several decades as a Menninger Clinic staff psychologist and now has a private practice in Lawrence, Kansas. Her own latest book is ***Marriage Rules: A Manual for the Married and the Coupled Up***, and among her ten previous works is *The Dance of Anger*, the first book on female anger.

■ Self-described "spritely alumnus" **Karl Meyer '51** shared news of ***Pax Ethnica: Where and How Diversity Succeeds*** (PublicAffairs), the third book that he's co-authored with his spouse, Shareen Blair Brysac. It describes five societies in which people of different creeds and origins get along. Meyer was editor of the *Daily Cardinal*, a *New York Times* editorial board member, and a foreign correspondent and editorial writer for the *Washington Post*. The couple lives in New York City and Weston, Connecticut.



■ After careers as a UW-Green Bay assistant professor of philosophy and the executive director of both the Lake Michigan Area Agency on Aging and the United Way of Brown County, **John Shier MA'68, PhD'72** earned a nursing degree at the age of sixty and has been a cardiac nurse and hospice nurse in Green Bay ever since. His rich experiences have become ***Notes from ThatGuyNurse: Choose Today, Live Tomorrow*** (9th Street Publishing).

■ A candid look at the "micro-inequities" that women scientists and engineers continue to face in their careers — and what can be done about them — is the subject of ***Breaking into the Lab: Engineering Progress for***

Women in Science (NYU Press). Author **Sue Vilhauer Rosser '69, MS'71, PhD'73** is a professor, the provost, and the vice president of academic affairs at San Francisco State University. She's also on the board of the American Association for the Advancement of Science.

■ After the early death of his wife, **R. (Ronald) Mark Liebenow '75** emulated his hero, naturalist and activist **John Muir x1863**, by spending a year in the wilderness of Yosemite National Park to "face death and see if life is possible." The result was the poetic ***Mountains of Light: Seasons of Reflection in Yosemite*** (University of Nebraska Press), filled with "sumptuous observations," "uncommon humility," and hope. Liebenow, of Peoria, Illinois, is also an ordained pastor of the Moravian Church.



■ Thirty-five histories of leading American tourist attractions: sounds engaging, yes? You'll find them in ***American Tourism: Constructing a National Tradition*** (Center for American Places), co-edited by **Nicholas Dagen Bloom '91**. The work reveals the carefully orchestrated efforts that have transformed mere places into beloved destinations. Bloom is an associate professor, chair, and director at the New York Institute of Technology.

■ **(Barbara) Morgan Thompson Harlow '95's *Midwest Ritual Burning*** (Eyewear Publishing) is a debut poetry collection that "fuses U.S. avant-gardism and the British pastoral tradition." One reviewer describes the Barneveld, Wisconsin, poet's work as "flawlessly correct, American, beautiful and true, antic funny, super real or surreal, and knowing."



■ Here's a triple treat of new titles from *New York Times* best-selling author **Pamela Redmond Baumgard Satran '75**. Her novel ***The Possibility of You*** (Simon & Schuster) looks at three women facing unplanned pregnancies at key moments of the past century; ***Thirty Things Every Woman Should Have and Should Know by the Time She's***

30 (Hyperion) is based on Satran's *Glamour* list that became an Internet sensation; and ***Rabid: Are You Crazy about Your Dog or Just Crazy?*** (Bloomsbury) humorously takes on dog-culture excesses. Satran is also the co-creator of Nameberry.com, a *Glamour* columnist, a former *Daily Cardinal* editor, and the spouse of journalist **Richard Satran '77**. They live in Montclair, New Jersey.

■ You're all set for a great walk, but where to go? If you're in this neck of the woods, check out **50 Hikes in Wisconsin: Trekking the Trails of the Badger State, Second Edition** (Countryman Press), by **Ellen Shumaker Morgan '95, MS'98** and **John Morgan MA'03** of Stoughton. They scout out a wide variety of routes and provide plenty of details to help you along the way. When they're not exploring, Ellen is a food scientist, and John is a freelance writer.



■ In ***It's OK Not to Share and Other Renegade Rules for Raising Competent and Compassionate Kids*** (Tarcher/Penguin), **Heather Rigney Shumaker MS'97** contends that parents must assess children's issues from a *child's* point of view and encourages reading her advice — drawn from psychological theory and her own parenting experiences — with a very open mind. Shumaker is a journalist and speaker in Traverse City, Michigan.

■ From March to August 2011, **Zach Davis '08** of Boulder, Colorado, hiked the entire 2,181 miles of the Appalachian Trail with no backpacking experience, faced extreme illness, and still was among the fewer than 30 percent who finish. He says that other guidebooks all miss what his ***Appalachian Trials: A Psychological and Emotional Guide to Successfully Thru-Hiking the Appalachian Trail*** (Good Badger Publishing) covers for the first time: proper *mental* preparation for living outside for half a year.



You can find more new-book news at onwisconsin.uwalumni.com.

Lessons from Stephen Ambrose

By Thompson Brandt MS'85, PhD'85

After I read a feature article about celebrated author and UW visiting professor Stephen Ambrose '57, PhD'63 in *On Wisconsin* in August 1996, I decided that he was someone I had to meet.

I offered to buy Ambrose lunch in exchange for advice about writing biography, and he invited me to meet him in Madison later that fall. When I arrived, I noted that his quarters in the Humanities Building were strewn with books and papers. A telephone was perched on a chair, innocently out of place in the middle of the room. A framed photograph of the author embracing his grandson at a campsite in the West and reviews of his best-selling *Undaunted Courage* were the only personal effects I recognized.

As Ambrose motioned me to take a chair, I eavesdropped on a telephone conversation he had begun. He seemed frustrated. "No, February 24 is not available! Oh, wait a minute, you mean February 24, 1998!" When he hung up the receiver, he exclaimed to me, "I've entered a new stage in my life. I'm getting booked a year and a half in advance!"

Here, before my eyes, was a best-selling author and historian. He was wearing a brown sport coat, flannel shirt, tan casual pants, and Rockport shoes. The red chain holding his glasses gave him a striking appearance. While it clashed with the rest of his ensemble, the chain gave his face flattering color. He looked younger in person than in photographs.

Before I could open my mouth, he asked, "So, what do you want to write about?"

I blurted, "You!"

"You take my breath away!" was his response.

After telling him that I was impressed by his career, he admonished me with an unforgettable phrase. "We'll get along a lot better if you don't compliment me so much," he said. I agreed not to do so and requested that he answer questions about himself and his writing. He said, "I'll do what I can."

As our meeting concluded, Ambrose told me that — instead of me buying him lunch — I was to be his guest at a luncheon and meeting of the Other Other Club, an organization that celebrates Winston Churchill's birthday at the University Club and features a speaker. After a great meal and the speaker's presentation, I looked up, and Ambrose was gone! It seemed like the end of a *Lone Ranger* episode because Ambrose hadn't said, "Farewell!" Then I remembered that he was taping a TV show that afternoon. I left him a thank-you note, again requesting his thoughts on writing biography. He soon complied with a written response in which he gave me personal and professional insight and advice.



BARRY ROAL CARLSEN

What I learned from Stephen Ambrose is that writing takes energy and time. He spent five hours each day on research and six days each week working on writing. Ambrose advocated oral research — collecting people's personal experiences via interviews — a technique he first employed as a student at the University of Wisconsin under the tutelage of his mentor, William Hesseltine.

Ambrose also taught me that the accomplished biographer understands the human condition, develops a curiosity about a subject, tells a story chronologically, explains and understands his subject, and cares enough to maintain the integrity of the past.

When I met with Ambrose in Madison more than fifteen years ago, he was on the cusp of becoming an acclaimed personality. In recent years, I have been struck by widespread controversy about the late author and examples of plagiarism noted in selected excerpts of his work. While I can't overlook criticism aimed at his legacy, it hasn't diminished the fact that he generously spent time to help me and, perhaps without knowing it, inspired me.

For that, I am proud that in my published biographical accounts of Harry Truman, John Philip Sousa, and Jane Addams, Stephen Ambrose's influence is part of each page.

Thompson Brandt is dean of humanities and social sciences at Highland Community College in Freeport, Illinois. He has recently completed a memoir.



Imagine a Business

Continued from page 41

to earn a certificate in entrepreneurship grew from 50 students in spring 2010 to 156 in spring 2012. The Burrill Business Plan Competition set new participation records in 2011 and 2012. And the business school's fundamental entrepreneurship courses? They are populated predominantly by students with non-business majors.

"When the Kauffman people came here for a site visit last year, one of the things that excited them the most was the way the business school here has opened up to embrace the campus at large," says Dines. "It's almost a 180-degree change from the way other business schools they spoke of embrace campuswide entrepreneurship. And yet, they're doing it in a way that is mindful of different forms of entrepreneurial behavior, whether it be arts, social good, sustainability, or entertainment."

Lesla Mitchell, a Kauffman Foundation vice president, says this idea of bringing people together across the disciplines initially drew the foundation to Madison, and the result has been fascinating.

"The grant was a great instigator for the campus, and [the UW] did some great things with it. We believe now that entrepreneurship will continue to flourish on its own," she says.

Interest in entrepreneurship was always present on campus, says Dines, but now there are concrete ways for students to pursue their dreams.

"I don't think you can really create the passion — I think you can create conditions that ignite it," he says, noting that it's up to the campus to kindle that enthusiasm and direct it. "That's what a university is supposed to be all about." ■

Lydia Statz '12, a former editorial intern for On Wisconsin, says her greatest entrepreneurial success to date came when an entire baseball team stopped by her lemonade stand the summer before third grade.

STUDENT START-UPS: Three Success Stories

Heidi Allstop '10 Founder and CEO SpillNow.com

During her junior year, Heidi Allstop — like many college students — found herself facing more than she could handle. Although on-campus counseling services have expanded in recent years, at the time, she knew she'd have to wait to see a counselor.

Allstop figured she wasn't alone. To connect with other students in the same situation, she started a website where students could "spill" — confidentially vent with their peers — online. Her enterprise, SpillNow.com, quickly gained traction in Madison and was expanded to other schools. As of this past spring, students from more than eighty campuses were using the service.

Initially, the company made money by allowing schools to provide the service to their students as a program for crisis prevention and student retention. Any student with an .edu email address could spill for free. Recently, the company has moved away from that model. Spill users can now choose an upgrade for more advanced support, and this fall, the company is launching Spill 2.0, which will allow anyone to use the service. Along with support from peers, users can call upon help from sponsored specialists, including counselors, life coaches, and nutritionists.

This summer, SpillNow.com won the Global Social Venture Competition, beating six hundred other companies and earning a \$25,000 prize.

As her company continues to succeed, hopeful entrepreneurs are starting to turn to Allstop as a source of inspiration and expertise. She's eager to share what she's learned and give back to the entrepreneurial community that helped her to launch her business.

"Leap and the net will appear," she says, repeating advice from one of her

mentors. "The net might not be the net you envisioned, but if you take the risk, you're going to learn something from it, and you're going to probably be farther along than if you didn't."

Jerry Hui '05 Co-Founder New Music Everywhere

Jerry Hui always thought that new music — that is, works composed within the last century — got a bad rap. He believed that if people could just enjoy it in a more relaxed setting, their appreciation would grow.

Music from past decades "suffers from bad marketing," he says. "People today are always looking back instead of forward. Audiences think of stuffy concert halls and Baroque, something they can't understand." To make music exciting again, he says, "We put on events instead of concerts."

In 2010, Hui and two other doctoral students formed New Music Everywhere (New Muse, for short), a performance group with a goal of spotlighting contemporary music. Seeing an opportunity, they entered their plans for a first-of-its-kind modern music festival in the 2011 New Arts Venture Challenge, and they walked away with the first-place award of \$2,000. Muse Fest took place in May, featuring performances at five venues on State Street.

New Muse has built up quite a resume on the Madison performance circuit, appearing at Art Fair on the Square and popular club Plan B, among many others, often playing music composed within the last decade.

"Entrepreneurship in art, in this regard, not only benefits the artists, but also the community at large," Hui says. "We invent new ways art can be included and incorporated into everybody's life again."

Chris Meyer '08, MS'10
Founder
Sector67

Crouched on the concrete floor, two teenagers are taking apart a car's transmission, just to see how it works. Sculptures made from old bicycle parts and other scrap metal stand in one part of the room, while a plastic bust of Stephen Colbert, fresh off the 3D printer, graces another. Kale seedlings, meanwhile, are sprouting nicely in the corner.

This old warehouse, possibly one of Madison's most dynamic entrepreneurial environments, is Chris Meyer's domain. Called Sector67, it is a "hacker space" on Madison's east side, part of a growing movement across the country. Hacker (or maker) spaces are collaborative environments that provide space and tools, allowing paying members to work on a wide variety of projects.

Sector67 has almost everything members need to work on sewing, carpentry, welding, automotive projects, computer programming, and more. Fledgling start-ups can also lease space from Meyer, turning him into a sort of meta-entrepreneur as he watches members turn out a steady stream of products and ideas.

"You could say I live vicariously through our members' projects," he says. "I enjoy helping people find resources within our community and leveraging them to help move their ideas forward."

Meyer recognized the need for such a space when he was a UW engineering student. Though he had access to the campus machine labs for class projects, he wanted to branch out and tackle personal ideas, too. The best way to learn, he says, is to fool around with something.

As he began envisioning a hacker space in Madison, he entered a proposal in the 2010 G. Steven Burrill Business Plan Competition as a mechanical engi-

neering graduate student, ultimately earning second place. The \$7,000 grant he won allowed him to open up shop in October 2010. The organization has been steadily gaining members ever since, drawing college students, adults of all ages, and children as young as middle school — many of whom used the space to train for a LEGO robotics competition.

Just two years after taking part in the UW's entrepreneurial competitions, Meyer is now in the mentor role, presenting at a seminar for technology-minded graduate students and sponsoring this year's 100-Hour Wiscontrepreneur Challenge — along with remaining active in Madison's greater entrepreneurial network.

Meyer says he is amazed at the projects that come into the lab. That creativity, coupled with Sector67's classes, is generating excitement for learning and exploring. "We're really starting to engage a wider group of the Madison community," he says.



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Farewell to the Head

Early this summer, Badger Nation lost its head — or at least the man who gave us our head: Bill Sachse '50 was the brain behind Bucky Badger.

Bucky's been around so long that it's tempting to think that he's always been part of the university, but that's not true. UW teams may have been known as the Badgers for as long as the university has taken part in intercollegiate sports, but Bucky's history is far more modern.

The illustration that we today call Bucky — wearing a striped sweater and a frown, his fists clenched — was designed by California commercial artist Art Evans in 1940. It was nameless. Meanwhile, the football team had a mascot — a live badger from Eau Claire that appeared, evidently unwillingly, at games. "He was so anti-social," said Sachse in a 1999 interview with the *Wisconsin State Journal*. "Once you dragged him [into the stadium], he'd immediately start burying [himself in] the turf on the field."

It was Sachse who brought the two images together — the sweater-clad humanoid figure and a live performer. Inspired by African masks he saw at Memorial Union, he suggested creating a papier-mâché head that a male cheerleader could wear. Artist Connie Conrad made the head; Bill Sagal '51 debuted it at a football game in 1949.

All three appear (left to right, Sachse, Sagal, and Conrad) in the photo above.

Sachse's contributions didn't end there. He also helped run the contest in which the student body voted on a name for the new mascot. When the ideas students suggested — Bernie, Buddy, Bouncy — underwhelmed, Sachse rigged the election so that Buckingham U. Badger won out.

Sachse passed away in May, in Kohler, Wisconsin. But he left behind a powerful legacy.

John Allen



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