

On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

Tenth Inning

Baseball commissioner Bud Selig '56 talks history and looks at what lies ahead.

SPRING 2011

New Badger Partnership

The UW states its case for flexibility.

Digital Diaries

It's an incredibly shrinking world when faculty write blogs.

TV Triumph

Steven Levitan '84 puts a modern spin on family.

Fresh As Can Be

The local-food movement takes root on campus.

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"In all the things I do as commissioner, I look back," says Bud Selig during an interview with *On Wisconsin*. Photo by Jeff Miller

Where others see only as far as the bend in the road,
we focus on the borders of the state – and beyond.

A simple notion inspires everything we do. It's called the Wisconsin Idea – that the work of the University of Wisconsin should improve lives beyond the classroom. From treating cancer and building safer roads to helping our children learn math, the Wisconsin Idea is working for us all.

Since 1848, people at the University of Wisconsin have fearlessly dreamed the ideas that transform the world. It's not a question of if – only when and how – we will next move the world forward.

Keep on, Wisconsin. Keep on.



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Publisher

Wisconsin Alumni Association
650 North Lake Street, Madison, WI 53706
Voice: (608) 262-2551 • Toll-free:
(888) WIS-ALUM • Fax: (608) 265-8771
E-mail: onwisconsin@uwalumni.com
Website: onwisconsin.uwalumni.com

Co-Editors

Niki Denison, Wisconsin Alumni Association
Cindy Foss, University Communications

Senior Editor

John Allen, Wisconsin Alumni Association

Senior Writer

Jenny Price '96, University Communications

Art Director

Earl J. Madden MFA'82,
University Communications

Production Editor

Eileen Fitzgerald '79,
University Communications

Editorial Associates

Paula Apfelbach '83 and Ben Wischniewski '05,
Wisconsin Alumni Association

Editorial Intern

Sam Oleson x'11

Design, Layout, and Production

Barry Carlsen MFA'83; Toni Good '76, MA'89;
Kent Hamel '78, University Communications

Campus Advisers

Paula Bonner MS'78, President and CEO,
and Mary DeNiro, Vice President of Marketing
and Communications, Wisconsin Alumni
Association • Amy E. Toburen '80, Director,
University Communications • Lynne Johnson,
Senior Director of External Relations,
University of Wisconsin Foundation

Advertising Representative

Madison Magazine: (608) 270-3600

Alumni Name, Address, Phone, and E-Mail Changes • Death Notices

Madison area: (608) 262-9648
Toll-free: (888) 947-2586
E-mail: alumnichanges@uwalumni.com

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Please remember to recycle this magazine.

While I was sitting in the outer office at Allan H. "Bud" Selig '56's Milwaukee headquarters, waiting to speak to the man himself, I came to a conclusion: this would easily be the best bedroom a nine-year-old boy could design.

Selig is the ninth commissioner of Major League Baseball, and his office takes up much of the thirtieth floor of the U.S. Bank building. The view includes the shore of Lake Michigan and southern Milwaukee, but my hypothet-

ical nine-year-old wouldn't notice the windows. His attention would be focused on the walls, floors, and tables, which are crammed with photos, mementos, and memorabilia from a lifetime spent deep in a baseball obsession.

On one wall is a Louisville Slugger bat with Selig's signature burned into the barrel. In Plexiglass cases are bases from All-Star games, still bearing the dirt deposited when the leagues' best players trod upon them. The floor is covered with a carpet decorated in a ball-and-bat motif, though the center of the room features a circular area rug designed to look like an enormous baseball. Shelves on two walls display thirty baseballs, each with the logo of a different team. Framed photos show Henry Aaron, Joe DiMaggio, and other legends, and against one wall stands a bench constructed from bats and balls, with bases for cushions. (While striking in appearance, this did not, however, look like an inviting place to sit.)

This, I thought, is the office of a boy who never grew up, a person who daily lives out his childhood dream.

When I finally sat down with Selig, one of the first questions I asked was about the outer office. Did one or another of the items hold special meaning for him?

"H'm?" he asked. "Oh, I don't know — you'd have to ask the person who designed it."

I guess sometimes a bat is just a bat.

John Allen



JEFF MILLER

A bronze ballplayer swings for the fences in Bud Selig's collection of baseball-themed art and memorabilia.



Long Live the Plaza

My husband and I so enjoyed your article on Plazaburgers [Traditions, Winter 2010 *On Wisconsin*]. As graduate students, we would frequent the Plaza several times a week and fell in love with Plazaburgers. After graduating and moving to the Boston area, we spent many hours in the kitchen trying to re-create the famous sauce — to no avail.

Then our daughter had a boyfriend from Minneapolis who would make a pre-arranged nighttime stop in Madison to pick up a shipment of Plaza sauce and bring it east. That worked until she moved to California, but then a fortuitous professional encounter led us to someone who knew someone still living in Madison who shipped another container out, and we had a big Plazaburger party.

Alas, all our sources dried up until we returned to Wisconsin for my husband's fortieth college reunion in Appleton. We couldn't resist — we made a Madison run — and everything was just the same as we remembered it — right down to the duct tape on the seats. Who says you can't go home again? May the Plaza live on forever!

*(Barbara) Sue Phillips Snyder MA'66
and Dick Snyder MA'66
Southborough, Massachusetts*

Nixing Erasures on Nixon Tapes

I was pleased to read that a UW historian, Stanley Kutler, had forced the release of the Nixon tapes ["Seven Wonders," Winter 2010]. During the 1970s, I worked with an audio engineer named Harold Hill who had

been assigned to the White House during the Kennedy and Johnson administrations.

He had to record every public speech the president made. When President Johnson was planning a trip to Australia, Harold realized that he would need portable, battery-powered recorders, so he ordered some Niagara machines. As always, there were budget restrictions, so he was required to get Uher recorders, which were about half the price. When they arrived, Harold removed the erase mechanism so that someone could not accidentally erase something the president had said. Later, the Niagara recorders were delivered to the White House, and Harold stored the old Uher recorders in a closet.

After President Nixon decided he wanted all his discussions recorded, Harold's successor, with whom Harold maintained contact, decided to install these Uher recorders in various parts of the White House. When Congress sought tapes at the time they were investigating the Nixon coverup, the media announced that Rose Mary Woods had "accidentally" erased part of the recording when she was

When the Ssssssing started, he stepped back with a startled look on his face. When he heard "Harry," he was all smiles and said, "Thank you, thank you."

*Ernest Goodman '52
Sherman Oaks, California*

Preferred by 9 out of 10 Infants

After reading the article about young kids being able to identify advertising brands ["Sales Job," News & Notes, Winter 2010], I was not very surprised. It reminded me of a trip I took with my son when he was one-and-a-half years old.

We were passing through Antigo [Wisconsin] thirty-some years ago, and my son was in his car seat when he suddenly started smacking his lips and pointing. I looked down the length of his arm and saw to my surprise that he was pointing at a McDonald's golden arches! The child barely spoke in those days, yet he knew the symbol and readily picked it out.

*Ed Rappe MS'71
Manitowoc, Wisconsin*

"Everything was just the same as we remembered it — right down to the duct tape on the seats."

using one of the Uher recorders to transcribe from the tapes. Any erasure from those tapes had to have been done deliberately on some other tape recorder, as the White House Uher recorders could not erase.

*Philip Minter PhD'60
Philadelphia, Pennsylvania*

Whistle Stop Merits a Skyrocket Cheer

Your article "Hail to the Chief" [News & Notes, Winter 2010] brought back memories of my freshman year at the UW. The October 1948 visit of President Truman was part of his famous "whistle stop" train trip across the country during his 1948 reelection campaign. I was there with thousands of others when the president stepped out onto the stage and we burst out with "Ssssssss boom ahhh, Harry" [the traditional university "skyrocket" cheer most commonly associated with economics professor "Wild Bill" Kiekhofler].

Praise for Professor Guckel

I was delighted to see Dr. Henry Guckel's contributions included in the list of "Seven Wonders" [Winter 2010]. I was privileged to receive my master's degree in 1980 with Dr. Guckel as my adviser. His lab was an exciting place full of creativity and fellowship among all his grad students, and he was an inspiration and a friend to many of them. The University of Wisconsin has taken a huge step to continue innovation with the opening of the Wisconsin Institutes for Discovery. This will provide students an experience in a creative, innovative environment.

*Roy Ames '78, MS'80
Broken Arrow, Oklahoma*

Were Anti-War Protesters Anti-Soldier?

To say that "veterans returning to campus from Vietnam ... were met with tear gas and derision" ["The Tug of War," Fall 2010] is to

continue the myth that anti-war protesters were anti-soldier.

Neither the tear gas nor the derision were aimed at soldiers or veterans. The tear gas went one way, rocks the other way, and derision went both ways, protesters against police and National Guard and vice versa, but the protest was against the war and the war-makers, not the soldiers caught in the mess.

True, Vets for Peace got the most respect, and in the middle of a street mob, anything might be said in the heat, but the protest was primarily aimed at those *sending* the soldiers, not the ones who went.

I am glad to hear that the campus now has better veterans' services. If we had held on to the active involvement with veterans from the GI Bill era, we might have done better in the Vietnam era. Soldiers do not deserve the periodic neglect we hand out.

*Gundega Korsts MA'72
Madison*

From the Web

I am surprised that the discovery of Warfarin (Coumadin) by Karl Paul Link was not included in this account ["Seven Wonders," Winter 2010]. This was an important effort that still is of enormous value to those with certain heart abnormalities.

Joseph Tufariello

Hats off to the persistence of the Restorative Justice Program to continue its work ["Opening the Door to Forgiveness," Winter 2010]. This story highlights the amazing ability of the human heart to feel compassion.

Mary Hoddy

Thanks for your thoughtful article ["Pain Relievers," Winter 2010] — I hope it gets widely publicized and read.

Dr. Ravi Ghooi

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UW-Madison wants to stay in touch with you. To update your contact information, which is maintained by the UW Foundation, please visit www.uwfoundation.wisc.edu/survey. To log in, use the ID number above your name on the magazine label. This information is shared selectively with other campus units and the Wisconsin Alumni Association to ensure that alumni information is consistent and accurate. Thank you!

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

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California Dreamin'

The Badger faithful made the Pacific Coast look like a red sea on December 30, turning out in force for a pre-Rose Bowl pep rally on Santa Monica Pier. Between 15,000 and 20,000 UW fans attended the event, which featured the team and Marching Band, as well as celebrities such as then-Wisconsin Governor Jim Doyle '67. Two days later, something happened at a nearby stadium — the details are hazy, but recollection suggests it involved a plague of frogs. Photo by Bryce Richter

To purchase this or other UW photos, visit www.replayphotos.com/wisconsinphotos/.



Top of Mind

UW-Madison beats the competition when it comes to online buzz.

Everybody's talking about Badgers.

UW-Madison ranked first among U.S. colleges and universities in a new study examining higher education "brand equity" on the Internet, beating some stiff competition.

What does that mean? The UW appeared more than any other institution in electronic media, on blogs, and on social-networking sites such as Facebook, Twitter, and YouTube.

The Global Language Monitor, an Austin, Texas-based media analytics company, used its mathematical model to rank three hundred colleges and universities. The University of Chicago, Harvard, the Massachusetts Institute of Technology, and Columbia rounded out the top five.

And the online buzz had nothing to do with football; the study's authors corrected results after first taking their measurements in the week leading up to the Badgers' appearance in the Rose Bowl on January 1.

The UW no doubt generated online chatter when it garnered two other notable rankings earlier this year. It landed fourth on the *U.S. News and World Report* list of schools that produce the most Fortune 500 CEOs — coming in behind Harvard, Columbia, and the University of Pennsylvania. And business magazine *Kiplinger's Personal Finance* rated the UW the ninth-best value among public universities, up from last year's ranking at number fourteen.

Staff



JEFF MILLER

UW-Madison is the most-talked-about school online, and it's not just because Bucky Badger performed 573 pushups in one football game to celebrate the team's touchdowns.

quick takes

UW alum Jake Wood '05 received a shout-out from First Lady Michelle Obama in September. The president's wife was highlighting the work of America's military veterans in a speech to the Clinton Global Initiative, and she named Wood, a former marine, and his organization, Team Rubicon, which provides relief to areas hit by natural disasters. Team Rubicon had been aiding earthquake victims in Haiti. In January 2011, Team Rubicon returned to Haiti to deliver cholera medicine.

Want to keep up on all things UW? There's an app for that. In December, UW-Madison released Mobile UW, a free iPhone appli-

cation that enables users to keep up on UW news, events, and athletics, as well as providing a map and bus schedule. Mobile UW can be downloaded at the online Apple App Store at www.apple.com.

The UW is aiming to aid business development in Wisconsin with the launch of a second research park on Madison's west side. University Research Park 2, which may begin construction in 2012, will cover 270 acres with facilities that could support as many as 10,000 workers. University Research Park 1, which opened in 1984, currently houses 126 companies with 3,500 employees.

After more than five years of construction, the IceCube Neutrino Observatory was completed in Antarctica in December. The UW coordinated the building of the project, which placed 5,160 optical sensors deep in the Antarctic ice.

A biomass boiler will no longer be part of the UW's Charter Street Heating Plant, as Wisconsin's Department of Administration scrapped plans to include biomass at the facility. Instead, the Charter Street plant will use only natural gas-fueled boilers. Administration Secretary Mike Huebsch argues that the biomass boiler would have cost \$100 million.

Stem cell pioneer Jamie Thomson was named co-recipient of the King Faisal International Prize in Medicine. Thomson is the director of regenerative biology at the UW's Morgridge Institute for Research. He shares the prize with Shinya Yamanaka, who is a stem cell investigator at the Gladstone Institute of Cardiovascular Disease at the University of California-San Francisco and professor at Kyoto University in Japan.

UW provost Paul DeLuca will help gauge the cancer risk of living near a nuclear power plant. DeLuca, a former professor in the medical school, was appointed to a study committee for the Nuclear Regulatory Commission.

Money Worries

A new UW center is exploring what Americans need to know about their finances.

Millions of American homes have gone through foreclosure since the start of the financial melt-down, and nearly a quarter of all mortgage borrowers are under water — owing more than their houses are worth.

As the dust settles, have we learned any lessons about money? And what do we still need to learn? Scholars with the UW-Madison Center for Financial Security are measuring our financial knowledge and pinpointing opportunities to educate people when they most need help.

“Financial literacy as a term really hasn’t even been around for more than a decade,” says **J. Michael Collins**, an assistant professor of consumer science who serves as the center’s faculty director. But when sub-prime mortgages reached a crisis point and banks across the country failed, the level of interest in financial literacy surged.

“Many choices we make early on play out over the life course, so it’s something that everyone’s worried about,” he says.

The UW’s center is one of three applied research centers nationally that receive funding from the Social Security Administration as part of the Financial Literacy Research Consortium. The consortium’s goal is to develop innovative programs to help Americans obtain a secure retirement. An interdisciplinary team of professors and graduate students in fields including economics and education largely focuses its research on vulnerable populations, including the elderly and people with disabilities. But that doesn’t mean that other groups aren’t at risk for money troubles.



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“Vulnerable populations aren’t just defined by income and race, or by where you live,” Collins says. “You can be middle income and have a health crisis, and you’re left quite vulnerable. Or you could have a successful work career and a good pension, but you’re facing the choice of receiving a lump-sum payment versus an annuity or something else, and you could bungle it. There are lots of times in life when we’re financially vulnerable, and often we don’t know it.”

In recent years, states have pushed for consumers to start learning about money early. About thirty states, including Wisconsin, require financial education in schools. But a recent UW study by **Karen Holden** and **Wendy Way** in the School of

Human Ecology found that relatively few teachers feel prepared to teach their students about money management, credit and debt, financial responsibility and decision-making, or saving and investing.

And, Collins says, knowledgeable teachers may not be enough when it comes to covering some financial subjects, including mortgages, because those financial products are constantly changing.

“We have to think broader than just what happens at schools,” he says. “We need to do a better job of integrating financial information and financial advice into decisions so consumers have an opportunity to find unbiased, good advice when they make big choices.”

Some of the center’s research focuses on financial milestones in life when there are “teachable moments” — such as the birth of a child or marriage — that are ripe for helping people make smarter decisions.

“When you’re seventeen, maybe it’s about having your first credit card or understanding that those student loans you’re about to sign are going to stay with you for a long time,” Collins says. “For home buyers, maybe that’s a great time to think about financial planning — are you going to put all of your money into the house, or are you going to start putting some money away for retirement at the same time?”

There are opportunities to promote financial literacy when times are tough, too, via public

programs such as unemployment assistance and food stamps, both of which have seen increased use due to the recession. “Those seem like opportunities to help people think about forming a budget once they come out of their financial hardship, and not getting into a lot of debt so they are better able to manage future financial shocks,” Collins says.

In one of its current projects, the center is looking into public libraries, where families that

can’t afford Internet service at home can access bank, credit, and retirement accounts online. Librarians, especially those serving low-income communities, are now “on the front lines of financial education” during the economic downturn, fielding questions about subjects that are not part of their training, he says.

Catherine Arnott Smith and **Kristin R. Eschenfelder**, from the UW’s School of Library and Information Studies, plan to use the center’s research

findings to develop education and training materials to help librarians become better resources for financial information. “You’ve got libraries in every community; it’s one of the delivery systems that’s out there and ready to go,” Collins says.

Other studies include measuring how a person’s capacity to make financial decisions declines with age and determining why women don’t save as much for retirement as men do. Within a few years, Collins expects, the

center’s work will reveal more about the roles of education, peers, and technology in getting people to change behavior related to finances. To date there has been very little evidence of what actually works.

“We all make mistakes. The key is to avoid having those mistakes become lifelong penalties,” Collins says. “If you’re going to make mistakes, make them small and make them early, not big and late.”

Jenny Price '96

En Français, S’il Vous Plaît

A master’s program prepares students to use French in professions outside the classroom.

If students want jobs after graduation, what foreign language should they study? Arabic? Chinese? Maybe Spanish? For graduates of a one-of-a-kind UW program, the answer is French.

Since 2000, the Professional French Master’s Program has prepared students who love the language — but don’t want to teach — to work in careers outside the classroom. Language study is combined with coursework in marketing, education, or other areas of interest, along with a required professional internship that gets students off campus to experience the world of work, from business to tourism to wine-making, as they complete final master’s projects.

“It’s student-centered, and it’s really based on the individual,” says executive director **Ritt Deitz MA’90, PhD’94**. “And we do it better than anybody in the United States.”

The program has been featured in *U.S. News and World Report*, which lauded its goal “to introduce practicality, or at least

employability, to the liberal arts without losing those disciplines’ focus on intellectual skills.”

This pragmatic approach to graduate studies of foreign language is a convincing case for the relevance of the humanities. “It has upped the numbers of graduate students in French at a time when nationally those numbers are in danger, and programs are closing in high schools and some universities,” Deitz says.

Christopher Beaver MFS’05 chose the UW’s program over traditional French graduate paths that focus primarily on literature because the UW prepares students for life outside academia. Beaver speaks French daily as an international customer service representative, working primarily with distributors in northern Europe and southern Africa, for Trek Bicycle Corporation, based in Waterloo, Wisconsin. His internship was at a government office in Bordeaux, France, but after returning home he got the job, in part, by networking with a Trek employee



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he met at a party with former classmates.

“Students both learn to be better communicators and become more self-sufficient professionally,” Beaver writes in an essay he contributed to *Post-Francophile: Stories from the Professional French Master’s Program*. The book’s release coincided with an announcement by the president of State University of New York-Albany

that — in the face of massive budget cuts — the school plans to suspend French, Italian, and Russian. Other institutions are contemplating phasing out foreign language programs, too.

“Part of editing and publishing this book was a gesture toward the profession at large, a friendly one,” Deitz says. “I think [the UW program] is something that we all should be doing.”

J.P.

Sensory Overload

Victims of sensory processing disorders find the everyday unbearable.

Growing up can be difficult for children. The stresses of fitting in, homework, and even the day-to-day monotony can be a challenge. But for those with sensory processing disorders, daily life can be almost unbearable. The interactions and stimuli can force them to overreact, triggering something like a fight-or-flight response.

Julia Wilbarger, an assistant professor in the kinesiology department's occupational therapy program, wants to find out why normal irritations drive people with this disorder to such extraordinary actions.

First recognized in the 1960s, sensory processing disorders create an increased physiological reaction to atypical textures, smells, and sounds, making sufferers respond as though they've been put in danger. About 5 percent of the population is affected by some form of sensory processing disorder.

"These kids can struggle in school, not because of their cognitive capacity, but because their capacity to have legible handwriting, to [keep track of] their papers, to sit still, or to really pay attention when there is other competing noise in the environment is affected," says Wilbarger. "I've worked with children who are almost unable to go to school, children who can only wear one thing. They can hardly wear one pair of socks, and their poor moms drive all

over the place to find them socks that don't itch them or bother them."

In her studies, Wilbarger attaches electrodes to patients and monitors their reactions to different types of stimuli as she looks for the line that divides typical from atypical responses.

One group she has studied is children who are adopted internationally. Her subjects included children who had been in an orphanage for a year or more, as well as children who had been exclusively in foster homes or adopted immediately.

"[Adopted] children who looked like they had less caretaking, less social interaction, less physical interaction are the children with the highest risk," she says.

In the past year, Wilbarger has also been studying the relationship between women with fibromyalgia, a disorder that causes chronic pain due to pressure, with people who are affected by heightened sensory reactions. Her research has shown similarities between these women and people with sensory processing disorders. She hopes to use this as a model for her research.

"Because I am a clinician at heart, somewhere I want to start looking at intervention studies," Wilbarger says. "Now that we know it exists, we know something about it, what can we do about it?"

Jeff Cartwright x'12

Climate 101

Global warming isn't our best subject, a survey finds.

Would banning aerosol spray cans reduce global warming?

Nearly 70 percent of Americans say yes — but that's an incorrect answer. A study co-authored by UW geography fellow **Jennifer Marlon** with researchers at the Yale Project on Climate Change Communication found that half of us would earn an F on a test about climate change.

Just 8 percent of us have enough knowledge to earn an A or B.

The nationally representative survey asked U.S. adults ages eighteen and older questions about how the climate system works, as well as the causes, impacts, and potential solutions related to global warming. You can give Americans credit for self-awareness, though: only one person in ten says that he or she is "very well informed" about climate change.

The survey's authors say we have absorbed "unorganized and sometimes contradictory fragments of information" from media and other sources.

Other survey results include:

63 percent believe that global warming is happening

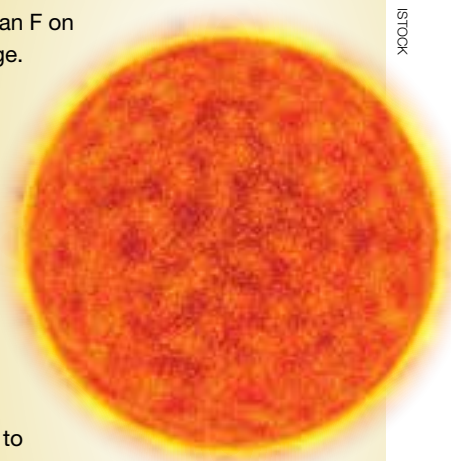
57 percent know that the greenhouse effect refers to gases in the atmosphere that trap heat

49 percent incorrectly believe that the space program contributes to global warming

47 percent incorrectly say that fossil fuels are the fossilized remains of dinosaurs

42 percent incorrectly believe that since scientists can't predict the weather more than a few days in advance, they can't possibly predict the climate of the future

J.P.



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Tasty Invaders

Students and professors find crayfish study to be rewarding — and delicious.

Doing important research in the upper reaches of Wisconsin can really build up a person's appetite. Luckily for the UW-Madison students who were studying ways to eradicate the rusty crayfish from Wisconsin lakes, they could eat their findings.

An invasive species introduced into Wisconsin lakes and streams around 1960, rusty crayfish wreak havoc on entire ecosystems due to their aggressive nature and opportunistic feeding habits — essentially clear-cutting all aquatic plants in their path.

Being opportunistic feeders in their own right, the undergraduate and graduate students working on this study since 2001 at the Trout Lake Research Station in Boulder Junction, Wisconsin, quickly realized they were catching a main ingredient in many Cajun meals.

"In the early years, we were pulling out hundreds of crayfish every day," says **Gretchen Hansen '03, PhD'12**, a UW zoology graduate student. "It was

like, what do we do with these things? We know they taste good ... so maybe we should eat them.

"Our favorite recipe was crayfish étouffée," she says. "We ate that one a lot."

There was plenty to eat, too, since roughly 90,000 rusty crayfish were caught during the intensive trapping program at Sparkling Lake. With thirty to forty students, teachers, and advisers staying at the research station during the summers, those dinners were one of the many ways people could unwind, bond, and have fun socializing.

"I describe it as summer camp for college kids," says Hansen.

But the project meant more than meals and good times. It was also highly successful at reducing the rusty crayfish population. In 2001, the average trap caught twenty-five of the crustaceans each day. Now, it takes ten traps, on average, to catch a single invader in a day.



GRETCHEN HANSEN

Research Cajun style: scientists and students turned an invasive species from Sparkling Lake into a tasty rusty crayfish boil.

"The native species are increasing in the lake," says **Stephen Carpenter MS'76, PhD'79**, a UW professor of zoology. "So, if you're a rusty crayfish, your babies are very likely to be eaten by a native predatory fish."

The experiment has been important, says Carpenter, because, "if it succeeds, it will show that this obnoxious invader can be eliminated."

And while that's great news for ecosystems throughout the region, it's bittersweet for those who still work on the project and are craving Cajun.

"We only have a crayfish boil now maybe once a summer," says Hansen.

Brian Klatt

Visit onwisconsin.uwalumni.com to find a crayfish étouffée recipe.

The Peace Corps at 50

Changing the world is a Wisconsin idea, so it makes sense that UW-Madison alumni have stepped up to serve in the Peace Corps ever since 1961, when President John F. Kennedy first challenged University of Michigan students to foster peace by living and working in developing countries. The UW's connection to the volunteer program runs deep, so much so that its current director, **Aaron Williams MBA'73**, will return to campus in March for a fiftieth anniversary celebration hosted by the African Studies Program and the Returned Peace Corps Volunteers of Madison.

Here are some facts about the UW's ties to the Peace Corps:



UW-MADISON ARCHIVES

91 UW alumni currently serving as Peace Corps volunteers

2,942 Peace Corps volunteers from the UW since the program began, ranking number two on the all-time producer list, following University of California-Berkeley

Famous volunteers: **Donna Shalala**, former UW-Madison chancellor, served in Iran from 1962–64; former Wisconsin Governor **Jim Doyle '67** and his wife, **Jessica Doyle '67 MS'76**, served together in Tunisia from 1967–69.

Family tradition: **Judy Lamm Figi '64 MMusic'68** met her husband when they were both Peace Corps volunteers in Sierra Leone. Their daughter, **Alison Figi Van Rens '00**, went on to serve on the island of Yap in Micronesia.

For more details about the March 24–26 events, visit africa.wisc.edu/peacecorps

Unhappy Hipsters

Marketing professor takes on the hipster phenomenon.

Nothing, it seems, is so tragically unhip as to be tagged with the hipster label. Those who think that trendy iPods, ironic trucker caps, and an encyclopedic knowledge of independent film give them an air of urban cool often discover that they're the butt of vicious jokes. Dozens of websites and blogs now exist with the primary purpose of mocking hipsters.

And yet many young people still engage in hipster behavior — listening to hipster music, talking about hipster movies, and buying hipster products. In the February 2011 issue of *The Journal of Consumer Research*, marketing professor **Craig Thompson** and his former student **Zeynep Arsel PhD'07** published a study that looks at the “hipster phenom-

istic consumption becomes popularized and commonplace, or, as in the case of hipsters, it comes to carry a social stigma.

“However,” he notes, “social identities may have more social stickiness than a conventional fashion style.”

Thompson and Arsel took a deep look at a group of individuals whom many might tag as hipsters: twenty-one Madisonians between the ages of nineteen and thirty-five who had a strong interest in independent music. These individuals persisted in doing things that garner a hipster label, even though it engages a negative stereotype.

The reason for this, Thompson and Arsel determined, is in part because those so-called hipsters didn't set out to become hipsters, but rather were labeled as such by others. Instead, their interests and tastes tend to gravitate toward non-mainstream music, film, and art — the kinds of culture that Thompson calls “indie.” This is an area of culture that requires a great deal of investment — if not in money, then in knowledge — to learn the cultural references that will make them fit in with other members of the indie community.

“When individuals embrace a social identity, they are not just brandishing a set of consumer goods,” Thompson says. “They are becoming part of a taste culture, and they have to acquire considerable ... knowledge and cultivate particular aesthetic tastes and sen-

sibilities. They also form a network of social relationships and gain status within those networks. ... They are making investments in acquiring social and cultural capital.”

Thompson enjoys studying youth culture, which he says is an

ongoing passion, as “it involves the majority of college students.” But he has no great desire to delve deeper into hipsterism.

“That work,” he says, “is more or less complete.”

John Allen

STUDENT WATCH

In the wake of great tragedy, one UW grad student sees even greater potential. After a devastating earthquake in January 2010 left much of Haiti in shambles, **Gergens Polynice PhDx'12**, a development studies PhD candidate, has been committed to making sure Haiti is rebuilt the right way.

Polynice, a native of Haiti, has been a successful American citizen for the past twenty years. He ran his own IT firm and was making money that his fellow Haitians could only dream about. Then he realized he had a higher calling: helping those less fortunate than him, specifically his countrymen.

Now, after returning to school, he's studying ways to help transform Haiti from a country that's the poorest in the Western Hemisphere to one that can sustain itself. He believes that the earthquake offers a rare opportunity to accomplish that.

“It's a perfect way to start from scratch. I don't think they should restore Haiti; I think they should transform it,” Polynice says.

Whether it's the development of clean energy (Haiti's mountains would be ideal for wind energy), better roads and infrastructure, foreign investment and less dependence on imports, or holding Haitians more accountable for what they do, Polynice believes that now is the time to change the course of the country's history.

And to kick-start the transformation, Polynice is donating five acres of land (valued at about \$30,000) that he owns in Haiti.

Sam Oleson x'11



non” as a marketplace myth — a means by which people use products to create an identity.

“The standard thesis has been that consumers gravitate toward a social identity ... because it conveys desirable meanings and perhaps more importantly, provides a sense of distinction to the less-differentiated mainstream,” Thompson says. “The corollary assumption is that consumers will abandon the social identity once its character-

ISTOCK

Moving Mountains

An exhibit shows that sparse information once led to cartographic creativity.

Take a close look at this 1719 map of the English empire in America. Notice something a little strange about the topography?

English cartographer John Senex took some creative liberties when he decided to insert an imaginary mountain range stretching from Michigan to Florida, connecting it to the Appalachians. It was the sort of tactic mapmakers of the time often employed when there was little or no information available about an area.

Senex's map is included in *Making Maps, Mapping History*, an online exhibit organized in part by the UW's Sea Grant Institute that

illustrates three hundred years of mapmaking in Wisconsin and the Great Lakes region. The maps can be viewed at greatlakesmaps.org.

The fantastical mountain range may not be entirely Senex's fault: he based the map on information about the Great Lakes and Canada provided by various Jesuit and French sources. But the error persisted long after Senex died in 1740, showing up on maps well into the nineteenth century. They became valuable collector's items, along with Senex-drawn maps that show California as an island.

Jenny Price '96



UW SEA GRANT INSTITUTE

Everybody Must Get Stone

Students in lithography learn to print with limestone, oil, and ink.

Hunched over a block of Bavarian limestone, **Greg Luckeroth MFAx'12** is learning to add by subtracting. "Drawing" with an X-Acto knife — a razor-tipped tool shaped like a pen — he scrapes at the design on the block, shaving away bits of grease to refine the image that will be his final project.

Luckeroth is a student in Art 316: Lithography. Taught by Professor **Jack Damer**, the course combines artistry, history, science, and technology to help students learn a printing process that seems ancient but is actually quite modern.

"A lot of students are turned off by working with stone in the twenty-first century," Damer says. "But the process was created in 1798, making it one of the newest forms of printmaking."

Lithography literally means writing with stone, and it's the basis of today's offset commercial printing. Metal plates replaced stones long ago in the commercial world, but traditional lithography is still embraced by artists. Damer teaches his students to use both traditional stone and metal plates.

In traditional lithography, an artist creates imagery with grease-based material on the limestone surface. He or she then wets the image and applies printing ink, which sticks to the grease but not to the ungreased parts of the stone. The artist may then make multiple prints of that image by repeating the inking process. When finished, he or she can prepare the stone for a different project by abrading it to create a clean surface.

Damer's class sizes are relatively small, with between eight



BRUCE RICHTER ©

and twenty students enrolling at a time. And though ink isn't expensive, blocks of lithograph limestone are small treasures, and costs can run from \$1,000 to \$4,000, depending on the size of the block.

Damer, who says he's always been interested in printmaking, has been practicing lithography for more than four decades, though he admits the demands of teaching limit his time to work as a print-maker. "The process is simple," he says, "but it's tricky, because of the chemical nature. A lot of my teaching is solving technical problems for the students."

But for those who learn the intricacies of lithography, the print form can become a passion. "It's kind of a magical process," Damer says. "People either dislike it, or they get hooked on it."

John Allen



Alice O'Neill MFAx'12 (top) prints from a block of lithographic limestone. Lithography class involves teaching students a variety of skills, such as how to mix ink in preparation to print (center) and how to create an image by applying, then scraping away, greasy materials (bottom).

TEAM PLAYER

Will Porter

Will Porter x'12 is a humble guy.

Despite winning the New York State Rowing Championships three out of four years while in high school, being victorious in the high school division of the Head of the Charles race (one of the most prestigious regattas in all of competitive rowing), and posting an undefeated fall season as a UW senior, Porter says his strongest motivation has been the chance to contribute to the UW rowing team.

"It's one of the best in the nation," says Porter, "so being a good player on this team would be a pretty good accomplishment."

He's certainly had that chance. As a sophomore and junior, Porter was a member of the men's heavyweight team that won the Eastern Sprints (the league championship in which the UW competes), and his boat — the men's varsity four-plus — finished third in the Intercollegiate Rowing Association national championships in 2009.

In addition, Porter has won about thirty-five shirts. In collegiate rowing, teams win these symbols of success when they defeat an opposing team and literally collect the shirts off the opponents' backs, a tradition that combines good sportsmanship and innocent wagering between teams.

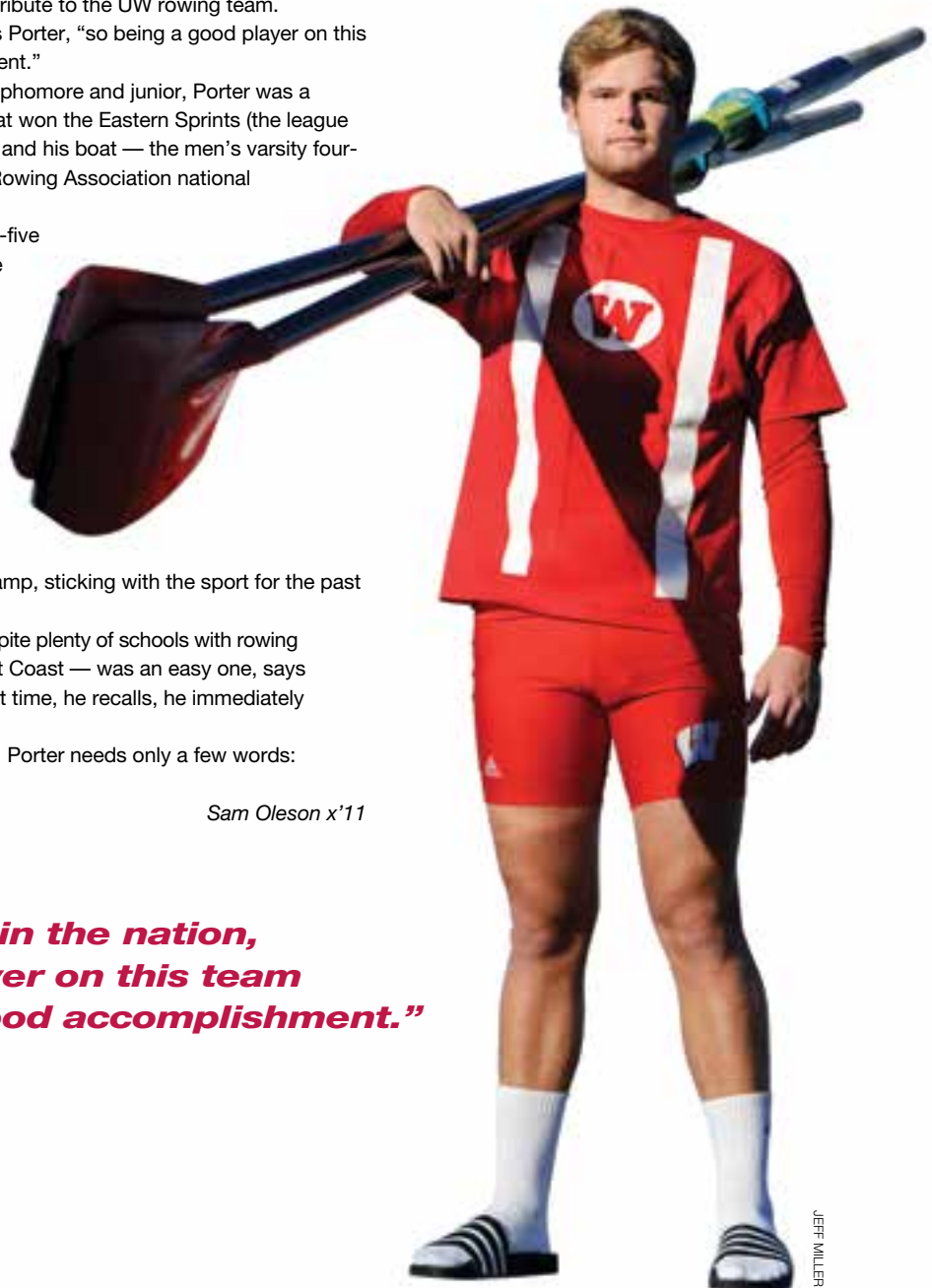
Although Porter stands six-foot-three and has the build of a football player, he never played that or any other fall sport as a kid. The summer before his freshman year in high school, he took up rowing and eventually attended a rowing camp, sticking with the sport for the past eight years.

His choice to come to Wisconsin — despite plenty of schools with rowing teams much nearer to his home on the East Coast — was an easy one, says Porter. When he visited Madison for the first time, he recalls, he immediately "fell in love with it."

To describe his UW rowing experience, Porter needs only a few words: "It's been awesome."

Sam Oleson x'11

***"It's one of the best in the nation,
so being a good player on this team
would be a pretty good accomplishment."***



JEFF MILLER

Hole in One

Golf teams shoot for an indoor practice facility at University Ridge.

When the first snowfall hits Madison each year, UW men's and women's golfers move indoors, and they stay there until the end of March. Exactly *where* indoors depends on the day.

Without a dedicated practice facility of their own, Badger golfers rely on a number of campus buildings and public facilities to hone their game during the winter. They practice on a small putting surface and hit into two nets in the basement of the Kohl Center, and they travel to Cherokee Country Club on Madison's east side and Vitense Golf and on the west side. Occasionally, they practice pitching and chipping in the McClain Center.

"Everything is piecemeal," says **Todd Oehrlein**, head coach of the women's team. "But we've found ways to make it work and keep our players developing."

In Wisconsin's greener months, the golfers practice and compete at University Ridge, the UW's award-winning golf

course that opened in 1991. "When the weather's nice, we're as good as anyone," Oehrlein says. "When the weather turns, we don't have a home."

However, with lead gifts from a few significant donors, a vision has been established to change that.

Plans are under way to construct a state-of-the-art, indoor and outdoor practice facility at University Ridge.

Currently in the design stage, the facility will provide a 3,000- to 4,000-square-foot practice area that simulates different lies for chipping and putting, as well as heated hitting bays (similar to hitting out of a garage door) that allow athletes to see the ball in full flight. The facility will also be equipped with video capability, which may be used for swing analysis.



BRUCE RICHTER

Fore! The Badger women's golf team practices putting in the basement of the Kohl Center. Due to Wisconsin's climate, UW athletes have a limited season for outdoor play, and must do their best to find suitable facilities in winter.

"Being able to work on the short game during the winter will definitely help our games," says **Lindsay Danielson x'13**, a sophomore golfer from Osceola, Wisconsin.

"Practicing in one location rather than moving around from place to place will be so awesome, and being at University Ridge year round will be cool, too," she says.

Regardless of the new amenities, Wisconsin golfers need time to transition to playing on grass each spring. "We can focus on the fundamentals of the golf swing," Oehrlein says of practicing indoors. "Ideally, when our golfers get outside, they aren't trying to develop technique — they're trying to develop their touch and feel of hitting shots off grass."

Karen Graf Roach '82



BADGER SPORTS TICKER

When the football Badgers take the field, they'll do so without two of the starters who led them to this year's Rose Bowl. Running back **John Clay x'12** and defensive lineman **J.J. Watt x'12** both decided to enter the NFL draft, ending their collegiate careers.

Bucky continues to act as Badger ambassador in the digital world, spreading UW fun through the athletic department's **Bucky's Badger**

Den Web site. The feature, which can be found at www.uwathletics.com/for_kids/ includes sixteen different games users can play.

In January, freshman **Josh Gasser** accomplished something no other Badger men's basketball player had done before: he scored a triple double. In a game against Northwestern, the six-foot-three guard scored ten points, collected twelve rebounds, and made ten

assists — double figures in three different statistical categories. No Big Ten freshman has scored a triple-double since **Earvin "Magic" Johnson** did so in 1977.

The women's hockey team set a new NCAA indoor attendance record on January 29, when 10,668 fans packed the Kohl Center for the squad's "Fill the Bowl" event. The Badgers also hold the outdoor record, 8,263, set in February 2010.



a conversation with

The Commish

Bud Selig looks back on his career, and ahead to a return to Madison, considering it all through “the retrospect of history.”



In early November, after the San Francisco Giants beat the Texas Rangers in the World Series, **Allan H. (Bud) Selig '56** completed his eighteenth season leading Major League Baseball. He's declared that when he finishes his twentieth — at the end of 2012 — he will hang up his spikes and retire ... **sort of.**

Before moving forward on any change to the game of baseball, Commissioner Bud Selig likes to look back. "If [we] only learned as much from history as there is to be learned," he says, "[we] wouldn't be making the same mistakes over and over again."

JEFF MILLER



Instead of entering a life of peaceful contemplation, Selig will take up an office at the UW, and add an extra inning (or two or three) to a career that has spanned auto sales, sports franchise ownership, and serving as grand poobah of America’s national pastime. A week after the World Series’ final game, Selig sat down with *On Wisconsin* to discuss his past and future.

On Wisconsin: Now that the season is over, I imagine this must be a slow time for you.

Selig: There is no slow time. Maybe the week between Christmas and New Year’s, if I’m lucky and nobody gets in trouble. That’s about it. Today, in fact, when you leave, I’ve got a ton of stuff to do just to finish this day. And tomorrow, late in the day, I leave for Orlando [for the annual team owners’ meeting]. ... I’m very busy.

What will you be discussing?

Nothing really critical. I’ll have all the [teams’] general managers down. We’ll talk about labor, we’ll talk about economics. We’ll talk about various things. We’re talking about the expansion of instant replay. I have a special committee of four managers — Joe Torre, Mike Scioscia, Jimmy Leyland, and Tony LaRussa, plus four general managers, four owners, [newspaper columnist] George Will, and [former player and manager] Frank Robinson. It’s a very interesting group.

Instant replay is a hot-button issue for many fans — some see it as a way to improve the game through technology; others see it as trampling on baseball’s traditions. How do you decide when to make a change?

In all the things I do as commissioner, I look back. I do enormous research and have our people do it, and history has been a great teacher for me. I never dreamed when I was young that I would own a baseball team. I thought I would be a professor of history.

I often say to the clubs, and I’m going to say it again when I see them in Orlando, if they only learned as much from history as there is to be learned, they wouldn’t be making the same mistakes over and over again.

History is important to you.

I was an American history and political science major, and you bet it helps. In all the things I do as commissioner, I look back. I do enormous research and have our people do it, and history has been a great teacher for me.

I never dreamed [when I was young] that I would own a baseball team. I thought I would be a professor of history — American history, particularly from ... the Civil War to the present.

What stopped you?

My father asked me to go into the family business. He said to me at the time, “Give me a year.” And I was very close to both my parents, and when your father asks you to give him a year, you give it. And I did it with some trepidation.

But I say my father did me a great favor, though I often wonder how it would have been to be in Madison as a history professor — a lot different than the life I’m leading.

The family business was auto sales, wasn’t it?

Yeah, it was auto retail, leasing, real estate — it was a whole series of things. We were the largest Ford dealer in the state of Wisconsin, the second largest leasing company in America — automobile leasing, that is. My father was one of the founders, actually the second or third person in America who got into the automobile-leasing business. It took unbelievable vision, and he was really proud of that.

Auto dealing is a long way from baseball — where does your love for the sport come from?

My mother, in particular, was a huge fan of the [Milwaukee] Braves, and before that of the Cubs, actually. ... I was a Cub fan and a Yankee fan because I was a Joe Dimaggio fan from about 1945 to ’53.

And you translated that into an ownership stake with the Milwaukee Braves.

[When the Braves] went public in 1963, I was the largest public shareholder. But I didn’t control the fate of the Braves. I certainly would have [kept them in Milwaukee] if I could. It was a heartbreaking story. ... I remember the last game [the Braves] played here — people were crying.

But my father, when I got into baseball, always worried about what would happen to the family business.

And then you bought the Brewers.

On the night of March 31, 1970, we bought a team out of bankruptcy court in Seattle — the Seattle Pilots. And I remember that night; I couldn't believe it had happened, because the odds, I realize now, the odds were really stacked against us. Of all the things I've been through, I'll always be proudest of bringing baseball back to Milwaukee. And I think only in the retrospect of history — one of my favorite phrases — do I realize that the odds were really against us.

What did the Pilots cost?

Ten point eight million dollars — the most expensive team at that point. George Steinbrenner bought the Yankees two years later and paid less. He used to kid me about that for many years.

Later, what did the Brewers sell for?

I had become commissioner — acting in '92 and full time in '98 — and it was \$223 million. My father worried when we bought them we had paid too much money and it was terrible. But it all worked out perfect.

You say the odds were against you — how so?

Baseball didn't want to come back here [after the Braves left]. It was really tough. [The Major Leagues] passed us on two expansions. ... But we stuck to it, and we just kept trying. We tried to get a team from 1965 on, and I traveled all over the country, just a kid.

We tried first to get an American League expansion team, [but] Art Allen [then owner of the White Sox], told me they had expanded to [California] and to Seattle. And then the National League, we thought we had that, and it was a real fight. They expanded to Montreal and

San Diego. So it taught me a lot about tenacity, taught me a lot about being able to stick to something, because I really believed it was the right thing.

A college friend of yours owns the Oakland A's, right?

Lew Wolff [57] — he and I were fraternity brothers.

And Herb Kohl '56, U.S. senator and owner of the Milwaukee Bucks basketball team — he's a friend, too.

We were kids together in Milwaukee.

Did you all know you'd end up owning major sports franchises?

Never dreamed of it — never talked about it once.

So how did you end up with the Brewers?

It happened because the Braves left. We were trying to buy a team. I could tell you each one. We failed on expansion. We had a group put together, a wonderful group. Some Madison people, by the way — Duane Bowman, Oscar Mayer. Oscar Mayer was a great partner of mine. He was a wonderful, wonderful human being and a great man. Anyway, we tried to buy the White Sox and thought that was done [but the other Major League owners blocked the sale]. Then all of a sudden, Seattle was in trouble — bad ballpark, bankrupt. After five and a half years, if we didn't buy the Seattle Pilots, it probably ends right there. There was no other team for sale, and I was trying to keep the group together. Fortunately, it worked.

Why not just buy into another team and leave it where it was? Why was it so important to you to bring a team back to Milwaukee?

What people sometimes fail to understand is that a Major League team really serves as a great galvanizing force. ... I saw what happened here in '82 [when the Brewers went to the World Series]. It was just unbelievable — the mail I got, people telling me how much this meant to their family. So ... yes, I believe there's an economic return. We've had economic analyses done. But I've always said that the sociological value of having a Major League team is more important.

You were quite a young owner then — did you feel intimidated?

The first meeting I ever went to, in April 1970, right after we got the team, [then-commissioner] Bowie Kuhn called, and he said come on in, and he put me right between [Chicago Cubs owner] Phil Wrigley and [St. Louis Cardinals owner] Gussie Busch. And that was pretty good for a thirty-five-year-old kid.

What was the meeting about?

It was all about labor, and they were mad. Gussie was slamming his cane on the floor and said, "Not another dime for those SOBs," and so on and so forth.

What did you learn from that?

Well, my mentor in life was my father — and mother to a lesser extent, but both of them. My mentor in baseball was a man named John Fetzer, who was the owner of the Detroit Tigers for many, many years — a great man, a visionary. ... And he took me under his wing in 1970. I must say, my affection for Mr. Fetzer, as you can tell — to this day, I quote him in every meeting. He taught me the basic lesson that so many in baseball and sports never learn: the sport transcends all of us. The only way you should ever decide anything is on what's in the best interest of baseball.

One day, back in 1971 ... he hadn't voted in his club's best interest. I don't remember what the issue was. ... Here was a man who had a great team — they'd been world champions. They had Al Kaline and Willie Horton and Norm Cash and Bill Freehan and Mickey Lolich. And I said to him, "John, why would you do that?"

And he said, "Buddy, I want you to remember this. Now, you're going to be in this sport for a long time. You always do what's in the best interest of the game, not what's in the best interest of the Detroit baseball club or the Milwaukee baseball club."

And it's a very tough lesson, but he was so right. And I would like to think today that this sport has gone on to bigger and better things because that's what we do — at least what most people do.

Which owners today are exemplary?

As commissioner, I don't like to pick out owners. There's a lot of really good owners, and they love baseball, [though] sometimes people are cynical about that. But [Chicago White Sox owner] Jerry Reinsdorf and I, for instance, will play baseball trivia all the time. I can call him up right now, and we can talk about the shortstop for the 1952 Dodgers — he was a Brooklyn kid, obviously — or who played for the Giants, and it's fun.

That was Peewee Reese, right?

That's Peewee Reese. Billy Cox was the third baseman, Jackie [Robinson] the second baseman, [Gil] Hodges the first baseman. [Roy] Campanella and [Carl] Furillo, [Duke] Snyder, and you can get into [Gene] Shotgun Shuba or Gene Herman-ski. I'm sorry — that's the history major in me. I remember a lot of junk, none of it very important, but I remember it anyway.

In 1992, your predecessor, Fay Vincent, resigned. At the time, you were one of twenty-six owners. How did you end up the one selected to succeed?

I was on the executive council, and the day Fay Vincent resigned, we were going to St. Louis for meetings. But I was shuttling back and forth, because Robin Yount was going for his three-thousandth hit, and I wasn't going to miss that. I started getting calls the night before from members of the council, who said, "Bud, you've got to take over. ... And at first I was sort of stunned. But I thought it was a short two to four months. My wife often reminds me of that, because I told her two to four months, and here we are twenty years later. So it was really the owners who asked me, and you'd have to ask them [why]. I think Mr. Fetzer had raised me properly, and I was deeply involved in baseball at every level, and I guess they had confidence.

You'll have served twenty years as commissioner in 2012, and then you're going to retire, right?

I am. Now, there are many people who don't believe that, including my wife and family and most owners. They don't think I am, but I intend to spend a lot of my time in Madison. ... I'll have done this job twenty years, and anybody who understands this job [knows] that's a long time — other than Kennesaw Mountain Landis, [I'll have done it] longer than anybody else.

What will you do in Madison?

I plan to write a book and teach — sports in modern society, maybe 1960 to the present, from the time I've done it or even before. Sports have played a very dynamic role in society, transcending just the sport itself, and that's what I'd like to teach.

Transcending — how so?

Think about one thing: Jackie Robinson, April 15, 1947. Long before *Brown v. Board of Education*, before Harry Truman desegregated the United States Army, long before the Civil Rights movement, Jackie Robinson played in the big leagues. Anybody that year who was there will never forget it. It became baseball's proudest, most powerful moment, having nothing to do with baseball. And it showed what sports can do.

You mentioned Kennesaw Mountain Landis, baseball's first commissioner. Which of your predecessors do you look to for inspiration?

I have great admiration for all of them. I loved Bart Giamatti, who was only there for five months. He passed away suddenly. He and I were extremely close. ... I liked Peter Ueberroth. Bowie Kuhn and I were very close. You know, I came into the business when he was commissioner ... And I've studied Kennesaw Mountain Landis, too.

They all had remarkably different [styles], but then life was different. [Landis] could be a dictator. They had no union. There was no television. It was a whole different world. We're living in a much more complex world.

... I haven't seen Fay Vincent now in fifteen or eighteen years. ... The owners voted no-confidence in him, and I don't want to get in — I've never commented on Fay.

You mentioned Jackie Robinson coming into the leagues, which happened under Commissioner Happy Chandler. What do you consider the greatest legacies of your term?

Changing the economic structure of the sport. In the '90s, with all the heartache



JEFF MILLER

We've now had sixteen years of labor peace. Nobody at the time thought that was possible. It may be the most important single reason why this sport is in its golden era, doing better than anybody dreamed. ... We did learn from our mistakes.

[of the 1994 players' strike and canceled World Series], there wasn't a nickel of revenue sharing. This year there'll be \$450 million. ... When I took over, the gross revenue of the sport was \$1.2 billion. This year it's \$7 billion.

Labor peace played a role in that. ... I had been chairman of the player relations committee, and we had eight work stoppages since I had come into baseball. ... And I said to myself after '94, we've got to quit doing what we've been doing and making those mistakes. Don Fehr, the head of the [players'] union, and I talked about that a lot. We've now had sixteen years of labor peace. Nobody at the time thought that was possible. It may be the most important single reason why this sport is in its golden era, doing better than anybody dreamed, having revenues, attendance, everything better than anybody thought — because we did learn from our mistakes in history.

What kinds of mistakes?

Well, there were a lot of things. The owners fought with the owners — I knew I had to correct that. The owners fought with the commissioner. I hoped I could [correct] that, and I have. The anger between the two parties was palpable at all points — the owners and the players' union. And I worked hard at that. ... [It was] painful for all of us, starting with me. All the clubs, everybody — look, the American public, and the Canadian

public, had gotten tired of people fighting. That's all we did. That's why the sport was stuck in neutral. And somebody had to study what had happened for three or four decades and say, we've got to learn from this. That's what I did.

Combating steroid abuse has also been a major issue during your tenure.

No question about it. But I tell you what I'm proudest of: steroids were not a baseball problem; steroids were a societal problem. We banned steroids. We banned amphetamines. We're a leader in the search for [how to detect use of] human growth hormone. We have the toughest testing program in American sports. ... You talk to every trainer, as I do, or team doctor, they tell you they're stunned at how different it is. My minor league program is about to enter its eleventh year, so every great young player we have in the sport, and we have a lot of them, they've been tested their whole career. This is a sport that never had a drug-testing program before. Even in the cocaine era of the '80s, they couldn't get a drug-testing program. So I'm very proud of the way we've handled this.

What issues will your successor face?

We need to grow. The sport has tremendous potential for international growth. And just to keep us moving in the direction we've been moving in the last five years. When you think of the recession,

the worst economic downturn since the Great Depression, and this sport continues to grow in a remarkable way. ...

But there are a lot of business challenges, too. We're doing great, but we have a lot ahead of us. And a lot of competition — oh, a lot of competition. Other sports — in this world we live in, there's a lot of competition for the entertainment dollar. You bet. [But] I don't think anything threatens us. I think this sport is so woven into society and so popular today that I'm not worried about being threatened. I'm just worried about continuing growth. I don't think anything can threaten us, if we do our work.

Will you miss the perks of your job?

Perks — my greatest nights are when I can be at home on my satellite and watch all fifteen games [going on that day], and that's great. I would say I went to four or five Brewer games this year, and I went to Wrigley Field, and I go to some other places. But not much. I'm here all day. ...

Obviously I love the games, but let me say this to you: for me, the thing that gives me the greatest satisfaction is to think I was fortunate enough to be the custodian of the national pastime for my generation. When I have tough days, that's what I think about. ■

Interview condensed and edited by On Wisconsin senior editor John Allen, who's well aware that Gene Hermanski didn't play for the Dodgers in 1952 — he'd been traded to the Chicago Cubs in 1951 for Andy Pafko. There's no need to write and correct us on that point, Andy Pafko fans.

UW Bragging Rights

Paul Quantrill '92 was the last UW Badgers varsity baseball player to play in the major leagues, pitching for the Florida Marlins in 2005.

**Wisconsin Alumni Association:
celebrating alumni for 150 years.**

BRAVE NEW

Blogs aren't just about trivial pursuits anymore. UW faculty are using these online diaries to share ideas and discoveries with colleagues around the world.

BLOGS

John Hawks was doing everything an assistant professor must do to get tenure — applying for grants, conducting research, writing articles, and teaching students. But in 2004, the UW-Madison anthropologist decided to try something rather unconventional in the academic world: *write a blog*.

Hawks, now an associate professor of anthropology who studies the bones and genes of ancient humans, wanted to organize his notes and tell his students about observations that were not being covered by mainstream science news media. He turned to a blog, a term shortened from “web log” that represents an online journal of sorts. Within a few months, he was attracting two hundred readers a day, including some in other areas of the world. “I thought, ‘This is more than I have in my classes,’ ” Hawks says.

By Jenny Price '96



JOHN S. DYKES

“Neandertals Live!”

I, for one, welcome my Neandertal ancestry. ... Beyond their genealogical interest, Neandertal genes might have made a big difference to our evolutionary potential.

In case you wonder what the heck I'm talking about, here's the story: Two new papers in *Science* describe the full draft sequence of the Neandertal genome, and perform additional analyses to understand the pattern of adaptive evolution in the population ancestral to living people. ... These scientists have given an immense gift to humanity.

I've been comparing it to the pictures of Earth that came back from Apollo 8. The Neandertal genome gives us a picture of ourselves, from the outside looking in. We can see, and now learn about, the essential genetic changes that make us human — the things that made our emergence as a global species possible. ... Beyond that, they've taken all of their data and deposited it in a public database, so that the rest of us can inspect them, replicate results, and learn new things from them. High school kids can download this stuff and do science fair projects on Neandertal genomics.

This is what anthropology ought to be.

John Hawks,
johnhawks.net/weblog

Hawks's readership continued to grow, but none of the colleagues in his department knew he was blogging. And Hawks wasn't sure that he wanted them to find out, in case they didn't view it as time well spent.

“From that standpoint, it's insane to spend a lot of time working on an outreach project that isn't directly affecting your research-grant output,” he says. But anxiety turned to relief four months later. Others in Hawks's department began hearing about his blog from anthropology faculty at other universities, including one who said, “It must be exciting to have John Hawks in your department.”

Within a year of starting his blog, *Nature* magazine included Hawks on its list of top science bloggers, and the effort led to research collaborations with colleagues as far away as Denmark.

“I'm getting recognized for this in mainstream science, and so — even if it's not academic research per se — it's obviously valuable,” he says.

Hawks, along with high-profile constitutional law professor Ann Althouse, was at the forefront of a growing number of UW professors who use blogs to engage with the public and peers in a way their predecessors could never have imagined. For many, blogs help spread their expertise and ideas to a much wider audience than those who read academic journals, and they certainly ease collaboration and communication with colleagues, regardless of physical distance across the country or around the world.

Hawks's blog garners seven to eight thousand daily readers — many of whom are not scientists, but are drawn in via links on news sites to posts such as “Neandertals live!” “Ozzy Osbourne, archaic human,” and “Good grief, the Neandertal test kits have been sent.” (See excerpt, this page.)

“It's about getting people excited about what we know,” says Hawks, who studies the processes affecting human genetic evolution during the last 6 million years. “I'm in a field where there are

people in the public who deny the fact that there's evidence in my field.”

Deborah Blum MA'82, who began her journalism career on a typewriter at a small newspaper in Georgia, went on to become a Pulitzer Prize-winning science writer before joining the faculty at the UW School of Journalism and Mass Communication. She started blogging a year ago in tandem with the release of her latest book, *The Poisoner's Handbook*, but she had another important aim: showing her students what it means to be a working writer in the digital age.

“I don't think you can really be an effective journalist today if you don't have an online presence,” she says.

Blum requires students in her magazine journalism course to maintain a blog and update it weekly during the course of the semester, based on their reporting within a specialty. It's a way to start building a professional profile online.

“One of the fun things about it is that you do get this instant sense of effect,” she says. “You get the comments. You know who's paying attention. You know how people are responding. So it allows you to gauge ... what really draws an audience.”

Becoming a blogger introduced Blum to an entirely new group of journalists and allowed her to join an online community, which she views as one of the strong future directions of journalism. “Here I am at this stage of my career, and there are all these fascinating new frontiers and ways to tell stories. It makes me feel optimistic, not pessimistic [about journalism],” she says. “I don't want to teach my past.”

She also sees her blog, *Speakeasy Science*, as a tool to reach those who typically don't read about chemistry, since many of her postings are about mysteries that can be solved with science. She calls it "subversive education." (See excerpt, this page.)

Science can gain more public understanding, Blum believes, if more scientists approach their work as Hawks does, engaging colleagues and the public alike through his blog posts.

"Science journalists like myself spend a lot of time in the culture of science," she says. "[But] most scientists don't spend any time in the culture of journalism."

Blogging doesn't mean the end of writing articles for academic journals or presenting papers to colleagues at conferences. But it does give professors a way to respond much more quickly to events and developments in their fields.

"Medieval history — if it takes three years [to publish something] — it's not going anywhere," says Jonathan Gray, an associate professor of media and cultural studies in the UW's Department of Communication Arts. "But for me, if it takes three years, it's moot."

Gray writes his own blog, *The Extratextuals*, and also contributes to *Antenna*, a collaborative blog operated and edited by graduate students and faculty that analyzes and responds to developments in television, film, music, gaming, digital video, the Internet, print, and the media. The venue gave Gray the chance to dissect the opening credits of *The Simpsons* in a post that appeared the morning after an episode of the show aired.

"That was a big motivator for us — we wanted to deal with these things as they come," Gray says. "That's why we get so many people reading and responding."

On his own blog, Gray wrote about watching every network TV pilot that premiered during last fall's new season. And, yes, he even watched the ones he knew would be really bad. The effort tied into his study of how viewers are influenced by the flood of information about movies and television shows from print media, trailers, Internet discussions, merchandising, and guerrilla marketing — often before watching them.

"As academics, we so often just write to ourselves, and we develop these specialized vocabularies, and it becomes really hard for us to make an impact," Gray says. "One of the things I try to do with the blog is try to write in a way that non-academics can engage with, so the ideas aren't just going to the same audience." (See excerpt, page 30.)

The effort has led to media interviews on the topics he blogs about, and a law firm contacted him to serve as an expert witness on satire for a court case involving a newspaper column. Gray also did a series of posts for his personal blog on the ins and outs of searching for a faculty position, including a hilariously excruciating account of the worst campus job interview ever.

Jordan Ellenberg, a UW mathematics associate professor, started his blog, *Quomodocumque*, in 2007.

Topics sometimes include baseball statistics (and his beloved Baltimore Orioles), along with his take on how math is represented in the media. He knows firsthand about that topic, having once served

"The Trouble with Scientists"

Science writers, journalists, broadcasters, and bloggers became the voice of science during a time during which too many scientists simply refused to engage. Scientists have ceded that position of power amazingly readily; ask yourselves how many research associations offer awards to journalists for communicating about science, but none to their own members ... Ask yourself how the culture of science responds even today to researchers who become popular authors or bloggers ... [or] whether young scientists are rewarded for spending time on public communication? And ask yourself how hypocritical this is, to complain that the general public doesn't understand science while refusing to participate in changing that problem? ... The culture of the "real" scientist who exists somehow separate from the rest of us has not been a boon for public understanding or appreciation of science.

Deborah Blum,
blogs.plos.org/speakeasyscience

"The census will be wrong. We could fix it."

By failing to use the best statistical techniques we have to enumerate the population accurately, we're getting the answer wrong on purpose in order to avoid getting it wrong by accident, and possibly violating the Constitution as a result.

Jordan Ellenberg,
quomodocumque.wordpress.com

“Don’t Picket the Funeral: The *Lost* Finale and its Anti-Fans”

And with that, *Lost* is over. Predictably, my Twitter feed came alive last night as friends and colleagues tried to make sense of it. Equally predictably, the anti-fans were out in full force. ... But how pleasant it would be, though, if we could accept that fans need some time to decompress, to let go, and to savor the memory of their beloved show once it’s gone. I’d pose that if, as an anti-fan, you’re unwilling to honor that love in the small way of shutting up and letting the fans have a day or three, your anti-fandom has become an ugly beast. It’s now first and foremost dependent on ruining others’ experience, and it is supremely untrusting that those others truly find something worth loving in the first place. It is a radical narcissism. You know those jerks who picket funerals saying the deceased is going to Hell? That’s what you’ve become. ... So how about a moratorium on *Lost* hate till tomorrow?

Jonathan Gray,
extratextual.tv

as a script consultant for the CBS drama *Numbers*, which featured a mathematical genius who helped his FBI-agent brother solve crimes, and by writing occasional articles for the online magazine *Slate* about math in everyday life.

Ellenberg sees his blog as an “out-board brain,” where he can check back to remind himself of thoughts he has shared previously on questions in his field. “I keep everything in these quadrille notebooks,” he says, pulling one out of his

More Voices in the Blogosphere

Media Morals — Stephen J.A. Ward, director of the UW Center for Journalism Ethics, discusses media ethics at home and abroad.
ethics.journalism.wisc.edu/mediamorals

Antenna — Media and cultural-studies graduate students and faculty offer thoughts about texts, news, and events in popular culture.
blog.commarts.wisc.edu

Econbrowser — UW economics and public affairs professor Menzie Chinn examines current economic conditions and policy.
econbrowser.com

GlobalHigherEd — UW geography professor Kris Olds co-edits and writes posts exploring the changing global education landscape, and how and why new knowledge and spaces are evolving.
insidehighered.com/blogs/globalhighered

Improving Population Health — David Kindig, UW professor emeritus of population health sciences, uses his blog as both a forum for discussion and a call to action for making communities healthier.
improvingpopulationhealth.org/blog

Nanopublic — Dietram Scheufele MA’97, PhD’99, a professor in life sciences communication, looks at the dynamics of public opinion surrounding controversial science, with a focus on the interplay among media, political actors, and lay audiences.
nanopublic.blogspot.com

backpack. “It’s my system that I’ve had since grad school, but the truth is, it’s kind of hard to find stuff in here.”

Blogging also led him to develop a theorem with two colleagues at UCLA, including Fields Medal-winning professor and fellow math blogger Terry Tao. (See excerpt, page 29.)

“We ended up writing a paper together, a paper that really wouldn’t have existed had we not started doing the work in the comment sections of each other’s blogs,” Ellenberg says. “Within mathematics, there’s not a huge number

of people [blogging], but I think it’s been tremendously productive for disseminating ideas quickly.”

When Ellenberg posts an idea or theory that readers think is wrong, they are quick to tell him so. And that’s just fine, he says, because it sends the right message to younger mathematicians.

“If the process is made a little bit more open to the public ... it’s a good thing for younger people to see ... because maybe they wouldn’t be so discouraged when they work on something for a year and it doesn’t work,” he says.

“If everything you try to do in mathematics works, it means you’re not trying to do hard enough things.”

Blogging isn’t just a way to collaborate with colleagues. It’s also a way to generate real-time debates — something that can’t happen often in the pages of research journals, says Sara Goldrick-Rab, a UW assistant professor of educational policy studies and sociology.

“On the blog, we can get some discussions going, being very pointed with each other; these are really hard to get going in the academic world,” she says.

Goldrick-Rab launched *The Education Optimists* in 2008 with her husband, Liam Goldrick, who also works in the field of education policy. The *Washington Post* named it one of the best education blogs of 2010, and she was flooded when she learned that some graduate students decided to apply and enroll at the UW after reading her blog.

“That’s now a big reason for doing it — to reach people who aren’t in my classes here, who aren’t the people sitting in the same department or in the same university with me,” she says.

Feedback from blog readers helped her revise a grant proposal after she shared the work in progress. She won the grant, which she is using to study how college students’ use of time, emotional experiences, and amounts of sleep interact with financial aid and affect the chances of earning a degree.

Goldrick-Rab has also blogged for the *Chronicle of Higher Education*, where she posted about her research and her experiences as a “mommy professor” seeking tenure while parenting two very young children. (See excerpt, this page.)

“Women wrote — graduate students

and assistant professors, in particular, wrote — and said how grateful they were that I laid that out there, that it was hard,” she says. “And not just that it was hard, but that [I included] details.”

Gray cautions about a danger that future faculty may devote significant time to blogging and using social media tools such as Twitter, and end up with regrets.

“In my field, I see some people who — it’s too much. I think they’re hurting their chances,” Gray says. “Your words can work against you, so you need to think about what you’re writing.”

Professors who blog say they get questions from graduate students who wonder if blogging will help their careers. But the answers aren’t obvious, even to those who are veteran bloggers. Goldrick-Rab has taken a break from her blog to devote her time to earning tenure, but plans to resume in the future.

“We don’t know how this will affect me. We don’t know,” she says. “There’s still all this uncertainty around it.”

Hawks considered the same questions when he began his blog: “Should I do this? Is this going to be perceived as a waste of time? How successful does it have to be before people think it’s worthwhile?” For him, blogging has generated more interest in his research and has enhanced his ability to tell people why it matters. When he published a study that found that humans are still evolving, and at a rapid rate, Hawks was poised to explain his results. “I knew how to talk about it. I knew how it fit in as a broader topic,” he says.

He’s clearly reaching an audience, judging from what arrives in the mail. He has received boxes of bones — usually

“Milk Madness”

These days I’m wearing more than a few hats. I’m an untenured assistant professor, a consultant, a blogger, a daughter, a mama, a sister, a wife, a granddaughter, a friend, a boss ... and also a human being’s food supply. ... I resumed work when she was just two weeks old. I resumed full-time work (e.g. at least 40 hours/week) when she was a month old. I began flying with her when she was 4 weeks, and started traveling 1-2 nights away from her on trips when she reached 3 months. Yes, you heard right — I didn’t have a maternity leave. Sure, I was offered one: 12 weeks unpaid. I just wasn’t in a financial position to do it. So, here I am — the pumping, productive professor.

Sara Goldrick-Rab,
eduooptimists.blogspot.com

from deer — that blog readers have found, as well as some e-mails he’ll never forget.

“I’ve had about five of these [messages] over the years that say, ‘You’re going to think I’m crazy, but I think my husband is a Neandertal,’” he says. “It’s great. They describe hairy backs.” ■

Jenny Price is senior writer for On Wisconsin.

UW Bragging Rights

The University of Wisconsin has been a pioneer in faculty expression since 1894, when the board of regents approved the famed “sifting and winnowing” statement in defense of economics professor Richard Ely’s academic freedom.

Wisconsin Alumni Association:
celebrating alumni for 150 years.



Home-Field Advantage



BRUCE RICHTER

Despite the hurdles, campus dining facilities are incorporating locally grown foods.



WOLFGANG HOFFMANN

Whether produce is delivered from local farms to the Gordon Commons loading dock, above, or from the nearby Kitchen Garden at the Allen Centennial Gardens, left, it doesn't have far to travel.

By Jill Sakai PhD'06

The minivan is dwarfed by the loading dock at Gordon Commons, so it pulls up several feet short of where trailer trucks routinely make deliveries for the university's main commissary. The driver, Kris Hansen, hops out with two waxed-cardboard produce boxes. Inside are a dozen heads of mixed lettuces and four pounds of loose arugula leaves — produce that will show up among the offerings at UW-Madison's Liz Waters residence hall later in the week.

Hansen and his wife, Deb, distribute produce and other products from several dozen Wisconsin family farms through their company, Simply Wisconsin. During the height of the growing season, they make weekly deliveries to campus, bringing locally grown fruits and vegetables that dot the menus of dining facilities managed by University Housing. Unlike

most food prepared in the commissary, which arrives from distributors chopped, washed, and ready to serve, Simply Wisconsin's food shows up whole and unprocessed. It also comes in significantly smaller batches, a point underscored when Hansen has to hustle back to move his van out of the path of a Sysco semi that is pulling into the dock.

Surrounded by farmland and the home of the well-known Dane County Farmers' Market, Madison is a hotbed of consumer interest in foods such as those delivered by Simply Wisconsin. Trendy restaurants proudly feature locally sourced ingredients, and some grocery stores label displays with the number of "food miles" items have traveled. Community gardens abound, and, through the Madison Area Community Supported Agriculture Coalition, some twelve thousand area households own shares in nearby farms, entitling them to regular deliveries of produce fresh from the field.

It should be no surprise that the trend has reached UW-Madison — a campus with both close historical links to state agriculture and thousands of mouths to feed each day. For a decade, University Housing's Dining and Culinary Services and UW Hospital and Clinics have worked steadily to buy more locally grown foods and feature them in menus. Housing, for example, spent close to \$900,000 on foods produced locally and another \$2.3 million on locally manufactured items, such as processed meats and pre-cut fruits and vegetables, during the 2009–10 academic

WOLFGANG HOFFMANN



Locally grown foods, arriving whole and unprocessed, mean a lot of washing and chopping — unlike the massive amounts of pre-prepped ingredients used for the meals University Housing serves in multiple campus locations every day.

year. The unit has partnered with the student group Slow Food UW to offer weekly meals featuring locally grown foods at campus dining rooms and has even staged a *Top Chef*-style competition among its cooks using local ingredients.

"[Local food] has very strong ties to this campus and what this campus stands for," says Julie Luke, the associate director of Housing's dining services. "Why wouldn't we try to reap the bounty of that?"

But despite ongoing efforts by Luke and others, local foods still represent a modest bite of the overall institutional pie. Housing's \$900,000 in local food expenditures for 2009–10 amounted to

just 11 percent of its total food budget, with much of that share from dairy — including milk, cheese, and ice cream produced at the UW's own dairy plant in Babcock Hall. Compared to the standard fare of pre-processed staples in industrial-sized packages, a few heads of fresh lettuce can seem as out of scale as the minivan that delivered them.

Why isn't it easier to be a *locavore* — a term coined to describe those who are interested in eating local food — in UW-Madison's cafeterias? That paradox has drawn the interest of several researchers, teachers, and food-service managers on campus, and together they are beginning to understand the complexities involved in something that sounds as simple as eating local.

Economies of Scale

Walk through Housing's vast commissary at Gordon Commons, and you can begin to understand some of the realities of an operation that serves seventeen thousand meals each day at multiple venues across campus. This is not your grandmother's kitchen. The long, hangar-like space is designed more for mass production than traditional cooking. An entire wall of ovens looms near a walk-in cooler brimming with racks of bagged and washed vegetables, massive tubs of fruits, and vats of condiments. A row of electric mixers, each several feet tall, lines the back wall.

In such settings, unprocessed produce poses many challenges. For starters, the quantities of food that move through

institutional kitchens are mind-boggling. “We buy probably three tons of produce a week,” says John Hofman, who directs food services for the UW Hospital and Clinics. “I’m not exactly going down to the farmers’ market and picking this out.”

Washing and chopping that much fresh food requires more time, space, and staff than most dining operations have. It also creates a supply issue. With so much food to prepare on tight turnaround, managers such as Hofman have to rely on large suppliers who can predictably fill big orders.

“If you’re my poultry vendor, and I call up and say I need ten boxes of chicken breast, and you only have three, then what do I do?” he asks. “How much time do I have to look for those chicken breasts? About an hour.”

Some local producers have attempted to address that problem by pooling their

goods into centralized distribution. Starting in 2008, Housing and the UW Hospital signed up with Badgerland Produce, a nonprofit cooperative in Montello, Wisconsin, to buy produce from some two hundred member-growers. In addition to hosting a central food auction,

“Local food has very strong ties to this campus and what this campus stands for. Why wouldn’t we try to reap the bounty of that?”

Badgerland offered fixed-price contracts for pre-harvest orders, allowing institutional buyers such as Hofman and Luke to budget their menus.

Although the contracts with Badgerland did bring more local produce to

campus, it hasn’t necessarily meant high visibility. Luke says Housing’s buyers have followed a low-risk strategy: instead of relying on locally grown food for fixed-menu items, they focus on salad bars and special events, where items wouldn’t be missed if an order fell through. They also have experimented with processing homegrown vegetables for later use; in fall 2009, the staff devoted a considerable chunk of time to cleaning, chopping, and freezing locally grown sweet onions.

Luke hopes such efforts will help Housing meet a goal of buying 15 percent of its food locally by the end of this academic year. But she admits onions won’t carry them over the threshold. They recently worked with a distributor to try to find in-state sources for all of the shredded mozzarella cheese they use on pizza. “That should really up our percentage,” she says. “We serve a lot of pizza.”



WOLFGANG HOFFMANN

Regional Systems Have Potential

However they are achieved, the percentages of local food served in campus eateries are of keen interest to people such as Michelle Miller ’83, MS’93, associate director of the Center for Integrated Agricultural Systems (CIAS) in the College of Agricultural and Life Sciences. For local food to become a meaningful player in the overall food system — and not just the purview of farmers’ markets and niche restaurants — institutional markets have to buy in, she says.

“Most people don’t get their food at farmers’ markets and farm stands,” Miller says. “If we’re really serious about feeding ourselves [with local food] at least part of the year, then we need to scale up — to increase production and

University Housing is steadily buying more locally produced foods and featuring them in menus served in its dining facilities and at special events.



A bountiful table awaits diners, thanks to staff at University Housing's Dining and Culinary Services who transformed locally grown fruits into luscious desserts.

redevelop the necessary infrastructure to make our regional food system efficient.”

The potential is certainly there. In Wisconsin, demand for locally produced goods consistently outstrips supply, and Miller maintains that expanding capacity would prove profitable for the local economy. She cites a 2010 report, published by the Leopold Center for Sustainable Agriculture at Iowa State University in partnership with CIAS, which calculated that increasing local fruit and vegetable production to meet the demand of regional metropolitan areas could add up to an estimated \$72 million in farm sales and more than eight hundred jobs in Wisconsin.

“We’ve got our own markets here in Wisconsin, but Chicago is untapped,” she says. “Chicago has huge potential as a market for sustainably produced and delivered food. It is not the market that is missing; it is the infrastructure.”

Miller and other UW researchers are exploring what could help local and regional food expand into those bigger markets. With a grant from the Ira and Ineva Reilly Baldwin Wisconsin

“Oftentimes, the issue of sourcing locally is presented as a very simple solution. And it’s simply not.”

Idea Endowment, CIAS and the UW-Extension Agricultural Innovation Center examined eleven organizations across the country that are trying to move local foods into wholesale settings.

Their report, released in December 2009, concluded that the biggest obstacles relate to product consistency — quality, quantity, and timing of availability — largely due to absent infrastructure. Consolidation services such

as Badgerland offer one way to handle those challenges, the authors say. But Miller says local and state governments need to back up organizational efforts with policies that ease and encourage such distribution networks. One such measure — a bill introduced last year in the Wisconsin senate — would have required state entities with annual food expenditures greater than \$25,000 to aim for spending at least 10 percent of that money on products grown, processed, packaged, and distributed in Wisconsin by 2020, with the target increasing to 20 percent thereafter. Although that bill failed, most observers expect the push for legislative support of local food sourcing to resurface.

But policy debates are also likely to trigger lively discussions about exactly what it means to buy *local*. Clearly a dirt-grown tomato harvested by an Amish farmer near Montello, Wisconsin, and driven to Madison in a Badgerland truck is local, and clearly a hydroponic tomato grown in California and shipped two thousand miles in a plastic clamshell package is not. But what about a chicken raised out of state, but processed by a family-owned business fifty miles outside Madison? Milk collected in Wisconsin, shipped out of state for bottling, then shipped back to sell?

“We have to come up with some criteria,” says Housing’s Julie Luke. “What’s reasonable to label *local* — if it has one ingredient in it, or if it’s some percent of the ingredients?”

Luke describes Housing’s guidelines as fairly conservative, counting as local only those items grown or produced in Wisconsin. For now, they tally locally processed goods such as meats and Wisconsin-prepped, out-of-state fruits and veggies separately. But even these choices reveal

gray areas about what fits the real spirit of the local-food movement. For some, the decision to eat local food is tied to the perceived environmental benefits of reducing food miles. For others, it's about fostering a sense of community with growers and fellow eaters. Many say that it's ultimately about taste and freshness.

"Oftentimes, the issue of sourcing locally is presented as a very simple solution," says Monica Theis '79, MS'88, a UW food science instructor. "And it's simply not."

Losing the Story

In a small plot of vegetables in Allen Centennial Gardens, Theis has been exploring those complexities from the ground up. With the help of Allen director Ed Lyon MS'01, she planted the garden in 2008 as a research and educational tool for her students. It has become a modest demonstration of the joys and pitfalls of growing and serving food close to home. For the past two summers, food-service staff have carted greens, tomatoes, onions, and other vegetables grown in the garden across a parking lot to be processed in Housing's kitchens, earning the prize for the shortest food-miles of any item on campus.

"Being a university, we are well positioned to study and learn the practical realities of sourcing locally," says Theis. "I hope, personally and professionally, that we are able to address some of these challenges — like cost, access, volume, and safety — that are not well understood."

One problem with locally grown food, for instance, is how to let consumers know where it came from. Cafeteria lines aren't like farmers' markets, where consumers can make a clear connection to the farmer who grew their food. In a

salad bar, locally grown tomatoes may sit side-by-side with long-distance travelers, and no one may appreciate the difference.

The CIAS report cites this problem of "losing the story" of local food as a chief impediment to institutions delivering a rewarding experience for diners. Housing has experimented with signs and



BRUCE HOJTEH

Monica Theis, a UW food science instructor, pulls carrots at a small plot in Allen Centennial Gardens. The garden's bounty is truly "local food" — deliveries require a mere trip across a parking lot to University Housing's kitchens.

themed meals that feature local foods, but Luke says it's still a challenge to show consumers what they're buying. "We need to do a better job," she says. "That's one of our projects."

But that is not the most immediate barrier in UW cafeterias, where scaling up locally grown foods must be measured against budget realities. While many produce items are comparable or even less expensive when bought locally during the growing season, others, especially meat, are considerably more costly. At

Housing, some of that burden can be shared with diners because items are purchased a la carte. But that's not the case for many schools and hospitals, where fixed food budgets offer less room to experiment.

"When you're serving 2.5 million meals a year, if your cost per meal goes up 10 cents, that's \$250,000," says Hofman. "The pennies are important."

The university's local purchases took another unexpected hit when Badgerland Produce closed last year, apparently due to sourcing issues. "It's disappointing," Luke says, "but it gets to the heart of the issue."

Meanwhile, Theis's vegetable garden, like the larger campus initiatives it symbolizes, has had its own successes and challenges. When the usual staff members were temporarily unable to make it to the plot last summer, the lettuces weren't harvested.

Theis sees her overgrown greens as a reflection of the bigger issues facing institutional local foods. "I see myself as a very optimistic person. But there are some pretty hard realities, especially in the public sector," she says. "I'm convinced there are steps we can take, but it's not going to be a quick or simple revolution." ■

Jill Sakai, a writer for University Communications at UW-Madison, enjoys being on a first-name basis with the farmers who grow most of her produce.

UW Bragging Rights

The cylindrical silo — now a staple on farms around the globe — was invented by UW professor Franklin King. Noting that animal feed often rotted in the corners of square buildings, he published his idea in the 1880s. The UW's Dairy Barn, built in 1897, includes one of King's first silos.

Wisconsin Alumni Association: celebrating alumni for 150 years.

JEFF MILLER



BRUCE FIGHTER



BIPARTISAN PARTNERS

Chancellor Biddy Martin believes that UW-Madison can help Wisconsin on the road to financial stability. The best path, she says, lies in greater flexibility for the university.

by John Allen

BIDDY MARTIN PhD'85 has spent her entire career in higher education, and the experience has taught her to keep an eye on her peer institutions.

“The university,” she says, “is not just another state agency.”

Lately she’s been saying this often — to alumni, faculty, students, donors, and especially state politicians. She wants them to remember this message, because she senses change in the air.

“The financial model for public research universities is broken,” she says, and this “requires changes in the traditional partnership” between state governments and the schools they sponsor. This is true all over the United States, she believes, though her focus is on UW-Madison, where a decreasing share of the budget derives from state funds.

As recently as fifteen years ago, money from state tax revenue accounted for some \$333.9 million, more than 30 percent of UW-Madison’s budget. By 2009–10, the number of state

dollars increased to \$457 million, but the amount supporting core mission activities has declined. Further, the university’s budget has grown faster than state contributions, and today the state’s contribution is only about 18 percent of UW-Madison’s income. Because Wisconsin faces a looming budget deficit as it tries to climb out of the recession, the percentage of state funding is likely to decrease in the foreseeable future.

And so Martin is proposing that the UW and Wisconsin rewrite their relationship. Over the last few months, she

has been talking about a new partnership — the New Badger Partnership (NBP), as she calls it — in every forum she can find: through articles and interviews; in speeches to students, faculty, and staff; and in conversations with alumni, business leaders, and the leadership of Wisconsin’s state government.

The essence of the partnership is that the state and its flagship university should work hand in glove to improve the general wealth and welfare of the state and its citizens. To that end, NBP would aim to make the university better able to deal with reductions by offering increased flexibility. It’s a partnership, Martin believes, that would make people happier at both ends of State Street.

The New Badger Partnership

is centered on flexibility: to gain more control over its own revenue and expenses, the university would like to have greater ability to manage its budget, especially in four areas: tuition authority, governing personnel and salaries, managing contracts for construction and capital projects, and procuring supplies and equipment. But if the proposal is new, the four requests embedded in it aren’t; UW-Madison has desired change in each of these areas for decades.

“The New Badger Partnership includes things the university has wanted for a long time,” says Darrell Bazzell ’84, UW-Madison’s vice chancellor for administration and the person who oversees issues of personnel and budgeting. “But this is the first time we’ve made a strong case for an integrated, comprehensive plan.”

Bazzell was part of the committee that conceived of NBP, a group that included Vince Sweeney ’78, UW-

Madison’s vice chancellor for university relations. The group began work nearly two years ago, as the depth of the recession was becoming clear and as the political situation in the Capitol became less stable.

“This really began shortly after Governor [Jim] Doyle [’67] announced he wasn’t running for re-election, back in August of 2009,” says Sweeney. “We

“We knew there would be no more money coming from the legislature, so we figured the answer was to ask for flexibility.”

saw that this was an opportunity: for the first time in many years, we knew for certain that there would be a new administration, whichever side won the [2010 gubernatorial] election. We knew that we would have the chance to establish a new relationship with each candidate, and we knew that there would be a fight over the budget. We wanted to prevent UW-Madison from being made into a political football during the budget process.”

That budget process promises to be difficult. According to an analysis by Andrew Reschovsky, a professor in the UW’s La Follette School of Public Affairs, Wisconsin faces a deficit that may be as large as \$3 billion over the coming biennium, more than 10 percent

of the state budget’s general fund each year.

Knowing that Wisconsin would face a sizable deficit, Sweeney, Bazzell, and others looked at what UW-Madison might want and need, and at ways that public universities in other states were dealing with their own legislatures and similar financial difficulties. (See chart, page 41.) They found that other states were responding to budget crises by trying to operate more efficiently. Picking the items they liked from among these state’s plans “almost à la carte,” according to Sweeney, they found options that could aid the UW.

“We knew there would be no more money coming from the legislature,” he says, “so we figured the answer was to ask for flexibility.”

Over the following months, they sought input from various parties — students, faculty, donors, and legislative candidates. “They all seemed intrigued,” Sweeney says.

From December 2009 through February 2010, as Wisconsin’s gubernatorial race was heating up, Martin met one-on-one with the three leading candidates, Democrat Tom Barrett ’76, JD’80, and Republicans Mark Neumann and eventual winner Scott Walker, and shared her vision. Throughout these conversations, Martin made sure to point out that the UW wants to cooperate with the legislature — not obstruct it — and that it can be an asset to Wisconsin’s economy, not a drain for dollars.

“I ... emphasized the importance of UW-Madison’s economic role in the state, the fact that we are a thriving export business for Wisconsin, bringing in well over a billion dollars a year from outside the state, creating

public- and private-sector jobs with our research and discovery,” she says. She found a receptive audience and says that Walker “seemed committed to bold ideas about how to grow the state’s economy, create jobs, and take advantage of the asset that higher education represents.”

As Walker and his new Republican majority approach the task of tackling a state budget for the 2011–13 biennium, proponents of the New Badger Partnership hope that they have opened the door to negotiating a better relationship between the state and university.

“The idea was not to develop a plan and put it on the table,” Sweeney says. “Rather, we wanted to put some ideas out as a way of shaping the conversation. We wanted people to think about what we need to do to preserve and protect the university as a world-class institution.”

As a result, NBP is far from a detailed program. Instead, it currently exists as a set of principles, to which Martin, Sweeney, and the partnership’s supporters hope the new governor and his legislative allies will respond favorably.

Flexibility, NBP backers argue, will enable the university to reap financial dividends. For example, notes Alan Fish MS’01, UW-Madison’s vice chancellor for facilities planning and management, consider the university’s Microbial Sciences building, which opened in September 2007 to great fanfare. Microbial Sciences is a \$121.3 million, state-of-the-art facility for conducting microbiology, immunology, and food safety research — and a key element in the state’s BioStar Initiative, an effort launched more than a decade ago by Governor Tommy Thompson ’63, JD’66 aimed at making Wisconsin a center for research in biology and biotechnology.

As with all state construction projects, regulations specified that the UW had to request separate bids from contractors for construction, electrical work, plumbing, and mechanical systems, and then take the lowest bid for each job. The rules are designed to save state money by taking the least expensive contractors, but in practice, they sowed confusion and produced a bureaucratic headache. When the

university took possession of Microbial Sciences, it discovered that the work done didn’t meet the needs of the scientists whose labs were to be located there.

“It took us fourteen months and \$1 million to fix the errors,” says Fish. He believes that NBP, by freeing the university from state rules on hiring contractors, could avoid repeating such mistakes.

Still, the key to convincing Walker and legislative leaders to support NBP is making them see UW-Madison as Martin does: as not just another state agency. NBP proponents argue that a more flexible university would not only help ease the state’s budget woes; it would also foster a higher-quality institution. The university faces forms of competition that the rest of state government doesn’t, and the UW wants to keep the student, faculty, and research talent that will let it thrive.

“Think of the Department of Natural Resources, for example,” says Sweeney. “Wisconsin’s DNR isn’t competing with Illinois’ DNR. But the UW

Continued on page 62

A New Model

UW-Madison needs a new funding and business model, says Michael Knetter, president and CEO of the UW Foundation, the fundraising arm for the university, noting that the traditional model is no longer working.

“Just when Wisconsin needs the UW most, the state is struggling to sustain it,” Knetter says. “And when higher education offers the greatest value to students and the regional economy, our strategic options for financing the UW are limited.”

The Madison Initiative for Undergraduates (MIU) is an initial step toward a new model. First proposed by Chancellor Biddy Martin to address need-based financial aid — one of her top priorities for the campus — the initiative was approved in 2009. An incremental tuition surcharge, MIU is designed to generate revenue to invest in faculty,

student services, and financial aid. In tandem with MIU, the UW Foundation has launched the Great People Scholarship Campaign, an effort targeted to raising funds for undergraduate education and strengthening a partnership among students, alumni, friends, and the global society in which graduates will live and work.

To aid the university in generating need-based aid, the foundation has increased its efforts to create scholarships through its Great People fund. Knetter believes that private gifts, along with the flexibility represented in the New Badger Partnership, will enable UW-Madison to meet today’s economic challenges.

“A natural solution to preserve quality and value is to modify the financial model to account for new realities,” Knetter says.

Staff

Altered States

The New Badger Partnership is as much a creation of its time as it is of Chancellor Biddy Martin and UW administrators. In recent years, leaders at public universities around the United States have been looking for ways to incorporate greater levels of autonomy and flexibility as tax-based revenue diminishes.

Vince Sweeney, the UW's vice chancellor for university relations, says university leaders explored arrangements at several other states as they were drawing up elements for NBP. Though each state has commonalities with Wisconsin, each is also unique, and Sweeney and his colleagues tried to keep the UW's particular needs in mind. "We're not really trying to be like Michigan," he says. "With its constitutional

backing, the University of Michigan is sort of a quasi-private institution. Wisconsin isn't like that, and we don't want to be that."

But they did find much that they like among other states. For instance, Martin notes, Virginia provides a strong model for Wisconsin. That state, she says, "has granted greater autonomy to its public universities, differentiating among them based on their capacity to assume responsibility."

The chart below includes several states that have altered or are considering altering relationships with their public universities while dealing with struggling economies.

Staff

Institution	State Deficit	Tuition (Resident/ Non-resident)	Legislative Authority or Proposal	Freedoms	Responsibilities
University of Michigan	\$1.58 billion	\$12,590/\$37,265	State constitution (1963)	Full authority over procurement, personnel, construction, and tuition	Members of institution's governing board are directly accountable to the electorate
University of Virginia	\$1.8 billion	\$10,836/\$33,782	2006 Higher Education Restructuring Act	Right to set tuition, flexibility in hiring and salary, free from a cap on out-of-state students	Must prepare a six-year financial plan, maintain academic standards, keep education affordable and accessible to all Virginia citizens
University of Colorado-Boulder	\$175.5 million (could rise to \$1 billion in 2011-12 fiscal year)	\$8,511/\$29,493	Flagship 2030 (university goals proposed to state)	May raise tuition up to 9 percent without state approval; requests greater operational flexibility	Flagship 2030 calls for the university to "develop a more entrepreneurial relationship with the state of Colorado"
University of Minnesota	\$399 million surplus (projected \$6.2 billion deficit by 2012)	\$12,203/\$16,503	"Transforming the U" initiative launched in 2004 (university effort, not legislative)	Has authority over tuition, procurement, personnel, and construction	"Transforming the U" aims to make Minnesota one of the top three research universities in the world; includes defining a set of metrics for success to gauge accountability
University of California-Berkeley	\$25.4 billion	\$12,461.50/\$35,340.50	State constitution	University system has authority to set tuition, manage salary and personnel issues, and manage capital projects	Must provide annual reports on performance in areas such as graduation rates, number of degrees awarded, student-to-faculty ratio, outside research grant support, and technology transfer
University of Oregon	\$3.5 billion	\$8,190/\$25,830	University president proposed new partnership to legislature in October 2010	Seeks authority to set tuition, buy property, govern capital projects, set salaries, and issue bonds, with legislature agreeing to a minimum level of tax-based support per student	Offers to meet standards of accountability in accessibility, affordability, diversity, economic development, and service impact
UW-Madison	\$3 billion	\$8,987/\$24,237	New Badger Partnership proposed in late 2010	Seeks authority to set tuition and manage capital projects, procurement, and salary and personnel issues outside of state regulations	Pledged to maintain quality, affordability, and accessibility; open to measures to ensure accountability

Budget deficit estimates may vary considerably. Tuition figures are based on two semesters at fifteen credit hours per semester for an undergraduate at the equivalent of UW-Madison's College of Letters & Science; includes fees.



familyman

Steven Levitan reaches new heights by writing what he knows.

By Jenny Price '96

Steven Levitan has two Emmys for writing and producing successful television comedies, so it sounds like a joke when he reveals which course gave him the most trouble on the way to earning a communication arts degree at UW-Madison: screenwriting.

“It nearly killed me, so that was interesting — that it ended up being my career,” says Levitan '84, the co-creator of the Emmy-winning *Modern Family*, a show that is a breakout hit during an era when many have declared the family sitcom extinct.

After graduation, Levitan got a job as a local news reporter, but what he really wanted to do was write for the shows that aired during prime time before the evening news. He started writing what are known as “spec scripts,” hoping that they would be picked up by popular shows such as *Cheers*, *Moonlighting*, and *The Wonder Years*. And he didn’t let up after returning home to Chicago to work for advertising agency Leo Burnett, staying in at night to write scripts while his roommates went out.

Less than two years after moving to Los Angeles, his work paid off when he landed a spot on the writing team for the show *Wings*, based on a freelance script he pitched to the show’s producers. He later went on to write and produce *Frasier* (winning an Emmy as co-executive producer) and *The Larry Sanders Show*, and to create *Just Shoot Me*. After the cancellation of *Back to You* — a show Levitan and writing partner Christopher Lloyd created about a local television newscast — the two fathers found inspiration for *Modern Family* in conversations about their children and day-to-day family lives.

The show mirrors how the face of the American family has changed since *The Brady Bunch* presented the first blended family to TV audiences forty years ago. *Modern Family* is the story of three branches of an extended suburban family: Jay, the patriarch, his much younger Colombian wife, Gloria, and her son; Jay’s daughter, Claire, a stay-at-home mom, her husband, Phil, and their three children; and Jay’s son, Mitchell, his partner, Cameron, and their adopted daughter from Vietnam.

Most important, it’s really funny.

In an interview with *On Wisconsin*,



LUCY NICHOLSON/THOMSON REUTERS

Comedy taken seriously: Steven Levitan accepts the statue for best comedy series during the 2010 Primetime Emmy Awards. That evening, *Modern Family* went on to win awards for outstanding casting, editing, sound mixing, and writing. The cast’s Eric Stonestreet, in photo on facing page with Levitan and Sofia Vergara, was named best supporting actor.

Levitan talked about his comedic start at the UW, how he mines his home life for ideas, and what it’s like to have fans say the show has brought their families together.

Campus was a training ground

“I got involved in so many different things in Madison,” says Levitan, who came to the UW from suburban Chicago and found some comedy roots by participating each year in the annual *Humorology* variety show produced by members of campus fraternities and sororities. He also took a TV directing course, produced radio dramas for WHA, and spent part of

his senior year at UW-Madison moonlighting as a news reporter for the local NBC station, where one of his journalism professors was the anchor.

“I would be in his class during the day, and then he’d be tossing it to me on the air at night,” he says. After graduation, he got an on-air job with Madison’s ABC affiliate, where he covered stories ranging from holiday parades to the death of serial killer Ed Gein.

The truth resonates with audiences

When Levitan accepted the Emmy last fall for best comedy series for *Modern Family*, he said, “We are so thrilled



Reality check: Steven Levitan, center, and writing partner Christopher Lloyd, right, call upon their own life experiences when crafting dialogue for actor Ty Burrell, left, and other *Modern Family* cast members.

families are sitting down together to watch a television show.” That’s an accomplishment in the increasingly fragmented media landscape of DVRs, niche cable channels, and Internet viewing. The show leaves viewers feeling as if its writers have eavesdropped on their families — just watch the episode from season one about Claire’s attempt to get the perfect family photo. “It just started by wanting to tell stories about family,” Levitan says.

But once the show aired, the response from fans was immediate and strong, he says: “They would come up and say to our actors, ‘I want to thank you because, because of your show, our family is actually doing something together again, which we hadn’t in a long time. So you’ve brought our family back together,’ which is pretty amazing.”

Levitan and the writers for *Modern Family* don’t have to go far to find inspiration for the stories told on the show. Like Claire and Phil Dunphy, he and his wife, Krista, have two teenage daughters and a younger son. An episode in which Claire can’t figure out how to operate the remote control was based on Levitan’s wife having the same struggles. And Levitan once did exactly what Phil does in the series pilot to punish his son for misusing an air BB gun: he used the gun to shoot the boy himself.

That doesn’t mean Levitan puts everything on screen. “I once wanted to use a boy’s name that I heard my daughter talking about, and she made me change it for fear that he would realize that she was talking about him at home,” he says. “And there have been a

couple times where my daughters will notice me taking notice of something, or writing something down, and [they’ll say], ‘Don’t put this in the show,’ or ‘My friends will recognize this if you do this.’ But more often than not, I think they get a giant kick out of it, and I think their friends think it’s cool.”

Hitting the right notes

Levitan knows about the tricky balance between comedy and emotion. He won acclaim for a 1996 episode of *Frasier* he wrote in which the title character’s father, Martin, a gruff former police officer, finally tells sons Frasier and Niles that he loves them. Many so-called family comedies are too harsh to seem real or too saccharine to stomach for very long.

Levitan and Lloyd wanted to find the right balance for *Modern Family*. “We knew that the show, just by the fact that there were kids in it, would feel a little bit sweet and sappy if we didn’t balance it with a bit of edge,” Levitan says. That means keeping in jokes that the network and viewers may consider less than politically correct to show that the characters are far from perfect. “Those are there to show that this is not just syrupy sweet,” he says.

An entire Twitter feed is devoted to quotes from *Modern Family* (twitter.com/modfamquotes) — a sign of how the experience of viewing a television show has changed for some members of its audience. Levitan has his own Twitter account (@SteveLevitan), and he uses it to communicate with fans of the show, too. “When the show starts airing on the East Coast and it’s six o’clock our time and we’re still working, we’ll take a little

break and ... start watching the Twitter feed,” he says. “It’s almost like getting to listen to an audience laugh, because people, as soon as they hear a joke that they like ... they’ll quote the joke, and they’ll go, ‘HAHAHA!’ or, ‘That’s the funniest thing I’ve ever heard,’ and you really get a sense of what jokes are landing or what really works.”

Success gets sweeter with time

Levitan already had a successful career in television before *Modern Family*, with more hits than misses. *Just Shoot Me*, the first show he created, went into syndication. “I was very happy then, but I was also young, and I don’t think I fully realized how lucky I was at that moment that things had come together there,” he says.

The show, which Levitan believes never got the respect it deserved from the network, aired in fourteen time slots in seven years. “I’m extremely proud of it, and I love that cast dearly, but somehow things have been much easier on this show,” he says. “[*Modern Family*] has been a dream situation, and it’s hard to imagine anything getting better than this.” ■

Jenny Price '96, senior writer for On Wisconsin, has tried to take the perfect family picture, but decided she will settle for a funny one.

UW Bragging Rights

The ratings used to judge the success of television programs — Nielsen ratings — are the creation of UW grad A. C. Nielsen, Sr. '18.

**Wisconsin Alumni Association:
celebrating alumni for 150 years.**



familyfamiliarity

Fans of *Modern Family* have come to expect both hilarious and touching — but always believable — lines from the characters during each episode of the hit show. Here’s a sampling from the scripts.

Claire: “Your kids don’t need to know who you were before you had them; they need to know who you *wish* you were, and try to live up to that person. They’re gonna fall short, but better they fall short of the fake you than the real you.”

Cameron (to camera): “Every home-improvement project we’ve undertaken has been a near-death experience.”

Mitchell: “Oh, remember how much fun we had when we built that bookshelf together?”

Jay (to camera): “That was my Vietnam. And I was *in* Vietnam.”

Phil: “Claire, I know you’ve got your methods, but so do I, and I’m sorry, but I’m not a micro-manager. Trust me, I can provide Luke with the tools and guidance he needs without smothering him.”

Claire: “You think I smother our children?”

Phil: “It’s not your fault honey. *Mother* is part of the word. You never hear of anyone being *sfathered* to death.”

Mitchell: “Well, Mom, instead of dredging up the whole incident, maybe we should just try and repress it like a normal family.”

When it's all over, one thing is clear: Match Day for medical students has more authentic drama, excitement, and emotion than any episode of Grey's Anatomy.

Match Day

Nervous may not come close to describing how one hundred and forty soon-to-be physicians feel as they await the answer to the question: what's next?

Their fates are sealed inside plain, white envelopes tucked in a box at the front of a standing-room-only auditorium at the UW's School of Medicine and Public Health. A version of what's about to happen there — at noon on the third Thursday of March each year — is taking place at medical schools all over the country. Students submitted their preferences for residency programs weeks ago; today they learn if their assignments match their dreams.

"Let's get started," says Patrick McBride MD'80, associate dean for students, as he begins calling out names. Each student takes his or her envelope, puts \$1 in a jar (with proceeds going to the poor soul whose name is called last), and stands before a microphone at the front of the room.

Some take a deep breath before revealing the destination, making the moment last. For many, emotion takes over, and everyone in the room is swept along for the ride with their wide smiles and joyful tears. Pushpins stuck into a U.S. map show where the students are headed, with about 20 percent staying at the UW.

Babies and wriggling toddlers — too young to remember this momentous day — wait as their moms or dads step up to the microphone. Some students walk to the front with their significant others, an acknowledgment of the sacrifices made. One young man hands the envelope to his wife to open, saying, "She worked harder to get through medical school than I did." Some couples are matched with the same residency program, having met and fallen in love on their way to becoming doctors. Many wait to open the envelope until a partner's name is called, then huddle to take in the news together before sharing it with the room.

When it's all over, one thing is clear: Match Day has more authentic drama, excitement, and emotion than any episode of *Grey's Anatomy*. And for this cast of new doctors, their story is just beginning.

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.



Sports and Society

Acknowledging his UW education, baseball commissioner Bud Selig endows a history chair.

Allan H. “Bud” Selig ’56 often talks about how history guides the decisions he makes as the commissioner of Major League Baseball.

It should come as no surprise that he credits his UW–Madison education for shaping that perspective. Selig, onetime owner of the Milwaukee Brewers, earned his bachelor’s degrees in history and political science. Now he has made a major gift to endow the Allan H. Selig Chair in History at the university.

“The [baseball] clubs always kid me, because at least three or four times in every major league meeting, I talk about ... the retrospect of history. Because I analyze, and they trained me well back in those days, to view everything in the light of history,” he said during an August 27 news conference at Milwaukee’s Miller Park.

The conference announced the history chair and two scholarships established in honor of Selig and his wife, Suzanne.

The event capped a week celebrating Selig’s legacy. On August 24, a statue of Selig was dedicated at the park.

As commissioner, Selig has overseen changes to the game — the institution of three divisions in each league, the wild-card play-off format, and interleague play — while keeping its essential character intact. His cognizance of baseball’s place in shaping society helped him to craft his vision for the history chair.

The new faculty position in United States history will focus on the relationship between sports and society from 1900 to the present. The scholar,

who has yet to be chosen, will teach, conduct research, and publish scholarship on the development of American professional sports in their larger national and social contexts, including race, gender, labor relations, “mass culture,” and economic organization.

“This is something I’ve wanted to do for a long time,” Selig said. “I’ve said that the best part of my role — as first the president of the Brewers and for the last eighteen years as commissioner of baseball — is the sociological part of it, the ability of a sport to do really constructive things in our society.”

Selig has frequently said that the most powerful and important moment in baseball history took place when Jackie Robinson came to the big leagues on April 15, 1947. “Jackie was clearly one of the most influential Americans of the twentieth century,” he said.

Selig plans to share his papers with the Wisconsin Historical Society and to return to campus upon his retirement to work on his memoirs, among other activities.

Chancellor **Biddy Martin PhD’85** said the Seligs’ gift will help to expand the university’s scholarship. “[It] will add an important new dimension to our history program, and help us see sports from varied and important vantage points and understand how sports help shape us and our society,” she said.

Chris DuPré



BRUCE RICHTER

As Chancellor Biddy Martin (left) listens during a news conference at Miller Park in August, Bud Selig, commissioner of Major League Baseball, announces a major gift for an endowed history professorship.

New scholarships honor the Seligs

Three Major League Baseball owners and Hall of Famer Hank Aaron’s foundation have created UW scholarships in honor of baseball commissioner **Allan H. “Bud” Selig** and his wife, Suzanne.

Mark Attanasio, chairman and principal owner of the Milwaukee Brewers; **Law Wolff ’57**, owner and managing partner of the Oakland A’s (and one of Selig’s fraternity brothers in Pi Lambda Phi); and Tom Werner, co-owner and chairman of the Boston Red Sox, have endowed the Suzanne and Allan “Bud” Selig Great People Scholarship. The scholarship’s first recipient is Maha Baalbaki of Milwaukee, a junior majoring in sociology.

“For the three of us, as Major League Baseball owners, to be able to support one of the most important institutions in Bud’s life is an honor, recognizing his passion for Wisconsin and education, and how the UW has helped forge the lives of so many of today’s leaders,” Attanasio said.

Aaron and his wife, Billye, have established the 4 for 4 Scholarship through their Chasing the Dream Foundation, with the Greater Milwaukee Foundation. The inaugural recipient of the scholarship is Marisa Aronson, a freshman from Milwaukee.

C.D.

Badger connections

BRYCE RICHTER



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Sconnies in Coastie Country

Badger fans tried their hardest to make their team feel at home at this year's Rose Bowl. Game-day estimates suggested that 60 percent of the people in the stadium were wearing Badger red and white, meaning that a full quarter of Pasadena's population that day was decked out to support Bucky. We have no idea how many were wearing pelts as a form of headdress. We hope the number was much lower.

WAA Honors Eight Grads

Anniversary-year awards go to alumni with global impact.

In celebration of its 150th anniversary, the Wisconsin Alumni Association has selected eight honorees to receive its highest honor, the Distinguished Alumni Award. Four of the award winners will accept their accolades at an all-alumni reception on April 28, during Alumni Weekend. The other four will accept on July 28 during a four-day International Convocation on campus. All alumni are welcome to attend both events. For more information, see uwalumni.com.



Accepting their awards during Alumni Weekend are: Dennis Dimick, Aicardo Roa-Espinosa, Carol Toussaint, and David Walsh. Accepting during the International Convocation are: Krishna Ella, Dong-Soo Hur, Kamoltip Payakvichien, and Stephen Roach.

Dennis Dimick

Dennis Dimick MS'74 could easily describe in words the environmental challenges facing



MARK THEISSEN, NATIONAL GEOGRAPHIC

National Geographic magazine, Dimick has earned awards and praise for publishing articles on soil degradation, biofuels, Earth's carbon cycle, sustainable agriculture, and many other topics.

In his position, he works to provide perspective and put complex environmental problems into context, which has made him a sought-after speaker. His presentation "Where Energy and Climate Meet" has earned international acclaim by focusing on the nexus between climate change, energy choices, and a sustainable economy. Dimick has overseen magazine projects on energy and climate change that have been cited by the Overseas Press Club, the Society of Environmental Journalists, and Pictures of the Year International.

Along with his work on the magazine, Dimick has been picture editor for a dozen *National Geographic* books, and has served on the faculty of

the planet, but he has chosen to combine words with the power of photography, graphics, and maps to more richly tell these stories. As executive editor for the environment at

the Missouri Photo Workshop, sponsored by the University of Missouri School of Journalism.

Dimick, who grew up on an Oregon farm, worked at newspapers in Oregon, Washington, and Kentucky before joining *National Geographic* in 1980.

Krishna Ella

A scientist turned entrepreneur, **Krishna Ella PhD'93** is most notably a humanitarian, supplying affordable hepatitis vaccines to millions of people around the globe.

Ella, who grew up in a farming village in India, initially studied agriculture before turning to molecular biology.

After earning his PhD, he returned to India in 1996. While conducting research on a yeast gene, he began to conceptualize a hepatitis vaccine. In search of funding to get his product to market, he was met with suspicion when he proposed a price of \$1 per vaccine when the going rate was \$35 to \$40.



Undeterred, he raised funds to launch Bharat Biotech International, Ltd., a company that today has supplied 1.5 billion affordable vaccine doses to more than sixty-five countries.

Bharat Biotech's hepatitis plant was the initial tenant in India's first biotech park, paving the way for hundreds of knowledge-based industries

at Genome Valley in the city of Hyderabad.

Ella has a strong belief in the power of innovation and entrepreneurship to solve societal problems, and he has also been instrumental in setting up three other biotech centers in India.

Dong-Soo Hur

Known as “Mr. Oil,” **Dong-Soo Hur MS’68, PhD’71** is the guiding hand behind GS Caltex, the



oldest private oil company in the Republic of Korea. As the firm’s chairman and chief executive officer, he heads a corporation that is a leading force in the Korean energy industry, with a 30 percent share of that nation’s petroleum market.

Hur grew up in Seoul and studied chemical engineering at UW-Madison before returning to Korea as a research engineer with the American oil company Chevron. In 1973, he joined Honam Oil, the predecessor to GS Caltex, and rose through the executive ranks, becoming vice president in

1978 and president in 1991.

With GS Caltex, Hur has been a tireless advocate of diversification and sustainability. While the company is a dominant force in oil and petrochemicals, he has led it into the gas, fuel cell, and renewable power industries.

Outside of work, Hur promotes the play of Baduk, an ancient board game, and he was elected head of Korea’s Baduk Association. Under his watch, GS Caltex fielded one of the nation’s most successful women’s volleyball teams, champions of the Korean Super League each year from 1991 to 1999.

Kamoltip Payakvichien

Her friends know her as Au (pronounced “Ah-o”), while everyone else who meets

Kamoltip Payakvichien MA’71

knows her as someone who is driven to make her home country of Thailand a better place. During her time at UW-Madison, she established the Thai Students Association of Wisconsin, was one of the founders of the Wisconsin Alumni

Association of Thailand, and was a member of the committee that helped bring the Thai Pavilion — one of only four located outside of Thailand — to Olbrich Gardens in Madison.

After graduating from the UW, Payakvichien returned to Thailand to take a job with a leading trading company, Loxley Public Company, Ltd., and in 1976, she joined Colgate Palmolive. From there, her entrepreneurial spirit took over. In 1993, she opened the Wangree Resort hotel in Nakornnayok Province and set up the Farmer



Career Center, where she taught farmers modern practices of processing crops and commercializing products to help improve their way of life.

In 1998, Payakvichien joined the Universal Peace Federation, Thailand Chapter, where she worked with government officials and religious leaders to develop peaceful solutions to some of her country’s problems. Since 2000, she has also worked with the Paveena Foundation to help women who have been victims of rape and human trafficking.

Aicardo Roa-Espinosa

The American Dream is alive and well. Doubters need look no further than **Aicardo Roa-Espinosa MS’85, PhD’89**. A native of Colombia, he received most of his elementary education in the 1950s on the road from his father, a physician who was forced to continually move due to political fears.

Roa-Espinosa earned his bachelor’s degree in agronomy engineering and worked in

Colombia’s sugar industry before saving enough money to move to the United States in search of higher education in engineering. He found it at UW-Madison, and today he is considered the leading authority in the use of polymers in erosion control and water clarification. In the last decade, his research has drawn the attention of the U.S. Marine Corps, which tasked him with developing dust-control methods for landing helicopters in the 2003 Operation Iraqi Freedom campaign.

To further apply his technology, he formed Soil Net, a company that develops and supplies polymer-based separation technology for a number of different applications, including vegeta-



ble-oil and biodiesel refining, erosion control, waste separation and transformation, and water clarification.

A passionate advocate for UW-Madison, Roa-Espinosa is an honorary fellow of the College of Agricultural & Life Sciences

and supports student research in collaboration with his laboratory in Belleville, Wisconsin.

Carol Toussaint

Carol Toussaint '51 has racked up so many professional and volunteer accomplishments

ZANE WILLIAMS



that even she gets a bit overwhelmed when listing them all. She's been a tireless advocate for women, for civic leadership, and for community service.

An independent consultant, she's also had several stints in Wisconsin state government, including serving as secretary of the Department of Local Affairs and Development and as deputy director of the Wisconsin Strategic Development Commission. Since 1988, she's owned Vantage Point, a lecture business that promotes networking for Madison-area women.

Toussaint was the first woman elected to the board of Wisconsin Power and Light and the first woman president of the Madison Rotary, and she's lent her expertise to women's advocacy groups as far afield as

Russia. She serves on the board of the University Research Park and the College of Letters & Science Pathways to Excellence program, and she was a founding member of the UW Foundation's Women's Philanthropy Council. She's also served on the WAA board and its Cabinet 99 women's advocacy group, and she's been very active with the League of Women Voters and with Madison's Overture Center since its inception.

These activities and a host of others have led to numerous awards, including an honorary degree from Edgewood College and a Distinguished Alumni Award from the UW-Madison School of Journalism.

Stephen Roach

As one of Wall Street's most influential economists, **Stephen Roach '68** knows a thing or two about good investments. He has recently put this knowledge to good use with a teaching position at Yale University, where he is developing curricula on Asia



and macroeconomic policy.

A California native, Roach discovered economics while a student at UW-Madison, and he went on to earn a PhD from New York University. He has spent the bulk of his career as chief economist at Morgan Stanley, and more recently as chairman of the firm's Asian businesses, including a three-year stint in Hong Kong. In addition to his senior fellow position at Yale, he will continue his twenty-eight-year career with Morgan Stanley in Asia and other parts of the world.

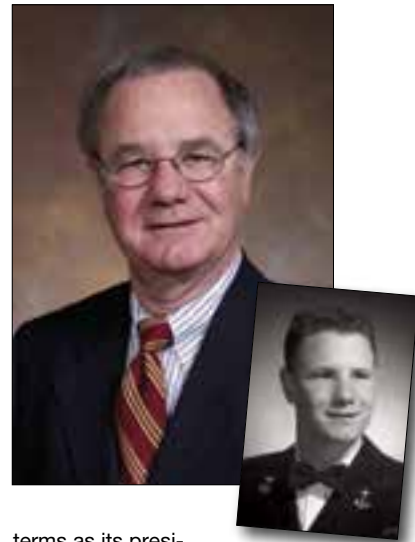
Roach's research, opinions, and writings on globalization, the emergence of China, productivity, and the macroeconomic impacts of information technology have appeared in academic journals, books, and congressional testimony, and have helped shape policy from Beijing to Washington.

His latest book, *The Next Asia*, was named the 2009 Book of the Year by *China Business News* — China's equivalent of the *Wall Street Journal*.

David Walsh

An attorney with Foley & Lardner LLP of Madison, **David Walsh BBA'65** (JD'70, Harvard) extends his expertise to fields as varied as telecommunications law, sports law, and estate planning, and authoritative publications such as *The Best Lawyers in America*, *Chambers USA*, and *Wisconsin Super Lawyers* have often included him in their top rankings.

But Walsh may be even better known for his distinguished public service to Madison, the state of Wisconsin, and the university. He's been a member of the UW Board of Regents since 2002 and served two



terms as its president, is chairman of the board of directors of the University of Wisconsin Hospitals and Clinics Authority, and has advocated for some of Wisconsin's top companies and economic development organizations.

But his greatest cause is personal. Two of his four children are afflicted by Usher Syndrome, a genetic condition that leads to blindness and hearing loss. Walsh personally raised more than \$1.2 million for stem-cell retinal research, resulting in the establishment of a UW research program that has now garnered an additional \$4 million in grants.

UW Bragging Rights

WAA has given awards to more than three hundred distinguished alumni since 1936, including such notables as astronaut James Lovell, Jr. x'50; actress Jane Kaczmarek '79; environmentalist Gaylord Nelson '42; journalist Anthony Shadid '90; and Yahoo! CEO Carol Bartz '71.

Wisconsin Alumni Association: celebrating alumni for 150 years

early years

September 30 marked the ninety-ninth birthday of a simply amazing woman: author and photographer **Ruth Gruber Rosner MA'31** of New York City. At the age of twenty, she was the world's youngest PhD, and at twenty-four, she was the first journalist to explore the Soviet Arctic. Rosner later escorted Holocaust refugees to America in a secret, wartime mission for FDR, and the photos she took of them aboard the ship *Exodus 1947* became the conscience of the world. She's now the subject of a new documentary, *Ahead of Time*.

A big Badger "Happy birthday!" goes out to **Dick Engholdt '33** of Wauwatosa, Wisconsin, who reached the century mark in December. A member of the Triangle Fraternity and a former lieutenant in the army's Signal Corps, he's a retired VP of Erie Manufacturing Company.

40s-50s

B-movie fans who attended the Wisconsin Film Festival this fall had a big treat — *Mr. B.I.G.*, that is. For the uninitiated, he's **Bert I. Gordon x'44** (thus, B.I.G.), a master of making films featuring large, mutated creatures: *Earth vs. the Spider*, *Beginning of the End*, *The Food of the Gods*, *Empire of the Ants*, *The Amazing Colossal Man*, and *Satan's Princess*, among others. He was in Madison from California to present one of his favorite creations, *The Magic Sword*.

Ken Becker '49 of Lodi, Wisconsin, is among those who have taken a Badger Honor Flight — a national effort to transport America's veterans, free of charge, to Washington, D.C., where they visit memorials and are honored for their sacrifices.

Becker, an air force B-17 navigator in both WWII and the Korean War, said of his October trip, "This was not just for us; this was for the 16 million people who served in World War II."

Writing memoirs about their lives in the 1940s has been the recent avocation of both **Richard Whinfield '49, MS'53, PhD'69** and **Len Kube MS'66**. Whinfield, of Ellington, Connecticut, documented his experiences in the South Pacific during WWII in *My War* (Xlibris), and Kube, of San Diego, has written *Lessons Learned: How Family and Farm Life in the 1940s Provided a Guide to Success*.

At age seventy-nine, **Don Hoepfner '53** of Whitewater is a Wisconsin Senior Olympic Hall of Famer with more athletic prowess than many folks have at thirty. At the state's last Senior Olympics alone, he racked up five gold medals, four silvers, and three bronzes. Next up? Playing on Wisconsin's first eighty-plus basketball team — plus doubles tennis and volleyball — at the 2011 Senior Olympic National Games.

Daniel Pfannstiel PhD'59 of College Station, Texas, says that his best work over his forty-two-year career with the Texas AgriLife Extension Service was the Expanded Food and Nutrition Program, which educated underserved people about better nutrition. Now a Texas A&M University director emeritus and professor emeritus, he's been named to the International Adult and Continuing Education Hall of Fame for 2010.

60s

Marshall McGowan Hall PhD'61 was one of five people to earn the Order of Jamaica at the 2010 Jamaican National Honours and Awards Ceremony in October. Hall, of Kingston, was

lauded for his contributions from several careers, but mainly for his crucial role in the development of the country's banana exports.

The Grove Medal, which recognizes a lifetime of pioneering work on fuel cells, has gone to **J. (Jan) Robert Selman MS'62**. A research professor at the Illinois Institute of Technology in Chicago, Selman holds six patents, among which are the basic patents for phase-change material in lithium-ion batteries.

The headline "Renowned Corn Breeder Joins Seed Consultants" tipped us off that **Dave (Devender) Nanda PhD'64** is the new director of genetics and technology at Seed Consultants in Washington Court House, Ohio. Having worked in India, Argentina, and Europe, he takes a world of knowledge to the eastern Corn Belt.

Collaborative printmaking formed the beginning of a career for **Richard Royce '64, MS'65** of McMinnville, Oregon. From there he opened Atelier Royce and spent a quarter-century making prints and creating artworks in etching and cast paper for other artists. His own work appears in seven museums and thirteen books as well, including the new sci-fi work *The Last Wolves of Mars* (Bank House Books).

A five-year grant from the National Institute of Deafness and Other Communication Disorders that weighs in at more than \$1.4 million has gone to principal investigator **Donald Caspary '65**, a research scientist and professor of pharmacology at Southern Illinois University School of Medicine in Springfield. His studies of age-related hearing loss may aid in the development of drugs to treat the problem.

In gratitude for his dedication to the UW's School of Journalism & Mass Communication, professor

Send us your news!

Please share with us the (brief, please) details of your latest achievements, transitions, and major life events by e-mail to papfelbach@waastaff.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to (608) 265-8771. We have the "good problem" of receiving many more submissions than we can include, but we love to hear from you nonetheless.

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

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

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.

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

emeritus **Jim Hoyt '65, MS'67, PhD'70** of Middleton, Wisconsin, now has a room to call his own. The school renovated Vilas Hall's room 2195, added a state-of-the-art multi-media system, and dedicated it to Hoyt in a fall ceremony. He served as a professor from 1973 until 2002, and as director of the J-School from 1981 until 1991.

Fred Barbash '67 has been called "one of Washington's most experienced editors." Once a national reporter, Supreme Court correspondent, London bureau chief, national editor, and business editor for the *Washington Post*, he's also taught at Northwestern, written books, and served as senior editor at *Politico*. And what now? He's the new deputy managing editor of *CQ Weekly* for *CQ-Roll Call*.

Felicitations to **Russell Gordon MFA'67, MA'67**, who writes that he was "celebrated with a forty-year survey" of his artistic work this fall at the Stewart Hall Center and the McClure Art Gallery, both in his home city of Montréal, Québec.

For his accomplishments as the deputy principal investigator of the Kepler space mission, **David Koch '67** has received NASA's 2010 Exceptional Achievement Medal and is sharing the American Astronomical Society's first Lancelot M. Berkeley-New York Community Trust Prize for Meritorious Work in Astronomy with principal investigator **William Borucki '60, MS'62**. Thomson Reuters' *ScienceWatch* has also determined that Koch's paper in the April 20, 2010, issue of *Astrophysical Journal Letters* has been the most cited in all categories of emerging research fronts.

Bill Spira '68, MS'72, PhD'74 has had a varied career in academia, the nonprofit arena, and the corporate world, but

Madelon Rosenfeld '71: Staying Sharp as a Fencing Champion

During her workday, **Madelon Rosenfeld '71** alternates between hearing cases that come before the New York City Environmental Control Board and arbitrating for the Financial Industry Regulatory Authority. When she hangs up her judge's robes, the sixty-one-year-old puts on a white fencing jacket and assumes the mantle of a national fencing champion.

Rosenfeld has always been competitive, but her early focus was on academics and social justice. "In Madison, the only exercise I got was during anti-war marches," she says. "I've gotten more physically active in the second half of my life."

When she moved to New York in 1986 to be with her future husband, *National Geographic* photographer Ira Block, she did some freelance writing, created a television production company, and worked to become a member of the New York State Bar Association. And once while Block was away on an eight-week photo shoot in Africa, Rosenfeld decided to join a gym.

That's when she began to develop her inner athlete. "I started running. I learned to swim. I lift weights. I do yoga," she says. "Then somebody I worked with mentioned that he'd started fencing at a club near where I lived. It sounded intriguing."

But fencing did not come easily to Rosenfeld. "I have no sense of timing, but I refused to give up," she says. "I kept going and going and going." She pushed herself hard and then found a coach trained in Kazakhstan who pushed her even harder. She now has two coaches: one for facing right-handed opponents and one for lefties, who are harder to beat.

The hard work has certainly paid off. Last summer, just a decade after her first fencing class, Rosenfeld won all three national tournaments in her category of women aged sixty to sixty-nine, and found herself fencing for the U.S.A. in Croatia, where she placed eighth in the world and first in America.

"I had to remind myself that I'd trained hard, and I deserved this. My problem is that I start to feel bad for my opponent," she says. "I was fencing a woman from France, and I was ahead 4 to 0. I felt bad that she didn't have a point. As soon as I thought that, she got a point. That made me mad at myself, and I beat her 5 to 1.

"Fencing," says Rosenfeld, "makes you sharper. You have to focus, or you're going to get hit. I've had a finger broken and a couple of bruised ribs — guys in their forties who don't want to be beaten by a woman can hit pretty hard." Rosenfeld knows now that she can hit hard, too. She's set her sights on the next world competition in Bulgaria, but she knows there is more to life than fencing.

"I would like to try ice hockey," she says. "And somebody from Yahoo! called me. They want to feature me on their Second Act Web site [which features videos of people over forty who have reinvented themselves], but I'm not ready for that. I feel like I'm still in the previews."

Denise Thornton '82, MA'08



IRA BLOCK

By day, Madelon Rosenfeld is a judge, and by night, she's a world-class fencer.

he's currently at the helm of the Augsburg Fairview Academy in Minneapolis, which focuses on students who feel disenfranchised. Through Spira's leadership and the school's novel

approaches, Augsburg is succeeding and changing lives.

William Torillo Torres MS'68, PhD'71 was one of two people to receive the Outstanding Oriental Negrense Award

for Excellence this fall in the Philippines. As the first Filipino to obtain a PhD in computer science from the UW, Torres co-founded and was president of Mosaic Communications, the

largest Internet service provider in the country. He's known as the "Father of the Philippine Internet."

The Soil Science Society of America's Soil Science Professional Service Award (say *that* three times quickly) has gone to **Lee Sommers MS'69, PhD'71**. Associate dean of the College of Agricultural Sciences and director of the Agricultural Experiment Station at Colorado State University in Fort Collins, he's served as the society's president and co-chaired the 2006 Soils World Congress.

Madisonian **Robert Townsend '69** flew 175 combat missions during the Vietnam War, worked with the National Security Agency, and served as deputy chief of the Air Force Intelligence Agency's counter-deception directorate. But these are not the subjects of his novel, *Spirit Falls* (Smashwords). Instead, Townsend's coming-of-age story begins in 1959 in northern Wisconsin and tells a tale of "childhood friendship ... growing into profound love."

Two Badgers have been nominated by President Obama to fill administration posts: **Martha Wagner Weinberg MA'69** as a member of the National Council on the Humanities, and **Ted Beck MBA'76** as part of the President's Advisory Council on Financial Capability. Weinberg is an author, former MIT political science professor, and consultant who lives in Brookline, Massachusetts. Beck is the president and CEO of the National Endowment for Financial Education in Denver and a member of WAA's board. He was previously the associate dean of executive education and corporate relations at the UW's Wisconsin School of Business.

70s

If you tried to explain what *Michael Feldman's Whad'Ya Know?* radio program is really about, you might be tempted to say, "Not much" — just as the audience responds to the punch line that its Madison-based host, **Michael Feldman '70**, delivers at the start of each week's show. Nonetheless, his nearly 1 million listeners nationwide love the way that he riffs on the news, quizzes audience members, and interviews guests, and they celebrated the show's silver anniversary in August. Whad'ya know?!

Wayne Nilsestuen MA'72, MS'72 will bring more than thirty years of development experience working in Asia, Africa, and Latin America to bear on his new role as director of the U.S. Agency for International Development's mission in Bolivia. His most recent posts were as mission director in Guatemala and Paraguay.

The Commodity Futures Exchange Commission's Technology Advisory Committee is richer for the addition of (**Jon**) **Michael Gorham MS'73, PhD'76**, who also served as the commission's first director of market oversight. Today he's an industry professor and director of the IIT Stuart Center for Financial Markets at Chicago's Illinois Institute of Technology.

University of Missouri-St. Louis professor **Kathleen Butterly Nigro '73** has earned a Governor's Humanities Award in Exemplary Community Achievement from the Missouri Humanities Council. It honors her work with cultural and literary events, but especially for co-founding ReadMOre, a statewide reading initiative. "The humanities are the expressions of what it means to be human," Nigro says.

When U.S. immigration judge **Paul Wickham Schmidt JD'73** received the Briggs Distinguished Alumni Achievement Award from Lawrence University in June, his citation lauded his dedication to "ensuring justice for individuals coming to the United States with the hope of experiencing the American Dream." Schmidt serves in Arlington, Virginia.

Katherine Arndt '74's deep knowledge of Alaska's history has made her an excellent choice for her new roles as Alaska and polar regions bibliographer, curator of rare books, and assistant professor at the University of Alaska-Fairbanks.

Cardiologist **Richard Heuser MD'76** has been named a *Phoenix Business Journal* Health Care Hero, but that seems like an understatement about a man who co-developed the first catheter treatment for leakage of the mitral valve, which is used in a fifth of the angioplasty procedures performed globally. In 1999, he was dubbed the top cardiologist in the Columbia HCA System — the largest hospital system worldwide.

There must have been a giant sigh of relief in California this fall when **Hilda Yao MA'76**, executive director of the Claire Giannini Education Fund, pledged \$1.3 million from the fund to fulfill every request filed by one of the state's teachers through DonorsChoose.org, a site that allows educators to request classroom supplies and project subsidies. There was even \$100,000 left over to help teachers in other states. Yao, of San Francisco, has also established the Dorothy and Hsin-Nung Yao Fund in her parents' names to honor outstanding educators in the UW's Department of History.

"I paint with passion, live without regrets, and move joyfully forward through life," declares

Patrice Federspiel '77, who first visited Hawaii in 2000, and within five months, had moved to Honolulu to paint full time. She enjoyed her recent role as the "signature artist" at the state's Haleiwa Art Festival.

Craig Stanke '77 of Coral Springs, Florida, wins the Brevity Award for this issue: his concise submission states that he's deputy managing editor in charge of the writing staff at CBSSports.com, where he's worked since 1997. He spent the previous two decades at newspapers in Wisconsin and Florida, and at the *Los Angeles Times*.

Wilmot James MS'78, PhD'82 is certainly making his voice heard. He's one of South Africa's most internationally prominent sociologists, and after just a couple of years as a Democratic Alliance member of parliament, he's become the party's new federal chair.

And speaking of South Africa ... Among the four soloists who performed at the major jazz festivals in Durban and Johannesburg in October was a woman who's "accepted around the world as a top jazz pianist," is a "composer of note," and "can swing as well": **Lynne Bernstein Arriale '79** of Jacksonville Beach, Florida. In 1993, Arriale won the International Great American Jazz Piano Competition and began leading her own trio.

The roster of Badgers serving as university presidents or chancellors has gained a new member: **Royce Engstrom PhD'79** has stepped up from provost to president of the University of Montana in Missoula.

80s

Daniel Finley '80 is credited with turning around the Milwaukee Public Museum as it

faced the worst financial crisis in its history. Now he's gone to Los Angeles to lead the Autry National Center as its president and CEO in its "continuing commitment to exploring the experiences and perceptions of the diverse peoples of the American West."

Profiles in Diversity Journal listed **Ellen Becker Friedler '80** in its ninth annual Women Worth Watching special issue. She's the chair of the commercial leasing practice group at the Neal, Gerber & Eisenberg law firm in Chicago.

In 1901, Everitt Ormsby Hokes founded and devoted the Hokes Archives to the "fabrication and documentation of rare and unusual cultural artifacts." Overseeing its collections today — including those in the "creative zoology" arena — is director **Beauvais Lyons '80**, who also has a serious side: he's a professor of art who specializes in printmaking at the University of Tennessee in Knoxville.

CNBC senior correspondent **Scott Cohn '81** has earned one of the highest honors in business journalism: a 2010 Gerald Loeb Award for outstanding coverage of a breaking business story — in Cohn's case, the Bernard Madoff scandal. The awards are presented annually by UCLA's Anderson School of Management. Cohn lives in Sleepy Hollow, New York.

Since 1980, **Victor Barnett '82** and his Running Rebels Community Organization have been dedicated to "developing Milwaukee's youth mentally, physically, and spiritually." He began with no building, staff, or budget, but by 2007, a staff of nearly ninety was reaching more than 1,500 at-risk youth through a variety of programs. Barnett is a hero to us!

Two Quarles & Brady attorneys are taking charge:

Mark Ehrmann '82, JD'85, of the firm's Madison office, has been elected chair of Forward Wisconsin, a nonprofit created to foster economic development in the state; and **Natalie Kartes Remington '00**, of the Milwaukee office, is the new president-elect of the Association for Women Lawyers.

Antonio Romanucci '82 — a principal and partner at the Chicago law firm of Romanucci & Blandin — wore his tuxedo a lot this fall. He chaired the Italian American Chamber of Commerce's gala and awards dinner, received the Excellence in Leadership Award from the Circuit Court of Cook County, and accepted the Moses Harrison II Award from the Justinian Society of Lawyers for his dedication to improving the Italian-American condition and community.

Ann Thoenke Wagner '83's creativity has bloomed into *Recycling with Arnie and Bing* (CreateSpace Publishers) — a rhyming children's book and corresponding curriculum about a pickle jar and lemonade can that go through the real-world recycling process. Wagner lives in Buffalo Grove, Illinois.

Best wishes to navy Captain **Timothy Werre '83**, who's retired from active duty after thirty-three years of service. His most recent post was at the Fort Schuyler Naval Reserve Education Center in Bronx, New York.

Elaine Worzala '84, MS'85, PhD'92 can add *CRE* after her name, now that she's earned the Counselor of Real Estate credential from the international Counselors of Real Estate. She's the director of Clemson [South Carolina] University's Pennell Center for Real Estate Development, interim director of its Master of Real Estate Development program, and a

professor of (yes) real estate.

Among the Badgers who are doing good work — and good works — in Afghanistan are Colonel **Darrel Feucht '85**, who's leading a team of agriculture experts from Wisconsin's Army and Air National Guard units to assist Afghan farmers and contractors. Colonel **Marty Leppert '82** supports that effort, too, as the assistant to the director of the Army National Guard's Afghan agribusiness development program. And navy Commander **Keith Stuessi MD'92** is establishing sports-medicine clinics in southern Afghanistan to treat mild trauma and concussions.

Three-time cancer survivor **Kathleen Mydlach Bero '86** of Watertown, Wisconsin, believes that eating the right foods has been part of her recovery. Now she's working to cultivate that belief in others as the founder of NuGenesis Farm, a prototype organic farm where she and her volunteers will grow edibles with the strongest disease-prevention properties. Bero is also adding an education center, demonstration kitchen, produce sales, and research efforts.

David Flatley MA'87, executive director of Columbia College Chicago's Center for Community Arts Partnerships, met Michelle Obama during a White House ceremony in October. That's when he accepted a 2010 National Arts and Humanities Youth Program Award from her on behalf of his center's Community Schools Initiative. The center has also been chosen as a best-practices site for quality after-school arts.

We send a big "Way to go!" to Milwaukeean **Peter Kies '87, MS'89**. He's the new co-head of the equity capital markets team at Baird, an international asset-management firm. Kies is also a

member of the Baird Foundation board and the Wisconsin Alumni Association's national board.

To those who scoff at English majors, scoff no more: former English major **Tim Gilbert '88** is the chair of iVideosongs — a firm whose videos teach viewers how to play music — as well as the chief marketing officer (CMO) and senior VP at Campus Management, a software company in Boca Raton, Florida. The Chief Marketing Officer Institute has also named Gilbert a 2010 CMO of the Year. So there.

Marketing firm Hoffman York has tapped **Michael Rivera '88** as the new executive creative director who will oversee creative work in its Chicago office, as well as interactive creative efforts agencywide. He most recently held the same title at Agency.com.

Dianne Soffa JD'88, MFA'98 shares a tale about some MFA students who were "reminded of the standards of excellence that prevail everywhere at our alma mater and its associated institutions" when one of their family members received care at the UW Hospital. Afterward, they wanted to give back. Their method was creating and selling tiny works of art at the Gallery Night and Day Benefit at Milwaukee's Safi Studios in October, and then donating the proceeds to the UW's Carbone Comprehensive Cancer Center.

Hearty congratulations to **Richard Dahm '89** of Brooklyn, New York, who took home an Emmy Award in August for outstanding writing in a variety, music, or comedy series for his work on Comedy Central's *Colbert Report*.

Division of labor is such a good concept that Division of Labor is the name of the new, San Francisco-based "creative and

Ben Weiner '06 and Kelly Korevec '06: Partnership in Motion

When **Ben Weiner '06 and Kelly Korevec '06** quit their jobs in October 2007 to become Web entrepreneurs, they arrived in Silicon Valley by way of suburban Milwaukee.

The Brookfield home of Korevec's parents became the launching pad for *dailymile* (*dailymile.com*), a social-networking site for runners, cyclists, and triathletes. With Korevec's folks away for the winter, the two men moved in and toiled through the Badger State's harshest season to develop the dot-com idea that they'd hatched during their senior year. "We'd stay up working until four or five in the morning every night," Korevec says.

Three years later, Weiner and Korevec live in San Francisco and operate a rapidly growing site that allows active types to share training regimens, exchange tips, and motivate each other. The *dailymile* site has now reached nearly two hundred thousand members and is adding some three thousand new members per week, according to its founders.

"Every workout has a story behind it," Weiner says. "Dailymile is all about sharing those stories."

Korevec adds, "We see people get on the site and talk about doing their first 5K. A few months later, they're talking about doing their first marathon."

Friends since their freshman year at the UW, Weiner and Korevec began running together as sophomores. They shared an apartment as seniors, when Weiner, a computer-science major, and Korevec, an art major, began collaborating on small Web projects and brainstorming larger possibilities. "We were really excited about doing something together and starting a business," Korevec says. "And we always had these big ideas for things we could possibly do."

Although Weiner says exposure to diverse ideas at Wisconsin encouraged the pair to explore entrepreneurship, both felt pressure to get "real jobs" after graduating. But during their first year in the workforce — Weiner as a Chicago software developer and Korevec as a Salt Lake City illustrator — they revisited their senior-year aspirations. "We both found that [work] was less rewarding than we'd hoped and that we weren't challenged," Korevec says. "So we went back to those original ideas and said, 'We should do this. What do we have to lose?'"

By keeping overhead low, living frugally, and working part-time consulting jobs, Weiner and Korevec have funded *dailymile* themselves, keeping the site free to users. Recent sponsorship deals have allowed the duo to operate *dailymile* full time, and they hope to build a sustainable revenue model and hire a support team.

"I couldn't have been happier making the decision to do this," Weiner says. "And looking back, I know it was absolutely the right decision, even though it's a little difficult to make that jump initially."

Mike Cullity



SETH AFRONIMADO

Runners Kelly Korevec and Ben Weiner created *dailymile.com*, a social networking site for athletes.

strategic brand studio" that **Josh Denberg '89** has co-founded to function as a collective: it will partner with various professionals as each project dictates. Denberg was most recently an executive creative director at McCann San Francisco.

90s

The Great Recession has, in fact, been kind of great for **John Gerber JD'90**, a Philadelphia attorney whose law firm, Gerber Growth, specializes in early-stage and growing companies. As the

recession has progressed, more people have turned to entrepreneurial ventures — and to him for legal advice. That led Gerber to found *UpstartLegal.com*, a Web site designed to help entrepreneurs help themselves with all of the legal documents that they

need for one flat fee.

Steve Moscarelli '90

shared his enthusiasm for his alma mater — he's missed the UW's Homecoming festivities only twice in twenty-five years (while living in Madrid) — as well as an update: he's the VP of sales for the Americas for Tufin Technologies of Ramat-Gan, Israel, and is active in WAA's alumni chapter in his home community of Boston.

Speaking of WAA chapters, **Joseph Sholler '90** is a big cheese in New York City's Big Apple Badgers chapter, having earned a 2010 WAA Sparkplug Award for his work and dedication. He's also been appointed president of the Wisconsin Eastern Alumni Scholarship Fund, which helps financially disadvantaged minority students from New York to attend UW-Madison.

If you've never heard of litigation graphics, let **Daniel Bender '91** explain: they're illustrations and animations that lawyers use during trials to support statements and testimony. Bender is the managing director of litigation graphics and business development at Digital Evidence Group in Washington, D.C., and his article "The Art of Advocacy Design" appeared in the Fall/Winter 2010 issue of the American Bar Association's *Verdict*.

The National Council on Disability has welcomed **Aaron Bishop '94, '95, MS'00** of Silver Spring, Maryland, as its new executive director. The agency advises the president, Congress, and federal officials on policies affecting people with disabilities, and it furthers the goals of the Americans with Disabilities Act of 1990. A 2010 winner of WAA's Forward under 40 award, Bishop was previously an adviser to Senator Michael Enzi (R-WY).

The Professional Engineers in Private Practice — a division of the National Society of Professional Engineers — has elected **Mark Davy '94** as its new chair. He's vice president of Davy Engineering, a consulting engineering firm headquartered in La Crosse, Wisconsin.

Rob Hershenson '94 did it all during his UW student days: he was a Bucky Badger mascot, served on WAA's Homecoming Committee, and drove the Bucky Wagon. These days he lives in Stevenson Ranch, California, and was recently promoted to VP of marketing operations and creative services at Universal Music Group Distribution.

Timothy Mantel '94 was pleased to announce the following, and so are we: as a sixteen-year employee of the Target Corporation in Minneapolis, he's been named president of Target Sourcing Services. In his new role, Mantel will lead more than two thousand employees around the world who locate and responsibly import merchandise.

With creations at "the intersection between graphic design and home textiles," Madisonian **Heather Lins '95** launched an eponymous home-textile line in 2008. Now her "Science Project" pillow collection and an exclusive design were the cover subjects of the August/September issue of *Readymade* magazine.

The winner of the 2010 Kriegbaum Under-40 Award from the Association for Education in Journalism and Mass Communication is **Dietram Scheufele MA'97, PhD'99**. The UW professor of life sciences communication also received the Young Scholar Award from the International Communications Association in 2004, making him only the second person to earn both of the two major early-

career honors for communications scholars.

Which Badger is featured in the book *How They Did It: Billion-Dollar Insights from the Heart of America* (RedFlash Press)? That would be **Roland Green PhD'99**, co-founder of Madison's Nimblegen. Author Robert Jordan interviewed the Midwest's most noteworthy company founders and compiled their wisdom for the rest of us.

Expectant mothers have a reasonable number of fashion options, but **Erin Smith Rutman '99** of Highland Park, Illinois, believes that fathers should have a little paternity wear, too. That's why she's "given birth" to her BellyMan line of vintage-inspired due-date T-shirts for expectant dads.

UW art department staffers **Michael Velliquette MA'99, MFA'00** and **Julie Ganser '00, MA'02, MFA'03** must have had their hands full as the curators of the October *here and NOW and then* juried exhibition of current work by past UW art students: a whopping 165 grads from five decades, worldwide, in a wide range of media submitted work for review. Part of *Illuminate*, UW-Madison's Year of the Arts 2010-11 celebration, the alumni exhibit was the first held in the campus's new Art Lofts Gallery.

2000s

Actor **Ian Anthony Dale '00** appeared this fall on NBC's serial *The Event* as the character Simon Lee, but it was hardly his first role. Following film study at the UW, he worked on production crews in L.A. and began landing roles on TV and in films (*Mr. 3000, The Bucket List*, and *The Hangover*).

The Association of Energy Engineers' Region III 2010 Young Energy Professional of the Year Award (whew!) has gone

to **Nathaniel Altfeather '03, MS'05**. He's the engineering manager of the Focus on Energy Industrial Program at R.W. Beck in Madison.

An August *New York Daily News* story reasoned that because **Matthew Lenahan '03** has been surviving — and even thriving — as a real estate broker in the "cement jungle" of New York City, he could probably survive as a contestant in the real jungle of Nicaragua during the latest season of CBS' *Survivor*. He did very well, placing third.

As a project coordinator for the International Women's Development Agency in Cambodia, **Kristen Rasmussen MIPA'03** is helping to prevent maiming and death caused by the land mines that are still in the country. She's empowered women to become involved in mine-clearance planning and organized a rap-music competition to inform young men about the dangers of unexploded ordnance.

New Yorker **Jason Schumacher '03** is the man on the flying trapeze — sort of — as a director for ZFX Flying Effects: he travels the world to devise flying choreography, set up stage rigging for theatrical flying effects, and train performers to use the equipment. He landed the gig when his UW theater background, martial-arts training, and stunt and fight-direction capabilities were noticed by ZFX at a workshop on flying and fighting.

"What Do Girls Want?" read an August *New York Times* headline, and what they want, it seems, is exactly what **Kate Ciepluch '04** and her buying team at Shopbop know all about. She's the fashion director of the New York-based online retailer, and you might say that Ciepluch "heard it here first": as a UW freshman, she began working for the company in

its original Bop store in Madison.

Katherine Ball '06 and Alec Neal, owners of the Sea Change Gallery in Portland, Oregon, began a bicycling odyssey in August that included filming a documentary about innovative, local solutions to climate change. They completed their cycling in Washington, D.C.; took a train to Florida; and sailed to Cancún, Mexico, for the 2010 United Nations Climate Conference.

Self-proclaimed tuba nerd **Joshua Cutchin '07** of Athens, Georgia, formed the Half Dozen Brass Band — a New Orleans-style, "Dixie funk" brass band — in 2008. Its first album, *Easy Street*, includes an ode to Madison (where Otis Redding died) called "Where Otis Went."

Quarterly magazines are rarely accused of being timely, so we think that it's not too late to share that Chicagoan **Adam Hoge '08** wrote for, edited, published, and marketed a 128-page football preview magazine this past summer called *Badger Kickoff 2010* (Maple Street Press). His writing staff also included **Jon McNamara '07, Benjamin Worgull '07, Jake Harris '09, Tom Lea '09, and Michael Bleach '10**.

Badgers were well represented in the November New York City Marathon: **Tim Nelson '08** of Portland, Oregon, placed thirteenth (and fourth among U.S. finishers), while **Matt Downin '00** of Edina, Minnesota, placed eighteenth (and seventh among American finishers). Hopes were high for **Simon Bairu '07** — a Canadian national-record holder in the 10,000 meters — but he collapsed near mile 23 of the 26.2 mile-course.

Tenor **James Kryshak MMusic'09** has certainly made the UW School of Music proud: he reached the semi-final round

of the Metropolitan Opera's national auditions in February 2009, and now he's joined the Lyric Opera of Chicago as an apprentice artist. Bravo!

New Yorker **Abby Sears '09** is the new associate producer for the Fox News Channel program *On the Record with Greta Van Susteren*. She appeared on the show and met host **Greta Van Susteren '76** while reporting for the *Daily Cardinal* on the homicide of **Brittany Zimmermann x'09**, and an internship and production-assistant position ensued. In the new post, Sears will handle all media requests for the program.

10s

The goal of the nonprofit Admission Possible is to make college admission and success possible for promising low-income students. **Jarett Fields MA'10** has joined the effort as the first program coordinator in its Milwaukee office, and his background working with the UW's PEOPLE and Posse programs has provided an excellent foundation. Admission Possible has also given **Jordan Scheid '08** its Idealistic Leader of the Year award for her work with the organization through AmeriCorps. She's now pursuing a master's degree at Florida State University in Tallahassee.

UW Bragging Rights

On Wisconsin (then called *Wisconsin Alumni Magazine*) published its first Class Note (then called Individual News) in October 1899. That first item noted that George Stoner x1857 had returned to Madison after a two-year stay in California.

Wisconsin Alumni Association: celebrating alumni for 150 years.

Calendar

March

30–April 3 Wisconsin Film Festival

Choose from a broad range of some two hundred independent American and international movies, restorations, and revivals, as well as locally made pictures from Wisconsin filmmakers. • wifilmfest.org

April

14–16 UW Engineering Expo

This campus event brings together K–12 students, families, faculty, staff, students, and industry representatives for a hands-on look at the world of engineering. • engineeringexpo.wisc.edu

14–16 UW Varsity Band Concerts

Join music lovers at the Kohl Center in Madison for a live performance by the Varsity Band, which is celebrating its 125th anniversary this year. Shows include awe-inspiring pyrotechnics, nationally known guest artists, a salute to Motown melodies, and favorites from the hit TV show *Glee*. • badgerband.com or (608) 265-4120

15–17 New Union South Grand Opening

You're invited to a special weekend of events as the new Union South opens its doors with giveaways, free food, a night of music in Varsity Hall, and much more. • newunion.wisc.edu

WAA 150th Anniversary Celebration Events

Throughout 2011, the Wisconsin Alumni Association will celebrate 150 years of alumni achievements and service to the UW — and all alumni and friends are invited to join the festivities.

Founders' Days

Celebrate UW-Madison's beginnings, honor your community's Badger of the Year, hear from celebrated faculty, and be part of a special WAA 150th anniversary commemoration at a Founders' Day event in your area.

April 28–May 1 Alumni Weekend

Meet distinguished alumni, explore the Year of the Arts across campus, and enjoy a Friday night fish fry and an exclusive alumni party at WAA's 150th anniversary Alumni Weekend celebration.

June 23 WAA Birthday Celebration

Fun, family-centered birthday parties in honor of WAA's sesquicentennial are planned on campus and in chapters throughout the United States, featuring cake and WAA's commemorative ice cream, Mad Grad Medley, made specially by the Babcock Dairy.

July 26–29 International Convocation

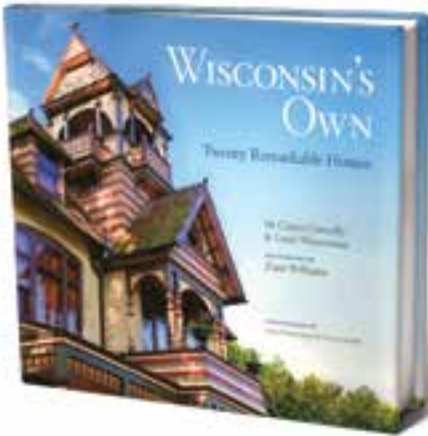
All alumni are invited to the International Convocation, a celebration of UW-Madison's leadership as a global university, at the new Wisconsin Institutes for Discovery Town Center.

October 14 Anniversary Gala

Make plans to attend a grand, festive campus event to coincide with Homecoming, which will be celebrating its centennial. Stay tuned for more details.

For more information on these events, call (888) WIS-ALUM or visit uwalumni.com/150.





■ There certainly are some big, beautiful residences in our state, which **Zane Williams '71** of Madison has masterfully photographed for *Wisconsin's Own: Twenty Remarkable Homes* (Wisconsin Historical Society Press), by M. Caren Connolly and Louis Wasserman. From 1,500 potential structures considered, the book tells the stories of the people behind the façades of these architectural masterworks.

■ For “everyone who’s concerned with the deeper issues of life, yet struggles with day-to-day time management needs,” **Pamela Kristan '68** has linked the spiritual with the practical in *Awakening in Time*:



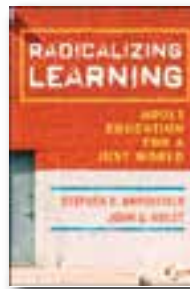
Practical Time Management for Those on a Spiritual Path (Dog Ear Publishing). She’s a teacher and consultant in Jamaica Plain, Massachusetts.

■ From the photos, notes, and memories that **Neal Ulevich '68** of Denver collected as a “diversion from the grim work of combat photographer and photo editor,” he’s created *The Polaroid Portraits: Indochina 1972–1975* (blurb.com). Ulevich spent decades working for the Associated Press in Asia and won a 1977 Pulitzer Prize for his coverage of a violent political confrontation in Bangkok.

■ Madisonians **Caroline Hoffman MA'71** and **Bob Kann '75, PhD'82** have shared the life of an inspirational activist with young readers in *Cindy Bentley: Spirit of a Champion* (Wisconsin Historical Society Press). Bentley was born with an intellectual

disability that diminished her prospects for independent living — until she began to compete, win, and bloom through Special Olympics. Hoffman, now retired, was a longtime policy advocate for the Wisconsin Council on Developmental Disabilities; Kann is a storyteller, juggler, magician, and workshop presenter.

■ “It is a bold, ambitious book, beautifully written and uncompromising in its social-justice agenda.” This is just one of the pieces of hefty praise for *Radicalizing Learning: Adult Education for a Just World* (Jossey-Bass), co-authored by



John Holst '88. He’s an associate professor in the Department of Leadership, Policy, and Administration at the University of St. Thomas in Minneapolis.

■ **Martha Taylor '71** has captured her body of wisdom as a pioneer in women’s philanthropy in a book she’s co-authored, *Women and Philanthropy: Boldly Shaping a Better World* (Jossey-Bass). Taylor is a vice president of the UW Foundation in Madison; a co-founder of the foundation’s Women’s Philanthropy Council (the first women’s major-gift program at a coed university) and the Women’s Philanthropy Institute; and the first female VP in development in the Big Ten.

■ *Mission Expansion in the Federal Home Loan Bank System* (SUNY Press) is nothing if not relevant and timely, and it’s the work of **Mark Cassell MA'92, MA'94, PhD'98** and **Susan Hoffmann PhD'98**. He’s an assistant professor of political science at Kent [Ohio] State University; she’s a professor of political science at Western Michigan University in Kalamazoo.



■ In *Genetic Twists of Fate* (MIT Press), co-author (**Henry) Mark Johnston '74** uses an accessible and engaging style to explain

what a personal DNA code is and how even a few differences in that long chain make each person an individual. Johnston is a professor and chair of the Department of Biochemistry and Molecular Genetics at the University of Colorado School of Medicine in Denver and editor-in-chief of *Genetics*.

■ Mary Clare O’Brian is an ordinary girl who struggles to understand God’s will in the midst of her large family’s troubles and the Vietnam War. She decides that becoming a saint — and having the ear of God — surely couldn’t hurt. Her story is told in (**Mary) Elizabeth Fixmer MS'78**’s debut work of fiction for middle-graders, *Saint Training* (Zonderkidz). Fixmer, of Madison, spent twenty years as a child psychotherapist.

■ You’ve got to check out Chicagoan **Patrick Somerville '01**’s third book: *The Universe in Miniature in Miniature* (Featherproof Books). It’s a “genre-busting book of short stories” from this winner of the 21st Century Award (for his 2009 novel, *The Cradle*). A limited-edition cover even turns into a mobile of Somerville’s mini universe! Little, Brown and Company has also purchased his fourth book, *Good Sense*.



■ In *Congressional Ambivalence: The Political Burdens of Constitutional Authority* (University Press of Kentucky), **Jasmine Farrier '92** demonstrates how Congress both desires power and cedes it, and examines how this ambivalence affects the legislative process. She’s an associate professor of political science at the University of Louisville.

■ **Danielle McGuire '97, MA'99**’s first book has already received plenty of prestigious press. It’s *At the Dark End of the Street: Black Women, Rape, and Resistance — A New History of the Civil Rights Movement from Rosa Parks to the Rise of Black Power* (Knopf). The author is an assistant professor of history at Detroit’s Wayne State University.

Changing Courses

Carla Davidson '62

In 1958, my freshman year, I arrived on campus after traveling from New York City to Chicago on the Twentieth-Century Limited, then catching the Milwaukee Road to Madison, about an eighteen-hour journey. My dorm, Hampton House, was on Langdon Street — fraternity and sorority row — and in that golden September light, I felt I had landed on a movie set. As I watched the clean-cut occupants of those houses greet one another after a summer's absence, the college-themed musical *Good News*, starring June Allyson and Peter Lawford, came to mind.

The scene was both enticingly alien and welcoming, and I could almost hear strains of “Varsity Drag.”

I had been drawn to Madison because I wanted to leave New York, at least for a while; because I could start out in Integrated Liberal Studies (ILS); and because I could later major in what was then prosaically called speech (now theater and drama).

The theater, and especially backstage life, had been my passion, helped along by the fact that my father was a television dramatist in what is now called the medium's Golden Age. One of his colleagues, Jerry McNeely MS'50, PhD'56, who divided his time between writing for some of the most popular shows and teaching in the university's speech department, had agreed to be my adviser. So I thought I was all set. And yet, one of the great benefits of sifting and winnowing — not just at Wisconsin, but at any good American college or university — is the opportunity one has to change course.

First, I bid ILS a speedy good-bye. Since I had come from a high school graduating class of eighty, this two-year college within a college had seemed like a good way to keep from being overwhelmed by a freshman class of 2,700. It turned out, though, that I *liked* being overwhelmed, and after a sequestered semester, I opted out.

That led me to the Letters & Science (L&S) catalogue of courses listed for the second semester, and I pored over it with the delight of a prairie girl of the 1890s presented with the Sears & Roebuck catalogue. That girl might have yearned for a gingham dress, but it was history that caught my eye.

Years later, after my mother's death, I discovered a four-page letter from me in her desk that had mapped the new course of my life.

In it, I explained a radical change of heart. First, I listed the dreary required courses for a speech major: Application of Speech Fundamentals, Psychology of Speech and Hearing, Argumentation and Debate, and on and on. Then I wrote, “I have just looked at the history requirements, and they are delightful. I won't even bother looking at poli sci, because history encompasses so much more (culture, government, foreign policy, etc.), so there is my choice.”



BARRY ROAL CARLSEN

I eased into my new major in the most relaxed manner, never having to focus on a particular period or place, as I studied pre-Revolutionary Russia with Michael Petrovich, Reconstruction with William Hesseltine, and European history with George Mosse.

It was all very agreeable — except for my looming anxiety about what would happen next. I was tempted never to leave Madison and to continue on in graduate school. But, to throw some cold water into this idyll, I had never had a female history instructor, not even a teaching assistant. Although this lack of role models didn't really strike me until many years later, it had a subtle influence. My generation of undergraduates moved in to change all that, but in any case, I suspected I wasn't cut out to teach. I returned to New York somewhat depressed, knowing that the next step was a season at secretarial school, as I learned to become employable.

It was very hard to leave Madison, and in a sense I never have. My secretarial training, gloomily embarked upon, won me a job at *American Heritage* magazine, and there I stayed until 2007, when Forbes, its owner, sold it.

During those forty-plus years, I was appointed picture editor, senior editor, travel editor, and founding editor of *Heritage's* offspring *American Legacy*, an African-American history magazine. In effect, I became a perpetual graduate student after all, with a paycheck attached. Each of the hundreds of articles I worked on over the years taught me something new, reminding me even now of nothing so much as picking and choosing from the L&S course catalogue that a long-ago eighteen-year-old found so delightful.

Carla Davidson '62 is a freelance writer living in New York.

Partnership

Continued from page 40

is in direct competition not only with the University of Illinois in Champaign, but with the best universities all over the world — for faculty, for students, for federal dollars, and for private sector dollars. We're in a very competitive marketplace. With the DNR, other states aren't trying to actively recruit their leadership, but other institutions around the world are trying to recruit ours. To maintain excellence, we have to be able to better deal with that competition for talent."

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"The UW has an important impact in the state of Wisconsin, an economic impact," Sweeney says. "The \$1 billion in research funding we brought in last year — that's money brought into the state, jobs that we've created. The point of the New Badger Partnership is to try to preserve that impact, because Madison really is part of the solution."

Martin believes that the need for change in Wisconsin's relationship to its flagship university is growing more acute.

"Given the state's budget deficit, global economic changes, and the state's consequent need for a world-class research university as it builds its knowledge-based industries, it is time

to do more than tinker on the edges," she says. "The state needs bold thinking about how it can preserve the quality of UW-Madison, one of its primary economic drivers." ■

John Allen is senior editor for On Wisconsin.

UW Bragging Rights

As a land-grant university, the UW received the proceeds from the sale of 240,000 acres of federal land. The grant (most of which was in Marathon and Polk Counties) was sold off between 1866 and 1902 at an average price of around \$1.25 an acre.

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Foul Weather, Fair Ball

Wisconsin does not, perhaps, have the most felicitous climate for outdoor sports. Just ask the men's and women's golf teams how much they like to practice during the state's long, cold winters. (See "Hole in One," page 19.) As you can see in the picture above, the weather problem is hardly new — the UW's athletic department has always had to think creatively when it comes to dealing with ice and snow.

This shot, circa 1960, shows the UW baseball team holding winter practice within a netted enclosure at the Camp Randall Memorial Shell. The Shell was built between 1954 and 1956 to give the athletic department an all-weather practice facility, and it took some 1,600 tons of concrete to make a roof that would protect Badger teams from the elements. The finished structure was big enough to enable the baseball, tennis, and track squads to practice simultaneously.

Unfortunately, an indoor practice facility wasn't enough to make the UW's baseball team very good. In nearly a century of Big Ten seasons between 1896 and 1991, the Badgers won only five conference titles, the last coming in 1950. The team's sole appearance in the NCAA's College World Series occurred that year. The Badgers did not win. In the following decades, the squad sank into mediocrity — and worse. The UW finished last in the Big Ten in five of the program's final eleven seasons.

After 1991, varsity baseball became a victim of a financial crunch at the athletic department and of Title IX gender-equity rules. But a non-scholarship, club team started in 1999 and continues to play on campus today. It holds its winter practices at the McClain Center.

John Allen



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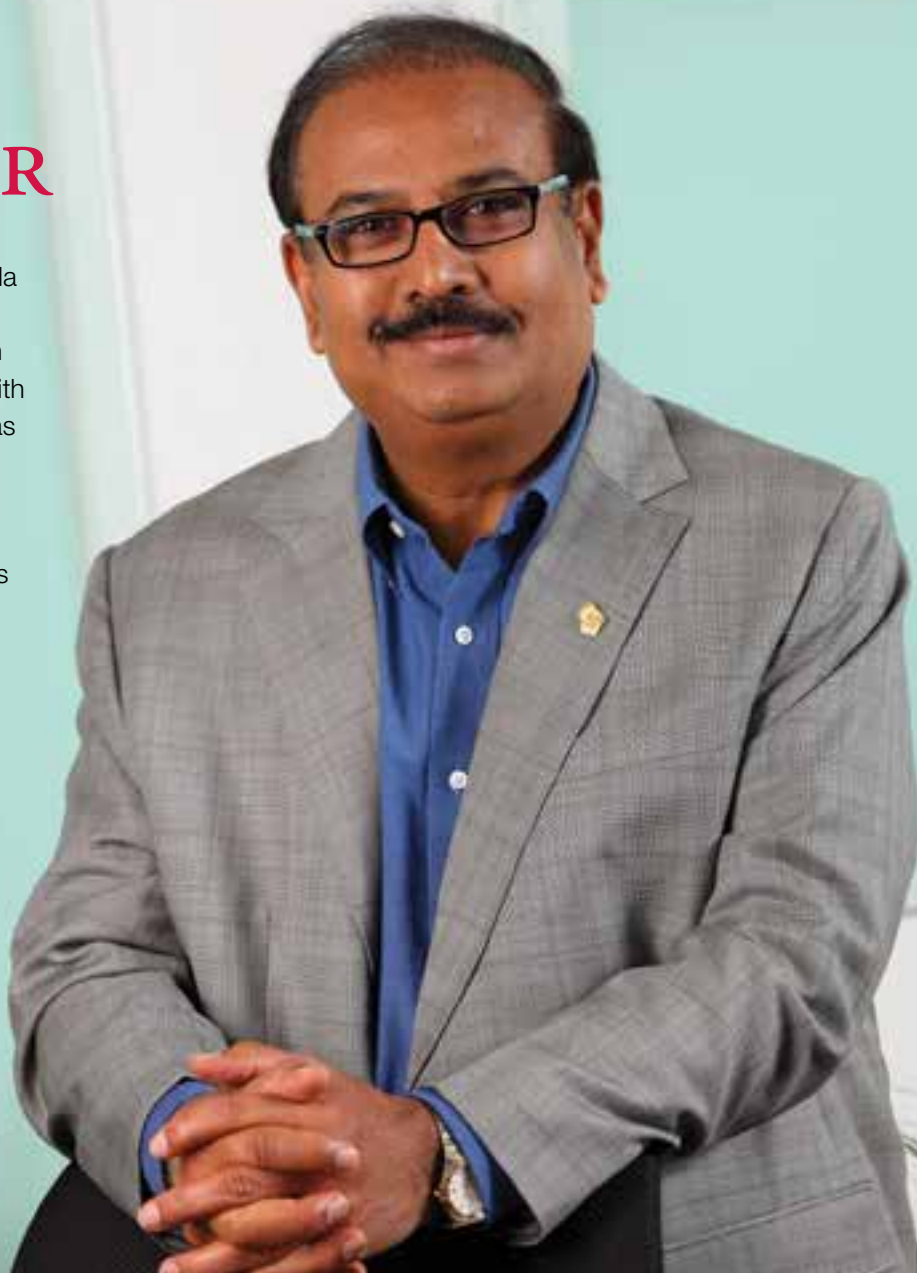
After creating a hepatitis vaccine in 1995, Krishna Ella PhD'93 created a business to produce a \$1 vaccine when the going rate was \$40, enabling him to reach out to the 5.8 billion people of developing nations with a safe, affordable vaccine. Today, Bharat Biotech has supplied 1.5 billion doses to more than 65 countries and established India's first biotech park.

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