On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

Interrogating the Truth

Filmmaker Errol Morris '69 traces his obsession with sifting and winnowing to Wisconsin.

SPRING 2009

Fading Words

Can Wisconsin's native languages be saved?

Flock of Sheepskins

The contest to pile up the most UW degrees is fiercer than you'd think.

Forty Winks

UW researchers have an unusual theory about why we sleep.

WISCONSIN HISTORICAL SOCIETY

Before child labor laws, children as young as 9 worked in coal mines.

Great ideas

THE UNIVERSITY of WISCONSIN MADISON

then.

Many workplace protections we count on came from the University of Wisconsin. At the turn of the past century, university economists helped redefine government's role in the workplace. Because of their guidance, Wisconsin had the nation's first worker's and unemployment compensation laws and led the country in enacting child labor and minimum-wage laws.

now.

Through advocacy and education, the Center for Patient Partnerships helps people who face serious illness to make more informed choices. Students and staff at the center guide clients and their families as they explore diagnosis and treatment options, resolve insurance and billing disputes, and navigate employment and disability issues.

FORWARD. THINKING. www.wisconsinidea.wisc.edu

When Parker Summers was 3, the insurance company for the Appleton family refused to cover his cancer treatment. The CPP provided advocacy and support as Parker received vital medical care. Today, Parker is healthy and enjoys a romp in his yard. with his pal, Kahlúa.

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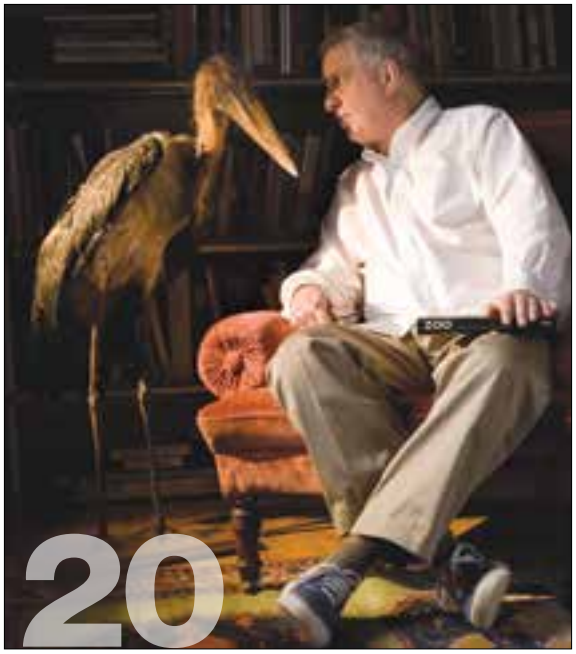

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Filmmaker Errol Morris '69 has developed unique interview techniques to get at multifaceted aspects of the truth.
Photo by Tracy Powell

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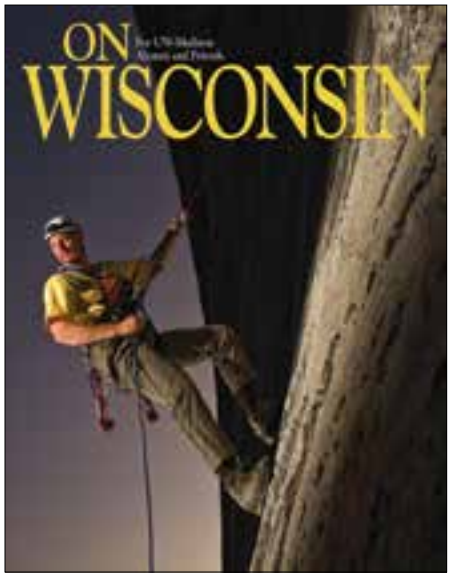

Everyone Loves a Cliffhanger

I thought that [John Allen's] article on Eric Gabriel ["Capitan Courageous," Winter 2008 *On Wisconsin*] was superb — informative, well written, and fascinating! Thanks.

Bill Rock MS'89
Madison

Thank you for the exceptional cover story and amazing photos in "Capitan Courageous." I have always enjoyed reading *On Wisconsin* from cover to cover; however, given that I am Eric Gabriel's sister, this is by far my favorite issue! Many readers may not know that Eric's top priority off the job is his family. He is a devoted husband and father of three children under the age of six. Their dad is a "super hero," but to them he is Dad who takes them hiking and climbing. All three, like their father, love to climb every boulder they pass by.

Eric's first major climbing feat was at age two. Our parents found him up on the fireplace mantel. They'd heard a crash and saw that the grandfather clock had fallen, but Eric was safe.

Jenifer Gabriel Novak '88, MS'93
Streamwood, Illinois

In the sidebar "Climbing the Walls" ["Capitan Courageous"], there is a picture of a person rappelling down the southwest tower of the Red Gym. This appears to be an Army ROTC cadet performing an Australian rappelling technique. I practiced and performed this specialized technique, at this very location, as one of the university's Army ROTC cadets between 1974 and 1978.

I highly doubt that the Hoofers would teach this, since the usual way to rappel is with one's back toward the ground. Rappelling forward takes all of your self-control and focus as you lean forward over the edge of the tower wall until you are at about 90 degrees and then you run down the wall. This is helpful when you need to see where you are going with a potential enemy below and allows a free hand for your weapon.

About 1978, the bricks on the tower were becoming loose, and the use of the tower for rappelling was ended for safety reasons.

James Kedrow '78
Zion, Illinois

UPers Can Thank Copper

As a map lover, I was intrigued by "Shaped by History" [Winter 2008] and the explanations for how Wisconsin's boundaries were established. As a geologist, I was surprised that there was no mention of the primary reason that the Upper Peninsula is part of Michigan and not Wisconsin: the native copper deposits of the Keweenaw Peninsula. Copper had been discovered there in the early 1830s, and when Michigan was set to become a state in 1837 (more than ten years before Wisconsin would), annexing the Upper Peninsula was a strategic economic move.

The copper was considered such an important resource that in 1844, the U.S. government established a remote army outpost, Fort Wilkins, at the very tip of the Keweenaw Peninsula (probably the safest army posting an enlisted man could have asked for). Even more incredibly, the boundaries of Michigan were gerrymandered to include copper deposits on Lake Superior's Isle Royale, in spite of the fact that the island lies much closer to northern Minnesota.

Marcia Bjornerud MS'85, PhD'87
Appleton, Wisconsin

Of Scientists and Stereotypes

Regarding "It Doesn't Add Up" [Winter 2008], I wish to comment on UW psychology professor Janet Hyde's proclamation that it is her mission to change stereotypes and "as a scientist, [she has] to challenge them with data." Give me a break — I didn't know it was the role of a scientist to change the thinking of the populace. The role of a scientist is to perform research to solve the riddles of nature, and to have that research vetted by peers; changing the minds of the populace regarding so-called stereotypes is the role of politicians.

Paul Feng '83
Irvine, California

Ballroom Dancing Memories

Thanks for "Ballroom Basics" [Winter 2008, Classroom]. I took Dance 041 in fall 1984 and remember what a wonderful time it was. My classmates and I had so much fun learning the dances and going to the four required ballroom dances in Memorial Union's Great Hall.

I still remember the last day — when the class was over, we all just sat around Lathrop Hall, willing it not to end. I don't remember the names of my old partners, but I'll always remember the feeling of being swept across the dance floor by them. Thanks for the memories!

Sandra Fischer '87
Hartford, Connecticut

"Ballroom Basics" brought back fond memories of teaching ballroom dance at the UW. When I entered the university in the late '60s as a graduate student in the dance department, there were no ballroom classes offered. With my department chair's blessing, I developed the first sessions.

That first semester, I had to put announcements in every dorm to get enough students to enroll. By the time I got my degree, they were turning students away because the sessions filled up quickly.

It is wonderful to see that ballroom dance is still offered and that it is making another comeback in popularity.

Ellyn Sistrunk Kroupa MS'70, PhD'96
Madison

Thanks for your article about the ballroom dance elective offered through the dance

Eric's first major climbing feat was at age two. Our parents found him up on the fireplace mantel.

department. My husband [Justin Ueland '01] and I met in that class in Lathrop Hall in the fall of 2000. After a semester of dancing together in class and studying together at Grainger Library, we started dating. We were married in 2002 and were able to do a mean foxtrot as the first dance at our wedding!

April Klima Ueland '02
Chanhassen, Minnesota

Once a Badger, Always a Badger

As my twenty years on the Wisconsin Alumni Association board of directors draw to an end, I want to express my sincere gratitude for the great opportunity to serve our alumni, fans, and friends around the world.

I can report firsthand that our beloved alma mater is in excellent shape; certainly not without challenges, but with many outstanding faculty and staff in the right places to continue the Wisconsin Idea. Passionate alumni support from Badgers just like you and me will always be the difference in our University of Wisconsin continuing to be a world leader in learning, teaching, research, and growing tomorrow's great minds.

Doug Griese '75
Troy, Michigan
WAA 2007–08 Chair

Please Update Your Address

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On Wisconsin **Magazine welcomes letters and reserves the right to edit them for length or clarity. E-mail comments to onwisconsin@uwalumni.com; mail them to *On Wisconsin,* 650 North Lake Street, Madison, WI 53706; or fax them to (608) 265-8771. We regret that we don't have room to publish all the letters we receive, but we do appreciate hearing from you.**

Keeping the doors open

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

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Welcome to the latest issue of your alumni

magazine, which we hope you will view as a longtime friend who has had a nip here and a tuck there. Rather than wait for you to politely ask if we've had a little work done, we're coming clean right upfront. During 2008, while members of the *On Wisconsin* team were producing your quarterly magazine, we also carved out time to redesign the magazine for the first time in a decade. We asked you how we were doing, digested your answers, added in some ideas of our own, and planned the changes that you'll now find within these pages. Although the publication has evolved throughout its century-plus of connecting UW-Madison alumni and friends, and we've made incremental changes during recent years, it was time to take an honest look.

We've kept what you like: both short and long stories, a mix of complex and lighter topics, and a historical photo that closes each issue. We also listened carefully when you said that an alumni magazine is in a special category, that you want a printed version that you can pick up and put down, carry on a plane, or — as one devoted reader admitted — read in the bathtub.

We've taken away what you didn't like: too many distracting elements in the news section, a lengthy opening essay, and type sizes that made you squint.

We've added what you asked for: reader-friendly type, bigger photos, nostalgia (such as Traditions on pages 48-49), and straightforward section names (News & Notes, for example).

So please continue to think of us as your old friend *On Wisconsin* — but after a little freshening up.

Niki Denison and Cindy Foss
Co-Editors

scene

Four Chairs, No Waiting
A frigid dinette set — built by art student Hongtao Zhou MFAx'10 — offered less than comfortable seating on the ice near Memorial Union. But the pieces weren't meant for comfort. They were sculpture. Called "Ice & Snow Furniture Raised from Lake Mendota," the work was created in late January and then removed by nature as temperatures rose. Photo by Jeff Miller

news & notes

All Together Now

Chancellor calls upon cooperation and innovation during tough economic times.

When it comes to UW-Madison's relationship with state legislators, Chancellor **Carolyn "Biddy" Martin PhD'85** wants to turn the page.

Martin has taken steps to focus on cooperation, meeting with members of both parties and with leaders of Wisconsin Manufacturers and Commerce (WMC), a lobbying organization, and hosting an informal reception for lawmakers in February.

Before leaving his chancellor post last September, **John Wiley MS'65, PhD'68** accused WMC of undermining university support in the legislature. Martin got some help from the November elections, which put Democrats in charge of the assembly and senate and deposed one of the UW's harshest critics from a key leadership position on university issues.

The new chancellor has been looking for ways the university can help tackle the current state budget crisis and innovate in its day-to-day operations. She started this winter with campus brainstorming sessions, which generated suggestions such as eliminating redundant academic programs, conserving energy, reducing waste, and flattening the levels of administration.

Some choices "won't feel good to do, but will make the university stronger," Martin said. Among them is increasing tuition, which, she said, would need to be paired with an increase in financial aid to lessen the impact on students from low- and middle-income families.

The UW still has a wish list for the upcoming state budget: increasing pay for faculty and staff, providing domestic partner health benefits, and funding high-priority projects, including the Wisconsin Institutes for Discovery.

"Higher education is critical to the economic, social, environmental, and cultural future of our state, nation, and world, and it is essential that we make it through this difficult period with our greatest strengths intact," Martin wrote in a letter e-mailed to students, faculty, and staff.

Jenny Price '96

JEFF MILLER

quick takes

UW researchers are helping unlock the secrets of the deadliest infectious disease in human history. The Spanish influenza epidemic of 1918–20 killed as many as 100 million people around the globe, and scientists have long wondered what made it so much more deadly than other strains of influenza. A study led by UW virologist Yoshihiro Kawaoka has now identified three genes that made that virus so lethal. The discovery could help epidemiologists assess the threat from emerging viruses, and possibly aid the development of flu-fighting drugs.

The School of Medicine and Public Health has proposed doing away with grades — at least for first-year medical students. In an effort to reduce stress, improve collaboration, and reduce competition, the school would institute a pass/fail system for first-years. The subsequent three years of the program would still be graded. Similar plans have been put in place at Harvard, Stanford, and other universities.

The number of nonprofit organizations in the United States has tripled during the last twenty years, and the UW wants to train the sector's next generation of leaders. The School of Human Ecology has launched the Center for Nonprofits, with plans to help undergraduate and graduate students, as well as returning professionals, gain the skills to successfully lead nonprofits.

Global warming may not be such a new thing — or, at least, that's what some UW climatologists suspect. A study by Stephen Vavrus, John Kutzbach, and Gwenaelle Philippon of the Nelson Institute for Environmental Studies suggests warming didn't begin two or three centuries ago, with the advent of industrialization, but five to eight millennia ago, with the dawn of agriculture. Further, they hypothesize that this warming may have helped forestall an ice age.

Got sweetness? UW scientists are developing a new artificial sweetener. Brazzein, created from the pulp of a West African berry, has a taste close to sugar and lacks the aftertaste common to aspartame and other sugar substitutes. Expected to receive FDA approval this year, it would form the main ingredient in the commercial product CWEET.

A More Perfect Union

Bye-bye, brutalism. Hello, welcoming and green.

Bowling lanes might be one of the few similarities between the new Union South and the old one, a concrete behemoth slated for demolition this spring.

"[Union South is] not a warm, welcoming place. It was built in the brutalist architectural tradition," says **Dan Cornelius JDx'10, MSx'10,** VP for project management for the Wisconsin Union.

A group of students, alumni, and staff worked for more than two years on the new building's design, gathering input across the campus community through surveys and focus groups, and selecting architects to bring their ideas to fruition. The primary goal was to create a campus destination with spaces and programs that the iconic Memorial Union does not have.

"We recognize we don't have Lake Mendota here," Cornelius says. "We really need this building to be a people magnet."

Some campus groups, it seems, canceled their events rather than hold them at the original Union South, built in 1971. The twenty-first–century incarnation has a much better shot of drawing people inside and prompting them to linger, given its bounty of windows, modern meeting spaces, two levels of underground parking, and even a climbing wall that will soar two floors from a basement recreation center.

That welcoming presence starts on the outside, where balconies, patios, and terraces will open the building to the surrounding campus. The plan for the southwest side of Union South features a stepped plaza, with water features and areas for seating, where the UW Marching Band will perform on football Saturdays. North Orchard Street will be transformed into a pedestrian mall that can also host farmers' markets and art shows.

Overall, the building and its outdoor spaces will have a bigger footprint, eliminating the tributary of Johnson Street that runs in front of the north side of the old building and demolishing the adjacent apartment building along Campus Drive.

Early proposals for the new Union South were deemed too modern or not distinct enough from Memorial Union. The final design is more organic, with a wood, stone, and steel exterior suggesting some Prairie School influence, and 10,000 square feet of green roof, creating what will be the most sustainable structure on campus. The project will use local resources as much as possible, and will integrate salvaged materials, such as carved stone trim rescued from a building that was torn down to make way for the adjacent Wisconsin Institutes for Discovery.

The building's main level will include a coffeehouse with a stage for acoustic music and spoken word performances, fireplaces, an art gallery, a market, food kiosks, and a sitting area — called the Sun Garden — for eating, studying, and informal meetings.

The final design is more organic, with a wood, stone, and steel exterior suggesting some Prairie School influence, and 10,000 square feet of green roof, creating what will be the most sustainable structure on campus.

"This is going to be a high-energy space," says **Andrea Bill MS'06 PhDx'09,** an engineering student and member of the design committee.

A grill offering lunchtime and evening dining will be Union South's version of Der Rathskeller, with a stage for live shows. Sliding walls will create a cross breeze on warm days and blur the distinction between indoor and outdoor space, welcoming people into the building from terrace seating areas and the Orchard Street mall.

Plans for the second floor include a space three times the size of Memorial Union's Great Hall. Called Badger Hall, it will overlook Randall Street and hold 1,000 people for a sit-down dinner or 2,000 for dances or concerts, and can be divided into three separate spaces. On the same floor, a 350-seat theater will serve as the new home for the Union's film series and double as a space for lectures and conferences.

WORKSHOP ARCHITECTS, INC. AND MOODY-NOLAN, INC. (2)

The new Union South, which will feature an outdoor plaza, indoor climbing wall, and high-tech meeting spaces, is designed to be a campus destination, rather than a satellite to Memorial Union.

The building's upper three floors will include sixty guest rooms, offices for student organizations and additional meeting rooms, and space for staff who are relocating from Memorial Union. Union South will also be the new home for Visitor and Information Programs, currently in the Red Gym, making it the starting and ending point for campus tours.

Memorial Union, on the lakefront, will also be undergoing a major renovation, with improvements intended to bring it up to current safety and access codes while preserving its ambience.

In 2006, UW-Madison students voted to pay higher fees to cover the cost of both renovating Memorial Union and starting from scratch to build the new Union South, scheduled for completion in March 2011. During construction, the engineering campus will host Badger Bash prior to home football games and SOAR programs for incoming first-year students.

Wisconsin Union director **Mark Guthier** says the new building will change Union South's status from a "satellite union" to a place with a distinct identity.

In a few years, when a student or professor says, "Let's meet at the Union," the natural response may be, "Which one?" For more information: newunion.wisc.edu.

Jenny Price '96

STUDENT WATCH

Some students say they wouldn't have made it through college without them. First-Year Interest Groups (FIGs) give UW freshmen the chance to take three classes linked by a theme and live together in the same part of campus. Topics range from Truth and the Meaning of Life — with classes on philosophy, Shakespeare, and Western culture — to Cultural Issues for Health Care Professionals, one of the most popular offerings as student interest in those fields climbs.

FIGs started in 2001 with just four groups and seventy-four students; this year, 539 students, or about 10 percent of the freshman class, are enrolled in twenty-nine FIGs. Each group has about twenty students, and they help each other navigate a large campus, choose a major, and make friends. "They do get very tightly bonded in a very short time," says Greg Smith PhD'85, the program's director.

Participating students earn better GPAs and graduate at higher rates than those not enrolled in FIGs, while professors who teach the courses say the experience encourages them to do less lecturing and make their classes interactive.

FIGs, which have operated for more than a decade at universities including Indiana and Michigan, earn high praise at the UW. One student who responded to a recent survey said, "I felt that this experience was close to perfect."

J.P.

See Food?

Photographing meals aids healthy eating.

When it comes to watching what you eat, it pays to watch closely — and take a picture. According to a study conducted by consumer science professor **Lydia Zepeda** and graduate student **David Deal,** people who photographed their meals tended to follow a healthier diet.

The study was conducted in 2006, when Zepeda and Deal asked forty-three volunteers to photograph everything they ate before consuming it. The goal was not to encourage weight loss so much as to study how people make decisions about the foods they eat.

"We know that food diaries — where people record everything they've eaten — are a common tool used in dieting," Zepeda says. "But journaling is done after the fact, after the food has been eaten. To photograph the meal, you've got to record it before you eat."

They found that people are increasingly conscious of what's on their plates — and reluctant to eat anything inappropriate.

The study was funded with the aid of a Vilas Life Cycle grant from the Women in Science and Engineering Leadership Institute.

J.A.

ISTOCKPHOTO (3)

Age, Order, and Autism

Study links family environment and autism.

A child's chances of developing autism may be set at birth, but not necessarily by genetics. According to a study led by UW pediatrics and population health sciences professor **Maureen Durkin '77, MA'79, PhD'82,** birth order and parental age both appear to affect development of autism spectrum disorders.

Durkin and her colleagues looked at 253,347 children born in 1994, and they found that 1,251 showed signs of autism spectrum disorders (ASD), a broad group of social and communication impairments. While the overall incidence was low — less than .5 percent — some patterns emerged.

The children of fathers past the age of forty were 60 percent more likely to show symptoms than those of younger fathers, and the children of mothers aged thirty-five or older were 40 percent more likely. At the same time, firstborn children also showed an increased incidence — 30 percent more than second-borns and 70 percent more than those born third or later. "Firstborn offspring of two older parents," Durkin's study noted, "were three times more likely to develop autism than were third- or later-born offspring of mothers aged twenty to thirty-four and fathers aged under forty years."

Durkin admits she doesn't know why parental age and birth order affect ASD, nor why the effects seem to conflict — second- or third-born children would have older parents than their first-born siblings. "We were really looking at two distinct variables," she says, "and we discovered that they have independent effects, that they seem to go in opposite directions."

Durkin hopes that future studies will enable researchers to illuminate the effects of family on ASD. In 2009, she will join with researchers around the United States in the National Children's Study, a longitudinal study of some 100,000 children born this year. Durkin and other researchers will follow the children's development from birth to age twenty-one to examine environmental influences on health and development.

John Allen

First in Their Families

About one out of every five students in the UW's 2008 freshman class is entitled to say, "I'm the first person in my immediate family to go to college." Among these first-generation students, 49 percent were eligible for financial aid, compared to 19 percent of freshmen whose parents have college degrees. Knowing more about these students, UW officials hope, will identify ways to help them through the college experience.

In this first-generation group, more of the students are:

- female
- slightly older
- from rural Wisconsin
- majoring in non-technical fields
- working while in college

Source: UW-Madison Academic Planning and Analysis

Keep in Touch

Professor studies why, for some, only fingers can do the shopping.

Joann Peck MBA'93 has spied on people in grocery stores, and her office is sprinkled with Slinkys, Koosh Balls, and chenille blankets. It's all in the name of research for Peck, a marketing professor in the Wisconsin School of Business who studies the role of touch in consumer behavior.

Peck has developed what she calls a need-for-touch scale, which measures the difference between people who can't walk through a store without handling everything within reach and those who only grab what they are actually going to buy. Her work is increasingly relevant with the growing popularity of online shopping, as retailers seek ways to get people to buy, even when the description of a sweater as "soft" just isn't enough.

Peck's scale reveals why people want to touch products. For some, it's spontaneous and strictly for fun. For others, it's driven by a need to know something specific about a product, such as how heavy a laptop computer would be to carry around.

About 25 percent of people have an extremely high need for touch, yet when shopping online, sometimes a description — say the weight of a cell phone — is all they need, Peck says. With items such as books and CDs, most people don't care if they get to touch the product, but "if it's something fun to touch, there isn't really a way I've found to compensate people," she says.

Her latest research shows that touching an object increases a person's sense of ownership, a finding that could have a major impact on new-product development. "You're willing to pay more if you feel more ownership, which also has really interesting implications for marketing," Peck says.

J.P.

BRYCE RICHTER

Macroscopic

BRYCE RICHTER

Blown-up images of the microscopic world become art in the lobby of the Genetics/Biotechnology addition. Ahna Skop PhD'00 organized the display, which consists of pictures of UW geneticists' research. Skop believes that the images show off the beauty of biology. And anyway, she argues, the space needed something. "I'm the daughter of two artists and have an art degree myself," she says. "When I see a blank wall, I have to do something about it."

Legal Aid

The Consumer Law Litigation Clinic takes aim at bad business.

Last July, the students working in the UW's Consumer Law Litigation Clinic taught a lesson of their own to Tremont Financial LLC. In a Dane County court, the students forced the Internet payday lender to pay $60,000 and to cease lending in Wisconsin.

It may not have been the biggest legal victory in the state's history, but it was the biggest in the students' careers so far — and will, they hope, send a message to predatory companies that someone is looking out for Wisconsin consumers.

The Consumer Law Litigation Clinic helps train future attorneys by involving them in aiding some of Madison's poorest citizens. "It's one of the great learning experiences at the school," says director **Sarah Orr '87, JD'93.** "It gives them a chance to do research, improve their writing skills, talk to folks, and resolve legal issues."

The clinic has been part of the UW Law School since 1991, when it was established to provide legal services to lower income clients. Typically, fifteen students take part in it each year, meeting with clients, assessing their legal difficulties, and advocating on their behalf. But though students enroll in the program for a year, its cases often take much longer.

The Tremont case, for instance, began in 2007, when the clinic was staffed by an entirely different set of law students. They found some 137 people who felt they'd been wronged by Tremont, and then they convinced the clinic's faculty and staff that the lender had violated Wisconsin's consumer act in the terms of the loans it had offered. The students filed a complaint in court, and ultimately negotiated a settlement with Tremont.

According to Orr, that's typical of the clinic's work. "We probably settle more than half our cases prior to litigation," she says. "But then that's something important that the students and their clients also learn. Negotiating is often the best thing for everyone."

John Allen

Doubling up on Vitamin D

Daily supplement encouraged for those under eighteen.

Most Americans — except those who gamely gulp down a teaspoon of cod liver oil daily — don't get enough vitamin D, and physicians are trying to tackle the problem by increasing the recommended intake for children.

New guidelines from the American Academy of Pediatrics, co-authored by **Frank Greer,** a UW-Madison professor of pediatrics, double the recommended amount of vitamin D for children under eighteen from 200 to 400 units per day.

The academy is recommending more vitamin D for children just as reports show an increase in rickets — an extreme deficiency — especially among young children of lower-income mothers who breastfeed and don't take vitamin supplements.

And some studies have linked vitamin D to a reduced risk for cancer, diabetes, and heart disease. Though Greer emphasizes there's not conclusive evidence to support that, he expects more companies will fortify products ranging from yogurt to animal crackers with vitamin D.

Greer says the best way to ensure children get enough vitamin D is through a daily supplement, which comes in liquid form for infants. Otherwise, working it into a child's diet is a challenge for most parents; it's possible only if a child drinks thirty-two ounces or more of milk each day or has a diet that includes fatty fish like salmon.

Sunshine is another way to get vitamin D naturally. But sunscreen use blocks ultraviolet rays, and "from November to March in most parts of North America," Greer notes, "you could stay out all day with no clothes on and not make any vitamin D."

ISTOCKPHOTO

One way to get vitamin D is from sunshine. But increased use of sunscreen means that children will need to rely on more supplements.

Jenny Price '96

UW Wall-to-Wall

A look at groups that Badgers have formed online.

On Facebook, the social networking Web tool, users can do just about everything, from letting friends know what they are doing at that very moment to posting pictures from their latest vacations. The site is also home to special groups, with membership ranging from a handful to more than a million. *On Wisconsin* took a peek at Facebook groups — some funny, some puzzling — launched by UW students and alumni.

J.P.

facebook

I Love Matt Lepay, Voice of the Badgers, for Badger fans who would "rather listen to the game than watch it."

I Have a Sneaking Suspicion that Professor [Michael] Chamberlain Is Indiana Jones, for students who doubt that the UW history professor travels to the Middle East to study: "Right! Raiding tombs and searching for the Holy Grail is probably closer to the truth!"

Bring Baseball Back at UW-Madison, a petition for Badger fans who want to restore baseball as a varsity sport.

I Support Project Tunnel through Bascom Hill, for students who ask, "Who doesn't want a shorter, flatter route to all their classes?"

I Am a University of Wisconsin Alum under 40 and I Kick A Too,** for UW alumni who, for some reason, weren't selected to receive one of the Wisconsin Alumni Association's Forward under 40 awards.

Raise a Glass in Class

Pilot brewing equipment shows bacteriology students the science of fermentation.

The microbiology department's latest gizmo is causing a ferment of interest. In fall, MillerCoors donated funds to purchase a set of pilot-scale brewing equipment so that UW students can learn to unlock the science that fills their favorite pint.

With a capacity to make about ten gallons of beer at a time, the pilot-scale brewing kit is hardly appropriate for industrial use. Rather, it would typically be used commercially to make samples and test recipes. But at the UW, says instructor **Jon Roll,** the kit won't be used to research taste so much as process.

"Fermentation is important for many foods," he says. "It's relevant not only to beer, but to cheese, yogurt, sauerkraut, soy sauce. There's a lot of science that goes into it."

MillerCoors gave the UW $100,000 to buy the gear, which may sound like a lot, but then brewing is an important part of Wisconsin's manufacturing industry, to the tune of $7 billion a year.

Roll intends to use the equipment in a class he's currently designing called Introduction to Zymology, and those students who believe it will involve more drinking than thinking ought to reconsider.

"It's a 300-level course," Roll says, noting its scientific emphasis. "Its prerequisites include intro to microbiology, biochemistry, and organic chemistry."

Still, though he limited initial enrollment to microbiology majors, he reports, the class "filled instantly."

John Allen

Brewing consultant Joe Pulizzano (left) looks over the UW's new pilot-scale brewing equipment with faculty associate Jon Roll. Though mostly used for instruction and research, the equipment also produced a batch of Bucky's Inaugural Ale (right), a light, golden ale.

Word Games

As America's Hmong population grows, so does interest in its language.

Pab Xiav and Pab Liab, also known as Team Blue and Team Red, are locked in a battle for supremacy. During several heated rounds of the game Guess Who?, team members take turns asking questions, trying to figure out which character is on the other team's card. But there's a catch: most of the exchanges are in the Hmong language, the focus for the nineteen students enrolled in LCA Language 307: First Semester Hmong.

Instructor **Choua Lee** often uses games, including Pictionary and Scrabble, in this beginning-level course, explaining, "You have to be able to be creative in any way to encourage the students to use the target language they are learning in class."

While playing Guess Who?, the students are not allowed to use English, except for common words like "okay," and Lee has replaced English names on the game pieces with names in Hmong. She intervenes when students need help, but most are on their own, answering questions with *yog* for "yes" or *tsis* for "no." At one point, some of the students pantomime as they debate the words for "beard" and "mustache" before asking a question to home in on their guesses.

For much of the game, the students sit at the edge of their chairs, engrossed, cheering at victories and laughing heartily at their own mistakes as they struggle with the language. The game also ties into their next assignment: writing a journal entry describing one of their closest friends, including unique physical and personality characteristics.

BRYCE RICHTER (3)

Many of the UW students enrolled in Hmong classes grew up in the United States speaking English, but want to become fluent enough to be able to talk with parents and relatives in their native language.

UW-Madison began offering three levels of Hmong language classes in fall 2007; last fall, enrollment totaled sixty-four students. Most taking the classes are ethnically Hmong, but never became fluent. The "heritage" students, as they are called, also have little or no experience reading or writing the language, says Lee, a native Hmong speaker who moved to the United States as a teenager after spending her childhood in Laos and Thailand.

The U.S. Hmong population, which arrived from southern China and Southeast Asia primarily during the past twenty-five years, is estimated at more than 200,000, with 40,000 living in Wisconsin. For many of Lee's students, the classes offer a chance to bridge the culture gap with their families after growing up in the United States.

Pilline Lee x'12, who plans to become a pediatrician, enrolled in the class so that she can talk to her parents without inserting English into the conversation. But she says being Hmong doesn't make the class easier for her or any other heritage student.

"I knew that it would be somewhat challenging, but I never thought it would be so hard," she says.

In Hmong, every tone has its own meaning, with the pitch of the speaker's voice going up and down like a series of musical notes. The letter at the end of words dictates the tone used; for example, *pob* means ball, *poj* means female, and *pog* means grandmother. The most challenging part of the language is hearing the tones correctly and pronouncing the sounds of the consonants.

"There is no English equivalent sound for them to compare and contrast with," Choua Lee says.

Amy Isensee x'10, a linguistics major who is working toward a certificate to teach English as a second language, decided to enroll in the class in light of America's growing Hmong population. Isensee, who has also studied Spanish, French, and Mandarin Chinese, says, "Of the four, Hmong is definitely — hands down — the hardest language I've studied. The sounds … are unlike anything I've had to produce before."

Jenny Price '96

TEAM PLAYER

Valyncia Raphael

Valyncia Raphael x'09 hopes she'll make her biggest hit off the field. The senior left fielder helped the Badger softball team go undefeated in fall 2008 play, and team members look to build on that success when the Big Ten season begins in late March. But Raphael has bigger ambitions.

The California native's Badger career has been limited by injuries. As a sophomore, she suffered a herniated disk and missed much of the season, and as she worked her way back into form during her junior year, she batted .193 with five home runs. But off the field, she's kept her focus on the future. With a double major in English and political science and a criminal justice emphasis, Raphael aims to attend law school after she receives her bachelor's degree.

"Initially I wanted to work for a D.A. [district attorney] somewhere," she says. But while at the UW, she landed an internship at the Bockari House, a halfway house on Madison's east side, where she learned more about the legal system, and about herself. "My job was mostly reading through policy reports and going through case files," she says. "And I found that a lot of the clients had delinquency records. They were repeat offenders."

The experience helped Raphael see what she really wants to do with her life — help juveniles break out of that cycle. "I didn't really think I enjoyed working with kids and parents before," she says. "I didn't want to work with juveniles or in a group-home setting. But now, ultimately, I'd like to go back to [the Los Angeles area] and work in a center for teens in crisis. Often, if you can make a small difference for people while they're in high school, you can make a big difference in their lives."

John Allen

"I'd like to go back to [the Los Angeles area] and work in a center for teens in crisis. Often, if you can make a small difference for people while they're in high school, you can make a big difference in their lives."

UW SPORTS INFORMATION

Failing the Fitness Test

Recreational Sports Board asks for $60 million to pump up facilities.

BRYCE RICHTER

Time for a relaxing workout? Not at the UW's Natatorium, where students often have to stand in line for equipment.

When **Cheryl Yeung x'10** hits the gym, she hits the books at the same time.

Like most UW students, Yeung is an accomplished multitasker. She has no problem cracking a book while monitoring her heart rate. Much tougher is finding an open cardio machine at the SERF (Southeast Recreational Facility). During peak hours, between 4 and 8 p.m., she needs to sign up to get on an elliptical trainer, treadmill, or stationary bike, and often must wait for one to become available. To beat the crowd, Yeung usually heads to the gym after 9 p.m.

According to a report from the Recreational Sports Board, a faculty committee that advises campus officials, UW facilities no longer meet the fitness needs of students and staff. The board is recommending a $60 million expansion and renovation to the Natatorium, located on the west end of campus, to take some pressure off the SERF on West Dayton Street. A third option for students is the Camp Randall Sports Center, or the Shell, where cardio and weight machines crowd the edge of an indoor track.

"What we're seeing now are students who live closer to the SERF going to the Nat because the SERF is too crowded," says Recreational Sports Director **Dale Carruthers.** The proposed Natatorium facelift would increase fitness areas within the complex sevenfold by adding a large fitness center, four new gymnasiums, locker rooms, a four-lane track, and an indoor artificial turf facility. The addition would expand to the east, where the sand volleyball courts are located.

"We started talking about this in 2002, and we've done four different assessments over a five-year period," says Carruthers, noting that several peer institutions, including Ohio State, Illinois, and Iowa, have recently built fitness facilities. "What we heard from our students is that they're not satisfied with our indoor recreational facilities. They're antiquated, and they're too small."

While the number of UW students hasn't gone up much since 2000, their interest in health and wellness has, making the problem worse for facilities that can't handle the demand. Some 85 percent of students report using recreational services, and facilities saw an increase of 26,395 visits in fall 2008 over fall 2007.

"Over the years, we noticed that there are fewer students who want to commit to a specific day and time for an activity. They want to come to the facility, jump on a treadmill for forty-five minutes or an hour, and get back to their studying," Carruthers says.

In addition to mitigating stress, participating in recreational sports can help new students in particular acclimate to campus life. "It can be hard to find yourself on this campus," Carruthers says. "This is a meeting place, where they make friends and forge bonds that extend well beyond graduation."

The board hopes to get the proposal on a student referendum ballot by spring 2010. If approved, it could mean a student segregated fee hike of $60 per semester to pay for a project that probably wouldn't be finished until 2014. Private funding could reduce the fees per student.

It's a difficult time to ask for more money, admits Carruthers, adding, "The thing that impresses me about our students is their tremendous loyalty to this campus. They want to improve everything for future students that they can."

Karen Roach '82

BADGER SPORTS TICKER

Mark Johnson has been named head coach of the 2010 U.S. Olympic women's ice hockey team. Johnson, who led the UW women's hockey squad to national championships in 2006 and 2007, is also a former Olympian — he was part of 1980's "Miracle on Ice." During his absence, UW assistant coaches Tracey Cornell and Dan Koch will co-coach the Wisconsin women's team.

There's some good news for Badger fans in this tough economy — it shouldn't cost any more to attend the big game next season. For the second straight year, the UW Athletic Department is looking to hold the line on ticket prices and find ways to cut expenses to make up the difference. Ticket sales bring in about $26 million for the department, with nearly two-thirds coming from football.

Senior hockey goalie Shane Connelly is a finalist for the Lowe's Senior CLASS Award, billed as "the nation's premier award for NCAA senior student athletes."

Former Badger standout Darren Niedermeyer '05 took top honors at the National Pole Vault Summit in Reno, Nevada, in January. While at the UW, he was twice named a Big Ten champion.

Wrestler Dallas Herbst won decision number 100 in his career in February, making him only the fourth Badger to reach the century mark under coach Barry Davis. Herbst, who wrestles at 197 pounds, won 4-3 over his Illinois counterpart, Patrick Bond.

Truth, Death, & Taxidermy

Errol Morris has parlayed a lifelong fascination with universal themes into masterful films that have redefined the documentary genre.

By Eric Goldscheider

Errol Morris '69 didn't set out to reform the criminal justice system. He was just drawn to the story of a convicted cop killer because he thought it was interesting.

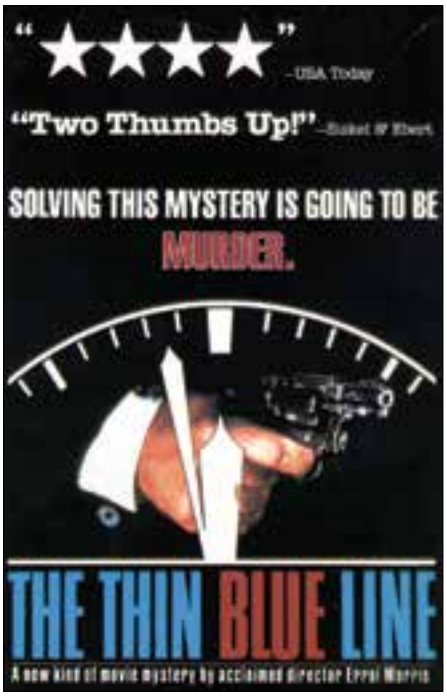
But as he researched the case of Randall Dale Adams, he began to uncover evidence that the wrong man was serving a life sentence. Adams was innocent. The release of Morris's 1988 documentary, *The Thin Blue Line*, not only helped to free Adams, but also proved to be a landmark event for the so-called innocence movement.

"It was immensely important because it really gave credibility to the notion that innocent people were being convicted and sentenced to death," says Rob Warden, executive director of the Center on Wrongful Convictions at the Northwestern University School of Law in Chicago. It's ironic, he notes, that a filmmaker was in a better position to ferret out the truth than a legal system riddled with parochial concerns.

TRACY POWELL

Appropriately enough for a filmmaker preoccupied with death, Errol Morris's office includes lifelike stuffed animals of all persuasions.

COURTESY OF ERROL MORRIS (2)



But that irony is perhaps less if the filmmaker is Morris, who has raised the University of Wisconsin's motto regarding truth — its sifting and winnowing statement — to an art. The plaque on Bascom Hall that states that the university will "ever encourage that continual and fearless sifting and winnowing by which alone the truth can be found" could almost have been written as the documentarian's personal manifesto.

Grand Themes

Morris readily acknowledges a persistent fascination with ferreting out the truth — often in conjunction with an obsession with death. Both truth and death are "absolute," he ventures. There is no turning back from death. And Morris holds that there is always an objective, underlying truth to any situation, whether or not it is readily understood.

"Truth is not relative. It's not subjective. It may be elusive or hidden. People may wish to disregard it. But there is such a thing as truth and the pursuit of truth," Morris proclaimed on a segment of National Public Radio's *This I Believe* series. "We must proceed as though, in principle, we can find things out — even if we can't. The alternative is unacceptable."

Turning theoretical, Morris says, "I've gone to considerable efforts to try to distinguish myself from postmodernism's [view of the] truth as being subjective. ... It's an interest that I developed probably from interviews that I did in Wisconsin years ago."

Morris's latest movie, *Standard Operating Procedure*, released in spring 2008, is also concerned with truth. The film uses the photos that came out of the Abu Ghraib prison in American-occupied Iraq — depicting the humiliation, torture, and even evidence of murder of inmates and detainees — to delve into the impact and meaning of photographic imagery. The director uses the images as an entry point to a larger discussion of U.S. foreign policy, message control, and the raw exercise of power.

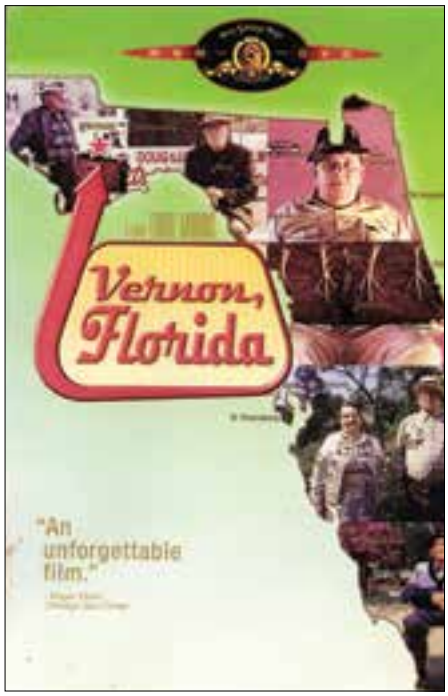
One of Morris's biggest successes, *The Fog of War*, a 2003 feature-length interview with Robert S. McNamara, President John F. Kennedy's secretary of defense and a principal architect of the Vietnam War, won an Academy Award. His first film, *Gates of Heaven*, is a meditation on a pair of northern California pet cemeteries, and critic Roger Ebert acclaimed it as one of the ten best motion pictures of all time. "After twenty years of reviewing films, I haven't found another filmmaker who intrigues me more," said Ebert. "Errol Morris is like a magician, and as great a filmmaker as Hitchcock or Fellini."

Morris, a moose of a man with gangly limbs who now lives and works in Cambridge, Massachusetts, earned his UW-Madison degree in history. Questions about how to communicate essential truths cinematically still occupy the filmmaker today in entries he posts to Zoom, his blog at the *New York Times* Web site.

However, one might be forgiven for thinking that someone who sits for an interview in his office under the watchful gaze of a stuffed stork does not take himself too seriously. The large, lifelike yet lifeless animal seemingly hovers on its windowsill perch just behind the conversation. Across the room is a stuffed horse's head with a long neck, mounted on the wall reaching up to a 25-foot-high ceiling with industrial skylights. A chimpanzee head under glass sits on the desk.

"I just like having it. I mean there's taxidermy in the house. My wife likes it," explains Morris matter-of-factly. Many of his dead creatures came from Deyrolle, a shop in Paris where he shot a

"We must proceed as though, in principle, we can find things out — even if we can't. The alternative is unacceptable. ... I've gone to considerable efforts to try to distinguish myself from postmodernism's [view of the] truth as being subjective. ... It's an interest that I developed in Wisconsin years ago."



Morris's second movie, *Vernon, Florida* (1981), featured the eccentric residents of a swamp town. *Newsweek*'s David Ansen wrote that it was "the work of a true original," and dubbed it "philosophical slapstick philosophy."

television commercial for Cisco Systems. "I wish I had bought more," he muses, adding that the shop was a favored haunt of surrealist painter Salvador Dali.

Cast of Characters: Ed Gein

A few years after graduating, Morris returned to Wisconsin to pursue an interest in serial killers. He began with Ed Gein, who was then an inmate at what is now the Dodge Correctional Institution in Waupun. The notorious prisoner had become a folk legend for killing several people and for exhuming bodies from cemeteries in and around Plainfield, where he had lived on his family's farm. Not only did Gein (pronounced *geen*, with a hard *g*) dig up corpses, but he also used principles of taxidermy to fashion body parts into gruesome trophies. Gein also ate human flesh.

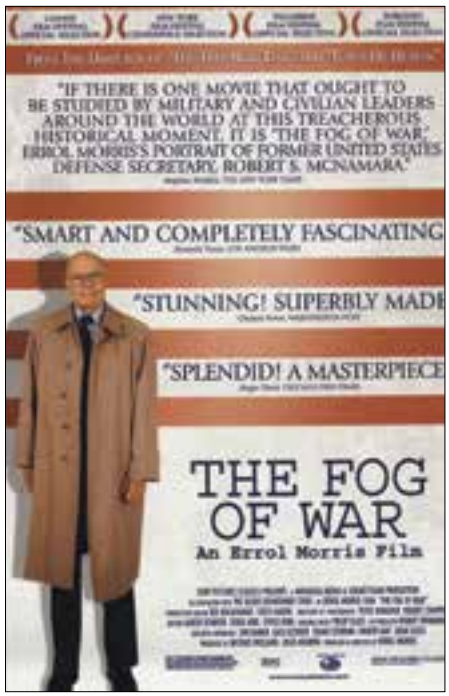
"Ed Gein is one of the proverbial great monsters," Morris explains. "He, in many people's views, originated the whole genre of psycho killer movies of the sixties." His case inspired films ranging from *Psycho* to *The Texas Chainsaw Massacre*. Though Gein was arrested in 1957, he didn't come to trial until 1968, when Morris was a UW student. The notoriety of the case increased dramatically when Gein was acquitted by reason of insanity.

By the early seventies, Morris was doing graduate work in philosophy at UC-Berkeley. He decided to write his thesis on the insanity plea, and secured a letter of introduction from the head of the School of Criminology to the superintendent at the hospital where Gein was incarcerated. Morris traveled to central Wisconsin, where he moved in with Gein's former neighbors and conducted several interviews with the man himself.

"One truly surreal experience," recounts Morris, was discovering that the superintendent "was as crazy as anybody I was talking to in the hospital." His perception was cemented by a conversation in which the head of the institution insisted that Gein was not truly a cannibal, because even though he ate people, by Gein's own account, he didn't enjoy it. "Oookaaaay," Morris thought to himself. "I was entering into a sort of strange, surreal world of Looney Tunes."

Not necessarily to his own surprise, Morris liked Gein. "I found him really

SONY PICTURE CLASSICS (2)



strange and funny, perverse, ironic — not stupid. Crazy, but not stupid," says Morris.

Discovering along the way that Plainfield had been home to an unusually high percentage of murderers, Morris set out to write a book on the small village. "I never brought it off, which is unfortunate," he says, "but I accumulated endless hours of interviews, hundreds of them." Those 120-minute Sony cassette tapes are still sitting in a trunk safely tucked away in the basement of Morris's office. "I think it's some of my best work," he adds ruefully.

Though he hasn't yet been able to coax a coherent product out of that period of his life, the lessons he learned have stuck with him. "I developed a keen appreciation of how crazy the world really is — not only how crazy, but how people are endlessly misperceived by others," says Morris. Real-life murder mysteries taught him that "you can talk to five or six people about an event that they have all experienced, and the accounts are so radically different." That epiphany, combined with a strong feeling that "there is a reality," helped define the person Morris is today. "People may be interested in avoiding [reality] or rearranging it, or obfuscating it, but it's there in the wings," he says.

At the same time as he was following his self-described "prurient" instincts in central Wisconsin, Morris was also becoming deeply enmeshed in the Wisconsin Center for Film and Theater Research, housed at the Wisconsin Historical Society in Madison. "It was an extraordinary resource," he says of the trove of prints that included thousands of movies from Warner Brothers, RKO, and a number of Hollywood's so-called Poverty Row studios. He began viewing films there as a student and then returned after graduating. "You could go into a room with a Kodak Pageant projector and start watching movies — you could program your own film festival," he says. "You could select a director like William Wellman and watch thirty Wellman films, or, if you wanted, you could watch Howard Hawks or John Ford."

Morris cites the many hours he spent cuing up classic films in Wisconsin, and also at the Pacific Film Archive at UC-Berkeley, as seminal experiences on his path to becoming a filmmaker. He also credits the many people in Madison who were deeply interested in film and in some way attached to *The Velvet Light Trap*, an academic journal founded by UW graduate students in 1971. "My whole interest in movies comes out of the University of Wisconsin," he says. "There is a history to be written about all the filmmakers that have come out of Wisconsin — there's a lot of them."

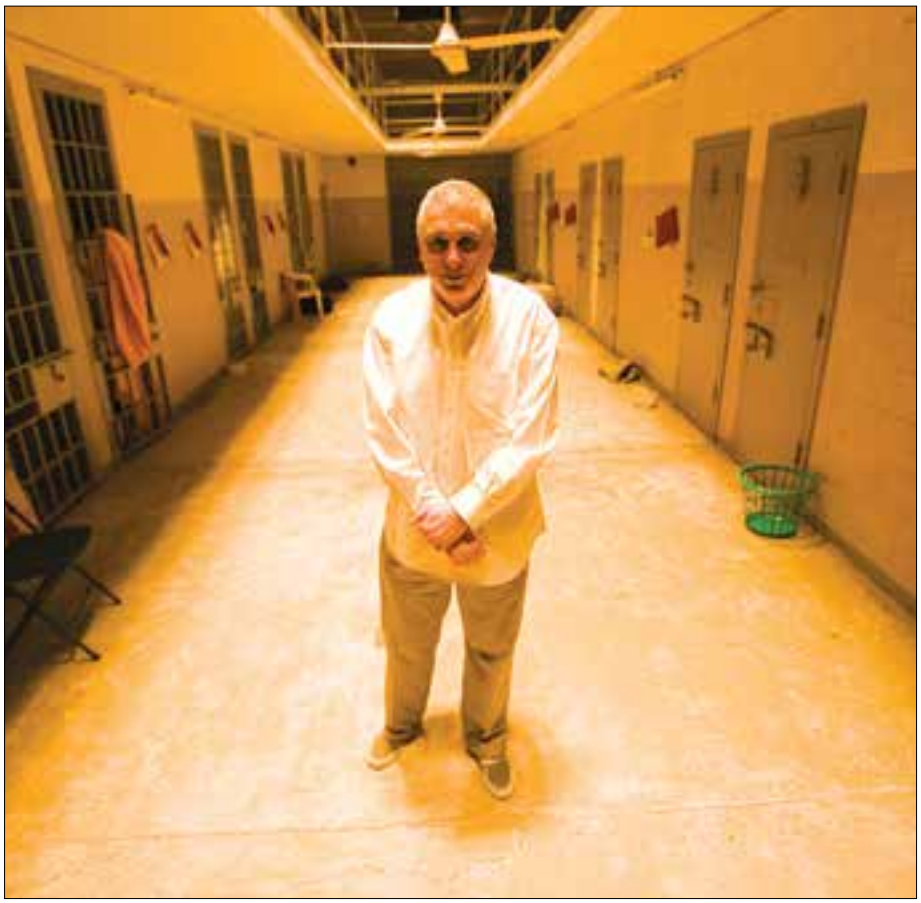
Morris's time in the movie archives gave him a lens through which to direct his curiosity. "I've always been interested in certain kinds of ideas," he says, "and film seemed a way to actually think about stuff."

Flashback to Long Island

A native of Long Island, New York, Morris arrived in Wisconsin in 1965 after having struggled through The Putney School, a small, arts-oriented boarding school in Vermont where he played the cello, an instrument he still practices for two hours a day. He recalls being the only member of his high school graduating class of about forty who didn't get into a single college that he applied to. The ignominy was even greater because several of his classmates were off to Harvard. "I was waitlisted at Haverford and then rejected," he laughs, "as if they had finally come to their senses." His placement counselor suggested the University of Wisconsin as a last-ditch effort, and it worked. "I thought being sent to the University of Wisconsin was some kind of a punishment," he says, "but I found out otherwise."

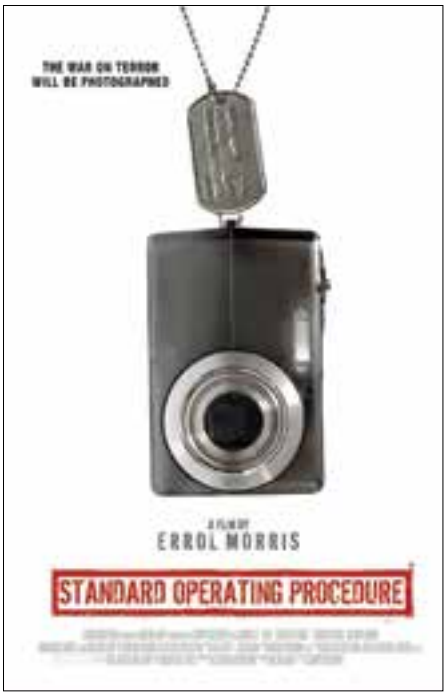
The campus "had this odd, incendiary mixture — I often describe it as Wisconsin farm girls and boys, and Jews from New York," he says. Morris, who

"Climbers tend to be eccentric … yet even amongst this company of eccentrics, Errol stood out as a true eccentric." He rarely tied his shoes, and he tended to wear a white shirt and necktie for climbing.



NUBAR ALEXANIAN/ COURTESY SONY PICTURES CLASSICS

In *Standard Operating Procedure,* Morris used re-enactments to examine abuse and torture of suspected terrorists at the Abu Ghraib prison.



soon became such a devoted Badger that he discussed with friends whether he should have the university's Numen Lumen seal tattooed on his chest, credits the campus with helping him blossom intellectually. "I came into my own there in so many, many ways," he says. "I learned to write, and I developed my interest in history. … Little did I know — which I know now, of course — is that Wisconsin had one of the best history departments in America."

Aside from reveling in classes taught by professors such as the late William Appleman Williams, George Mosse, and Harvey Goldberg (whose lectures on social history packed in more than a thousand listeners), Morris developed a passion for rock climbing. He explored Devil's Lake State Park, about an hour north of Madison, which he describes as some of the best terrain in the country for the sport, which was not nearly as popular then as it is now.

He wrote a guide to Devil's Lake, which he distributed to friends, some of whom fondly recall Morris's exploits. Alan Rubin '67 muses, "Climbers tend to be eccentric, and much more so those of us who climbed in the sixties and seventies than is the case today. And those of us who were climbers in the flatlands of the Midwest were more eccentric still, yet even amongst this company of eccentrics, Errol stood out as a true eccentric." He rarely tied his shoes, and he tended to wear a white shirt and necktie for climbing.

Rubin describes a certain macabre humor that characterized many climbers. For instance, Morris and two friends who collectively dubbed themselves the Terrible Trio Mountaineering Club would tick off the names of their rock-climbing heroes when they were contemplating a new challenge, noting with each name that the person was dead. "Most of us shared the same sense of humor, but Errol was the most out there with it," says Rubin. Morris admits to cutting classes during college to go rock climbing, including taking a number of marathon thirty-hour road trips to Yosemite National Park in California.

The Plot (and Resume) Thickens

It took Morris much of the next two decades after graduating to find his

footing as a filmmaker. His 1978 debut, *Gates of Heaven*, had little commercial success, but it earned him recognition among his peers and found a durable champion in Roger Ebert. Before making that movie, he had two false starts as a graduate student, one studying the history and philosophy of science at Princeton, and the other at Berkeley. He lived for a period in Cambridge, Massachusetts, where he earned money writing term papers and master's theses for struggling students. "I wrote a paper on the Immaculate Conception for a nun. … But I probably shouldn't go into detail about that," he chuckles, admitting to the potentially felonious nature of that enterprise.

Morris released his second movie, *Vernon, Florida*, in 1981. It is an almost aggressively mundane series of lengthy interviews with elderly residents of a Florida panhandle town, during which they tell strange but plausible stories. After that, Morris supported himself by working for a high-end private investigator in Manhattan, looking into, among other things, securities fraud. Upon reflection, Morris sees "an enormous connection" between that job and his proclivities as an interviewer. "Basically, the ability to function as an investigator is the ability to talk to people, to listen to people, to have people talk to you, to investigate detail, the same damn thing I do anyway," he says.

He struggled through most of his thirties to get the money to start and then complete *The Thin Blue Line*, which centered on Texas prisoner Randall Dale Adams and his struggle to overturn a wrongful conviction for the murder of a Dallas police officer. "It was unendingly difficult. ... Very few people stood by me," says Morris. And yet his fortunes were soon to shift when, within days of releasing that film, he won both a Guggenheim Fellowship and a MacArthur Fellowship, often referred to as the genius award.

He humanizes people who have been cast as monsters in the public mind, and ends up discovering that "they are like you and me." The difference is that "they found themselves in the middle of a kind of nightmare that was created around them."

Much of Morris's work reflects his interest in unusual, if not decidedly weird, subjects. *Fast, Cheap & Out of Control* is an intricately edited intertwining of four men's incongruous careers. *Mr. Death* is a deep look into the work and personality of Massachusetts native Fred Leuchter, Jr., who was a sought-after technical expert on capital punishment before lurching off into the world of Holocaust denial.

Morris also made a television series called *First Person*, consisting of sit-down interviews using what he calls the interrotron, two teleprompters networked together so the interviewer and interviewee are looking at live images of each other as they speak. Subjects for this series included Sondra London, who has spoken and written extensively about her romances with two serial killers, and Temple Grandin, a noted autistic woman and university professor who happens to have designed the slaughterhouses where more than half of American cattle are put to death. Morris still hopes to make good on a pledge he made to Grandin to play cello serenades for cattle wending their way toward doom.

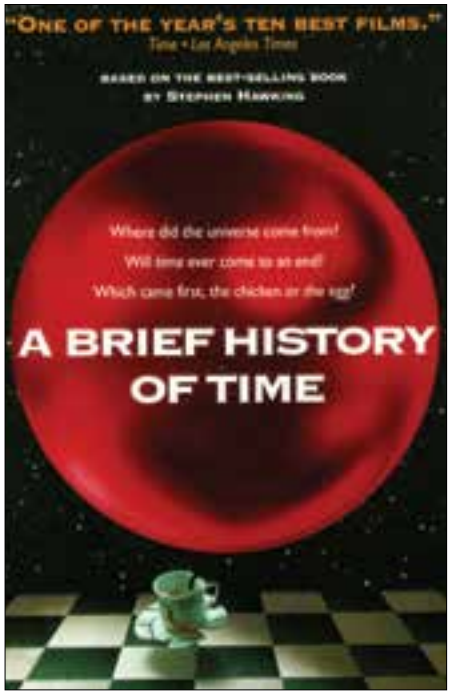
Morris has also made hundreds of television commercials (the irony that the medium does not lend itself to making truth its highest value is not lost on him) for companies such as Apple, Nike, Cisco Systems, and Miller Coors (High Life beer). It is highly paid work that he counts on to support his overhead, which includes a small staff, offices with four digital editing suites, and other tools of his trade.

Flash Forward: Iraq

These days, a conversation with the filmmaker is likely to turn to *Standard Operating Procedure*. The film centers on a small swath of the more than two

NUBAR ALEXANIAN

Errol Morris directs "I Dismember Mama," part of a television series called *First Person* that featured Morris's trademark quirky interviews. This particular episode dealt with the efforts of a cryogenics buff who sought to preserve the head of his deceased mother.



COURTESY OF ERROL MORRIS

hundred hours of interviews he did with American soldiers who participated in the scandal that erupted in 2004 when photos taken in the Abu Ghraib prison in Iraq became public. Among them are the now-famous images of Private First Class Lynndie England holding a leash with a naked Iraqi man crouching at the other end, and Specialist Sabrina Harman smiling broadly and giving a thumbs-up in front of the head of a corpse packed in ice. Through his interviews with England, Harman, and a number of their compatriots, Morris discovered that those photographs tell stories that are far more intricate and complicated than what initially meets the eye.

"This film has really shaken me up — I caused myself a lot of trouble" by making it, says Morris, "because I am wandering into a kind of nightmare, where I'm trying to say something that I think is different and not necessarily what people want to hear." He humanizes people who have been cast as monsters in the public mind, and ends up discovering that "they are like you and me." The difference, he says, is that "they found themselves in the middle of a kind of nightmare that was created around them."

The ire he has experienced has taken many forms, including reviews that accuse him of being sympathetic to torture. "People got angry," Morris says. "I may be wrong about this, but I think it's a product of being interested in unappetizing stuff; it's a product of being interested in pariahs, which goes back to my earliest attempts to interview anybody."

Ed Gein featured prominently in Morris's early forays into getting pariahs to talk to him. Morris readily acknowledges the thread that runs from central Wisconsin through his latest film, and his abiding interest in painting nuanced and textured pictures of people who are easily caricatured as monsters. Being misunderstood goes with the territory. "Part of me is a dyed-in-the-wool investigator-slash-interviewer," says Morris. He admits that his relentless quest to know things that are often unknowable takes a toll. In spite of his many accolades, Morris says, "I feel like a thwarted artist and probably always will." ■

Freelance writer Eric Goldscheider is working on a book about a wrongful conviction in Massachusetts.

Weight of the Words

When Henning Garvin realized that the Ho-Chunk language – heavy with his tribe's history and culture – *was in danger of extinction, he stepped in to help.*

BY JASON STEIN MA'03 PHOTOS BY JEFF MILLER

Smoke rose from the lips of patrons and the tips of their cigarettes, clouding the high ceiling of the Ho-Chunk tribe's Majestic Pines Casino in Black River Falls, Wisconsin. It was spring 2000, and then-twenty-four-year-old dealer Henning Garvin '03, wearing a bow tie and tuxedo shirt, fanned out cards on a green felt table and wondered how many more nights he — a UW-Madison dropout with no degree and no prospects besides tips from gamblers — could keep dealing blackjack until 2 a.m.

Then, the bad luck that had taken him there changed, reversed by an off-color joke.

A man — a grandfather to Garvin in the Ho-Chunk way of reckoning — walked past, clasping two buckets of quarters he'd won. Making an earthy pun in the tribe's traditional language, he compared his jackpot to a mother's milk and breasts.

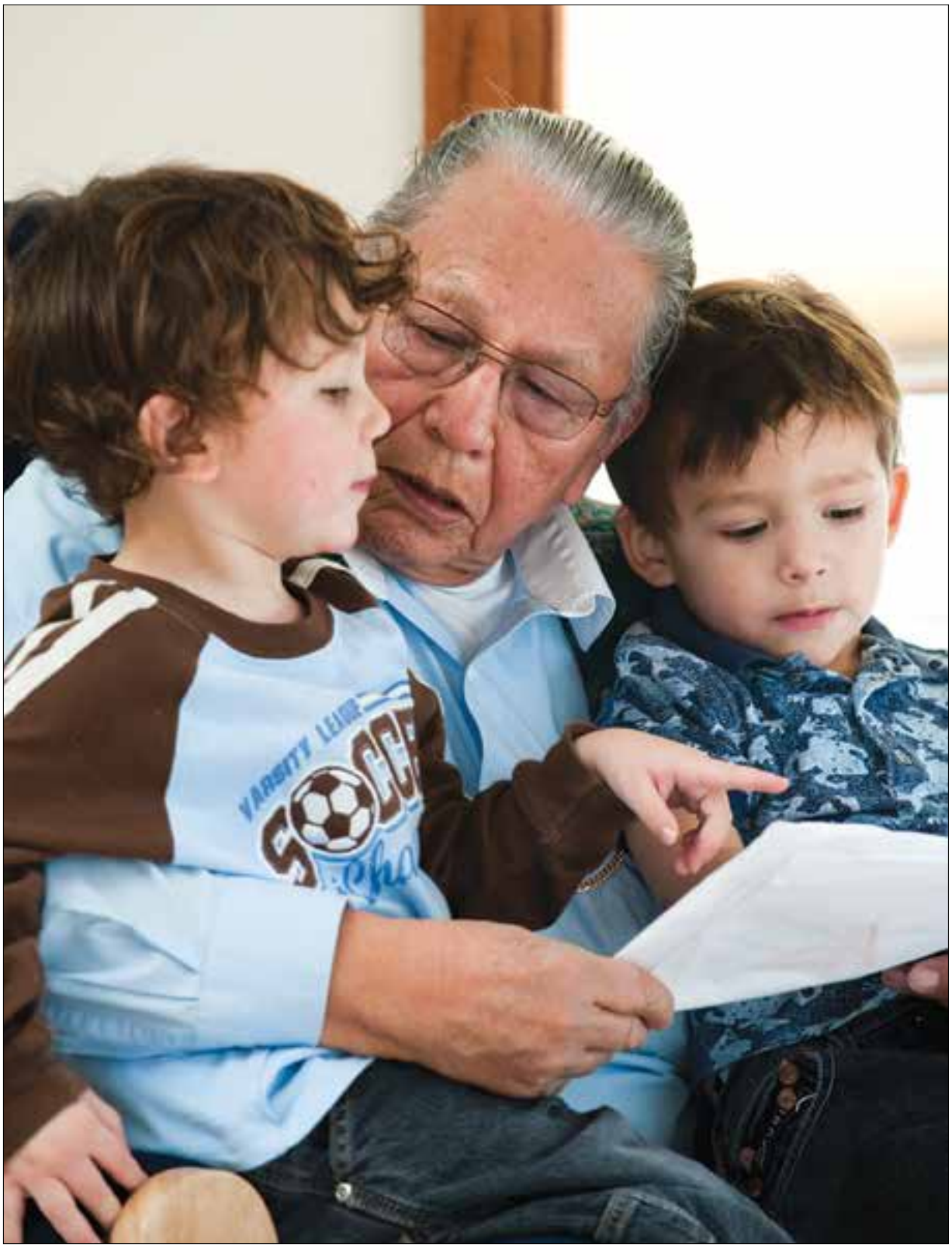
Back then, Garvin didn't know Ho-Chunk well, so he can't recall exactly what his relative said. But he understood enough to laugh. Then his boss walked over with a fateful question.

"What did he say?" the older man asked.

"I [didn't] pretend I spoke Ho-Chunk, but it struck me that this guy is older than me, and he doesn't know what that means," Garvin says, recalling how the joke lost its humor when he explained it in English. "I remember thinking, 'That's what they mean when they say lost in translation.' I understand that now."

Concerned, Garvin called a Ho-Chunk Nation office the next morning to ask about the state of the tribe's language. The answer was sobering: like so many languages around the nation and the world, Ho-Chunk is endangered. Once spoken by many thousands, the language is now down to some two hundred aging native speakers. The reasons vary widely.

In past decades, Ho-Chunk students faced sharp punishments for speaking their language in white-run schools. Today, young tribal members like Garvin



Above: Chloris Lowe, Sr., a Ho-Chunk elder, speaks to children using his native language at a day care facility in Tomah, Wisconsin. Pairing the tribe's oldest and youngest generations, tribal leaders hope, will preserve the Ho-Chunk language. Opposite page: Henning Garvin, right, and his father, Cecil Garvin, listen carefully as students repeat the Ho-Chunk phrases they are learning during a new language class at UW-Madison.

are growing up in a society dominated by English and by economic demands that force them to leave their homelands for education and jobs.

Garvin had planned on leaving Ho-Chunk country the same way many of his people do — in uniform. Military service has been part of his family for three generations, and he had planned to earn a degree from UW-Madison and become an army officer. But a minor heart condition had led to an unexpected medical discharge just a month and a half before graduation in spring 1999. His plans upended, Garvin lost his motivation to finish his classes and ended up drifting through nights at the casino.

Now, after an offhand joke, Garvin decided to return to UW-Madison to study the modern discipline of linguistics as a means to learn the ancient language of his people. That language, he saw, was the key to Ho-Chunk culture, carrying everything from its legends to its kinship system. Under the Ho-Chunk way and language, the casino jokester — a distant relative to Garvin in European terms — was a grandfather. The traditional religious ceremonies that Garvin had attended since boyhood were conducted in Ho-Chunk. Even the preferred name of Garvin's people, who are called Winnebagos by some outsiders, is rooted in their language. Ho-Chunk means "people of the big voice" or "people of the sacred language."

One prophecy among Ho-Chunk elders holds that when their language is lost, the world itself will end.

UW-Madison linguist Rand Valentine, who became one of Garvin's professors, sees the loss of languages in terms almost as stark. A specialist in Ojibwe, the language once known as Chippewa, Valentine said the likely death of most of the native languages across Wisconsin and the rest of the nation represents an incalculable loss to the shared history and culture of Indians and non-Indians alike.

"It's like burning your libraries," Valentine says of the loss. "It's like killing your past."

For Garvin, that past was represented by his grandmother, the woman who had helped raise him while his German immigrant mother worked on her master's degree in finance and his Ho-Chunk father worked to support the family's life in their Stevens Point trailer home. Garvin grew up hearing the language from his grandmother, a native Ho-Chunk speaker who lived next door. If the language disappeared, Garvin stood to lose one of the most basic ties to his grandmother and her generation of Ho-Chunks, forfeiting their prayers, songs, and stories along with the very words that formed them.

"I thought about — on my mother's side — if I don't learn German from her, I can always go to Germany if I want to," Garvin recalls. But with Ho-Chunk, he realized, "Wow, if it ends here, it ends here."

When Garvin initially called the tribe's language division in 2000, the agency had already been working for seven years to save Ho-Chunk, but hadn't made enough progress. In time, Garvin would use his studies to try to help, putting him among a younger generation of tribal leaders that is marrying a love of ancient traditions with the latest findings about how to preserve them. In doing so, these leaders are grappling with a paradox of modern Native American life: how can tribes hold on to their past while meeting the challenges of the present?

In Madison, Garvin's first stop was coffee with Valentine. As the professor talked about how linguistics could help make sense of a language like Ho-Chunk, Garvin grew excited.

"He's really quiet and soft-spoken, but there's just this energy, just this incredible energy in his eyes," Garvin says of the professor who became a mentor to him. "That was really inspiring to me at the time."

Valentine, now the director of the university's American Indian Studies Program, called Garvin a natural linguist.

"I've always had the dream — I tell Henning this all the time — of him coming back and teaching Ho-Chunk at the university," Valentine says. "This is Ho-Chunk land, and ... we very much want to honor them and recognize

What's that called? Children at a day care facility in Tomah, Wisconsin, point to objects in a painting as they learn Ho-Chunk words from tribal elder Chloris Lowe, Sr., left. Henning Garvin, right, conceived the idea of pairing his tribe's generations to preserve the language.

their preeminence here by offering the language."

The son of a Canadian mother and an American father, Valentine has studied the many dialects of Ojibwe in both countries. He's written a grammar of Odawa, a prominent dialect of Ojibwe that is spoken along the northern shores of Lake Huron. He's also working with collaborators on dictionaries of both Odawa and Western Ojibwe, a dialect that is spoken in Wisconsin, Minnesota, and northern Ontario.

Valentine stresses that while linguists can document and teach about endangered languages, only tribal members like Garvin have any chance of reviving their use. He likens an academic linguist's work to that of a photographer who captures an image of a dying patient.

"Taking a photograph is not saving the person, and that's what we can do to some extent," he says.

Still, an enduring record of a language can mean everything. In a spare office on the eleventh floor of Van Hise Hall, the sole amenity of which is a sweeping view of Madison's isthmus and the capitol, linguist Monica Macaulay has stacked 465 compact discs. They hold hundreds of hours of digital recordings of tribal elders speaking in Menominee, a language found nowhere else but Wisconsin. Only about fifteen native speakers remain on the tribe's reservation northwest of Green Bay.

Using a three-year, $310,000 federal grant, Macaulay and a rotating cast of graduate students are drawing on these recordings and other work with elders to produce three dictionaries in Menominee.

Macaulay is putting the final touches on a three-hundred-word picture dictionary for tribal students and others beginning to learn Menominee. By this summer, she hopes to have a draft of a five-thousand-word dictionary in Menominee and English for intermediate learners. Then comes the work of a lifetime — a comprehensive electronic dictionary of the severely endangered language, complete with digital recordings of the pronunciations of its words.

"Of course, [the electronic dictionary] will probably not be finished until I'm in my nineties — but you know, I'll just work on it. It's fun," Macaulay says. "It's a linguist's idea of fun."

Macaulay once approached languages such as Menominee as the mere subjects of her scholarly studies, which were sometimes of no interest to a tribal audience. Now she also sees in her work an opportunity for service through projects such as the beginner's dictionary. "The Menominee [people] have really kind of retrained me in a way," she says. "It's become more and more apparent to me that — as much as I may love doing my linguistic analysis — [it] doesn't help them very much and that I do owe them something."

Sasanehsaeh Pyawasay '07, one of Macaulay's former students, is likewise thinking about service as she works on her master's in education leadership and policy at UW-Madison.

"I really want to give back to my community, whether that be on campus

Henning Garvin explains the role of positionals — whether someone is standing, sitting, or lying down, for example — in the Ho-Chunk language during a new course he is teaching with his father at UW-Madison.

working with American Indian students, or whether that be working with my tribe," says Pyawasay, a Menominee whose first name means "Little Suzi."

On behalf of the Wisconsin Department of Public Instruction, Pyawasay has reviewed emerging research that suggests Native American students do as well or better academically in classrooms that integrate their culture and language as they do in classrooms that do not.

That's good news for Lisa La Ronge x'94, an Ojibwe teacher who attended UW-Madison in the early 1990s. Along with her husband, Keller Paap, and many others, she founded a charter school for native students in Hayward, near the reservation of the Lac Courte Oreilles band of Ojibwe in northwestern Wisconsin. Students at Waadookodaading school, the first of its kind in the state, are taught every subject except English in Ojibwe.

Like Garvin, Paap, and some other young native language learners in the state, La Ronge grew up away from her tribal community. At her school in Eau Claire, she was the only native student, which made her appreciate her frequent trips back to the Lac Courte Oreilles reservation.

"There were times in my life growing up when I realized that something was missing," La Ronge says. "There was something in me that I knew was home, and I just had this device that was pulling me home."

While still at UW-Madison, La Ronge listened as Winona LaDuke, the Ojibwe environmental activist and a future Green Party vice-presidential candidate, used a campus speech to urge native students to learn their languages.

"I remember thinking about [Ojibwe] and wondering, 'Well, how would I learn it?' " La Ronge says.

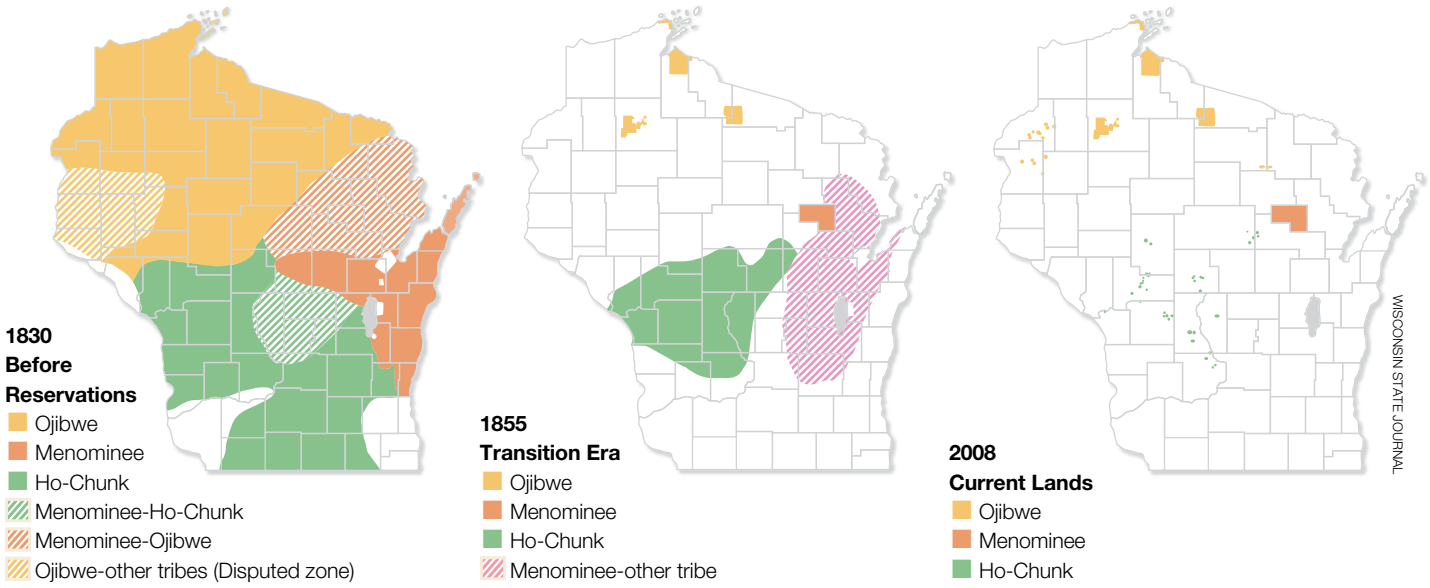
Studying Ojibwe with her grandparents, both native speakers, and at the University of Minnesota as a transfer student, La Ronge plunged deeper into her tribe's language and lore than many of her peers who had never left the reservation. In time, her work with Paap and tribal teachers and elders led to the charter school. Waadookodaading, which means "the place where we help each other," opened in 2000, and now has twenty-seven students — and a waiting list — in pre-K through fourth grade.

To help teach students and their parents, the school uses computers and MP3 players, and draws on academic research about language acquisition. Being open to these outside influences can be challenging for some tribal members and elders who remember a time when white schools punished native students for speaking their own language. But to La Ronge, using the tools of modern technology and linguistics is no different from tribal members using electric lights and motorboats as they carry on the ancient practice of spearing walleye, a task once accomplished by torchlight and canoe.

"Why wouldn't you use [these tools]?" she asks.

For his part, Garvin was also determined to use every means at hand to further the use of Ho-Chunk. He went "berserk," he says, as he studied the language, speaking whenever he could with his father and grandmother, and devouring the scarce materials available. Once he graduated from UW-Madison with a bachelor's degree in linguistics in 2003, Garvin began working at the tribe's language division. Along the way, he met his future wife, Kjetil, also a Ho-Chunk language worker, who graduated from Dartmouth College's anthropology program.

During those years, the language division's leadership acknowledged a problem: despite an investment of tribal casino money, the program wasn't producing



FADING WORDS: The territories of native languages, once blanketing Wisconsin, today have nearly disappeared.

enough fluent speakers. When Henning's uncle, Richard Mann, took over as the division's manager in 2006, the Garvins suggested some changes. The couple first proposed pairing fluent tribal elders with young adult apprentices who would be dedicated to learning the Ho-Chunk language. They also suggested starting, at the same time, a day care program for infant children where only Ho-Chunk would be spoken by the elders and apprentices.

The couple thought they were just offering advice. Henning Garvin, who had pursued linguistics solely as a way to learn Ho-Chunk, had developed a passion for the field itself and decided to enter graduate school. The Massachusetts Institute of Technology, his school of choice, accepted him for fall 2006. But as the start of the academic year approached, Mann called Garvin into his office.

"Cuų̂ge," Mann said, using the Ho-Chunk word for nephew. "I really need help, and I wonder if you and Kjetil would consider putting off your schooling for a while so we can get things going."

Garvin's first reaction, he recalls, was to laugh — given that in a week, he was leaving to find an apartment in Boston. But all that day, he thought about how nephews in his tribe should show respect for their uncles. He thought about the language work to be done in Wisconsin; about his infant son, Haakon; and about his dream that someday the boy would learn to speak Ho-Chunk. By that night, he and Kjetil had decided to stay. With the help of older native speakers such as Kjetil's now eighty-one-year-old grandfather, Chloris Lowe, Sr., they started the new language programs in summer 2006.

Mann hasn't forgotten the couple's decision. "I'd do anything for those kids," he says. "They gave up a lot just to work here."

Today three-year-old Haakon chatters in Ho-Chunk with his great-grandfather, along with the other children in the small day care. When it came time for Garvin to report back to tribal leaders that the children were saying their first words in the language, he was unexpectedly moved.

"I'm not a very emotional person, but I felt very emotional," he says.

Another sign of progress is a team of German linguists who have used a grant from the Volkswagen Foundation to work on documenting Ho-Chunk in a dictionary, grammar, and body of texts. One of the linguists, Iren Hartmann, is now serving as an honorary fellow at UW-Madison, working under a contract with the tribe — with support from Garvin's father — to write an introductory grammar to the language.

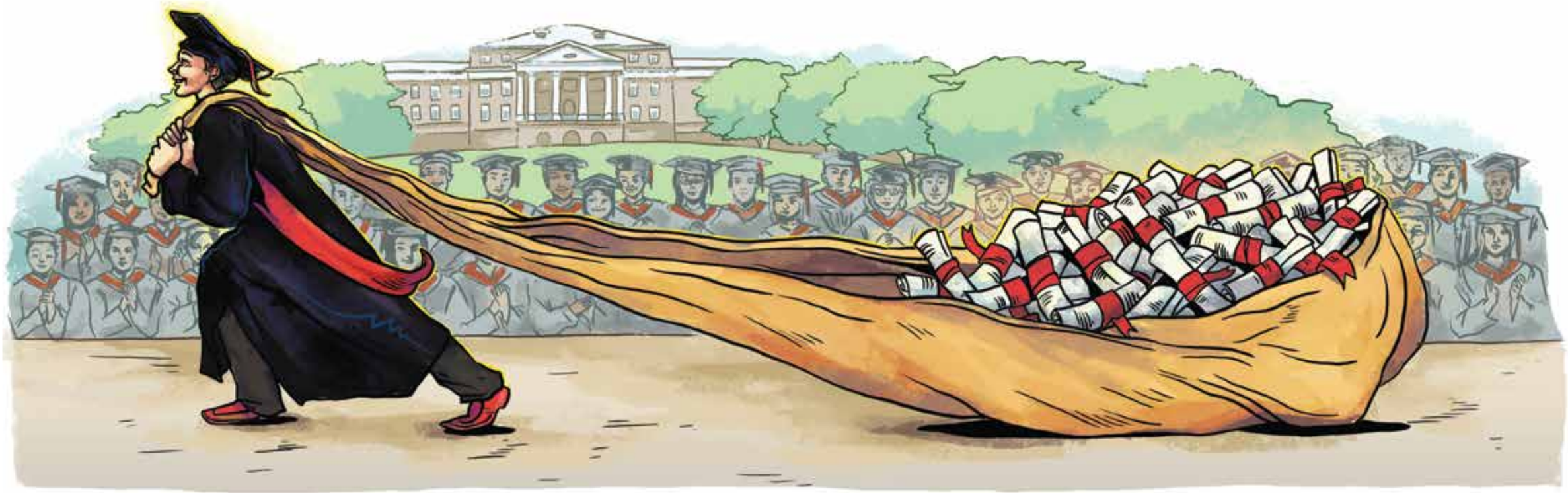
In time, Hartmann and another German researcher want to compile an academic grammar of Ho-Chunk that would delve into features such as its lack of adjectives (it uses verbs to express similar ideas). If documented, Ho-Chunk's unusual features can serve as data for future linguists studying how both language and the human mind work.

Garvin is once again considering graduate school, with a goal of becoming a professor. In the meantime, he, his father, and Hartmann are teaching a new UW-Madison class this spring — the first Ho-Chunk course on campus designed for learning the language rather than linguistic analysis.

Soon, he hopes, a hallway in Van Hise will echo with the voices of students trying out phrases in the language he loves.

"I think that would be incredible," he says. ■

Freelance writer Jason Stein MA'03, who holds a master's degree in journalism, is also a state capitol reporter for the Wisconsin State Journal.



JULIA SONMI HEGLAND

a matter of Degree[s]

The UW just can't get rid of some alumni — no matter how often they graduate.

By John Allen

Believe it or not, UW-Madison's most-educated — or at least most-often-educated — student is not an alumnus.

George Green, a retired auto executive, completed some twenty distinct academic programs under UW guidance, yet he never earned a degree from the school, or even set foot in a classroom.

Green undertook his studies through the United States Armed Forces Institute, and he did so by correspondence. During World War II, Green was a GI serving in Europe, and while recovering from frostbite in England, he started signing up for classes through USAFI, which was then headquartered at the UW. It wasn't entirely intellectual curiosity that drove him. Rather, his recuperation, combined with his pre-mobilization engagement to a girl in his hometown — Toledo, Ohio — limited his other options. "I didn't really have any reason to go into town," he says.

So instead he stayed at his base and studied. A lot. In just fifteen months in 1945–46, he scored a score of correspondence diplomas, setting something of a record. It's right there in *Ripley's Believe It or Not.* You can look it up.

But for all that, Green got his actual degrees elsewhere — at the University of Toledo and, later, at Michigan's Wayne State. Which raises a question: who's the UW's most-educated student who's also an actual alum?

Believe it or not, it's a difficult question to answer.

Keeping Score

The trouble is, how does one really measure education? You could count all of the classes students take, but that doesn't really say whether they learned anything. It seems to me that finishing a program of study ought to count for more than simply starting one, so I prefer to tally the number of degrees a student earns, not merely the credits accumulated.

But still, there are questions: Do double-majors count as two degrees? What about certificates, for those non-degree programs such as women's studies or teacher training? Should graduate degrees be weighted more than a bachelor's?

Add in education gained elsewhere, and the matter becomes even more complicated. The *curricula vitae* of some UW alumni are defaced with degrees from a variety of institutions, but frankly, I wouldn't want to have to vouch for their quality: for instance, the Massachusetts Institute of Technology (which is evidently some sort of trade school) or a "university" called Yale (named, I'm told, for Brooklyn mobster Frankie "Prince of Pals" Yale, an associate of Al Capone's). No: if we open the door to such manifestly shady institutions as these, we might as well accept the validity of degrees granted by the Consolidated University of the Moons of Neptune.

So for this little experiment, I decided only UW-Madison degrees count. And for simplicity's sake, double-majors are out, and we'll count only completed degrees and weight them all equally.

By this standard, the UW's most (often)-educated alum is one Robert Schubert '74, '75, MS'80, MA'83, MBA'92, JD'93, and that ain't all. Believe it or not, he supplemented his six degrees with the UW Extension's agricultural short course (1973) and an ABD (all but dissertation) doctoral program that earns him the additional alumni-magazine distinction of PhDx'88.

Tenacious Indecision

Schubert didn't come to the UW bent on academic extravagance. His initial ambitions were much more modest.

"I always wanted to be a farmer," he says.

But as a Milwaukee native with no farmers in his family, he needed a bit of training before launching an agricultural career. After two years at UW-Milwaukee, he transferred to UW-Madison and enrolled in the dairy science program. But the more he learned, the more he met distractions that would require yet more study.

When he was nearly finished with his bachelor's degree, for instance, a romantic entanglement pushed him off course.

"My girlfriend at the time thought we should both become vocational ag instructors," he says. "So even though I

was in my senior year, I decided to get a second degree in agricultural education."

That degree marked the beginnings of a sense of — call it tenacious indecision. He had the gumption to stick through almost any academic program to its conclusion, but found that careers were far less interesting to pursue than to plan. The ag ed program included a stint as a student teacher, which taught Schubert one important lesson: "I really don't like teaching high school," he says. "The instruction is okay, but I didn't like the disciplinary aspects."

So he reverted to dairy science, picking up a master's but stopping short of a doctorate. "The biological sciences require a lot of lab work, and I'm not really a laboratory research kind of guy," he says. "I kind of prefer the social sciences. So I switched to agricultural economics."

Call it tenacious indecision. He had the gumption to stick through almost any academic program to its conclusion, but found that careers were far less interesting to pursue than to plan.

This provided a second master's and nearly a doctoral degree. ("You know how some people say their dissertation wrote itself?" he explains. "Well, mine didn't.") He admits that he might not have been able to afford all this study at today's tuition prices. Even in the 1970s and 1980s, it was a struggle, and he supported himself with a range of work, on campus and off. He held standard student jobs, such as research assistant, but also nonstandard ones, including life model for the art department. He drove a bus for Greyhound and worked as a meat inspector for Peck Packing in Milwaukee. ("How I hated that job," he says.) He also taught at UWC-Baraboo and through an extension program at the federal prison in Oxford. And he did buy a farm — a hundred acres in the Town of Vermont, Wisconsin, which he worked for several years and rented out for many more, and eventually sold for a half million dollars in 2004.

But ultimately, Schubert decided he needed to improve his marketability with another degree. He returned to the UW for an MBA, a plan that seemed wise until about halfway through. "Then," he says, "I realized that if I wanted to make serious money, I ought to become a lawyer."

While completing his business degree, he enrolled in law school, first at Marquette and then transferring to the UW, where he finished up in one year.

But he didn't go into practice. Instead, he stayed on at the UW's School of Business, becoming a member of the academic staff and serving as a proctor and grader for midterms and finals. He held that position for the last fifteen years, until his retirement in January 2008.

Now that he's left the working world, Schubert doesn't plan to finish his nearly complete doctorate, "though I admit it occurred to me," he says. But he will continue to take courses, auditing them through the UW's adult senior services program.

It is, he admits, a difficult transition. "What I really enjoy is the excitement of taking classes," he says. "And trying to get the top grade is part of that. I'm still as much of a grade-grubber as any undergraduate."

Heads of the Class

Believe it or not, Schubert doesn't actually have a very large lead in the race for the title of the UW's most-graduated graduate. Some twelve others have five distinct degrees, although two of the alums are dead and so unlikely to catch up.

It wasn't always such a tight competition, though. Iva Mortimer '20, MA'26, '39, MS'40, PhD'47 was the first grad to cross the stage five times, and she held the record for nearly a quarter of a century.

Mortimer had good reason for seeking so much education, though it cost some thirty years of her life (making her, I guess, the UW's most gradual graduate). She'd first come to the UW to study zoology, but had given up academia for love, marrying agronomy professor George Mortimer after she received her first master's. After George died in 1934, she was left with a family to support, and as there were few zoological jobs for women in the 1930s, she turned to the more promising field of home economics. After completing three more degrees, she joined the faculty of what is today the UW School of Human Ecology, teaching food and nutrition until her retirement in 1965.

The Badger who finally came along to tie her record was Giancarlo Maiorino MA'68, MA'69, PhD'71, MA'71, PhD'73, and he did it in much less time. The key to his speedy collection of sheepskins, believe it or not, was simple.

"I pushed the system to the brink," he explains.

Maiorino had taken his first steps toward higher education in his native Italy, though opportunities there were limited. His parents couldn't afford to provide him with a classical education, and instead he received vocational training to become an accountant.

"The one thing I learned," he says, "is that I could not be an accountant."

He emigrated to America, ostensibly to study English at New York's Long Island University, but while there he discovered a love of literature. He enrolled at UW-Madison because "it was the only western university anyone in New York had ever heard of," he says, "and it was the first university to accept my application."

Then things get a little dicey. In Madison, Maiorino knew that he wanted to study Italian, art history, and comparative literature, which would mean covering several different — if related — academic areas. Yet with limited finances, he also knew he didn't have forever to spend in school, so he'd have to be clever as well as bright.

"I used my imagination and street smarts," he says. Graduate students were allowed to take only three courses a semester, and needed special permission from their department chair and dean to take a fourth. "But registration wasn't done with computers then," he says, "and you were allowed to add or drop courses at will during the first week of each semester. So I just added more courses than I dropped. It worked."

To ensure his workload didn't overwhelm him, Maiorino again relied on street smarts. As most of his courses were related thematically, he coordinated topics for his papers, using them for multiple classes and combining them to form the heart of his theses and dissertations. By 1973, as he was finishing up his second doctorate, he realized he was accomplishing something unprecedented.

"I thought the university would be so proud of me," he says. "Instead, I was treated like a criminal."

When the grad school discovered Maiorino's actions, a dean threatened to block his second doctorate. But as he'd amassed some 180 credits with the full support of his department, there was little anyone could do to stop him. He picked up his fifth degree and soon left to join the comparative lit department at Indiana University in Bloomington, where he became the Rudy Professor of comparative literature. He retired in 2008.

Within a couple of years of Maiorino's departure, the number of mega-degreed graduates would shoot upward: Jaafar Al-Abdulla MS'57, '64, MS'67, PhD'74, MS'75; Kathleen Lindas MS'64, MS'74, MS'75, PhD'77, MS'77; Lynette Korenic '77, MA'78, MFA'79, MA'81, MA'84; Farhad Jafari '77, MS'79, PhD'83, MA'86, PhD'89; Karen Michaelis '72, '74, MS'85, PhD'88, JD'89; and Teri-Christine Hall '76, '78, MS'82, MS'87, PhD'90 all tied Mortimer and Maiorino before Robert Schubert came along. And after Schubert, Joan Price '84, MA'86, PhD'91, MA'92, MFA'93; William Schmitz '85, MS'92, MS'93, PhD'97, MS'99; Terence Ow '88, MS'90, MBA'92, MS'94, PhD'00; and Ryan Toonen '99, '02, MS'05, MA'07, PhD'07 also reached the five-degree plateau. But no one has broken Schubert's mark, or even tied it.

Until, believe it or not, this August.

The Challenger

Like Robert Schubert, William Schmitz came to the UW from the Milwaukee area, and like Schubert, he also revels in the pleasures of course work, from intellectual discovery to the competition for grades.

"That desire to have the top score on every test, in every class, it's in me," he says. "After I got my PhD, I told myself I should just learn for the sake of learning. But [the competitive spirit is] still there."

After receiving his bachelor's in nursing, Schmitz left the UW for the working world. Though he says his siblings often ask him when he's going to get a "real job," he has one: he works weekends in the intensive care unit at Meriter Hospital, a position that pays a full-time salary, but leaves his weekdays free. He chose to use that free time on campus.

Schmitz became fascinated with the subject of workplace injuries, and began studying biomedical engineering. But he found that discipline "too boring," he says, and eventually switched to the School of Education, hoping to teach people about safety. He earned his first master's in curriculum and instruction, then a second in industrial engineering, and then followed that with a doctorate in the same field. A later master's in nursing was, he says, largely for professional development.

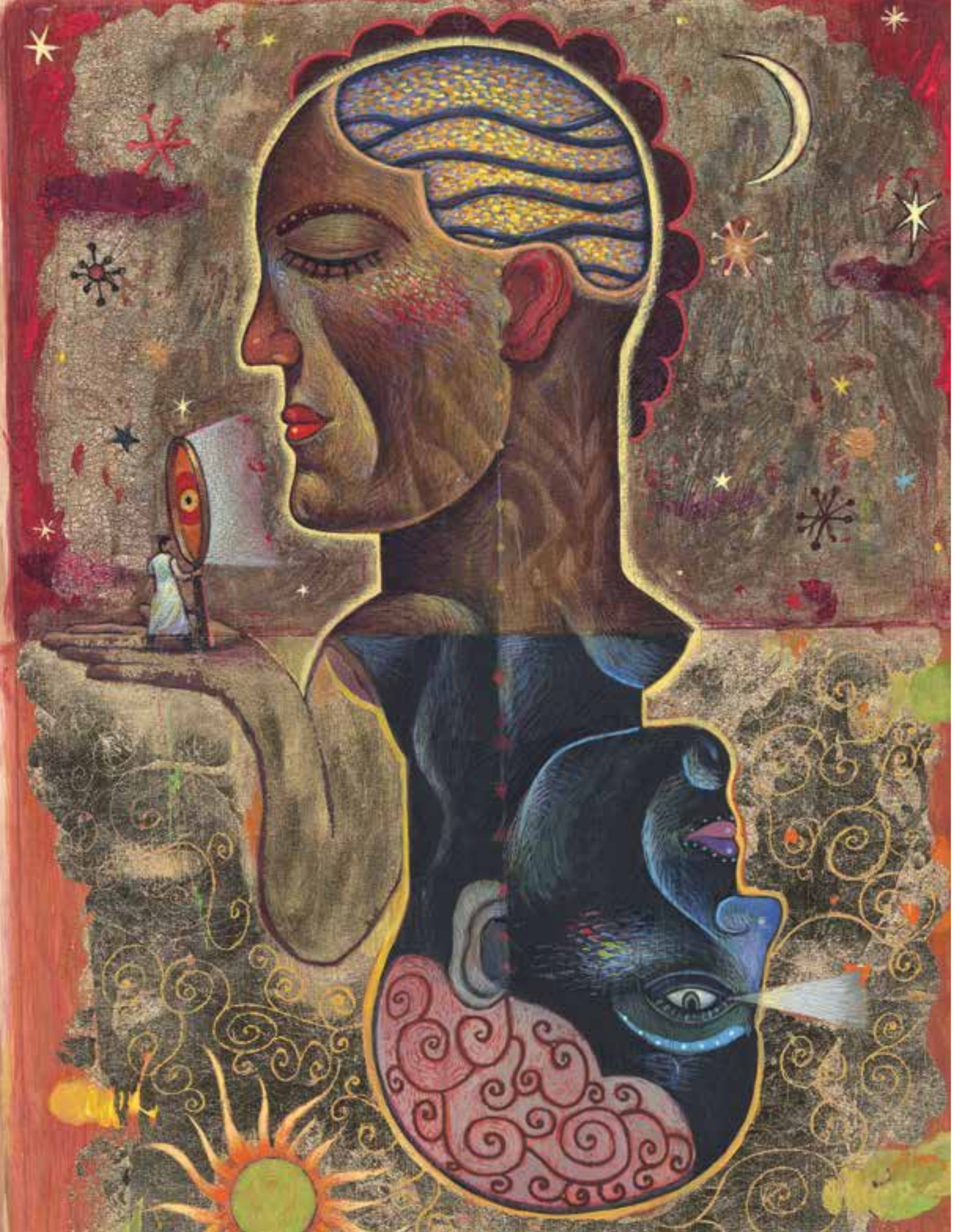
Over the following decade, Schmitz kept active on campus, taking classes and working occasionally as a teaching assistant. He took part in the 2004 TA strike, helping to push for health care coverage for graduate assistants. That experience sparked an interest in the interactions between labor and management, and he followed up with graduate study in the UW's industrial relations program — which will grant him a master's degree this summer, tying him with Schubert at six.

But Schmitz may not stop there. He would have liked to get a second doctorate, also in industrial relations, "but the university canceled the program," he says. Still, there are other degrees. In 2010, he plans to start work on a doctorate in nursing practice. And then what?

"Maybe I'll go to law school," he says.

Believe it. Or not. ■

On Wisconsin *senior editor John Allen has two degrees, but none from the UW. Loser.*



Bedtime Story

Why do we snooze?

UW researchers are pursuing an unconventional theory — that our brains downsize while we sleep, getting us ready to face another day.

By Jenny Price '96 Illustrations by Earl Keleny

We all need sleep. Without enough of it, we're irritable, can't focus, and are more likely to catch the latest bug going around the office. Entire industries — high-tech mattresses and pharmaceuticals, for starters — are devoted to both our pursuit of sleep and our lack of it. Starbucks, anyone?

Sleep can be elusive in today's world, though it's just as crucial for our survival as it has always been. But why, exactly, do we need it? It's not because we have nothing better to do. Every species sleeps, though, including lowly fruit flies, regardless of the danger that doing so poses by making them vulnerable to would-be predators.

"Nobody has a question about what the heart does, or why do we eat, or why do we have sex, or why do we have emotion — all of those things are perfectly obvious. But why do we sleep? A third of our time we become unconscious to the world," says Giulio Tononi, professor of psychiatry and part of the newly established University of Wisconsin Center for Sleep Medicine and Sleep Research.

That fact alone — the hours that we devote to sleep — tells Tononi and other UW researchers working to unravel the mysteries of sleep that it serves a core function, beyond the other benefits that it appears to provide to our health. But so far, scientists have not been able to determine precisely what is happening in our bodies, and particularly in our brains, while we slumber. There's more to their search than the reward of discovery: finding out could someday lead to relief for the tens of millions of people who suffer from sleep disorders, as well as provide tools for diagnosing mental illnesses such as depression and schizophrenia.

Tononi and the UW research group are not the only scientists working to find the answer. But what makes them unique are their multiple investigative approaches and their working theory about the function of sleep, which just happens to be quite unlike what many of their fellow sleep researchers are trying to prove.

Sleep Lab of the Future

In ancient Greece, Hippocrates, considered the founder of medicine, observed that sleeplessness was connected with "sorrow and pains." But the modern era of sleep research did not begin until the twentieth century, with the invention of electroencephalography (EEG), which uses electrodes attached to the head to record brain activity. In 1953, scientists using EEG achieved a landmark in sleep research by discovering rapid eye movement, the stage of sleep during which we dream.

Today the UW can claim the world's largest high-density EEG facility, called Wisconsin Sleep, where researchers are collaborating across disciplines in an untraditional way to get results. Doctors use what looks like a high-tech hairnet, a skullcap made of 256 electrodes, rather than applying two or three electrodes individually to patients. The result is a functional map of the brain that allows analysis of each brain wave in detail, serving as a major tool for research as well as helping patients with serious sleep problems.

Among other studies, the UW researchers are using EEG to measure how the patterns of brain activity change in people with depression or schizophrenia, or those who take antipsychotic drugs. The technology provides a window into a patient's brain; Tononi compares it to a mechanic listening to a car engine while it idles to figure out what's wrong. "When we sleep we are all alike," he says. "That's why sleep is a good way to look at the brain by itself, without asking the brain to do anything."

"Understanding what's functionally important about sleep will help us devise better treatments to take care of these disorders." In other words, the **kind** of sleep we get may matter more than **how much** sleep we get.

UW sleep researchers peek inside sleeping brains at the Wisconsin Sleep clinic in University Research Park on Madison's west side, where rooms resemble those at a comfortable hotel more than a medical setting, complete with flat screen satellite TVs. Most of those rooms are dedicated to the clinic's main focus: treating patients who range from children to the elderly. The clinic's patients and research subjects spend the night under the watchful eye of an infrared video recorder, which is hooked up to a control room of sorts down the hall where clinical staff can monitor sleep patterns and brain waves. Graduate students come from all over the world to train here, says Ruth Benca, director of the UW Center for Sleep Medicine and Sleep Research.

Many of the patients suffer from sleep apnea or breathing disorders, but the clinic also sees people with circadian-rhythm problems — those who can't sleep at night — and patients with cases of insomnia that are too complex for family doctors to evaluate.

"Understanding what's functionally important about sleep will help us devise better treatments to take care of these disorders," Benca says.

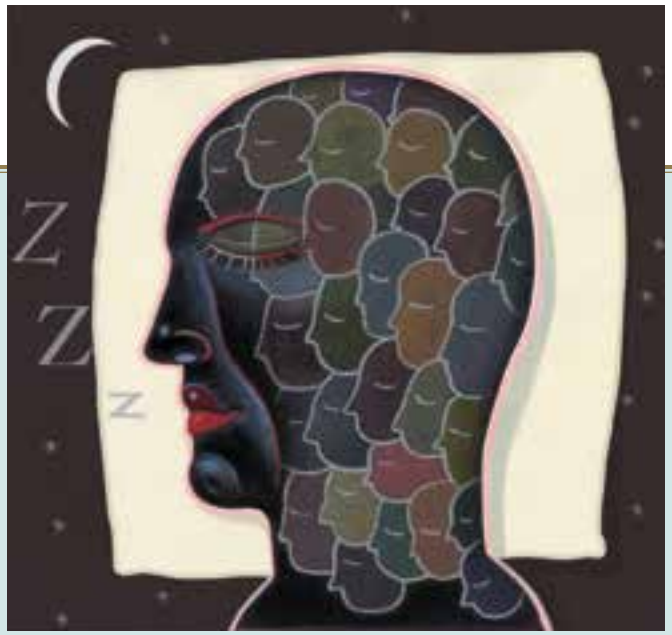
Choosing a specific treatment depends on each patient, but ultimately, because of the unanswered questions about the function of sleep, the clinic's work is not an exact science. What doctors can do is try to help patients fall asleep faster and stay asleep longer, in hopes they will feel more refreshed in the morning.

But if researchers could uncover sleep's true function, Benca's team at Wisconsin Sleep could then determine how well that job is being performed for an individual patient during sleep.

In other words, the *kind* of sleep we get may matter more than *how much* sleep we get.

Sleep Pioneers

In 2005, the National Institutes of Health (NIH) gave Tononi a Pioneer Award,



Wisconsin Group Snoozes Its Way to Fame

Terry Young MS'79, PhD'83 had never heard of sleep apnea — a condition that causes people to stop breathing repeatedly during their sleep, sometimes hundreds of times a night. She was an epidemiologist hard at work studying cancer in 1987 when she got wind of a proposed long-term UW interdisciplinary study of breathing disorders during sleep. To her, the study's most exciting aspect was how little was known about sleep apnea, including how widespread it was, its risk factors, or its long-term health consequences.

The circumstances were, Young says, "just absolutely an epidemiologist's dream."

For more than twenty years, Young and her colleagues at the UW School of Medicine and Public Health have been studying 1,500 randomly selected state employees, an anonymous group now known worldwide as the Wisconsin Sleep Cohort. The effort, funded by the National Institutes of Health, put Wisconsin on the map for sleep research and played a role in attracting star faculty to Madison: no one else has been studying a single group of people and their sleep for as long. The nature of the study allows UW researchers to look at how sleep-related disorders progress as people age and gain weight, and determine the risk factors for these problems.

"Having a large, random sample — people recruited from the community, rather than a clinic — to be followed over a long period of time with repeated measures, provides extensive data that compose a unique population laboratory to answer many, many questions," Young says.

In 1993, Young and her group stunned the sleep-research community with a discovery about the prevalence of sleep apnea, affecting 24 percent of men and 9 percent of women. "I did the estimates over and over and over, because I could not believe they were so high, especially for women," says Young, the study's principal investigator. The paper remains among the top ten most cited articles on the *New England Journal of Medicine*'s Web site. An estimated 12 to 18 million adults in the United States have untreated breathing disorders associated with their sleep, a number that is expected to rise with the country's epidemic of obesity.

Since the paper's publication, the study has linked sleep apnea with depression, hypertension, stroke, diminished quality of life, increased health care costs, and most recently, mortality.

Last year, Young and her team reported that the death rate was three times higher for people with untreated sleep apnea than for those who don't suffer from the condition. Another study by Khin M. Hla, the cohort's medical director and a professor of medicine, concluded that people with obstructive sleep apnea are "ticking time bombs" for developing cardiovascular disease.

The Wisconsin Sleep Cohort also serves as a valuable resource for studies of other sleep disorders, including restless leg syndrome, sleepwalking, narcolepsy, and insomnia, and it draws researchers from all over the world. Its next study focuses on how insomnia can predict the development of depression during a ten-year period; future work could include examining whether the development of neurological problems such as Alzheimer's disease develop over time in a way that can be picked up by sleep patterns.

Paul Peppard '90, MS'94, MS'97, PhD'99, Young's co-principal investigator, says the aging of the cohort drives the direction of the research.

"One of the areas in which there's a vacuum of knowledge is what happens to sleep from the middle age to an older age," he says. "The sleep cohort is a rare example of being able to look through this transition."

When the study began, its members were between the ages of thirty and sixty. Now that they range from fifty to eighty years old, mirroring the aging of the population overall, the data from the sleep studies are even more valuable. Young says the participants have been absolutely critical to the study's success; some are now returning to the lab for their sixth overnight study.

"They're so cooperative, and I think it's their attitude toward helping [to] 'sleep for science,' and their own scientific interest in it — getting their reports back and finding out how much REM sleep they had, for example," Young says. "Their curiosity and their interest have been special and vital to the twenty-year success of the Wisconsin Sleep Cohort."

J. P.

a grant program designed, according to NIH, to support scientists of "exceptional creativity who propose pioneering — and possibly transforming — approaches to major challenges in biomedical and behavioral research." The five-year, $2.5 million award serves as recognition that the practical potential of Tononi's work at the UW is major. The program rewards researchers whose work is "substantially different" from that being pursued in other laboratories — and Tononi is just fine with that, believing that his research group is on the right track.

Some researchers, including those at the UW, have shown that people improve in particular tasks by 10 to 15 percent after a night of sleep. Based on those findings, the hypothesis that many sleep scientists are hotly pursuing holds that during sleep the synapses — the connections between nerve cells in the brain — get stronger as the brain replays what it sees and learns during the day and consolidates all of those memories.

But Tononi and other UW researchers think that cannot be the whole story of sleep.

The traces of everyday experience in our brains — what we do, what we see on our way to work, and all of the brief conversations we have — are huge. Synapses are the bank for those memories, and those connections get stronger the more we "learn," getting bigger and taking up more space and energy. Literally, your head is heavy, Tononi says, and the price we pay for a brain that continues to learn is that those connections are weakened.

"In the morning, you've got a V6 [engine] that's idling. In the evening, you've got a V8 that's idling," Tononi says.

Desperately Seeking Sleep

One thing is certain about sleep: when we don't get enough of it, bad things can happen.

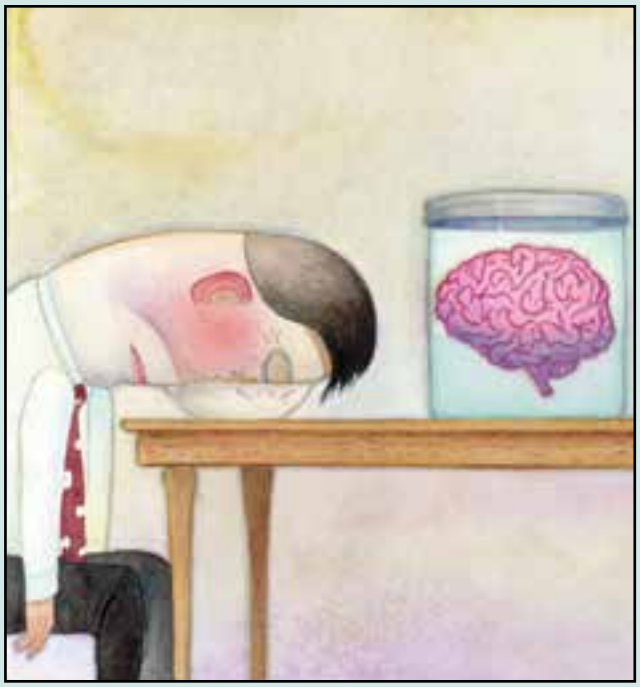
Sleep is often viewed as a luxury — something reserved for vacations and weekends — or even as a sign of laziness. But it's pretty clear that many of us are overtired, and we are paying for it.

Lack of sleep has been identified as the cause of the nuclear disaster at Chernobyl and the grounding of the *Exxon Valdez*, as well as the reason for numerous automobile accidents. Some research shows that one sleepless night renders a person's ability to perform about the same as having a blood-alcohol level of .10, above the .08 legal standard for drunken driving.

"Sleepy driving is almost as bad, if not worse, than drunk driving," says Giulio Tononi, a UW psychiatry professor and sleep researcher. "So it's clear that something is going wrong — especially with the brain — if you don't sleep."

It might even be the reason for gridlock in Washington. Former President Bill Clinton has argued that constant fundraising makes members of Congress chronically sleep deprived, contributing to the decided lack of civility in the capital. Anyone who watches overtired contestants on reality TV shows sees how emotions run high when people go for days or weeks without proper sleep.

A lot has changed since Randy Gardner set the world record in 1976 for going without sleep. The California seventeen-year-old lasted for eleven days. Researchers who followed him during and after his stunt didn't find any major adverse effects, causing



many to conclude that skimping on sleep doesn't cause much harm.

But new research is showing just how important sleep is to our health. Benjamin Franklin once said, "There will be sleeping enough in the grave," but research suggests that not getting enough might get you there even faster. A study undertaken at Harvard Medical School found that first-year medical interns working a traditional schedule of eighty-five hours per week

The problem is that this pattern is not sustainable. That's why Tononi and other UW researchers believe the synapses actually "downscale" and the connections between nerve cells weaken while we sleep. When we wake up, the brain is consuming less energy, occupying less space, and ready to learn again.

EEGs show that 80 percent of sleep is characterized by strong, slow waves, like a stadium full of people shouting in unison, while weaker waves are like the buzz in a crowded restaurant. Tononi thinks that those waves, which get smaller throughout the night, reflect how strong connections in the brain are, and that they also play an important role in weakening those connections during sleep. With high-density EEG, researchers can see where slow waves are born, how fast they travel, and to which regions of the brain.

Tononi and his colleague Chiara Cirelli, an associate psychiatry professor, proved their basic premise when they measured the strength of brain connections in rats and found that after the rats had been awake for a few hours, the connections were 50 percent stronger.

"This is direct evidence for the hypothesis," Tononi says. "So we are pleased because the likelihood that it was wrong [was] high.

It seems the brain is the organ that needs sleep the most, Cirelli says. Otherwise, resting on the couch while watching TV or reading would be enough to restore us. The importance of slow waves in the brain during sleep could also explain why some people seem to do just fine on four hours of sleep, while the rest of us don't function well with fewer than eight hours.

made 36 percent more serious medical errors than peers who worked twenty fewer hours per week and had no shifts lasting longer than sixteen hours.

For many, the issue is sleep restriction — cutting a night's sleep short by an hour or two here or there, or every night, in some cases. It appears that the result is still harmful. Staying up late on weekends is akin to flying across three time zones and experiencing jet lag each weekend.

"There is very good evidence that sleep deprivation is bad for memory, for vigilance in general, for cognition," says Chiara Cirelli, as associate psychiatry professor and UW sleep researcher. "Now, it is very clear that it's not only total sleep deprivation … but now sleep restriction is what is usually being studied, because that's what everybody is under normally during the weekdays."

One study shows that sleep restriction can increase the risk of cardiovascular disease; just five nights of a sleep deficit is enough to significantly stress the heart. And researchers have also found that losing just one night of sleep causes the brain to experience what amounts to a power failure — brief episodes during which a person is between sleep and wakefulness. Lack of sleep is also linked to lower grades for students, increased risk of adolescents taking up smoking and drinking, unhealthy eating, obesity, and even bad decision-making at gambling tables.

Given these findings, it's easy to see why a worker with insomnia costs an employer $3,000 more per year in health care bills, for a total of $20 billion in costs across the U.S. workforce.

UW psychiatry professor Ruth Benca, director of the UW Center for Sleep Medicine and Sleep Research, says modern society is partly to blame. Electricity allows us to turn on the lights anytime during the day or night and interfere with what experts call "sleep hygiene," the habits you engage in before going to sleep each night. Watching TV while sending messages on your BlackBerry or eating a big snack in bed before you fall asleep would be considered bad sleep hygiene.

"We also now have a twenty-four-hour society, and I think that's been a big change over the last fifty years or so," says Benca, noting that now more than just television affects sleep. "We have a world that's kind of constantly in connection with each other, and people can stay online all night, so there are a lot of — how shall we say — distractions, interruptions, and sort of competitive interests for our time at night."

And even though sleep deprivation is what Benca considers an "epidemic problem" in industrialized societies — more than 70 million people in the United States have some kind of sleep problem, according to the National Institutes of Health — it doesn't mean it's always a top priority.

"We do know that doctors don't ask about sleep problems as much as they should, and most sleep problems are never brought to a physician's attention," Benca says. "One goal of the field is for physicians in general and people in general to be more aware of the importance of sleep and the common prevalence of sleep disorders and the fact that there are treatments available for them."

J. P.

If the job of sleep does, in fact, rely on slow waves, the number that a person's brain produces during sleep would be crucial and could explain that huge variability among individuals, Cirelli says.

"People always ask … 'How many hours should I sleep?' I don't know. Really — I don't know. The answer is you should sleep as many hours as you feel you need," Cirelli says. "Hopefully in the future … you could measure how much synapses have been downscaled, if that's really crucial … but we are not there yet."

Finding the Right Genes

Cirelli is at the forefront of one of the fastest growing areas in sleep research. She is trying to identify the genes that are responsible for sleeping and waking, and, in particular, which gene carries the signal that shuts down connections in the brain during sleep. She and Tononi both got their start at the University of Pisa in Italy, home to Giuseppe Moruzzi, a major player in sleep research who also used EEG to study the brain during sleeping and waking.

"When you go into sleep [research], it is such a fascinating world, and because there are still so many things to study, it's easy to get trapped," Cirelli says with a laugh.

A collection of networks forms systems for sleep and waking, rather than one specific center in the brain. But scientists still don't know why the pressure to go to sleep increases if a person stays awake for too long, something they've seen in studies of animals and humans.

"Why is it that the brain cells need to sleep? That's a different story, and that's really what we are trying to understand," Cirelli says.

The UW team is searching for specific genes that are the most important in carrying that sleep signal, which they believe gets activated when connections in the brain become too big and strong.

"There is something that puts you to sleep," Cirelli says.

She's been researching sleep at the molecular level for fifteen years, and there's no shortage of work to do — hundreds of genes change between sleep and waking. "People thought that at the molecular level, sleep was silence," she says. "Instead, that's not the case; it's just that there are different kinds of genes that are active during sleep."

Tononi and his colleagues have stimulated slow waves like those found during the deepest stages of sleep. These slow waves on demand could someday lead to treatments for insomnia and a magnetically stimulated **"power nap,"** providing the benefit of a full night's sleep in just a few hours.

In an effort to identify those genes, Cirelli is screening thousands of lines of fruit flies. The flies are a good fit for this work because their nervous systems are complex enough to apply to humans and other mammals — they even stay awake when they have caffeine — yet they also allow for rapid genetic screening. Although the UW researchers haven't found a mutation that creates a fly that never sleeps, they have identified a gene that causes flies to sleep one-third the amount of normal flies, a process that took five years. The goal is to find other specific genes involved in sleep, including those that tell synapses to take a break and weaken connections between nerve cells.

"It's almost impossible to get funding for doing these kinds of studies because they are considered fishing expeditions, which is a very, very negative term in research, meaning that you have no clue," Cirelli says. But since other sleep-research efforts in the 1990s were not explaining sleep function, she says, the UW researchers "had to be completely unbiased and just try to check and look at all the genes."

What Lies Ahead

The promise of the research surrounding sleep is tantalizing, even if the clinical applications are not remotely close to becoming reality yet.

Tononi and his colleagues have stimulated slow waves like those found during the deepest stages of sleep by placing a specialized electromagnet on the scalp of sleeping patients, generating short, magnetic pulses that activate electrical impulses in the brain. These slow waves on demand could someday lead to treatments for insomnia and a magnetically stimulated "power nap," providing the benefit of a full night's sleep in just a few hours.

And with studies of brain activity during sleep using the high-density EEG, researchers could also develop diagnostic tools for identifying mental illnesses and assist doctors who are working with stroke patients to deter-

mine how successfully rehabilitation sessions are restoring language.

While it may sound strange to someone who hasn't devoted hours and hours in a laboratory, tirelessly repeating the same experiment over and over again, the UW's sleep researchers are willing to spend significant time essentially trying to disprove their own theories.

"You always have to remember that we are all wrong — [which is] based on the fact that now we know too little to be right," Cirelli says.

Sleep is a comprehensive field, cutting across every branch of medicine. Residents from UW programs in psychiatry, neurology, internal medicine, and pediatrics can elect to do rotations in the sleep-research center. UW researchers have elected to collaborate extensively among the disciplines and employ a broad range of methods, including the study of both animals and humans using electrophysiology, biochemistry, and computer modeling.

"I think there is a cooperative spirit here. People like to work together," Tononi says. "It is not a cutthroat environment where the next guy is your worst enemy."

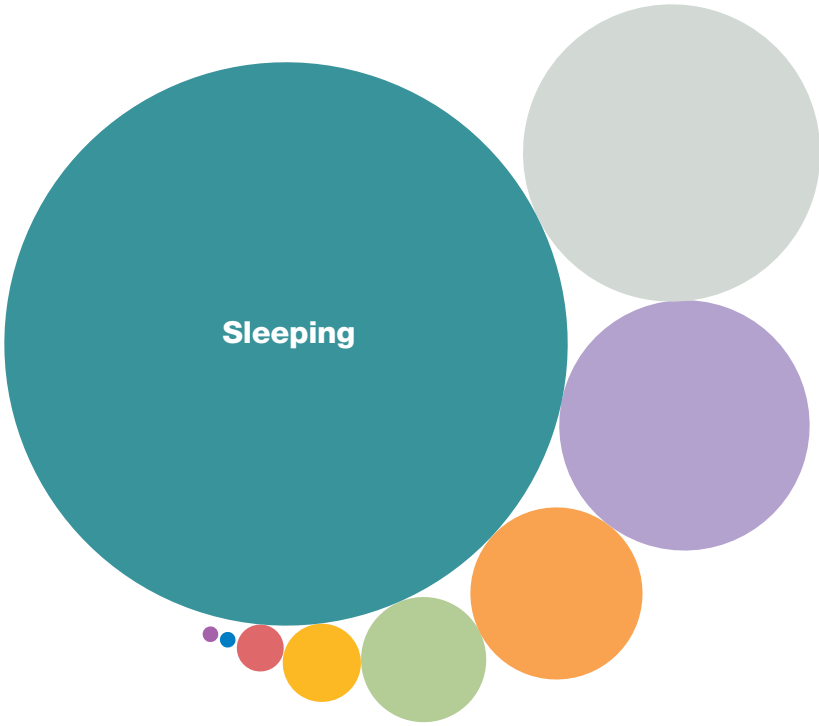
And what motivates them is the scope of problems that could be addressed by discovering the whole story of why we sleep.

"People have learned by previous disasters, so to speak, to stay away from this question because you're almost certainly going to be wrong," Tononi says. "Despite everything, I think that's what's worth doing. Give it shot. Maybe you're lucky. Maybe not." ■

Jenny Price '96 is a writer for On Wisconsin. *She was preparing for a sleep-deprivation experiment as this issue of the magazine went to press, thanks to the arrival of her second child.*

The Hours of Our Lives

How much time do we sleep during a lifetime, compared with other activities?



Activity	% of lifetime
Sleeping	36
Other activities	19
Working and work-related activities	16
Watching television	11
Household activities (housework, lawn care)	8
Eating and drinking	5
Socializing and communicating	3
Sports, exercise, recreation	1
Telephone calls, mail, and e-mail	1

Source: American Time Use Survey, Bureau of Labor Statistics, 2007 annual averages. Calculations based on U.S. life expectancy of 77.8 years, per National Center for Health Statistics, which includes an average 243,362 hours of sleeping.

The cheering mass of students clad in tie-dyed T-shirts debuted at men's basketball games at the Kohl Center in 2002.

The Grateful Red

They may not have the best seats in the house as Wisconsin tries to secure an invite to the NCAA tournament, but their voices carry.

The cheering mass of students clad in tie-dyed T-shirts — called The Grateful Red — debuted in 2002, a few years after the men's basketball team moved to the Kohl Center from the Field House. Some feared that the new venue wouldn't have the same intimidation factor as the Old Barn, but anyone who has attended a home game in recent years can see (and hear) that they needn't have worried. The Grateful Red's members still make opposing players flinch during free throws and guide them to the bench after they foul out with helpful directions of "left, right, left, right …"

Despite the high demand for tickets, Wisconsin has one of the smallest student sections in the Big Ten Conference. A lottery system determines who gets the right to pack the 2,100 seats in three tiers at the south end of the Kohl Center.

So where did the group get its name? After Coach Bo Ryan objected to any ideas that played off his name, Saul Phillips, then director of basketball operations and now head coach at North Dakota State University, stumbled on "The Grateful Red." It stuck.

Although there's no prescribed dress code, student season-ticket holders get the latest version of the tie-dyed T-shirts for free each year. Other members of The Grateful Red choose to exercise their sartorial creativity. Last year, one fan came dressed in a polar bear costume, a nod to center Brian Butch's nickname. And a few years ago, a group of five female students, known as the "Front Row Girls," outfitted themselves with different matching outfits for each home game, attracting fans of their own.

The Grateful Red's antics don't always thrill regular season-ticket holders. When the students decide that other fans aren't doing their part to give the Badgers home court advantage, they chastise them, chanting, "Old people, stand up!"

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.

JEFF MILLER

A Crescendo is Building

The plans for a new campus performance center are music to many ears.

A new performance center for the School of Music is evolving from a dream to reality, bringing closer to fruition another jewel in the crown of the East Campus Gateway, part of the UW's master plan to transform a core region of campus.

The project received a huge boost in September from two anonymous donors. One committed to a gift of $15 million; the other pledged $5 million. Additional private support will fund the remainder of the estimated $38 million cost. The gifts were announced last fall during an "Evening of Celebration," which featured student performances at Madison's Overture Center for the Arts to honor former chancellor **John D. Wiley MS'65, PhD'68.**

"These two commitments are acts of outstanding generosity and humility from anonymous friends of the university," says Chancellor **Carolyn "Biddy" Martin PhD'85.** "They not only continue the tremendous momentum we've experienced in reshaping the East Campus Gateway; they also serve as a fitting honor to Chancellor Wiley and his inspiring legacy as both a patron and a champion of the arts in Wisconsin."

As the development effort to build the performance center kicks off in earnest, the finale is yet to be written. But there's no doubt the ensemble in charge of the project is in harmony when it comes to its necessity. The current music halls in the Humanities Building — 100-seat Morphy Hall and 720-seat Mills Hall — may host wonderful performances. But acoustically, they are not up to par, according to an acoustician who assessed the spaces in December.

The new center, to be located on the northwest corner of University Avenue and Lake Street, will have approximately 56,000 square feet of space and contain an 800-seat main hall and a 350-seat recital hall.

"A performance space is like a beautiful instrument," says **John Schaffer,** director of the School of Music. "A great hall can do wonderful things for a musician. … The halls we are looking to build will not only give our students and faculty the opportunity to perform and record in truly world-class spaces, but will also be of a size and nature as to serve a completely complementary role with the bigger halls in the Overture Center.

"As a city, we don't have nice music halls in that smaller to mid-range size," he continues. "We do have the renovated Oscar Mayer Theater in the Overture Center, but that's a proscenium stage not designed solely for music. A lot of medium-sized halls at high schools and, say, Mitby Theater at Madison Area Technical College — those are all proscenium theaters, not music halls. These spaces would fill a definite gap."

Beyond meeting the needs of the school and the community, the new performance center will provide an additional benefit, Schaffer believes. The classical music recording industry has nearly disappeared, he says, explaining that performing ensembles — even those as famous as the New York Philharmonic Orchestra — must now make and distribute their own recordings.

"We can make sure these halls become beautiful recording facilities," he says. "I really want to keep Wisconsin on the forefront of this, so five or ten years down the road, we can be a national leader in the production and distribution of this recorded art form."

If the project progresses as planned, an architect will be selected this year, leading to an opening in spring 2013.

The UW's School of Music is regularly listed in the top 5 percent of public music schools in the United States. It is also the largest provider of music performances in Wisconsin outside of the greater Milwaukee area, offering more than three hundred events a year, most free.

Chris DuPré

For more information on how you can help UW-Madison, visit the UW Foundation Web site at www.uwfoundation.wisc.edu or call (608) 263-4545.

JEFF MILLER (2)

Conductor James Smith and the University Symphony Orchestra perform during an event last fall.

Badger connections

JEFF MILLER

Having a Ball

Students hurled icy missiles at each other across Bascom Hill in January during an attempt to set the record for the world's largest snowball fight. The effort came up a bit short, however. Organizers guessed that about 2,000 students took part, somewhat shy of the previous record of 3,745, set at Michigan Tech in February 2006.

Please tell us about your recent accomplishments, transitions, and other significant life happenings by e-mailing the (brief, please) details to papfelbach@waastaff.com; mailing them to Alumni News, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or faxing them to (608) 265-8771. Our submissions far exceed our publishing space, but we appreciate hearing from you nonetheless.

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

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

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

early years

You may know about Dude Girl clothing, but did you know that its namesake was the late **Dorothy Dodge McElhinney '24**? She hitchhiked from Madison to Laramie, Wyoming, each summer to tame horses, lead pack trips in the Rockies, and win rodeos against male competitors. Following a two-month horseback journey in 1928, one of McElhinney's companions wrote a book about the trip called *Dude Girl*, and the seed was sown. Dorothy's granddaughter, Kim McElhinney, started the athletic- and casual-clothing line in 2006.

Best wishes go out to Madisonian **Emery Bainbridge '33, MPh'43,** who celebrated his one-hundred-and-first birthday in November. In 2007, his birthday party featured Bucky Badger as a guest. Bainbridge spent forty-six years as an educator, primarily in Madison's schools. We thank his daughter, **Deirdre Bainbridge Nalven '64** of Englewood, Colorado, for sharing this.

'40s–'50s

It's a family affair! Madison's Stark family — proprietors of the Stark Company real estate firm — has received the United Way of Dane County's 2008 Tocqueville Society Award, which acknowledges those whose exceptional service and commitment have made a major impact on the quality of life in the county. Both **Phil Stark '48** and his son **Dave Stark '76** were on hand to receive the honor.

When the first Education Council convened this fall in Washington, D.C., the Milwaukee School of Engineering's dean of applied research, **Thomas Bray '54,** was there. The group of education leaders from across the nation is charged with developing strategies that will keep the American manufacturing workforce globally competitive.

Happy eightieth birthday to **Calvin Fowler '55,** who spent thirty-eight years working on the Mercury, Gemini, Apollo, and Shuttle manned space-flight programs. He's now fourteen years into this second career as an adjunct professor and dean at Webster University's Merritt Island, Florida, campus.

The Berlin Prize — and its accompanying residential fellowship at the American Academy of Berlin — have gone to **Donald Kommers MA'57, PhD'63.** The University of Notre Dame professor of political science and law plans to finish a book on Germany's constitutional culture during his January-to-May stay.

Since earning a degree in correctional administration, "my career has been an interesting ride," says Dianne Post '69, JD'78.

Fay Ajzenberg-Selove MS'49, PhD'52 became a pioneer in a male-dominated field almost as soon as she arrived in the U.S. as a fifteen-year-old World War II refugee. Now she's earned America's highest honor for scientific achievement, the National Medal of Science, for her work in nuclear physics to explain light nuclei. Ajzenberg-Selove is also a University of Pennsylvania professor emerita of physics and the author of *A Matter of Choices: Memoirs of a Female Physicist*.

In August, the Italian American Psychology Assembly honored **Peter Merenda PhD'57** of Warwick, Rhode Island, with a certificate of appreciation for his many distinguished contributions to psychology in Italy since 1967.

Rusty (Bernard) Restuccia '57 of Ann Arbor, Michigan, has established a Web site (aacardealers.org) that chronicles African-American new-car dealers since 1923. He's also written *An Extraordinary Man: Homer B. Roberts, 1885–1952* (Rustic Enterprise) — the history of the first African-American to be awarded a new-car franchise.

'60s

If you've spent much time around Madison over the last decade, you've probably seen one of the Dane County Cultural Affairs Commission's gorgeous calendars, which feature the work of area artists. The 2009 edition, *Luscious Landscapes*, marks the tenth in a series. Wisconsin-based artists whose work appears this year include **Dagny Quisling Myrah '60, MA'61; Sarah Wiesen Aslakson '69, MS'70; Jonathan Wilde x'70; (Margaret) Leslie De Muth MFA'81; Linda Koenig '82, MFA'88;** and **S.V. (Susan) Medaris x'88.** UW emeritus professor of art **Phil Hamilton** has designed all ten calendars, and **Karen Crossley EMBA'97** is the commission's director.

Yvonne Gionet Schmidt '61 and **Bonnie Butzer McLaughlin '63** were roommates in 1959–61, and they've been following each other ever since: in the '60s to Michigan, in the '70s to New Jersey, and when the McLaughlins moved to North Carolina in 1984, they said, "See you here before long!" It took until 1990, but the Schmidts followed, and both families are still there. Most of the moves were transfers with different companies.

Ladies Must Swing — a Madison-based, eighteen-piece, all-female Big Band led by **June Bergemann Dalton '63** — traveled by bus to Moton Field outside of Tuskegee, Alabama, to perform at the October grand opening of the Tuskegee Airmen National Historic Site. They "played tribute" to those who

trained at Moton, as well as to the "girl bands" that performed there.

After a long career in human resources for Silicon Valley firms, **James Duffy '64** decided to give back to his community. His method? He's joined the California Highway Patrol (remember *CHiPs*?) as a Truckee-based public-safety radio dispatcher: the 911 dispatcher for all law-enforcement, fire, and other emergency services in a large territory.

One of the UW's first graduates in urban and regional planning — **William Majewski '64** — has earned the Minnesota Planning Association's Lifetime Achievement Award. The Duluth resident retired in 2001 after three decades with the city's planning and development department.

The Indonesian Institute of Sciences has honored economic researcher **Thee Kian Wie MS'64, PhD'69** with its Sarwono Prawirohardjo Award for his contributions to the nation's sciences. A staff researcher at the institute from 1962 to 2000, he's now a resident expert there.

Upon his 2006 retirement as the director of the Wisconsin Supreme Court's board of bar examiners, Madisonian **Gene Rankin '66, MS'75, JD'80** helped friends to sail their fifty-foot sailboat from Greece to France, then from the Canary Islands to Barbados and Trinidad, and then from Hong Kong to the Philippines in the South China Sea race. Rankin also continues a private law practice.

Terry Peterson '67 has become chair of the national Afterschool Alliance in Washington, D.C.; joined the executive committee of the Center for Summer Learning at Johns Hopkins University; and moved his Afterschool and Community Learning Network to the College of Charleston [South Carolina], where he's a senior fellow. Peterson's commentary has also appeared recently in *Education Week*.

The Aurora Health Care board has added **Joanne Disch '68** and **John Daniels, Jr. MS'72.** Disch is a Minneapolis-based nursing educator, chief nurse executive, researcher, and policy maker who recently completed two years as AARP's national board chair. Daniels is the chair of Quarles & Brady, a law firm based in Milwaukee. The *National Law Journal* has named him one of the country's most influential minority lawyers.

The work of **Lea Hopkins Thompson '68** as a chief correspondent for *Dateline NBC* and with WRC-TV in Washington, D.C., has spurred legislation, product recalls, and company reforms, but she fears that consumers are becoming increasingly vulnerable. The Potomac, Maryland, resident has won every major broadcast-journalism award, and after fifteen years with *Dateline NBC*, she's now freelancing for Retirement Living TV.

It might be a tossup whether **Richard Antoine '69** of Cincinnati is busier now or before he retired. He's left Procter & Gamble after thirty-nine years, the last ten of which he spent as the global human-resources officer … but now he serves on four UW boards, consults, golfs, and travels internationally with his spouse, **Dorothy O'Brien '70.**

Chicagoan **Thomas Fraser '69, MS'73, JD'79** has retired as senior counsel for United Air Lines and as a lieutenant colonel in the Air Force Reserves, but he now serves as an executive VP, general counsel, and secretary of SCI Marketing; as a trustee for New Woodstock Global Partners; and as an adjunct professor at Kaplan University for Business Law and Accounting.

Since earning a degree in correctional administration, "my career has been an interesting ride," says **Dianne Post '69, JD'78.** She was a parole officer in California, studied psychology in grad school, worked in that field in Wisconsin, earned a law degree, and defended abused women and children in Arizona — all before launching an international career in women's human rights. Since 1998, Post has lived in Russia, Cambodia, and Hungary, and consulted in many other countries. She's now working in Algeria.

John Roen Asher '72 wanted us to know that Door County Badgers "aren't just sitting around eating cherries all day."

'70s

A 2008–09 Albert Einstein Distinguished Educator Fellowship is allowing **Lorna Thomas Vazquez '70** to share her expertise with the Office of Workforce Development for Teachers and Scientists at the Department of Energy in Washington, D.C. The only math teacher at Granton [Wisconsin] High School, she also received the 2007 Presidential Award for Excellence in Mathematics and Science Teaching.

John Roen Asher '72, the president of Roen Salvage Company in Sturgeon Bay, Wisconsin, wanted us to know that Door County Badgers "aren't just sitting around eating cherries all day." As proof, he shared how he acquired and renovated the eighty-nine-year-old tugboat *John Purves* so that it could become a floating exhibit at the Door County Maritime Museum. Assisting him were his brother, **Charles Asher '64** of Bellingham, Washington; his sister, **Susan Asher '66** of Sturgeon Bay; stepson **David Schanock '01** of Chicago; daughter **Mariah Asher x'11;** neighbors Jan and **Ron Sowle '61;** and Ron's daughter, **Lisa Sowle '84** of Sussex, Wisconsin.

The permanent collection at Pittsburgh's Carnegie Museum of Art now contains a work of computational art — *Diskfield, 2008* — created by **George Roland MFA'72.** He focuses on painting and computer art as a professor of art at Allegheny College in Meadville, Pennsylvania.

Imagine receiving one of the largest individual-achievement prizes in the world: the $250,000 Heinz Award for the Human Condition. Pioneering foster-care advocate **Brenda Krause Eheart MS'73, PhD'76** of Champaign, Illinois, needn't *imagine* — she's *done* it. In 1994, Eheart forged a breakthrough model of intergenerational, community living in Illinois called Hope Meadows. It's being replicated in other states.

What a year 2008 was for **David Marcou '73**! His piece about John Loengard's photo of photographer Annie Leibovitz shooting atop the Chrysler Building appeared in *Smithsonian* magazine; two versions of his Irish play, *Song of Joy, or the Old Reliables*, took the stage in his home community of La Crosse, Wisconsin; thirty-one of his

photos joined the permanent collection of the Smithsonian's National Museum of the American Indian; and as the director of the American Writers and Photographers Alliance, he's published his twelfth group book, *Spirit of America, The Second Volume* (Speranza Publishing).

Envision thirty colorful, sparkling glass carpets floating high above your head: that's what Tucson glass artist **Tom Philabaum MA'73** recently installed at the Tucson International Airport for its sixtieth anniversary. The artist says that the creation, called *Another Way to Fly*, suggests wonder and awe — that "anything is possible when it comes to flying."

A record of extraordinary environmental and conservation work has earned **Judy Alderson '74** both the Lowell Thomas, Jr. Award for Outstanding Civil Service from the state of Alaska, and the Wes Henry National Excellence in Wilderness Stewardship Award from the National Park Service. Alderson, of Anchorage, is the regional wilderness coordinator for the National Park Service in Alaska.

The Big Brothers Big Sisters (BBBS) of Metro Milwaukee gave its 2008 Martin E. Stein Champion for Children Award to **Curt Culver '74, MS'75** in November for his "long history of helping children through one-to-one mentoring." Culver is also the chair and CEO of MGIC Investment Corporation in Milwaukee.

The new VP of strategic initiatives at Northrop Grumman's mission systems sector is **Daniel Leaf '74.** He joined the corporation after more than thirty years in the U.S. Air Force — most recently as deputy commander of the U.S. Pacific Command in Hawaii — and after retiring as a lieutenant general last year.

Congratulations to the new vice president for academic affairs at Rhode Island College in Providence: **Ronald Pitt '74, MS'77.** He was previously associate VP for academic affairs at Bridgewater [Massachusetts] State College.

Fabu Carter Brisco MA'80, MA'81 has found that "to be black is to be political."

The Wisconsin Association of Taxicab Owners has bestowed its Cab Driver of the Year award on two local Union Cab employees, but it wasn't for their driving skills — it was for their literary prowess. **Allen Ruff MA'76, PhD'87** has written *Save Me, Julie Kogon* (Trafford Publishing), and **Fred Schepartz '85** has authored *Vampire Cabbie* (Literary Road).

William Horn '78, JD'81 and **Jerome Maynard JD'88** were named in the latest *Best Lawyers in America* guide (Woodward/White), which includes attorneys based on a national, peer-review survey. Horn is with Mika Meyers Beckett & Jones in Grand Rapids, Michigan, and Maynard is based in the Chicago office of Dykema.

Serving as *BusinessWeek*'s Paris correspondent, Rome bureau chief, Middle East correspondent, and Europe editor was just the beginning for **John Rossant '78.** In 2005, he joined communications giant Publicis as VP of communications and public affairs, and in May, he was named executive chair of the Paris-based PublicisLive, its event-management firm.

After seven seasons on the sitcom *Malcolm in the Middle*, **Jane Kaczmarek '79** of Pasadena, California, needed a break from the grueling demands of the show, for which she earned seven Emmy nominations. She declined prominent roles to enjoy some down time with her three kids and spouse, Madison native and *West Wing* alumnus Bradley Whitford, but producer Steven Bochco tempted her to join his new legal drama series by offering her a lighter filming schedule. Kaczmarek now plays Judge Trudy Kessler on *Raising the Bar*.

'80s

If you didn't know that Madison has a poet laureate, then please meet its third: **(Phyllis) Fabu Carter Brisco MA'80, MA'81,** or, simply, Fabu. In her poetry and *Capital Times* columns, she's been neither quiet nor euphemistic about America's racism, and says, "To be black is to be political." Fabu is also a private consultant and a natural community leader and mentor who encourages the appreciation of poetry, literature, and African-American history and culture.

Thirty years of excellence as a teacher, academic director, and principal have earned **Kathleen McCrindle MacDonald MS'80** the title of 2008 Wisconsin High School Principal of the Year. At Nathan Hale High School in West Allis, she's focused on accountability for learning, personalizing the educational experience, and fostering a sense of belonging.

The National Association of Collegiate Women Athletics Administrators has honored Northeast Conference (NEC) commissioner **Brenda Weare '80** of Somerset, New Jersey, as its inaugural Award of Distinction recipient. She's been hailed for her leadership as a coach, administrator, and commissioner, and for the great progress she's made in the NEC in only two years.

Thomas McAdams '83, JD'87 is pleased to share that Wisconsin Governor **Jim Doyle '67** has appointed him to the state's three-member Tax Appeals Commission. McAdams has served as an assistant district attorney in Milwaukee County since 1987. He and his spouse, **Patrice Delisle McAdams '85,** live in Greendale, Wisconsin.

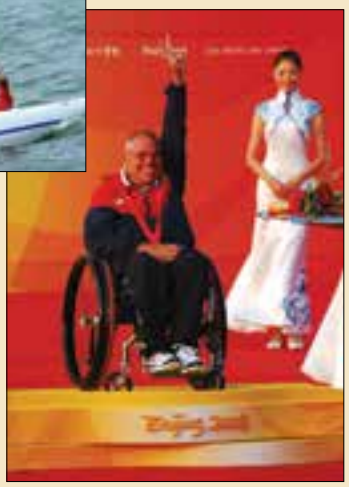
"An early pioneer in 'target' marketing," writes **Derek White MBA'83,** "I recently graduated from twenty-five years of youth marketing (as executive VP of Alloy and president of 360 Youth) to the affluent-marketing industry." He's now president of Hotel Networks in New York City — a media, marketing, and programming firm that services more than one million hotel rooms.

Kumar Sridharan MS'84, PhD'89 is a distinguished research professor in the UW's Department of Engineering Physics. He was elected a fellow of the American Society for Materials in 2008 for his outstanding contributions to the field of materials science and engineering.

Tom Yorton '85 had a perfectly good marketing career going, but when he took a chance on becoming the VP of business solutions for The Second City, he gained happiness, too. Today Yorton is president and COO of the Chicago-based comedy company, which runs theaters in four cities, as well as training, touring, TV, and digital businesses.

After working together for the last eight years, **Robert**

John Ruf JD'93: The Man Who Loves Sailing



DAN TUCKER (2)

"Being on the podium was a wonderful dream," says John Ruf of his bronze-medal win at the 2008 Paralympic Games. "I had goose bumps watching our flag ascend the pole."

Nothing has ever stopped **John Ruf JD'93** from sailing — not the operations or radiation he underwent as a child to treat a tumor on his spine, nor the paralyzing injury he suffered after a car accident in 1998, when his mode of transportation became a wheelchair.

During his recuperation, Ruf learned about disabled sailing and racing 2.4-meter craft (2.4mR) — a single-person boat class that also attracts able-bodied sailors — and decided to switch from X-boats, M-16 Scows, and E-Scows to the 2.4mR. "The thought that I could get the same medal as an Olympic Finn sailor was intriguing," he says. "There might be a ramp to the podium, but the road to it is exactly the same."

It was during the 2000 U.S. Paralympic Team trials that Ruf first faced the 2.4mR. Being used to conferring with crew on tactics and having extra hands available to trim sails, "single-handing" took some adjustment. What *didn't* take adjustment was competing against able-bodied sailors: that's how Ruf grew up on Pewaukee Lake, Wisconsin, and the majority of his training has been in mixed fleets of disabled and able-bodied sailors.

It frustrates him, then, that the label of "disabled sailor" is attached to his sport, because it's the same sailing that he did as a youth in E-Scows. Ruf views the water as a great equalizer, and he wishes that the rest of the world would see it that way. "I have this crazy fantasy," he says, "that what I do could just be called *sailing.*"

Ruf threw vigor, determination, knowledge, and extensive international travel into excelling at the 2.4mR, but came up a bit short when attempting to qualify for the 2004 Athens games. After taking some time to center his goals, however, he became so skilled by the next Paralympic Team trials in October 2007 that he took first place and thus earned a berth.

And so it was that in September, Ruf went to Beijing to compete in his first Paralympic Games — billed as the largest athletic competition next to the Olympics, and held at the same venues. There, at the Qingdao Olympic Sailing Centre, he earned the bronze medal.

When he's not sailing, Ruf is a Milwaukee-based attorney, vice president, and compliance officer at the investment advisory firm of R.W. Baird … but when you're a competitive sailor, your mind is never far from the next race.

P. A.

Cigale '87 and **Kirk Kapfhammer '92** have joined forces to found Endpoint Solutions in Hales Corners, Wisconsin. They provide environmental and engineering consulting services.

The twenty-eighth president of Santa Clara [California] University is **Michael Engh PhD'87.** A distinguished historian, he's arrived at the post from Loyola Marymount University in L.A., where he was dean of the Bellarmine College of Liberal Arts.

The path that **Jackie Kashian '88** took to become a stand-up comedienne began with heckling Sam Kinison at his brother's Madison comedy club in 1985. Since then, she's built a twenty-year stand-up career, including a Comedy Central special; two semifinals in NBC's *Last Comic Standing*; appearances on NBC, CBS, and VH1; and fifteen years of national touring.

The five-member governing council of Chi Omega — the world's largest women's fraternal organization — has welcomed **Andrea Derouin Bechtel '89** of Winnetka, Illinois, as its new national secretary. She previously served as its national alumnae officer and on its information-systems task force.

From his post as the director of media relations at the Natural Resources Defense Council, **Jon Coifman '89** has joined the integrated-communications agency Waggener Edstrom in its New York City office. He's a VP who's co-leading the firm's environment practice and focusing on new-business development.

Campus Advantage — a private student-housing management company based in Austin, Texas — is now managing two Madison stalwarts: the Towers and the Statesider. Says **Mike Peter '89,** the firm's president and CEO, it's a homecoming of sorts: many of Campus Advantage's earliest employees began their careers in Madison. **Tonya Neumeier '90** is a regional VP.

Anyone who says you can't make a living in the circus should meet **Peggy Williams '89** of Palmetto, Florida. In 1970, she was the first female clown to graduate from the Ringling Brothers and Barnum & Bailey Clown College, and today she's the circus's education-outreach manager. Williams has also created Circusworks, an interactive seminar for teachers that explores facets of school curricula and fitness.

'90s

Following a promotion, the new gent in the VP and general manager's chair at Novellus Systems in San Jose, California, is **Kaihan Ashtiani MS'90, PhD'95.** He's been with the global firm, which produces process equipment used in the manufacture of semiconductors, since 1997.

Jacquie Berg '05: Soul Survivor

Jacquie Berg '05 doesn't just conquer challenges; she *welcomes* them. The California resident recently competed as a contestant on the CBS reality show *Survivor: Gabon*, where her daily life included meals of termites and ferns, and a less-than-ideal survival wardrobe.

When she applied to the show, Berg was employed as a medical sales representative with the Santa Barbara-based Medtronic. She was promoted five times in three years, accomplishing career goals she thought would take ten years or more. But her busy schedule allowed little time to do anything else, and Berg applied for the show just one day before the deadline.

"I actually hadn't watched the show much," she admits, "but it looked fun and extremely challenging, and I love trying to overcome obstacles like that."

Berg's application was a hastily made, three-minute video, but interesting enough to capture the attention of the producers, who then asked her to submit a new video. This time, she carefully demonstrated her active lifestyle, including clips of her running, swimming, cliff jumping, and even boxing.

PHOTO COURTESY OF CBS

Competing on *Survivor: Gabon* gave Jacquie Berg a new life direction.

"Madison made me very well rounded," says Berg, who was a member of the UW track, crew, and water polo teams, as well as Kappa Kappa Gamma and the 2004 UW Homecoming Court. "Going to school with forty thousand other students, you try to stand out as much as you can. There were so many things to do at the UW that I was constantly looking for a new adventure."

That love of adventure served her well with *Survivor: Gabon*. Berg and her fellow contestants were taken in for (what they thought was) a photo shoot in their business clothes, at which point the competition abruptly began — with Berg in her shirt, skirt, and heels. Dehydrated and hungry, she found the first few days difficult, eating handfuls of termites, ants, and grasshoppers for food.

"I think the hardest part was sleeping on the rocky ground," she says. "We had no blankets, and it got extremely cold at night. We could hear live animals all around us, including panthers. I wasn't ready for the loss of mental clarity and sharpness [that came] from being dehydrated and sleep deprived."

Contestants compete for cash and other prizes, progressively voting members off the show until only one remains, deemed the "Sole Survivor." Reaching that goal includes equal amounts of skill, strategy, and luck … and Berg, unfortunately, was unlucky. She kept a low profile, forming close alliances with several other contestants as a member of the Kota tribe (opposite the Fang tribe) and was ranked the most useful woman and the fifth most useful tribemate overall. But a surprise shake-up exposed her prowess for the game, and she soon found herself on the Fang tribe and the fourth contestant voted off.

A born competitor, Berg was devastated. But she put her experience to use as motivation to accomplish several big goals, recently writing a book and founding her own charity, 2nd Family, which matches underprivileged children with mentors around the world.

"When you step away from the busy pace of life, it's a great time to truly figure out what you want to do," she says. "Knowing that I could accomplish this made me want to accomplish a lot of other challenging goals, and I'm grateful for that opportunity."

Ben Wischnewski '05

A group of Badgers led by **Kenny Dichter '90** and **Todd Deutsch '94** is helping to strengthen the future of Wisconsin football by funding the Dichter-Deutsch Conference Center at Camp Randall: a state-of-the-art complex featuring auditoriums, a video facility, and a Big Ten Network studio. Dichter, of Livingston, New Jersey, is the founder and CEO of Marquis Jet, and Deutsch, of New York City, is a partner with the Galleon Group.

The UW business school's executive-education division — recently ranked number one in the world for "value for the money" by the *Financial Times* of London — has welcomed **Maitri (Melissa) Rowlands Meyer '90** to the new post of corporate connections manager. She was previously the director of membership development at Downtown Madison.

Who's the new dean of the School of Pharmacy at Pacific University in Hillsboro, Oregon? It's **Susan Pok Stein '90, MS'99,** who had been serving as acting dean and has held administrative, research, specialist, and faculty positions at universities and hospitals in Oregon, Wisconsin, and Indiana. The pharmacy school will graduate its first class in May.

New to the board of the Association of Fundraising Professionals as its vice chair of membership services is **Alice Lin Ferris '91, MBA'94.** She's also been appointed to the practice analysis task force for CFRE International, the certifying body for professional fund raisers. Ferris is a partner at GoalBusters in Flagstaff, Arizona.

Professional travel writer **Dave Fox '91** of Seattle has been a tour guide for PBS travel host Rick Steves for fourteen years. This fall he journeyed to Madison to speak at the 2008 Wisconsin Book Festival and to share his books, *Getting Lost: Mishaps of an Accidental Nomad* and *Globejotting: How to Write Extraordinary Travel Journals (and Still Have Time to Enjoy Your Trip!)* (both Inkwater Press).

Be sure to check out *Castle* on ABC this spring. **Steve Kriozere '91** of L.A. is a writer-producer on the new, one-hour comedic crime procedural in which a famous mystery novelist gets bored with his success and teams up with a female NYPD homicide detective to help her

solve crimes. Kriozere says that, like his other shows, he hopes to slip in some UW references. *Castle*'s executive producer is **Armyan (Barry) Bernstein '70.**

Felicitations to **Frank Durham PhD'93**! In 2007, he was tenured and promoted to the rank of associate professor in the School of Journalism and Mass Communication at the University of Iowa in Iowa City.

In September, a group of researchers at the University of Puerto Rico-Mayagüez (UPRM) received a $5 million, five-year grant from the National Science Foundation to establish a Nanotechnology Center for Biomedical and Energy-Driven Systems and Applications. Its project director, UPRM associate professor **Oscar Suárez MS'93, PhD'00,** says these Badgers are also participating: **Jeannette Santos MS'82, Nelson Cardona-Martínez PhD'89, David Suleiman '90,** and **Jaquelina Alvarez MA'97.**

Greg Fellman '94 cultivated a knowledge of and a passion for tea while teaching English in China, and he's channeled both into Seven Cups Denver, a new Chinese teahouse. The first franchise of Tucson's Seven Cups, it insists that fair-trade and organic growing practices are followed.

Kevin Allexon '95 of Alexandria, Virginia, writes that he's recently arrived at ExxonMobil Public Affairs as a government and media-relations adviser after nearly four years of working for the administrator of the National Oceanic and Atmospheric Administration.

Stephen Whitburn '95 began his career as an award-winning reporter and news director at Madison's WIBA radio. In 2000, he moved to San Diego, where he ran for a seat on the city council in the November election. Whitburn lost his bid to a fellow Democrat, but would have become only the second openly gay man to win a council seat in the nation's eighth-largest city.

Clear-air turbulence forecasting: **John Knox PhD'96** knows a lot about it. An assistant professor of geography at the University of Georgia in Athens, he's the leader of a research effort that had its origin in his UW thesis work. The new method for forecasting sudden bumps and plummets of aircraft in these patches of rough, but clear air was covered this fall in the *Journal of Atmospheric Sciences*.

Marie Paretti PhD'97 has huge news: she's earned a $405,308 Faculty Early Career Development (CAREER) Award from the National Science Foundation. As an assistant professor in the Department of Engineering Education (among other roles) at Virginia Tech in Blacksburg, she's been researching the experiences reaped from engineering capstone design courses — culminating experiences in which students apply their knowledge to major, open-ended design projects.

"I attended the 2008 Democratic National Convention with Illinois State Representative Deborah Mell," writes Chicagoan **Leah Cunningham Pouw '97.** Working first as a consultant, Pouw became Mell's chief of staff in December. Previously, she led national media relations for YMCA of the USA in Chicago, and was the communications director for the New York City Mayor's Office to Combat Domestic Violence.

This fall the Project Lodge, an independent art space in Madison, hosted *Western by Northwest*: an exhibit by Badgers who've also shown their work at Chicago's Western Exhibitions gallery, owned and directed by **Scott Speh MFA'97. Kendra Larson MA'08** co-owns the Project Lodge. Artists included **Mark Wagner '95** of Sun Prairie, Wisconsin; **(Richard) Stan Shellabarger MFA'96** of Chicago; **Adriane Herman MFA'97** of South Portland, Maine; **Dan Attoe '98** of Washougal, Washington; Madisonian **John Neff '98;** and **Aaron Van Dyke MA'99** of St. Paul, Minnesota.

"There is quite simply no other band in the country, or on the planet, like us right now," says Sam Reicher '06.

Susan Chapman MBA'98 is a woman of distinction in many peoples' eyes, but in October, the Girl Scout Council of Greater New York honored her as such at its annual Women of Distinction Breakfast as a female leader who exemplifies its mission to help girls become outstanding women. Chapman is global head of operations at Citi Realty Services.

If you're a fan of the National Geographic Channel's *DogTown*, you may have seen **Michael Dix DVM'98** on the reality show. He's the medical director of the Best Friends Animal Society in southern Utah, where *DogTown* is filmed. The 33,000-acre facility has a no-euthanasia philosophy and works to rehabilitate problem canines. About fifteen hundred dogs and other animals live there at any one time.

Badger attorneys are moving up and around. **Ion Abraham PhD'99** has been promoted to associate at Hamilton Brook Smith Reynolds in Concord, Massachusetts. San Francisco's Farella Braun + Martel has added **Philip Milestone '99. Craig Miller '02** is the newest addition to the Madison firm of Neider & Boucher, while **Brock Alton '03** has joined Gislason & Hunter in its Minneapolis office. **Jacqueline Helmrick '05** has accepted a position with the Chicago firm of Aronberg Goldgehn; **Courtney Lawrence '05** is now with Schwebel, Goetz & Sieben in Minneapolis; and **Aaron Mitchell '05, JD'08** has parlayed a summer position into a role as an associate with Brinks Hofer Gilson & Lione in Chicago.

2000s

Nick Holle '01 has made ample use of his hometown of Chippewa Falls, Wisconsin, as the lead actor, writer, and producer of a new, feature-length suspenseful comedy called *Illegal Use of Joe Zopp*. It was filmed and produced in the area, and had its world premiere there in August before hitting the Landlocked Film Festival in Iowa City, Iowa. Holle now lives in Los Angeles.

Shawn Ryan '01 writes that after just two years with Tefen Management Consulting, he was promoted to senior project manager and presented his first all-day professional seminar — "Risk Mitigation in the Modern Supply Chain" — to two chapters of the Institute for Supply Management. He resides in Oxford, Michigan.

The National Association of Criminal Defense Lawyers has a new board member: **Anthony Cotton '02.** He practices at Kuchler & Cotton Law Offices in Waukesha, Wisconsin, and his concern for justice issues has taken him to Eritrea, where he's investigated human-rights abuses

committed by Ethiopian soldiers.

In addition to being a teacher in Santa Monica, California, **Jeffrey Schwartz '02** is also a five-year cancer survivor who received the 2008 LIVESTRONG Award from the Lance Armstrong Foundation in July. Armstrong acknowledged Schwartz personally for developing programming that promotes cancer awareness and advocacy among middle-school students.

Can money bring people together? Well, working on the UW Foundation's (UWF) Telefund brought Milwaukeeans **Sarah De Ruyter '03** and **Joe Johnson '03, JD'06** together, and at their August wedding reception, they announced that the assembled Telefunders had raised more than $3.5 million for the university. Band members played a Fifth Quarter, and the newlyweds kissed in return for donations to the UWF. Thanks to **Melissa Smith '08** of Madison for sharing this "ultimate UW wedding" story.

Fourth-year Wisconsin medical student **Anne Kolan '04** is one of five 2008 Pisacano Scholars, and only the third selected from the UW since the program began in 1993. The recipients — all students who are pursuing family medicine — receive scholarships of up to $28,000 each. Kolan has been lauded for her humanitarianism, leadership, and focus on wellness and interdisciplinary care.

Gary (Gerald) Schumacher PhD'04 has retired after thirty-four years in K–12 public education, most recently as the superintendent of the Monona Grove [Wisconsin] School District. Now he's an assistant professor, teaching in the master's and doctoral programs in the department of educational leadership at the University of Houston-Clear Lake.

Amber Field King '05 went to Tanzania this fall with the IBM Corporate Services Corps, a new corporate social-responsibility program modeled after the Peace Corps. She worked with the African Wildlife Foundation to conserve land corridors, and with Kickstart to help entrepreneurs rise out of poverty. King is the VP of WAA's Rochester, Minnesota, alumni chapter.

From January to September 2008, **Amanda Leipold '06** of Madison was also in Tanzania. She worked with the Students Partnership Worldwide Kijana ni Afya (Healthy Youth) Program to do what she could to abate the AIDS crisis there through public health education. Leipold now plans to earn master's degrees in public health and law.

Sam Reicher '06 is hardly shy when he talks about Blackdog — the Chicago-based rock 'n' roll band that he founded at the UW in 2005 with **Antony Ablan '06** and **Andrew Elbert '06.** "There is quite simply no other band in the country, or on the planet, like us right now," Reicher says, and the *Chicago Sun-Times* has called Blackdog's live show "unforgettable."

Baby Boomers sometimes claim that today's college students aren't as politically engaged as they were. To study this, **Mark Korshak '08** of Beverly Hills, California, compared college students from 1967 to those of today in *Youthanized*, the short documentary that he co-created. Former Madison mayor **Paul Soglin '66, JD'72** and *Washington Post* journalist and author **David Maraniss x'71** were both interview subjects.

When **Sarah Muehlbauer '08** began sewing together small circles of wax paper in her UW experimental-textiles course, she didn't know that the "fabric" would eventually morph into a floor-length halter dress or become the subject of *Rustle*, a video that earned the $20,000 grand prize in *Green Light*, a juried exhibit of emerging artists with disabilities that opened this fall at the Smithsonian's Ripley Center. Muehlbauer, who has severe Crohn's disease, is now in a fiber-art MFA program at Philadelphia's Temple University.

Paula Wagner Apfelbach '83 is a believer in the notion that things could always be worse.

Calendar

April

2–5 Wisconsin Film Festival
Take your pick of more than 150 films at the eleventh annual Wisconsin Film Festival. www.wifilmfest.org

16–18 UW Varsity Band Concerts
Join music lovers at the Kohl Center in Madison for a live performance by the Badger band. Tickets: (608) 265-4120

16–18 Engineering Expo
This campus event brings together K–12 students, families, university staff and students, and industry representatives for an informational and hands-on look at the world of engineering. http://engineeringexpo.wisc.edu/

23 Distinguished Alumni Awards
Help honor this year's four distinguished graduates at a program in the Wisconsin Union Theater. uwalumni.com/daa

24 Made in Wisconsin: Yerkes Observatory
Tour the historic Yerkes Observatory in Williams Bay, Wisconsin, as part of WAA's Lifelong Learning series. uwalumni.com/learning

May

8 Made in Wisconsin: O.J. Noer Turfgrass Facility
Join lifelong learners for a fun and informative behind-the-scenes look at the Wisconsin turfgrass industry in Verona, Wisconsin. uwalumni.com/learning

8–10 Alumni Weekend
WAA invites all grads to come back to campus for a memorable weekend among friends. uwalumni.com/alumniweekend

Founders' Days
More than fifty Founders' Day celebrations are scheduled across the country this spring. Visit uwalumni.com/foundersday to see when the UW will be in your area.

For more information on these events, call (888) WIS-ALUM or visit uwalumni.com.

bookshelf

■ **Delicate Edible Birds and Other Stories** (Voice) by **Lauren Groff MFA'06** of Gainesville, Florida, is a new collection of short stories that "exposes the dark undercurrents and quiet joys of women's lives." Groff has also written *The Monsters of Templeton*, about which Stephen King said, "I was sorry to see this rich and wonderful novel come to an end, and there is no higher success than that."

■ **Lucky Dog: The Experiences of One Member of the U.S. Army Air Corps during World War II** (Stone Hedge Graphics) is a memoir by **Douglas Holt '49,** who spent most of his career with Milwaukee's Harnischfeger Corporation, retiring as president of Harnischfeger Engineers.

■ **Civil Society and Social Movements: Building Sustainable Democracies in Latin America** (Inter-American Development Bank) is edited by **Arthur Domike, Jr. MS'53, PhD'61.** After nineteen years with the United Nations, he's now a faculty fellow at American University's School of International Service in Washington, D.C.

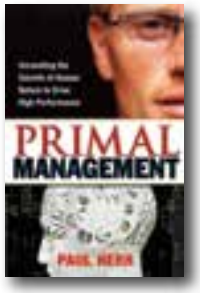
■ **Posters, Propaganda, and Persuasion in Election Campaigns around the World and through History** (Peter Lang Publishing) reminds us that the American election process is hardly the *only* one. Author **Steven Seidman '67** teaches in, and is the chair of, the Department of Strategic Communication at Ithaca [New York] College.

■ **Explore Wisconsin Rivers** by **Doris Green '70, MA'73** and her spouse, **Michael Knight '81,** is part guidebook, part reference, and part travelogue — the first in a new Trails Books series. The couple lives in Spring Green, Wisconsin.

■ **Bo Ryan: Another Hill to Climb** (KCI Sports Publishing), by **Bo Ryan** with **Mike Lucas x'72,** is full of reminiscences about Ryan's years in basketball and as head coach of the UW men's team. Lucas is a longtime *Capital Times* sports columnist in Madison.

■ **Beyond the Deal: Mergers & Acquisitions That Achieve Breakthrough Performance Gains** (McGraw-Hill) is co-authored by **Jay Chatzkel MS'88,** principal of Progressive Practices in New River, Arizona.

■ **The Clinch Knot** (Bleak House Books) is the third in the fly-fishing mystery series by **John Galligan '79, MA'84,** and stars Ned "the Dog" Oglivie as its "anti-hero." Galligan teaches at Madison Area Technical College.

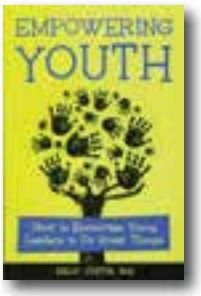


■ **Primal Management: Unraveling the Secrets of Human Nature to Drive High Performance** (AMACOM) may turn corporate America on its head, says author **Paul Herr '77, MS'80** of Madison, by demonstrating that "emotions tell us what we need to survive, and the logical mind tries to fulfill those needs."

■ **On-the-Road Histories: Wisconsin** (Interlink Books) by **Mark Van Ells '90, MA'92, PhD'99** starts with our once-prominent glaciers and brings readers to the present with all that they should know about the Badger State. The author is an associate professor of history at Queensborough Community College in New York City.

■ **Critter Sitter** (Walker Books for Young Readers) by **Chuck Richards MFA'83** is a children's book about the problems a young entrepreneur has with the unruly pets under his care. The author and illustrator is an associate professor in the Integrated Studio Arts Program at Iowa State University in Ames.

■ **European Perceptions of Islam and America from Saladin to George W. Bush: Europe's Fragile Ego Uncovered** (Palgrave Macmillan) is authored by **Peter O'Brien MA'84, PhD'88.** He's a political science professor at Trinity University in San Antonio, Texas.



■ **Empowering Youth: How to Encourage Young Leaders to Do Great Things** (Search Institute Press) is the work of **Kelly Curtis '90** — a school counselor in northwestern Wisconsin, an advocate of the Developmental Assets approach, and the founder of Empowering Youth.

■ **Traffic: Why We Drive the Way We Do (and What It Says about Us)** (Knopf) by **Tom Vanderbilt '91** has recently spent time on the *New York Times* bestseller list. The Brooklyn, New York, author got his start at the *Daily Cardinal*.

■ **Trucking Country: The Road to America's Wal-Mart Economy** (Princeton University Press) is the debut book of **Shane Hamilton '98,** an assistant professor of history at the University of Georgia in Athens.

■ **The Vanishing Present: Wisconsin's Changing Lands, Waters, and Wildlife** (University of Chicago Press) is co-edited by **Thomas Rooney PhD'00,** an assistant professor of biology at Wright State University in Dayton, Ohio, and UW-Madison botany professor **Donald Waller.**

Looking for a New Job?

WAA speaker and resources offer encouragement.

The job market will not always be this bleak, according to Steve Pogorzelski '83, former president of Monster North America, which hosts the employment site Monster.com. Pogorzelski, who spoke at WAA's Day on Campus this past fall, predicts a major talent shortage once the economic crisis passes.

Pogorzelski, who also spoke at several other campus venues, based his prediction on declining birth rates and a major baby boomer retirement wave. Although many boomers have been forced to delay retirement due to the faltering economy, he said, they will still need to retire eventually.

"The good news is that long-term prospects have never been brighter, due to the changing demographics of the workforce," he said, adding that the nation is already experiencing a shortage of health-care workers, car mechanics, accountants, and auditors.

In addition to hosting speakers such as Pogorzelski, WAA is ramping up its online career resources and networking events to help job seekers. New options include the chance to network online with WAA's LinkedIn group, and a new job posting board just for Badgers called BuckyNet. The Badger Career Network provides another tool to connect job hunters and employers. To begin using these powerful resources, go to uwalumni.com/careers.

ANDY MANIS

Steve Pogorzelski '83, former president of Monster North America, fields questions during WAA's Fall Day on Campus.

! High Priority

It's easier than ever to update your profile in the online Alumni Directory, and it's the best way to expand your Badger network, enhance your career, and keep in touch with your college friends and your alma mater. Don't be the last to know — get the scoop and stay connected to all things UW. Go to uwalumni.com to update your e-mail address.

Empty Den Syndrome

A Mama Badger blogs about saying good-bye.

There comes a time in every Mama Badger's life when Baby Badger must leave the den. After eighteen years of bruised knees and brown-bag lunches, it's time to let go and say good-bye.

But for some parents, it isn't so easy. Watching a child make the transition from high school to college can be a nerve-racking journey.

With hopes of making a smooth transition, one UW alumna and parent of a first-year UW student is sharing her personal story through a blog, posted on the Wisconsin Alumni Association's Web site since fall 2008. Throughout the 2008–09 academic year, "Mama Badger Blogger" has been sharing her roller-coaster ride through a series of postings titled "Never Been There, Never Done That: Diary of a First-Year Badger Mom."

Although she isn't revealing her name to avoid embarrassing her student, Mama Badger wanted to make her somewhat private struggle a very public one.

"I noticed several years ago that other mothers who had sent their kids off to college were essentially in mourning throughout September and even October," she describes. "It didn't seem to matter whether the child was the first, last, or only; they were all having such a hard time with the very real losses that they were experiencing."

Mama Badger not only uses the blog as a form of catharsis for herself, but also as a way for parents to connect and understand that their feelings are not rare. She also shares her blog through the UW's Parent Program Web site, another great resource she touts for other parents.

"I could have written all of this down in a journal, but I don't think it would have been nearly the same," she says. "This added element of sharing it with other parents who are experiencing and feeling the same things, I think, makes a difference somehow."

Mama Badger's posts will continue through June 2009, when another first-year Badger parent may take over. "Never Been There," as well as other blogs, can be found at uwalumni.com/blogs.

Courtney Renick-Mayer '08

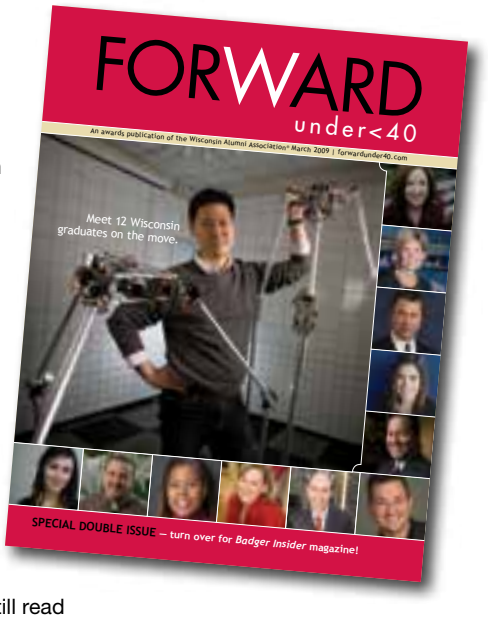
Paying It *Forward*

WAA honors outstanding young alumni.

They range from a leading magazine publisher and engineers at the forefront of innovation to dedicated international volunteers and grassroots leaders, and they're all under age forty.

In recognition of their remarkable work, twelve UW-Madison graduates have been honored with 2009 Forward under 40 Awards. These outstanding graduates, says **Paula Bonner MS'78**, WAA president and CEO, "live the Wisconsin Idea" — the 105-year-old guiding philosophy behind UW outreach efforts to aid people in Wisconsin and throughout the world.

"These young Badgers are among the world's best and brightest innovators and citizens," she says. "They represent a wide variety of professional callings, but they have one thing in common — they have quickly used what they learned at UW-Madison to make broad, positive contributions for people and communities here in Wisconsin and around the world."



The award recipients are featured in *Forward under 40*, a publication distributed in March 2009 to eighty thousand UW-Madison alumni. The 2009 recipients are **Andrew Adams III JD'06, Jodi Brooks '93, Abigail David '96, MS'98, Ayman EL-Refaie MS'02, PhD'05, Clayt Freed '97, Matthew Geck '92, MD'96, Amanda Harrington '07, Dennis Hong '94, Kimberly Anderson Kelleher '93, Genella Taylor Stubrud '96, PhD'07, Zoe Timms '97,** and **Neil Willenson '92.**

If you did not receive a copy of *Forward under 40* magazine, you may still read about the recipients at a Web site created by WAA. For profiles, photographs, and biographies detailing the award winners' accomplishments, visit **forwardunder40.com**.

All-Alumni Food Drive Nets Nearly Seven Tons

Badger chapters compete for charity.

UW-Madison alumni across the United States collected nearly seven tons of food and donations last football season as part of Bucky's All-Alumni Food Drive, sponsored by volunteer leaders of the Wisconsin Alumni Association (WAA).

The national food drive took place during Wisconsin's Big Ten football season at alumni chapter game-watch parties. WAA chapters competed for weekly and end-of-season prizes, with the St. Louis chapter claiming first prize overall with 3,735 pounds of food collected. In return, the St. Louis chapter received a $500 donation to its local chapter scholarship fund.

"Bucky's All-Alumni Food Drive was a win-win program for UW alumni and their communities," says **Paula Bonner MS'78**. "Alumni got together to watch some great Badger football. And in turn, they made a difference for their area food banks. It's amazing what we can do when we harness that UW spirit."

Other participating chapters included the Motor City Badgers (Detroit); San Diego; Portland, Oregon; Indianapolis; Orange County, California; Mile High Badgers (Denver); Los Angeles; Connecticut; Boston; Philadelphia; Milwaukee; and Rochester, Minnesota.

Ben Wischnewski '05

DAVID ASAHINA

Orange County, California, chapter alumni gather during the Wisconsin vs. Cal Poly football game on November 22, 2008; the chapter collected 512 pounds of food.

Teachers Who Changed My Life

By Patrick Keeffe ’70

DAVID MCLIMANS

The note I received sophomore year from the dean of the College of Letters and Science read, “You must choose a major.” I knew that, but I simply enjoyed learning political science, art, history, and languages. Then, a journalism major I was dating suggested, on the slim evidence that I wrote good letters, that I try a writing course. I signed up for reporting and the literary aspects of journalism. A short time later, I had an epiphany. The men who taught those courses changed my life.

On the first day of my reporting class, a tall man wearing a trench coat and smoking a cigarette wrote his name on the blackboard: Owen Coyle. A *Capital Times* reporter, he had learned his trade on the streets of Chicago and looked like he could take care of himself in a tight spot. The first thing Coyle said was, “I love this business. You meet everybody from kings to bums.” I was electrified.

Wilmott Ragsdale taught literary journalism. Like Coyle, he was a sort of romantic character. With his bush jacket and mustache, he looked like a British explorer and exuded sophistication. He said that journalism is most often written against the merciless clock, but that some reporters, with a cultured eye and a deft way with language, produce work that approaches literature. He read passages aloud, so we could savor the magic.

One afternoon, during a reading from World War II, Ragsdale paused. He talked wistfully about D-Day, which he had covered for *Time* magazine. That fact seemed exotic enough. But then he added that, while on a troop ship steaming for Normandy, he had met another correspondent, Ernest Hemingway. My jaw dropped. This guy could teach me a lot.

A few weeks into the semester, on the way to Coyle’s class, I came upon an anti-war demonstration against the Dow Chemical Company, which was recruiting on campus. Dow made napalm, which was used to defoliate Asian jungles. I paused briefly. Unexpectedly, I saw Coyle and I asked if class had been canceled. “Class is right here today,” he said. (He had left a note on the classroom door.) “Cover this and do a story for Friday.” I was excited. Here was real news. For an aspiring reporter, could it get any better than that?

Since I walked down Bascom Hill for the last time in 1970, I have made my living as a writer. Whether I was working as a reporter in California, for national magazines in Manhattan, or in nonprofit communications in New York, Ragsdale and Coyle have continued to whisper in my ear. What they taught me — not just by shaping my writing, but by their values, accomplishments, and hard-won knowledge — made me a journalist. Their powerful lessons stayed with me for decades.

Ragsdale’s comments on my written work gave me confidence. I was also inspired that he had traveled the world, covered wars and presidents, and spoke a few languages. Years later, while reporting on a San Francisco immigrant community, I heard Ragsdale in my head. He reminded me to notice the small details that would illuminate the larger story, to record smells and colors, and to note bits of dialogue that could seem like poetry. I heard that voice many times.

As a young newspaperman working on San Francisco Bay Area papers, I covered everything from school boards and earthquakes to serial gay murders. One day, after the paper ran my police story about arrests during a night of youth-gang violence and gunshots, I had newsroom visitors — some of the guys in the story. They had tattoos, attitudes, and scars. Angry, they said my story got it wrong. We talked in a glass-walled city room office.

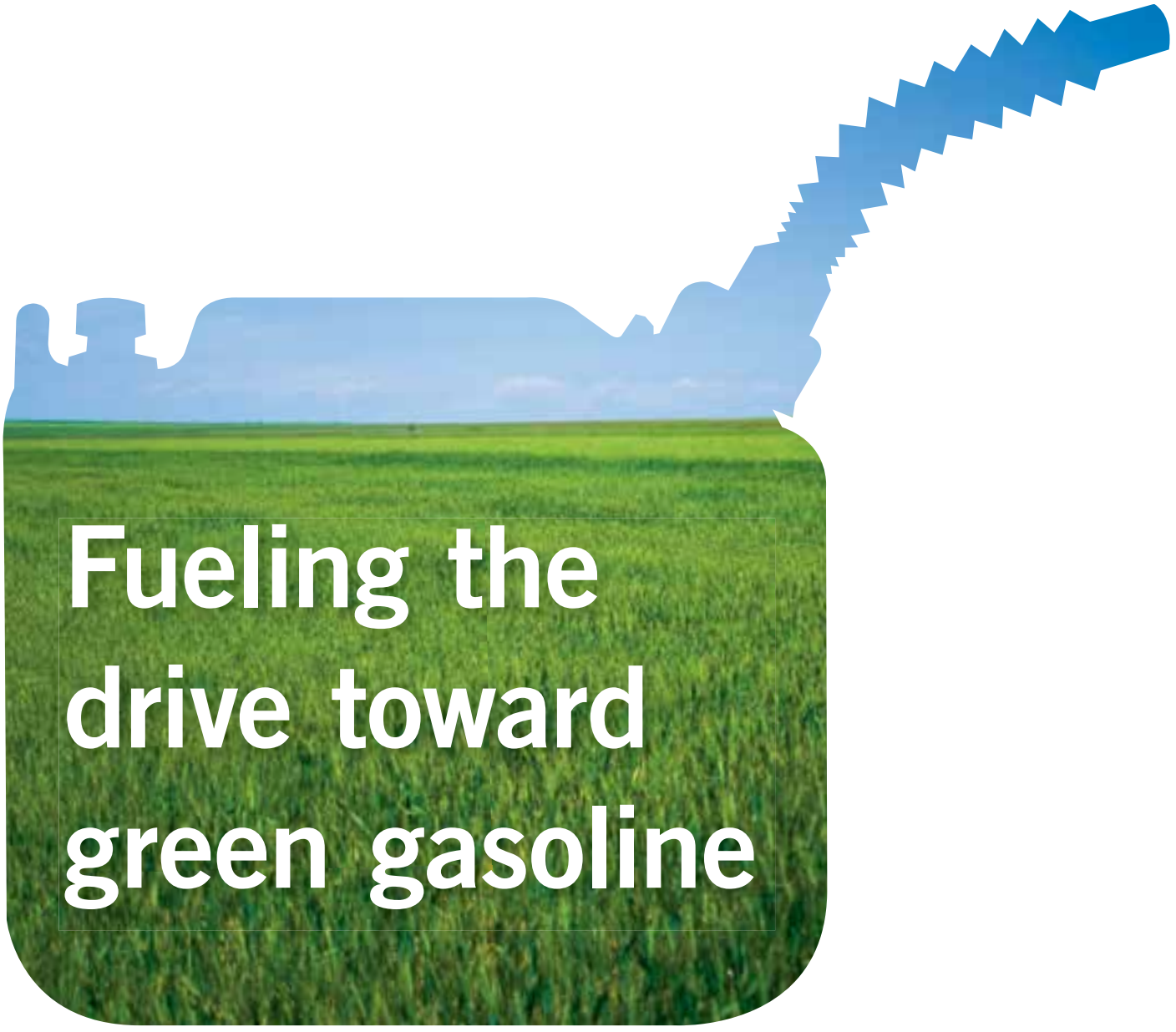
I was guided by the spirit of Coyle, who whispered: “Wade in, talk to some nasty people, keep your wits about you, remember every detail. Write tightly and well.” It was the most intense thirty minutes of my young life, but I survived, wrote an update, and emerged stronger.

Coyle eventually left journalism, becoming a mayoral press secretary and a governor’s speechwriter. We have kept in touch, but Ragsdale, sadly, passed away this January.

“If they ever find out we’d do this for free, we’ll all be in trouble,” Coyle once said. Over the years, I thanked Coyle and Ragsdale, master teachers and writers who were placed in my path at exactly the right moment, and made all the difference to a young man looking for a profession. I had always hoped to find work that would not seem like work. These men helped me do that.

Patrick Keeffe, a native of Madison, is a writer and journalist who has written for numerous publications, including The New York Times, Metropolitan Home, *and* Wisconsin Trails. *He lives with his family in Huntington, New York.*

If you’re a UW-Madison alumna or alumnus and you’d like the editors to consider an essay of this length for publication in *On Wisconsin,* please send it to onwisconsin@uwalumni.com.



Fueling the drive toward green gasoline

Imagine moving from a fossil fuel economy to a clean, carbon neutral energy economy. This shift is in high gear thanks to WARF helping launch Virent Energy Systems, Inc. in 2002.

Virent, founded upon University of Wisconsin-Madison discoveries, recently was selected as the only biofuel company among North America's 100 top tech start-ups. Now Virent is working with Shell on joint research and development efforts to convert sugars from biomass directly into 'green' gasoline and gasoline blend components for use in today's engines.

Virent's success reflects WARF's commitment to advancing world-class research at UW-Madison through funding, patenting, licensing and protecting inventions of university faculty, staff and students. Since 1925, WARF has been driven to help companies like Virent make their innovative dreams come true.

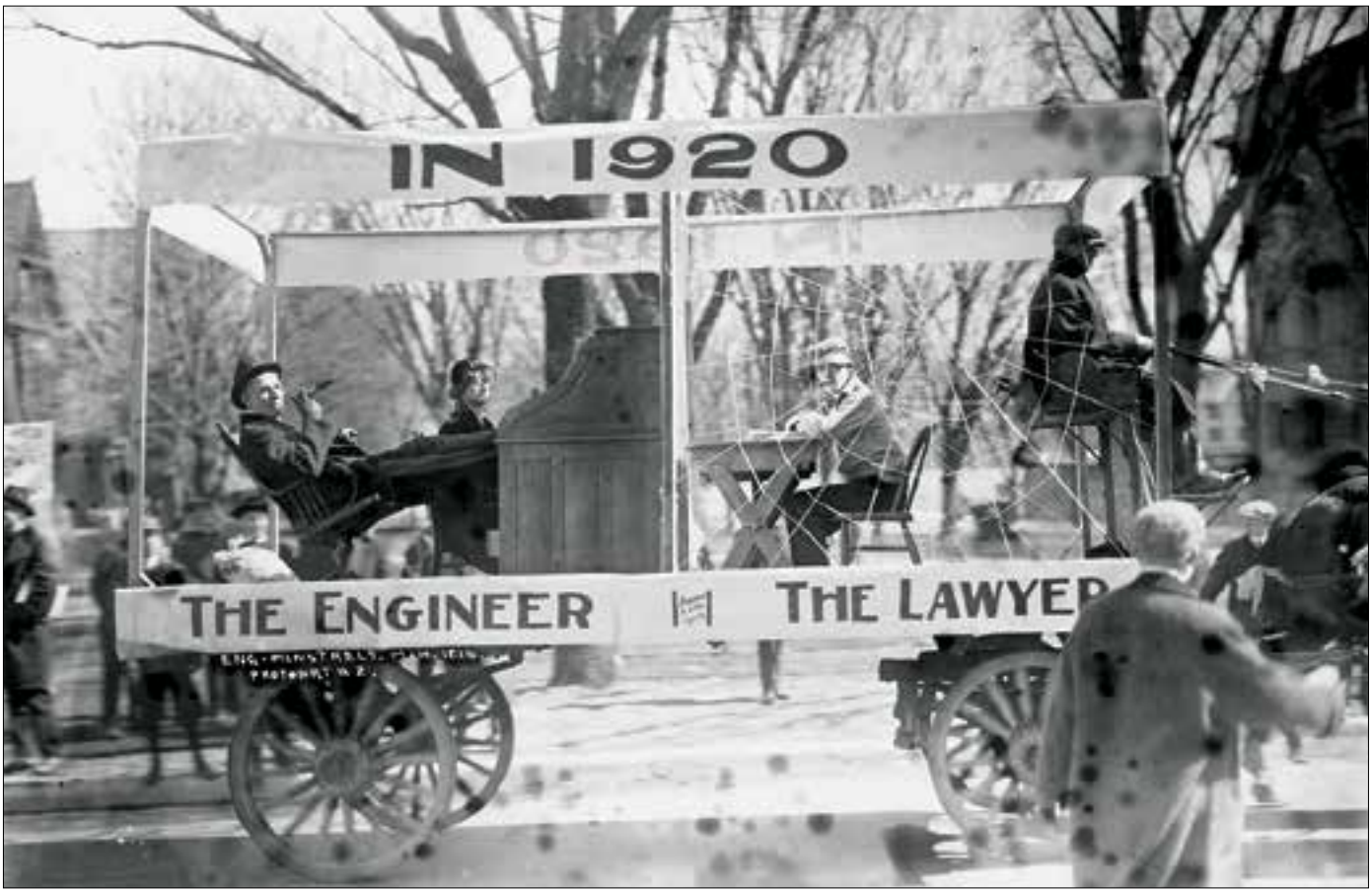
WARF. Helping invent a better world.

VIRENT

WARF
Wisconsin Alumni Research Foundation

www.warf.org

flashback



Pat Answers

In a starkly partisan view of a future that's now long past, a St. Patrick's Day parade float promises penury for attorneys and, for engineers, easy street — complete with fat cigars, moneybags, and evidently what passed for a sexy secretary in the olden days. The float illustrates the fierce rivalry between the students of the UW's Law School and its College of Engineering during the first half of the twentieth century.

The mischief began in March 1912, when engineers claimed St. Patrick as their patron and held a parade in his honor. By 1920, the parade included floats mocking other academic disciplines, with a special focus on "shysters" — law students. The shysters soon decided they needed no ribbing from mere "plumbers." In 1925, they retaliated using, in the words of engineer J. D. Woodburn '47, "well-aged henfruit" — rotten eggs hurled at the parading engineers. However, Woodburn noted, "The aim of the lawyers was no better than their judgment," and they left their sulfurous stains on bystanders as well as their targets.

The rivalry escalated to a near riot in 1938, with vandalism marring the law and engineering buildings. The university then decided to put an end to the antics. Though the 1939 parade was relatively peaceful, the march was suppressed in 1940, replaced with Engineering Expo. Sixty-nine years later, the Expo continues, and the 2009 event will take place from April 16 to 18.

John Allen

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