On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

Micro to Macro

A tiny fly leads a UW geneticist to fruitful discoveries.

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University of Wisconsin-Madison

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SPRING 2012
VOLUME 113, NUMBER 1

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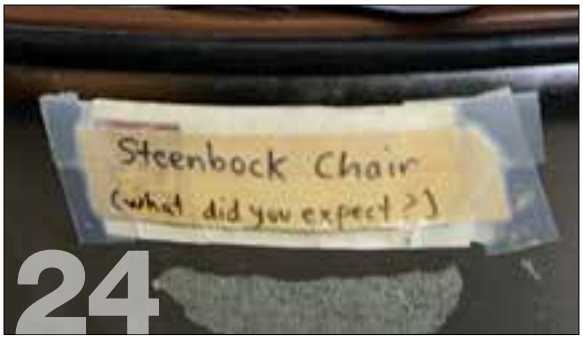

Departments

Cover
A powerful lens brings into focus the common fruit fly, a species that takes center stage in painstaking UW research. Photo by Jeff Miller

Year of the Wisconsin Idea

This academic year, we proudly celebrate the Wisconsin Idea. Through events, information, and reflection, we are observing one of our longest-held traditions: that UW teaching, research, outreach, and public service should improve the lives of people everywhere.

Our alumni contribute to the legacy of the Wisconsin Idea every day through their work beyond the boundaries of campus to benefit the state, nation, and world. But we only hear some of these inspiring stories, so we invite you to share yours at **www.wisconsinidea.wisc.edu**

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UNIVERSITY OF WISCONSIN–MADISON

On Wisconsin
SPRING 2012

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Quarterly production of *On Wisconsin* is supported by financial gifts from alumni and friends. To make a gift to UW-Madison, please visit supportuw.org.

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This magazine was printed by Arandell Corporation, a Wisconsin Green Tier participant.

JEFF MILLER

Nobody does it better: win or lose, wherever they go, Badger fans unite with unwavering pride, energy without end, and plenty of red attire.

Had you arrived at Rose Bowl Stadium a few minutes after the winning team collected the championship trophy on January 2, but couldn't see the scoreboard, you might have thought that the Badgers had won.

Long after the clock ran out — and the Badgers, in fact, hadn't won — Wisconsin fans remained in the stands to take part in the UW Marching Band's Fifth Quarter. "Wisconsin travels well" is a popular phrase when bowl berths and NCAA tournament bids are handed out, but it took my first-ever trip to Pasadena for the 2012 Rose Bowl to help me truly understand its meaning: fans wear red at all times of the day, every day, even on the plane ride home after a heartbreaking loss. They come early and stay late on game day. They quickly put losing in perspective, and they celebrate regardless of the outcome.

Yes, I'm biased. I was born in Madison, and I bleed Badger red. But consider this comment from an Oregon Ducks fan, posted to the UW's Rose Bowl website following her team's victory: "I have to say that the Wisconsin team, band, and fans are absolutely wonderful! I loved all the T-shirts, the overalls, the face paint, and the warm charm you all brought with you. … Thanks for a great game, true sportsmanship, and a wonderful atmosphere."

During the years I lived outside of Wisconsin, I was a rabid Badger fan, but I confess that I took it for granted when I moved back home. It's easy to forget how lucky I am to live in the place that far-flung alumni, such as those I met in Pasadena, celebrate with such enthusiasm. The more the years and the miles separate people from Madison, the more they seem to appreciate what it brought to their lives.

Yes, it would have been great to win the football game. But what we carry with us, and what joins us together, is worth even more. It's why we will always travel well.

Jenny Price '96

letters

Cover-ing China

Just received the Winter 2011 issue of *On Wisconsin.* Did not like the cover at all. The content of the story ["Delicate Balance"] is fine, and the graphics inside the magazine are fine, but the cover glorifies the People's Republic in a way that's just inappropriate. It would've been more appropriate to use a graphic like the one on page 22 as the cover art.

Alan Cobo-Lewis MS'90, PhD'92
Orono, Maine

Really enjoyed the most informative and interesting article "Delicate Balance" in your Winter 2011 issue of *On Wisconsin.* Very best thanks to Jenny Price. This comparison between two giants was very informative to read, also from a small country's point of view.

Anssi Siukosaari MS'69
Espoo, Finland

I just wanted to share my concern and dissatisfaction with finding the flag of China displayed — plastered — on the cover of the Winter 2011 *On Wisconsin*. While I understand the UW's current plan on striking a relationship with a cooperative institution in China, conferring exclusive cover space — and by extension, respect — to a nation-government that routinely imprisons those who don't agree with them, especially political critics, just seems a bit much — a bit "not *On Wisconsin.*"

Geoffrey Daniel Geist MA'91
San Francisco, California

I applaud Gilles Bousquet, the dean of International Studies, for making China the prime destination for UW-Madison students studying abroad.

As a Madison graduate and an American citizen originally from Hong Kong, I benefited well from my student days at Madison, not just academically, but also culturally, as I mingled with the communities there, bonding with some students as we became lifelong friends.

Although much has been said about China's robust economy amidst the western world's financial downturns, China's stunning growth, fueled by vast consumer demand and massive government investments in infrastructure to facilitate domestic commerce, created a bulging middle class enamored of the American culture in general.

While statistics show that students from China comprise the majority of international students at Madison, not everyone in China who wants to come to the United States can afford to come. Despite the emergence of the middle class, an economic gap also exists in China between the haves and have-nots.

By arranging for UW-Madison students to study in China, Dean Bousquet implements a dual winning proposition of not merely preparing Wisconsin students to be relevant and employable, in his words, but also bringing the coveted American ways to their less fortunate cohorts in China.

It is true. When you say Wisconsin, you've said it all.

Henry Tse '75, MA'76, MS'79
Rosemead, California

Keep on Rollin'

Thank you, John Allen, for the wonderful and inspiring profile of Shana Martin ["Rules to Roll By," Winter 2011]. Shana shows what determination and hard work can do to help ease the burden of a terrible disease and accomplish great things. Clearly, her father has been a great mentor and teacher for her from early childhood.

Shana's willingness to share her story and its attendant burden of grief, not only for her mother but also herself, is truly an inspiration for anyone. Her speaking engagements can only help many more people who face this dilemma be more informed of one strategy for dealing with the uncertainty. I wish her only the best of luck.

Sam Frazer '68, MD'72
Verona, Wisconsin

They Want to Be Badgers

The segment about the Fifth Quarter in "If You Want to Be a Badger" [Winter 2011] triggered a memory for me. The UW Marching Band was a guest at a Packers-49ers game in November 2009, and gave concerts before the game, at halftime, and following play for a half-hour each time. Following the latter, which included segments of the band moving up into the stands, *nobody* at Lambeau Field left their seats. The spectacle captivated the fans, and not even a fly-over by F-16 jets compared in the lump-in-your-throat department. It was awesome.

Gene Schwarze '61
Eagle River, Wisconsin

The writer of "If You Want to Be a Badger" missed one of my favorite UW foods. Unfortunately, it's not nearly as well known as Babcock ice cream — it's fudge-bottom pie. If I had to choose between Babcock ice cream and fudge-bottom pie for my last meal, I'd go for the latter and be in heaven.

If I had to choose between Babcock ice cream and fudge-bottom pie for my last meal, I'd go for the latter and be in heaven.

If this pie is no longer on the [Wisconsin] Union's menu, I'll sic the ghost of the late, longtime Union director Porter Butts on ye!

Karen Tancill '64
Racine, Wisconsin

More Campus Photos, Please

I am an alum living out of state. Your magazine is great. However, I am always telling my teens how great UW was: the lakes/isthmus, the student union and waterfront, Bascom Hill, the Arboretum, golf course, creamery, Capitol, State Street, Langdon Street ... and recent issues had virtually no campus photos. As an alum who does not know the people on campus anymore, I would really prefer more landscape shots. That's a lot of what makes UW-Madison stand out.

Grace Caner Offen '85
Newtonville, Massachusetts

Tears of Joy

As a Madison native now living in the San Francisco area, I find reading *On Wisconsin* difficult to do: it's difficult reading through the tears of fond memories.

Thomas Schnurbusch '67
Foster City, California

From the Web

Thank you for your excellent report with pictures on the transformation of basketball to hockey at the Kohl Center ["The Ice Rink Cometh," Winter 2012]. The details of how this is completed have perplexed me for years. Now I can fully appreciate the 120 man-hours required to remove the floor, remove chairs, and change the elevation of north and south seating stands.

Michael Grasmick '84

Thanks for this story. I always wondered how that transformation of the Kohl Center happened. It would make a great time-lapse video.

Mike Collins

I was extremely gratified to see this wonderful article about Shana Martin in *On Wisconsin* ["Rules to Roll By," Winter 2011] and immediately put it up on my Facebook page for all of my friends and fellow Badgers to see. Shana is a true inspiration.

Huntington's disease [HD] runs in my family, and I know too well how easily, and thoroughly, it can devastate a family and decimate family resources. The decision of whether or not to be tested, and how to handle the stress of HD in the family and even the possibility of having HD, is especially trying for young people, who all too often keep the secret of this disease to themselves.

Shana Martin and *On Wisconsin* have done a great service to Badgers and the public at large by publishing this great story.

Every time an article like this gets published, it helps to break down the walls of isolation for families at risk, reduces the ignorance and fear of others, and helps to speed the day when we will find the urgently needed treatments and a cure.

Jack Murray '90

Touching. … Very similar story to mine, as I was also adopted and never met my father and never knew about the disease. Like Shana, I had a lot of success in my career and won numerous prizes. In my late forties, I had strange sensations in the thigh and minor twitches around the eyebrows. It is only when my daughter asked to find my father, and after seeing him that I understood. He had HD, like his mother, many of his siblings, and many of his daughters. Now my disease is progressing: memory, depression, social withdrawal. … I wish I had never found him.

Andre Boutin

Thanks for the item on the Pro Arte Quartet [Flashback, Winter 2011]. Although I was studying studio art and art history when I attended the UW, I developed an interest in classical music, which I was able to feed by attending many of the recitals and concerts offered through the music department. I vividly remember Mr. Karp in performance (I think it was a Haydn cello concerto), and one of the highlights of my concert-going was hearing the Blums perform the *Sinfonia Concertante* of Mozart with the student orchestra, a piece that I love still. Many warm thanks to all the musicians who made my sojourn at the UW so tuneful. The sequel: what do you know; I ended up marrying a musicologist.

Udayan Sen '82

Please Update Your Address

UW-Madison wants to stay in touch with you. To update your contact information, which is maintained by the UW Foundation, please visit www.supportuw.org/update. 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 Magazine welcomes letters related to magazine content, but reserves the right to edit them for length and clarity. Email comments to onwisconsin@uwalumni.com; mail them to *On Wisconsin,* 650 North Lake Street, Madison, WI 53706; or fax them to (608) 265-8771. We regret that we don't have space to publish all the letters we receive, but we always appreciate hearing from you.

scene

On Point
Members of the UW rowing team round the tip of Picnic Point, followed by the team's coaching launch and kayakers in this photo from last fall. During 2011, the UW's Lakeshore Nature Preserve began a project at Picnic Point to halt erosion, improve views, and provide a gathering space for groups of up to eighty people. The improvements also include stone steps from the shoreline, so those on Lake Mendota can stop by for a bite, should any picnickers invite them.

Photo by Jeff Miller

news & notes

Weighing the Issues

Controversial flu research pauses for sixty days.

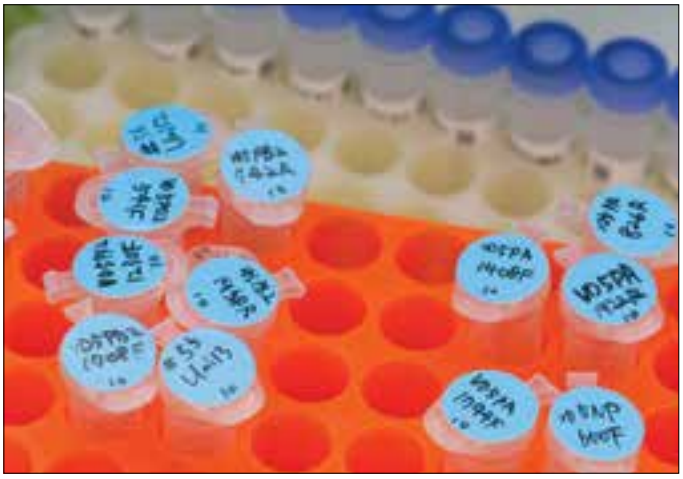
Concern about influenza research performed on ferrets at UW-Madison and in Holland led to an almost unprecedented sixty-day pause in research in January, allowing international scientists to weigh benefits versus risks and identify the best path forward.

The two studies have explored genetic changes that would enable avian flu to spread in mammals. Public health officials and scientists have been closely watching the influenza virus, which is capable of rapid genetic change. H5N1 flu has been circulating among birds since 1997; in the 578 documented human cases, of which nearly 60 percent were fatal, most victims were infected via direct contact with birds. Person-to-person transmission has not been observed.

One of the two studies now on hold was directed by **Yoshihiro Kawaoka,** a UW professor of pathobiological sciences in the School of Veterinary Medicine, with funding from the National Institutes of Health. For more than ten years, Kawaoka has done groundbreaking influenza work; this project was intended to identify whether genetic changes that occur in nature could lead to viruses capable of transmitting among people. The study was performed with full federal approval in a modern biosafety laboratory at the UW.

Publication of both studies was delayed at the recommendation of the National Science Advisory Board for Biosecurity, amid concerns that the techniques, virus, or genetic data could help terrorists.

Kawaoka, in his first public comments, published in *Nature* on January 25, warned of influenza's potential to spread among people, writing, "To fully assess the risk of an H5N1 pandemic and support pandemic preparedness, we needed a better understanding of the changes in the virus that would enable it to transmit in mammals."



JEFF MILLER

He called the research "urgent," noting that some of these genetic factors are already present in wild viruses in birds. He also said that the virus strain derived in his lab responds to both an anti-viral medicine and a vaccine, and that — unlike the virus developed in Holland — it was not deadly to the ferrets.

David J. Tenenbaum MA'86

quick takes

Senior associate athletic director John Chadima resigned in early January following an allegation of sexual misconduct after a party held during the Badgers' trip to the Rose Bowl. Interim Chancellor David Ward appointed a four-person team to review the matter, and the team, led by a former judge, issued a report of its findings. As of press time in February, a second allegation had been made to university police. Ward asked the judge to conduct another investigation, adding, "We are urging anyone who may have been a victim or anyone with information about inappropriate conduct by Mr. Chadima to come forward."

The UW is minting more Badgers than ever. The 2010–11 academic year marked the first time that the university has granted more than 10,000 degrees in just twelve months. It conferred 6,579 baccalaureates, 2,105 master's degrees, 754 doctorates, and 661 professional and clinical degrees.

The School of Medicine and Public Health's MEDiC program received the President's Volunteer Service Award. For twenty years, MEDiC has organized students to provide medical, dental, and mental health services to Madison's uninsured and homeless. The program was featured in *On Wisconsin* in Winter 2009.

The Wisconsin Institutes of Discovery became the first lab in the state to receive LEED gold certification from the U.S. Green Building Council last November.

Senior Alexis Brown x'12 was named a Rhodes Scholar. She will become the UW's seventh recipient of the award, which will enable her to study at Oxford University.

Between July 2010 and June 2011, the UW recycled more than 350 tons of computers, monitors, and other electronic equipment.

Botany professor David Baum is the namesake for a newly discovered species of tree, *Iochroma baumii.* Stacey Smith PhD'06 first described the tree, which is native to Ecuador, and named it in Baum's honor.

Stage Two

Memorial Union scales back its plan to renovate the theater lobby.

COURTESY OF THE MEMORIAL UNION REINVESTMENT PROJECT

An architectural drawing of the improvements to Memorial Union's theater wing reflects changes made following public meetings to discuss the design. The Union withdrew plans for a larger extension of the lobby and replaced them with this smaller version.

Responding to concerns from students and faculty, the Wisconsin Union has withdrawn a plan for a large expansion of the theater lobby and replaced it with a smaller version.

"We've made a drastic cut in size," says **Colin Plunkett x'12,** the student manager for the Memorial Union Reinvestment Project. "The change in the architecture, both in shape and size, better fits with the current building."

In 2006, the UW's student body voted to approve an increase in fees to pay for improvements to Memorial Union and to demolish and rebuild Union South. The latter project was completed in spring semester 2011, but the changes to Memorial Union — including improvements to the theater wing, on the west end of the Union Terrace, and upgrades to the original building — are not scheduled to begin until this summer.

The theater lobby expansion provoked surprise when images of its design were released in 2011. The plan presented to students in 2006 had included an expansion of the lobby, but a revised plan released last summer indicated the lobby would stretch fifty-two feet northward toward the lake. A group called SaveTheTerrace.org launched a campaign to halt the project, claiming that the new lobby would diminish the value of the Terrace by blocking airflow and views of the sunset.

In November, the Memorial Union Design Committee held public meetings to encourage input and discussion and found, according to Plunkett, that there was little enthusiasm for the large lobby. Instead, the Union's design committee returned to the theater plan that had been developed originally, which included a more modest, thirty-foot expansion to the lobby.

"We felt it would be best to go back to the designs of 2006," Plunkett says. "These were approved by the university, and they don't make a major change in the shape of the theater."

The improvements to Memorial Union and the Union Theater coincide with other redevelopments in the east campus area now called the Lakeshore Gateway. The Wisconsin Alumni Association (which publishes this magazine) is planning a project it calls Alumni Park. It will use private funds to replace a parking lot between the Union and Red Gym with a greenspace that runs from the lake to Langdon and includes an outdoor classroom, a promenade, and an arbor devoted to the Wisconsin Idea.

The state Department of Natural Resources has committed to improving dilapidated areas of the lakeshore in front of the Terrace this summer, and to remove the pier that had been built for the old Boat House, which was demolished in 1968. Alumni Park includes a new pier designed to improve the flow of water.

COURTESY OF THE MEMORIAL UNION REINVESTMENT PROJECT

The new plan extends the Union Theater's lobby 30 feet toward the lake, rather than the previous design's 52 feet, leaving more space for the Terrace.

The first phase of work on Memorial Union, including the theater wing and the building's fifth floor, is scheduled to begin in August and conclude in 2014, after which work will begin on the rest of the Union.

John Allen

They Don't Teach *This* in Basic Training

Staff Sergeant **Lindsy Pfenniger** and Sergeant **Renee Hintz,** part of the fifty-eight-member Wisconsin National Guard Agribusiness Development Team, work together to trim a sheep's hoof inside the UW Stock Pavilion. The soldiers completed forty hours of "Ag 101" training on the UW campus and at Arlington Agriculture Research Station last summer to prepare for their deployment to Afghanistan this spring. The team will work with farmers in Kunar Province, teaching them effective farming and herding techniques in an ongoing effort to fight poverty in the country.

COURTESY OF THE SCHOOL OF VETERINARY MEDICINE

Conserve and Protect

Vintage Curry murals are given new life in a new space.

The renovated Biochemistry Building on Henry Mall is a blend of past and present, with the original 1912 exteriors enveloping a modern space. As the building was gutted and rebuilt, the university found a way to preserve an artistic treasure within: 1940s vintage murals by John Steuart Curry.

Contractors worked gently in adjacent spaces as they removed old walls and building materials, and a special heating-and-ventilation system was developed to shield and insulate the murals from the elements during the winter. During construction, all water pipes were routed around the murals, avoiding leaks that had damaged them in earlier decades.

The floor-to-ceiling paintings depicting the societal value of advances in science were given new life as conservators from the Midwest Art Conservation Center, a nonprofit, regional organization based in Minneapolis, meticulously stabilized, cleaned, and restored them, square inch by square inch.

"We cleaned a lot of dirt off of the surface," says Joan Gorman, senior paintings conservator at the center. "We did that with dry-cleaning techniques and a very light aqueous cleaning, being careful not to use too much of our cleaning solutions."

Curry was one member of an influential triad of American regionalist painters that included Grant Wood and Thomas Hart Benton. Born in Dunavant, Kansas, in 1897, Curry worked as an illustrator for *Boys' Life* and the *Saturday Evening Post.* Eventually, he made his way to the UW as an artist-in-residence and painted the murals in the Biochemistry Building from 1941 to 1943.

Curry died in 1946, but left a rich legacy.

Dennis Chaptman '82

JEFF MILLER

Conservators restored murals by John Steuart Curry that are part of the new Biochemistry Building on Henry Mall. Contractors worked around the paintings during renovations to prevent additional damage.

Tweet Tweet

Smartphone application takes the mystery out of birdcalls.

Even the most experienced birders have trouble matching more than a handful of songs with species, but UW-Madison ornithologist **Mark Berres** may have answered the prayers of bird watchers, researchers, and even the most casual naturalist with a new smartphone application.

WeBIRD, the Wisconsin Electronic Bird Identification Resource Database, was inspired a few years ago when a graduate student stepped into Berres's office to show off a nifty iPhone trick.

"He recorded a short bit of music coming from the radio in my office, tapped an *identify* button, and in a few seconds, it told him the name of the song we [were] listening to," Berres says. "Right away, I thought, 'We can use this for birds.' "

For more than a year, Berres, an assistant professor of animal science, and his students have been testing and improving an app that allows anyone with a smartphone and a mysterious bird nearby to record the bird's call, submit it wirelessly to a server, and (after a few seconds) receive a positive ID on the species of bird tweeting away within earshot.

"I am amazed at how good it is," says Berres, who has also used WeBIRD to identify grasshopper species by their clicking calls and frogs by their croaks. "In fact, not only can WeBIRD tell you which species you're hearing, it's good enough to identify individual birds from their song."

Chris Barncard

To the Bat Cave!

The curious case of the expiring bats is one step closer to a solution, thanks to work done by UW-Madison researchers. For several years, scientists were baffled by falling bat populations in North America, as the flying mammals died due to a mysterious ailment called white-nose syndrome. But a team led by School of Veterinary Medicine honorary fellow **David Blehert** has proven that the animals are victims of a fungus called *Geomyces destructans*. In a controlled study, the group took several dozen little brown bats and divided them into three groups. The first had no contact with *G. destructans*; the second was infected with the fungus; and the third was not infected directly but was exposed to the bats that had the fungus. By the end of the study, the bats in the first group remained healthy, while nearly all the bats in the other two groups showed signs of white-nose syndrome. But the mystery isn't completely solved, notes **Jeff Lorch '05, PhDx'12,** lead author of the study. *G. destructans* is widespread in Europe, yet doesn't seem to be killing bats there. "We can now continue to look at both the fungus and North American bats to try to find out what about the fungus makes it so deadly here," he says. *J.A.*

MARVIN MORIARTY/U.S. FISH AND WILDLIFE SERVICE

Planting the Seeds of a Healthy World

The UW's Global Health Institute offers seed grants for studies.

To mark the launch of the UW's new Global Health Institute in October, that organization gave out seed grants to boost the work of campus research groups that are conducting multidisciplinary studies aimed at tackling health problems worldwide.

The institute combines two previous campus entities, the Center for Global Health and the Global Health Initiative. Its purpose is to foster research that requires collaboration among UW departments, schools, and colleges.

"Our goal is to engage the full campus in a dialogue about how to improve global health," says director **Jonathan Patz.** "We see ourselves as a sort of incubator — the seed grants promote cross-school collaboration, because the greatest discoveries [in the health fields] come at the intersection of different disciplines."

The seed grants provide $40,000 over two years to eight research teams looking into health issues in regions around the globe. Recipients include:

- **Leonelo Bautista,** studying hypertension in Latin America
- **Chuck Czuprynski PhD'80,** seeking methods to control the spread of brucellosis among cattle in Ecuador
- **Jeremy Foltz MA'94, PhD'98,** studying whether an increase in corn yields can alleviate poverty in northern Africa
- **Lewis Gilbert,** hoping to detect the spread of new diseases by monitoring wildlife populations
- **Monica Grant,** studying whether mobile phones might help disseminate health information in Malawi and Uganda
- **Gary Green,** studying organic mango production in Haiti
- **Nancy Kendall** and **Claire Wendland,** exploring reproductive health among young women in rural Malawi
- **Alberto Palloni,** examining child nutrition in Indonesia

"Each of these projects offers something new and different, not just the traditional mandate of global health," Patz says. "They look beyond health to think about economics and veterinary medicine and environmental science and sociology and urban planning. They get at the root causes of health problems."

John Allen

A Word from Our Sponsors

Making UW television ads is a labor of love for Badgers.

Who better to tell the story of UW-Madison than some of its alumni?

Two firms behind the university's most recent institutional advertisements, seen during televised Badger sporting events, are headed by UW graduates who jumped at the chance to work for their dream client.

"To be able to apply our professional talents and creativity and passion to a brand that we all love so much is just a fun and unique opportunity," says **Dave Florin '92,** president of the Madison-based marketing firm Hiebing, founded by **Roman Hiebing '65, MA'68.**

There was no shortage of ideas for the Hiebing commercial, which features some of the UW's greatest contributions to the world, since the company's creative team includes a number of alumni. Hiebing's ad, the second in a series titled "See the Right Thing," debuted during the Rose Bowl and contains a musical hint that Badgers were involved: the closing notes of the soundtrack are from "On, Wisconsin!"

COURTESY OF 1/29 FILMS

COURTESY OF HIEBING

The production and design studio behind the UW's other recent ad — which incorporates images of iconic campus architecture, "Jump Around" at Camp Randall, and the names of prominent alumni — has UW ties, too. **Nick Seuser '90,** a Madison native, founded 1/29 Films, which wrote, produced, and directed the full-motion graphics ad called "Major in Change."

"It was a labor of love for us, for sure," Seuser says. "We put in that extra work simply because it was something that was important to me personally, and we just wanted to make it shine for the UW."

Jenny Price '96

STUDENT WATCH

Whether Christian, Muslim, Buddhist, or other religious groups, organizations across campus are answering to the same higher calling: community service.

The UW is one of more than 250 American universities participating in the White House-sponsored Interfaith and Community Service Campus Challenge, which encourages people from varying backgrounds to collaborate on public-service and education projects.

The initiative brings together campus organizations — such as the Lubar Institute for the Study of the Abrahamic Religions, the Morgridge Center for Public Service, and the Multicultural Student Center — to host lectures and events educating the public about various traditions. More than a dozen student organizations across the religious spectrum are participating as well, baking traditional Jewish bread to raise money for Challah for Hunger, for example, or hosting an interfaith youth camp as part of the Muslim Students Association.

All students can take advantage of a newly opened Reflection Room in Memorial Union, designed as a quiet and inviting space for solitude and meditation. Though its long-term location is uncertain as the building is remodeled, it is intended to become a permanent addition to campus.

Lydia Statz x'12

All Dolled Up

Forget about celebrity websites. Only paper likenesses would do back in the day.

Cary Grant was the height of movie-star elegance and sophistication, which makes this attempt to promote the actor and his films a bit comical.

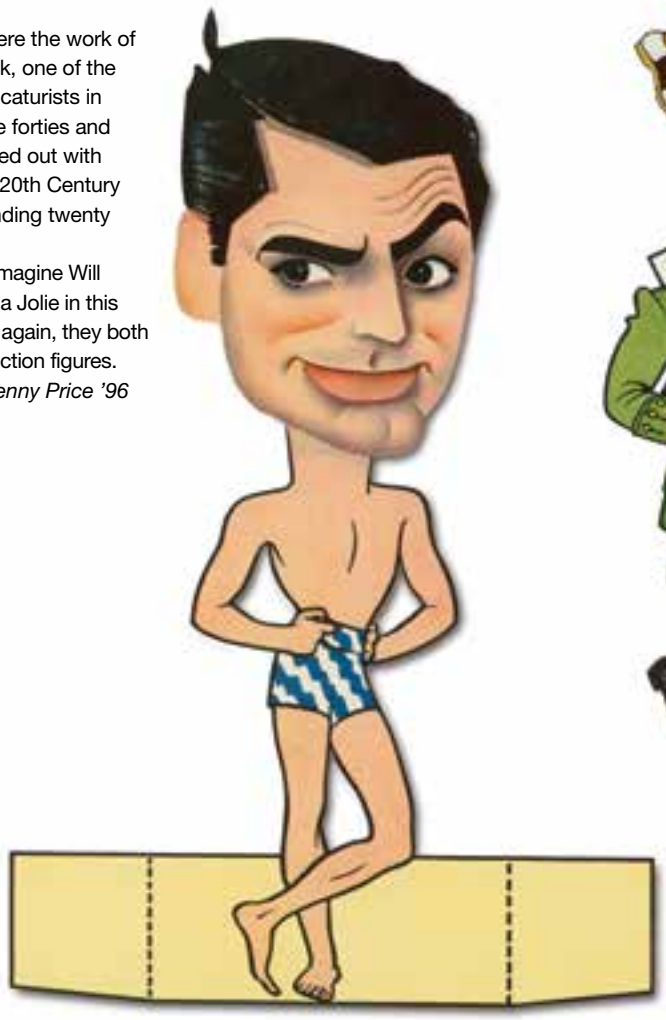
Grant wasn't the only Hollywood star to be immortalized in paper-doll form in *Screen Life* magazine during the forties; the "Star Dolls" series also featured Judy Garland and Ginger Rogers, among others. Grant's paper likeness now makes its home within the Wisconsin Center for Film & Theater Research's vast collection, alongside fellow doll Bette Davis.

The doll, printed on thicker paper as an insert to the movie magazine, presents the star in his skivvies with a choice of costumes from some of his memorable screen roles. Grant's sartorial options, shown here clockwise from top right, included outfits from the films *Only Angels Have Wings*, *Penny Serenade*, *The Howards of Virginia*, and *The Philadelphia Story*, released the year before the paper doll first appeared.

The dolls were the work of Jacques Kapralik, one of the best-known caricaturists in Hollywood in the forties and fifties, who started out with Paramount and 20th Century Fox before spending twenty years at MGM.

It's hard to imagine Will Smith or Angelina Jolie in this format, but then again, they both have their own action figures.

Jenny Price '96



Wish you had a scissors handy? Paper dolls of Cary Grant and other movie stars of the forties, first published by *Screen Life* magazine, now reside on campus.

COURTESY OF THE WISCONSIN CENTER FOR FILM & THEATER RESEARCH

Words as Keys

Learning Pashto opens doors to understanding another region's culture.

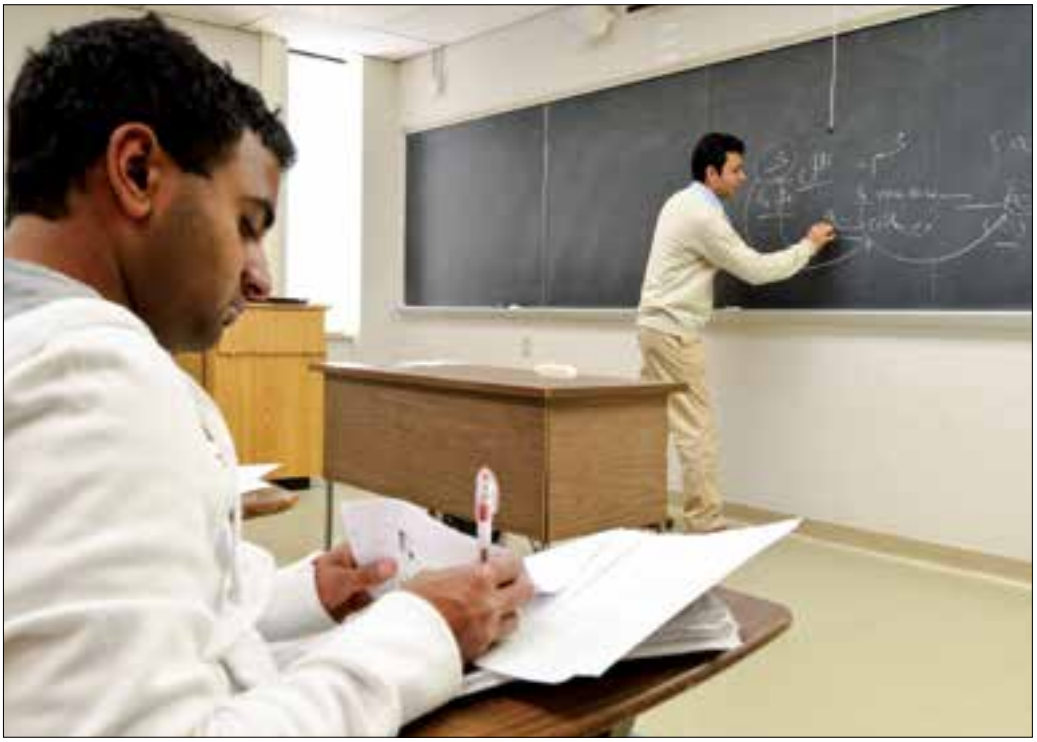
Repeating after their teacher, the students on the third floor of Van Hise Hall are learning to pronounce familiar occupations in an unfamiliar tongue — doctor, lawyer, engineer. But tucked in between the usual suspects are a few jobs most Americans never encounter: snake charmer, herdsman, horse-cart driver.

The students of the Pashto language program take in a mini cultural lesson between pronunciations.

Pashto, spoken by approximately 50 million people in Pakistan and Afghanistan, is considered a critical language by the U.S. Department of State due to its importance in that volatile region. Even so, there are only a handful of places in the country to learn this language. Thanks to the efforts of the university's only Pashto instructor, associate lecturer **Sanad Shah,** Madison is one of them.

Growing up as a native Pashto speaker in Pakistan's tribal areas, Shah learned English as a required subject in school and eventually went on to teach at the University of Peshawar, near his childhood home. His background then led him to a position at a government college in the unstable regions near the Afghan border, and he commuted several hours a day to bring sorely needed education to the area.

As U.S. interest in the region increased, so did opportunities for those who understood the native languages and culture. Shah was brought to Philadelphia on a Fulbright scholarship to help develop Pashto instruction at the University of Pennsylvania, but soon after found himself in Madison on a similar mission.



BRYCE RICHTER

Sanad Shah writes on a chalkboard during a session of his Pashto course in Van Hise Hall. The UW instructor develops his own teaching materials for this language, which is spoken in one of the world's most volatile regions: Pakistan and Afghanistan.

He's made it his home since 2009.

The UW began its Pashto program that summer with six students. Although enrollment hasn't grown much since then, having this rare skill is proving valuable. Shah says his students are sought out regularly for jobs in government and nonprofit organizations, even in a faltering economy.

"This is the time [to learn Pashto]," Shah says. "It's not only the jobs, but what's happening in that part of the world. [It's a good thing] to be a part of history and those moments."

But learning Pashto is no cakewalk. The Department of Defense ranks languages from one to four, based on their difficulty for native English speakers, with category one (including Spanish and French) being easiest. It puts Pashto, which is written in Arabic script, in category four, along with Arabic, Chinese, Japanese, and Korean.

Teaching it is even harder. Little material exists for Pashto classroom instruction, so Shah personally develops everything he uses. Soon he hopes to publish the material as one of the first comprehensive Pashto textbooks.

Although Shah's foremost task is teaching students to read, write, and speak, he knows that he also serves as a cultural ambassador of sorts, providing a pathway to understanding a region that baffles so many Americans.

"Language is not only the words," he says. "In a way, it is kind of a comprehensive understanding of the whole culture, and the language, the people, their behaviors, everything."

Their pronunciation may be shaky and the strange syllables may still trip them up, but by the end of the class, Shah's students are deep in a discussion about the differences between the genders in Pashto culture and the traditional roles a woman takes on — baker, teacher, caregiver.

The four students leave the classroom with a little bit more understanding, one vocabulary word at a time.

Lydia Statz x'12

TEAM PLAYER

Jessie Gerry

In a sport known for its child prodigies, **Jessie Gerry x'12** stands out for a different reason. She never set foot on a golf green until high school, and even then, golfing was never meant to become her destiny.

"I always played a ton of different sports. I played soccer in the fall, basketball in the winter, and I [thought], 'What am I going to do in the spring?' " she says. Options at the private school she attended in Madison were limited, so she joined the boys' golf team with no expectations beyond learning a new sport. "It was either golf or track and field," she recalls, "and I'm not a huge fan of running."

Apparently, she's a quick study. She distinguished herself as a top UW golfer only four years later, winning the 2008 Badger Invitational as a freshman. That's an impressive feat in itself, as many golfers never record an individual win during their careers. But Gerry takes low scores to another level: during the last four years, she has set school records for 9, 18, 36, and 54 holes, three of which still stand.

The discipline that brings success on the golf course also helps balance Gerry's academic life. Despite traveling frequently to tournaments for up to five days at a time, in 2011 she earned Academic All-Big Ten honors, awarded to student athletes with a GPA of 3.0 or higher. Currently studying physical education in the kinesiology program, Gerry plans to pursue playing in the Ladies Professional Golf Association after graduating in December. Regardless of what the future brings, she says she plans to never stop playing the sport she loves.

"There's just something about the game," she says, "something about stepping on the first tee every day and knowing that, 'Hey, I could go out and shoot the lowest round I've ever shot today.' It's mentally challenging, it's physically tough … and those are all aspects that I really enjoy."

Lydia Statz x'12

"There's just something about the game. It's mentally challenging, it's physically tough."

BRYCE RICHTER

Time Out with Coach Kelsey

The Badger women's basketball coach has a game plan for building a contender.

Sitting on a bookshelf inside **Bobbie Kelsey**'s Kohl Center office are two watches encased in finely polished wood. One is engraved with the words *2008 Final Four*; the other says *2009 Final Four.* They are mementos from her past and symbols of where she's looking to take the Badger women's basketball team in the future.

As the new UW head coach — the sixth overall in the school's history — Kelsey has work to do before she starts clearing space for another watch. But she's confident in her ability to build a national contender. "All I know is success," she said when she was hired.

In her four seasons as an assistant at Stanford, the Cardinal compiled a record of 137 wins and 14 losses (a winning percentage of .907). The team won 69 of 72 Pac-10 conference games and advanced to the NCAA tournament's Final Four each year. Prior to coaching, Kelsey played at Stanford from 1992 to 1996, and she helped the Cardinal to three Final Four appearances and the 1992 national championship.

As a first-time head coach, Kelsey's biggest challenge so far has been implementing a completely new style of play for the Badgers. Her predecessor, Lisa Stone, had preached a methodical approach, slowing down the pace of the game and walking the ball up the court.

"We want to play a faster tempo," Kelsey says.

That may not translate to quick success, however, because even though the current crop of players has embraced the coaching change, they hadn't previously been conditioned to play such an aggressive style — one in which they're asked to score and be an offensive threat.

"This is an aggressive person's game," Kelsey emphasizes. "If you're going to make a mistake, do it because you're being aggressive. I can live with that. When you're passive and timid, and then you make a mistake, I can't play you."

And while defensive-minded teams are in vogue now, Kelsey believes that "scoring's where it's at. … You need playmakers and people who can create their own shot and shots for others."

UW ATHLETICS COMMUNICATIONS

Bobbie Kelsey brings a new style of play and a championship attitude to her role as head UW women's basketball coach.

So, what type of player is Kelsey looking for when her assistants are out on the recruiting trail? "You've got to have skill. That's the X factor. I'd take size second. [Even] if you're slow … but big and skilled, you're going to get the job done."

In her first year, Kelsey's squad has struggled, with a record of eight wins and fifteen losses as of press time. But she says that she expects improvement next season, after she's had a full year to drill into her players what she expects of them.

"We can't work out with the kids during the summer, but we'll be able to adjust their workouts beforehand so they'll be better prepared when they come back in the fall."

And once everything's in place, Kelsey hopes to make one more adjustment: to get a larger bookshelf.

Brian Klatt

BADGER SPORTS TICKER

***GQ* magazine named former Badger** football player Jake Wood '05 a recipient of one of its Better Men Better World awards in October. Wood, a former marine who served in Iraq and Afghanistan and was decorated for valor, is president of Team Rubicon. That organization delivers disaster relief to hard-hit areas around the world, including Haiti after the 2010 earthquake and, recently, Turkey.

Former UW basketball player Michael Finley has endowed a UW scholarship to benefit minority student-athletes. Finley played for the Badgers from 1991 to 1995, then had a fifteen-year career in the NBA. Now retired from basketball, he heads the philanthropic Michael Finley Foundation.

The UW's athletic rivalry with Minnesota has a new facet, thanks to the members of the two schools' chapters of Phi Gamma Delta (Fiji) fraternity. The Badger and Gopher Fijis have created the Rivalry Run, a fundraiser for the Red Cross. As part of the event, UW Fijis run 156 miles from Camp Randall Stadium to Winona, Minnesota, carrying a football. There they hand off to Minnesota Fijis, who carry the ball to TCF Bank Stadium in Minneapolis. Last year, the run raised $11,000.

Basketball coach Bo Ryan picked up a raise this season. In 2010–11, his total compensation package was worth about $1.7 million; his new annual compensation package is over $2.1 million, about three-quarters of which comes from the UW Foundation's private gift funds.

Ward 2.0

In his second term at the helm, Interim Chancellor David Ward isn't sitting idly by.

By Jenny Price '96

David Ward is not a seat filler. Since returning to UW-Madison in the role of interim chancellor last summer, Ward MS'62, PhD'63 has confronted complex questions and issues central to the university's future in the wake of a bruising budget battle that leveled deep cuts and left some scars.

He has also proposed some ideas that, he admits, some may not like, but that he believes are key to moving forward with the UW's goals and mission.

"Either you decide [as interim chancellor] you're a caretaker, or you decide to try to make a difference," Ward says. "I have a passionate commitment to both the institution and to the survival of higher education."

JEFF MILLER

Interim Chancellor David Ward says UW-Madison can lead the way in finding innovative solutions during difficult times.

Ward served as chancellor from 1993 to 2000, then led the American Council on Education in Washington, D.C., for seven years. Last October, Kevin Reilly, president of the UW System, extended Ward's interim appointment until June 2013 at the urging of faculty, staff, and students. The search for a new chancellor will now begin in September 2012.

"How many people get a chance to return to a job that meets both a love of institution and a love of higher education?" Ward asks. "With a two-year term, it would be a waste for me not to at least put on the table an agenda that commits to major changes. We need to be at the forefront of educational innovation if we are to retain our competitive edge over the next decade."

In a conversation with *On Wisconsin* in his Bascom Hall office, Ward discussed some of his priorities. Alumni, he notes, are "our best friends and advocates" in raising awareness that the overarching dilemma is sustaining innovation with limited resources.

The State of UW-Madison

"We are no different from any other major public institution," Ward says, as the university absorbs $47 million in state

budget cuts and faces an additional one-time cut of $24.6 million during the next two years to balance out sluggish state tax collections. Every top research institution in the country is financially stressed and, Ward estimates, only about two dozen private universities — with large endowments — are well positioned to withstand fiscal challenges. The universities that cope most effectively now with declining public support and tuition rates tied to budget and tax policy will be the most competitive long term, he says.

"What we need to be doing is leading the way in innovating our way out of this," Ward says. "While we will be aggressive in making the case for increased public funding, the current fiscal and economic environment makes [an increase] unlikely in the short run."

"I have a **passionate commitment** to both the institution and to the survival of higher education."

First up is using the flexibilities granted in the most recent state budget to design a personnel system to address UW-Madison's unique needs. Another key aspect of the budget challenge, Ward says, is funding large-scale, interdepartmental research, as longtime sources for individual grants are vulnerable to federal budget cuts.

Educational Innovation

How can the UW move forward without a significant infusion of new public money? One way is by looking beyond the four-year, residential-degree model, says Ward, who is spearheading a new initiative on educational innovation.

"Can we, in fact, think of some different models by which individuals can receive their degree under somewhat different circumstances?" he asks. These models could mean part-time degree programs for those who have to work, for example, or year-round classes, or three-year degree programs for students who enroll with significant advanced-placement credits and are ready to declare majors.

Ward would also like to see the UW combine increased access through online instruction with enhancements to traditional face-to-face learning. The concept — called *blended learning* — would, for example, allow more students to enroll in high-demand courses online, avoiding the capacity limits of physical classrooms; introduce course content earlier and let students learn at their own pace; and "create a higher priority on discussion and understanding, because content is being handled more online," he says.

A Renewed Partnership

Another top priority, Ward says, is repairing and reinforcing the relationship with UW System following a failed proposal to establish a public authority to govern UW-Madison. Ward says UW System "provides a vehicle of enriching our connection with the state," particularly through students who transfer to UW-Madison from other campuses or enroll in graduate school. Maintaining access is critical, and helping low-income students with need-based financial aid is another priority, Ward says.

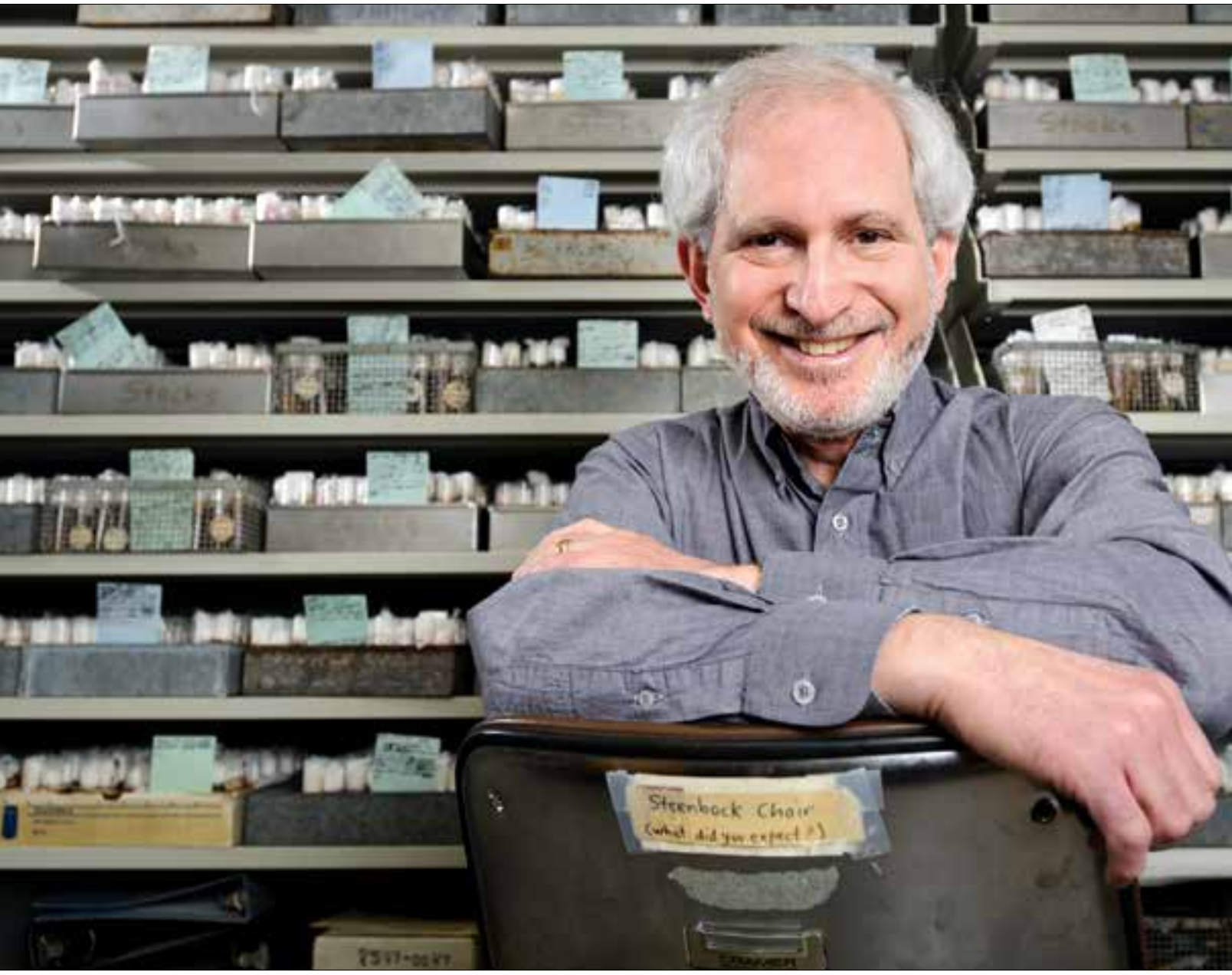
In turn, he hopes to improve relationships with UW System by stressing the unique mission and "sheer scale" of the Madison campus, noting that both work to the advantage of the other UW campuses.

Change from Within

Ward says that although his interim appointment frees him to propose more radical ideas, he does not intend top-down changes. "I'm happy to take some opposition for putting things on the table that rightly require a lot of discourse," he says. "I'm really trying to provoke a dialogue about change. I can only go so far in implementation, because I strongly believe in a circulation of ideas that allows a true dialogue about the future of the institution."

Will changes be made? Ward thinks so. "The tipping point for change in institutions is actually not that high," he says, "and so, as long as you get faculty, staff, and student leadership in contributing and committing ourselves to change, I think it's possible to do so." ■

Jenny Price '96 is senior writer for On Wisconsin.


Steenbock Chair
(what did you expect?)

JEFF MILLER

Barry Ganetzky, Steenbock Professor of Biological Sciences, sits on a chair — labeled with a bit of humor — in his unassuming lab, which is lined with shelves and trays that house fruit flies in glass vials.

Lord of the flies

With remarkable patience and persistence, a UW geneticist explores the behavior of fruit flies — and contributes significantly to the understanding of human disease.

By Jill Sakai PhD'06

BARRY GANETZKY perches at an old microscope, a delicate feather-tipped probe in his hand. He firmly raps an upended glass vial of fruit flies to shake its anesthetized occupants onto a plate and peers at them through the eyepieces.

It's clear he has done this thousands of times. With a few quick flicks, the feather deftly flips and sorts tiny fly bodies into neat piles, then sweeps them into newly tagged tubes. Then he's on to the next vial from the packed rack: flip, sort, screen, and tag — picking out differences invisible to an untrained eye.

Their size belies the magnitude of their influence: with these flies, Ganetzky, a geneticist and Steenbock Professor of Biological Sciences at UW-Madison, has improved the understanding of human conditions ranging from cardiac failures in young athletes to aging brains.

And yet, he did not set out with these goals in mind. Unlike clinical or translational research, where the direct intent is to improve health care, basic research such as Ganetzky's aims simply to gain knowledge of the world and how it works, including the biology of the creatures living in it.

It is also the type of research so often lampooned by politicians as an example of wasteful government spending — who cares why a sleeping fly's legs twitch? But the answer to that question has helped to explain how numerous drugs hurt the patients they were supposed to help and has permanently affected the pharmaceutical development process.

Ganetzky's unassuming laboratory is modest compared to the rooms full of gleaming equipment just steps away in the Genetics Biotechnology Center on the UW campus. But don't let appearances fool you. Like the flies they work on, Ganetzky and his lab team are giants in the world of science.

Broken Hearts

It all started with a dancing fly.

In the late 1960s, a geneticist named William Kaplan noticed a curious behavior in a set of fruit flies that had been anesthetized with ether. While most fell completely still, in one batch, the flies twitched their legs in response to the anesthetic, beating the air in a frenzied manner that reminded the researcher of the dancers at a nearby nightclub. The rhythmic movements led to the name *ether-à-go-go* but little else, and the mutant flies were shelved in favor of other pursuits.

About a decade later, Ganetzky was working as a new postdoctoral fellow at the California Institute of Technology in the lab of renowned physicist-turned-biologist Seymour Benzer, considered by many to be the founder of the field of neurogenetics. Ganetzky quickly banded together with another new postdoc, Chun-Fang Wu, hoping to use genetics as a tool to dissect the workings of the nervous system.

The goal was characteristic of Ganetzky's approach to science, Wu recalls, saying, "He doesn't want to join the crowd. He likes to explore new things."

Wu's skills in physiology and electronics complemented Ganetzky's in genetics, and together they began measuring the electrical signals that are the currency of the nervous system, looking for flies with mutations in important genes. They realized they could use the fly's behavior — locomotion, for example — as a readout for underlying biological problems that they could then trace back to their genetic roots.

"I don't want to guess which genes I think are important for one thing or another. I want the fly to tell me the answer," Ganetzky says.

And that's something flies are able to do, provided that scientists are there to listen. Many biological processes are shared by all living organisms, from bacteria to humans. Fruit flies offer an accessible system to probe those basic questions.

"It's not surprising that simple findings [in fruit flies] can have a profound effect in eventually understanding human disease," Wu says.

The fly studies are not unlike human medical genetics, Ganetzky says, where patients come in with symptoms — cardiac arrhythmias, seizures, tumors — and it's up to the doctor to identify the genes involved. "That's exactly what I do, except I'm looking at flies," he says. "The difference between humans and flies is that we have to generate our own patients."

Many biological processes are shared by all living organisms, from bacteria to humans. Fruit flies offer an accessible system to probe those basic questions.

That's achieved through a process called mutagenesis, which uses DNA-targeting chemicals to create genetic mutations randomly dispersed throughout the genome. Most have no discernible effect, but some disrupt important genes and lead to visible changes, such as leg twitches under anesthesia. The trick is then finding a way to identify the mutant genes.

Ganetzky and Wu chose heat as their screening tool. In all its complexity, Ganetzky explains, the nervous system of a mutant fly is "like a house built with defective bricks. The house stands — until it is put under stress, and then it collapses. When the temperature is raised, if there's a weak link, the process fails."

They began to find flies whose nerves failed under stress. These "temperature-sensitive paralytic mutants" acted normal under regular lab conditions, but became paralyzed when warmed from room temperature to about 98.6 degrees Fahrenheit.

By comparing the types of defects in neural activity, the researchers realized they were looking at mutations in ion channels, the gated pores that selectively control the inward and outward flow of the potassium, sodium, and calcium ions that carry electrical current in nerves.

Other scientists in the Benzer lab had been busy isolating the first known ion channel, a potassium channel called *shaker*. Here was evidence that ion channels were much more numerous and diverse than previously thought.

Trust the Flies

They moved on — Ganetzky to Wisconsin, Wu to Iowa — but continued to work with their model. Then Ganetzky began having trouble with one of his projects: following an interesting behavior had led him further away from the mutation he thought he was studying. The flies were trying to tell him something different.

Trusting the flies, he followed the behavior. Finally he realized what he was

looking at: he had rediscovered *ether-à-go-go*, the dancing fly, and the mutated gene was a new ion channel. From that gene, he and his lab members quickly identified a whole family of related genes in both flies and mammals, including one in humans they named HERG for *human ether-à-go-go-related gene*.

Shortly afterward, Ganetzky described his new channels at a conference also attended by Mark Keating, a cardiologist studying a type of cardiac arrhythmia called *long QT syndrome*, which can lead to ventricular fibrillation and sudden death. An inherited form pointed to the same chromosome as HERG. Knowing that finely tuned ion channels also drive heart rhythms, the connection seemed clear. With help from Ganetzky's tools, the group confirmed that HERG mutations are responsible for a form of the disease.

Though congenital long QT syndrome is relatively rare, an "acquired" form was appearing as an alarmingly common side effect of a wide range of drugs, including antihistamines, antidepressants, antibiotics, sedatives, and cancer drugs. Drug-induced long QT syndrome caused symptoms ranging from mild heart palpitations to seizures and even death.

Back in Wisconsin, Gail Robertson, one of Ganetzky's postdocs and now a UW-Madison neuroscience professor, went to talk to a relatively new UW faculty member who specialized in long QT syndrome, cardiologist Craig January. He was intrigued, suggesting that she look at an experimental drug known to cause cardiac arrhythmias. Sure enough, it blocked the new HERG channel.

"We started looking at non-cardiovascular drugs and found they were all HERG blockers. And frequently they were more potent HERG blockers than the anti-arrhythmic drugs," says January, a professor of medicine and co-director of the Inherited Arrhythmias Clinic at UW Hospital.

COURTESY OF BARRY GANETZKY

Early in their careers, Barry Ganetzky, left, and his colleague Chun-Fang Wu worked together to explore the genetics of the nervous system by looking at a fly's behavior. It was the start of an approach Ganetzky continues to follow today, saying, "I want the fly to tell me the answer."

Many of these drugs were subsequently pulled from the market due to their HERG-mediated cardiac side effects, most recently the painkillers Darvon and Darvocet in late 2010. One of the most well known, the antihistamine Seldane, was very familiar to Ganetzky because his daughter was taking it.

Since 2005, the FDA has recommended screening all new drugs for HERG interactions. Routine screening of potential drug compounds has grown into a multi-million-dollar global industry, January says, including until recently at Cellular Dynamics International, a Madison start-up founded by UW stem cell pioneer Jamie Thomson with January and UW cardiologist Timothy Kamp.

"There's something about the HERG channel that makes it uniquely sensitive to drug block. … This became a huge issue in the drug-development world," January says, estimating that several dozen to hundreds of pharmaceutical compounds in various stages of clinical development, and tens of thousands at preclinical stages, have failed due to HERG-blocking properties and drug-induced long QT syndrome.

While HERG was busy making headlines and shaking up the pharmaceutical industry, Ganetzky was back in his lab. HERG and its related channels had confirmed the power of his approach to uncover very fundamental, very relevant biological processes.

It was time to look at more flies. He wasn't quite sure where they would lead him, but he was never one to pass up a challenge.

Forging a Path

Ganetzky grew up in Chicago, raised by a homemaker mother and an immigrant father who supported the family by working as a candy salesman. The young Ganetzky was intensely curious and was constantly asking questions, but was rarely satisfied with the responses. Even as a child, he was drawn to biology and the natural world, because he could start testing things to find his own answers.

Ganetzky's parents were strong advocates for education, and he became a first-generation college student at his hometown school, the University of Illinois at Chicago. It was a commuter campus then, and he had to ride three buses to get to school each day.

He studied chemistry, he recalls, "not because I had any particular love of chemistry, but I liked science, and chemistry seemed marketable. I didn't think biologists were employable."

He initially turned down a spot in an honors program, thinking that it just sounded like a lot of extra work. But after a couple years of scrabbling for classes that fit around his onerous commute, he reconsidered when he learned that honors students got priority registration. The about-face was a momentous decision.

To fulfill his honors requirement, he approached a young genetics professor, Michael Cummings, and started a ten-week research project on early development of fruit flies.

It was a revelation. Here, the qualities that had caused friction in his youth — questioning authority, challenging others' answers — were encouraged in the pursuit of new knowledge. "For the first time, here was a suit of clothes that fit," he says, the relief still evident in his voice even decades later.

Ganetzky declared biology as his major, and the ten-week study quickly grew into a two-year labor of love. Inspired by his first academic role model, he applied to graduate school and, that fall, he crossed the Mississippi River for the first time in his life en route to the University of Washington in Seattle.

> "Over the years in science, I've come to realize that so much of it is salesmanship — grant applications, giving seminars, writing papers, presenting your work. And I've come to realize that I probably got something even more valuable from my father."

Knowing that many scientists were beginning to think that fly genetics had passed its prime as a discipline, Ganetzky arrived on the West Coast eager to change directions and delve into the burgeoning field of molecular biology — the study of DNA and other nuts and bolts of biological systems. Fruit flies were no good for that sort of thing, he thought. They are too complex, too unwieldy.

But a last required course during summer term in Illinois put him in Seattle later than his new classmates, and the research positions he thought he wanted were already taken. Somewhat disappointed, he checked out a couple of the remaining labs, including a fruit fly genetics lab run by Larry Sandler.

"It was a fluke that I ended up there, but from the moment I set foot in that lab, I knew this was special," Ganetzky says. Sandler liked to challenge his students to conduct elaborate thought experiments, working through a dizzying array of research designs, outcomes, and interpretations before so much as lifting a pipette. Ganetzky excelled at the intellectual exercises, which helped him find the best — and often the simplest — ways to answer questions.

"The basic principles of genetics are pretty simple. Take the right male and the right female, put them together, and collect the offspring," he says. The art, he adds, is in choosing Mr. and Mrs. Right and deciding how to set up the crosses.

He's being modest, of course. In reality, the path from finding an interesting behavior to identifying the gene responsible for that behavior can be rocky, convoluted, and very, very long. It typically involves breeding flies that have a trait of interest with lab flies engineered to carry particular markers in their DNA. Geneticists rely on a process called recombination, in which chunks of DNA swap, or recombine, between pairs of chromosomes, mixing up the DNA from mom and dad. By crossing the right flies, they can create offspring that carry both a traceable landmark and the mutation of interest.

And there are other complications. Recombination happens somewhat at random in the genome, so researchers have to cross and screen a *lot* of flies to find the few with the desired genetic combination.

And Ganetzky has.

He joined the UW-Madison faculty in 1979. Working just a few hundred miles from his urban, blue-collar hometown, Ganetzky has established himself as a leading and highly lauded geneticist. In 2006, he was inducted into the National Academy of Sciences, a select group of the country's top scientists hand-picked by their peers. He's come a long way from the young graduate student who was awed by the "genetic endowment" of his peers (one classmate was the daughter of a Nobel Laureate) and worried that he couldn't compete.

"Over the years in science, I've come to realize that so much of it is salesmanship — grant applications, giving seminars, writing papers, presenting your work," he muses. "And I've come to realize that I probably got something even more valuable from my father."

Old Flies, New Tricks

Thirty years in, Ganetzky is still listening to his flies and still discovering basic — and unexpected — biological answers.

Though many senior professors transition into primarily administrative roles in their labs, Ganetzky still spends time at the bench and maintains his own fly stocks, a practice that led to his newest interest. Tending to some flies behind schedule one day, he noticed a few that, despite being perfectly healthy just a week or two earlier, looked a bit off: sluggish, uncoordinated, less responsive, *old*.

It made him think about aging and dementia. Sure enough, when he and his lab staff started looking more carefully, they found flies with signs of neural degeneration, the process underlying Alzheimer's, Parkinson's, and numerous other human diseases. At first glance, one of the most interesting was a mutant fly they named *wasted away* after its Swiss-cheese brain and early death. But when then-graduate student Joshua Gnerer PhD'08 isolated the gene that was responsible, they were disappointed.

The common metabolic enzyme triosephosphate isomerase, or TPI, was well known to biochemists for its role in breaking down sugars to produce energy, but it was certainly "not one that anyone would have picked out to study with respect to neurodegeneration," Ganetzky says. It made no sense, since defects in other steps in the same process did not cause the same neural degradation. But the sick flies were clearly telling them that this enzyme was important, that somehow it was different.

Delving deep into the scientific literature, Gnerer found an intriguing link: human TPI deficiency causes severe neurodegeneration and childhood death. Back in the lab, the researchers homed in on TPI's activity and discovered that it prevents the buildup of a highly toxic metabolic byproduct, a molecule called methyl-glyoxyl that disrupts proteins and gloms them into sticky clumps that kill cells.

TPI deficiency in humans is very rare, and this discovery will only have limited direct impact on human medicine, Ganetzky says. But it presents a novel paradigm that is likely the tip of a new iceberg; what was dismissed as a ho-hum metabolic enzyme also has a neuroprotective role, and it probably isn't the only one.

It's especially intriguing because these protein clumps have been linked to every other common neurodegenerative disorder, as well as inflammation and diabetes, he says, "and we're in a position — because we can manipulate the flies — to [study it]."

While Ganetzky is excited about the clinical relevance of the new findings, he firmly believes that studies that don't appear to have a direct path to human medicine lay a crucial groundwork for making, recognizing, and understanding the discoveries that follow.

"This all began with such basic things," he says. "If it weren't for step one, I wouldn't have gotten to two; and if it weren't for step two, I wouldn't have gotten to three; and so on. All these things, tracing back … someone could have said, 'Well, this seems rather esoteric and doesn't relate to human disease.' And they would have been right."

It's critical to cast a wide net, Ganetzky adds, because you never know which ideas will turn out to be the big ones. Only a fraction may lead to a big payoff, but in his experience, sometimes the most unexpected are ultimately the most interesting. Narrow your net prematurely, and you risk missing what you're really looking for, he cautions.

Looking back, he marvels at the path he has traveled and how far he has come. "The best things that have happened to me in my career were things that weren't deliberately planned or were planned for some other reason than how they turned out," he reflects. "If it hadn't been for those three bus rides, some of this may not have turned out the way it did."

But this much *is* planned: he intends to keep letting the flies guide him toward important answers. He'll continue to flip, sort, and tag, looking for the next right male and right female who have more to teach us about ourselves. ■

Jill Sakai PhD'06, a science writer for University Communications, values fruit fly contributions in the laboratory, but is less enamored of them in her kitchen.

NASA

Shared Space

When three UW alumnae get to work each day, it's all about astronauts and space suits and an evolving partnership with Russia to explore the universe. **How cool is that?**

By Jenny Price '96 Photos by Bryce Richter

Karina Eversley '96 took seven semesters of Russian at UW–Madison, in part because she was intrigued by how the language and its alphabet differed from English. But she had another, particularly compelling reason for cramming these courses into her schedule as she pursued an engineering mechanics degree.

For as long as Eversley could remember, NASA was the only place she'd ever wanted to work.

She reached her goal before she graduated, thanks to a program that gives engineering students the chance to live that dream for a summer or a semester. That opportunity led Eversley, today a spacewalk flight controller and instructor, and a number of other alumni to the National Aeronautics and Space Administration's Johnson Space Center in Houston, Texas, where seeking the next giant leap for mankind is resolutely regarded as just part of the job.

And today, as the space program changes and charts a new course, Badgers are playing key roles in NASA's future.

The Cold War was over when Eversley graduated from the UW, and international cooperation was replacing the space race with the Soviets, something she'd bet on when she studied Russian.

Eversley had her inaugural experience in Mission Control during the first International Space Station (ISS) assembly flight in 1998. It was an intense time. After all the procedures were written and the finest of details worked out, Eversley recalls, "It was halfway through the flight before I sat there in Mission Control and thought, 'Whoa, this is real … It's actually happening.' "

She then put her language training into daily practice, living in Russia for months at a time for more than two years while she trained and prepared the station's early crews.

Catching the Space Bug

Eversley set her sights on the space program after watching *The Right Stuff* in middle school. "I saw that movie, and I [thought], 'Oh my god, I want to work for NASA,' " she recalls.

When Eversley arrived at the UW from Middleton, Wisconsin, to earn a degree, she learned about "co-op programs" in the College of Engineering — cooperative education opportunities that make it possible for students to gain real-world engineering experience while completing their degrees. As soon as she was eligible, she applied for all the programs offered at NASA's space centers, hoping she'd get a job at one of them someday.

Johnson Space Center's co-op students typically came from Purdue and nearby Texas A&M, but Eversley

Karina Eversley first dreamed of working for NASA while in middle school, then made it happen by competing successfully in a program that places engineering college students at space centers. She also learned Russian, knowing that the United States and Russia were evolving from rivals to partners in space exploration.

wanted to change that, getting her Badger foot in the door at the home of the manned space program. She was active in the UW's Society of Women Engineers (SWE), and when a guest speaker turned out to be a former NASA engineer who had worked in Houston, she cornered him and asked, "Okay, how do you get in?" Armed with his advice, she succeeded in winning a slot.

"[During] my entire co-op, I was the only Badger," Eversley says.

While a student, she also completed two co-op tours at Glenn Research Center in Cleveland, Ohio. During one, she watched on NASA closed-circuit TV as the heads of the U.S. and Russian space programs signed an agreement to fly the Space Shuttle to the Russian Mir space station — making it possible for American astronauts to live on Mir.

"Of course, I was pretty psyched," she says.

It wouldn't be long before another Badger came on board. Nikki Williams '00 heard Eversley speak about her experiences in Houston during another SWE meeting and decided, "Oh, that's it. That's what I want to do."

With Eversley's help, Williams landed a summer position at the Marshall Space Flight Center in Huntsville, Alabama, and then spent the fall semester working at Johnson Space Center, where she returned for four more tours while in college. During her senior year, she joined the College of Engineering's zero-gravity team, flying an experiment on NASA's "vomit comet," a fixed-wing aircraft that briefly creates the sensation of weightlessness by following an elliptic flight path.

A few years later, Angie Lenius '06 joined NASA.

Lenius grew up watching *Star Trek* with her dad and sitting on the back porch of her home in Omro, Wisconsin, searching the night sky for constellations pictured in her astronomy guide.

"For as long as I can remember, I wanted to be an astronaut — [I] wanted to work for NASA," she says. "I've always loved space."

Stargazing materialized into a career path during her sophomore year at the UW, when NASA conducted on-campus interviews for its co-op program. Lenius, now a lead systems engineer in Houston, says advice and guidance from Eversley made the difference. "I emailed her," Lenius says, "asking, 'What do I need to do? What do I need to know?' "

Eversley says she can't take credit for every UW graduate who works at Johnson Space Center "because it's been a domino effect. But I feel like I opened the door."

Twisting a Balloon

Space walks depicted in movies or on television give the impression that astronauts can just float around and enjoy the view. But preparing for space walks is a lengthy and highly choreographed effort.

During one such training session, an astronaut is standing on the deck of a larger-than-Olympic-size pool filled with 6 million gallons of water. She's dressed in a white suit designed to provide ventilation and cooling via water pumped through tubes near her skin. It takes a small team to help her into the next layer — a space suit, along with weights strapped around her legs and chest to keep her at the bottom of the forty-foot-deep pool. That's where a mock-up of the International Space Station rests, looking a bit like a ghost of the real thing.

> "It was halfway through the flight before I sat there in Mission Control and thought, 'Whoa, this is real. It's actually happening.' "

NASA astronauts spend up to seven hours underwater in this Neutral Buoyancy Laboratory for every hour that they'll spend on a space walk.

The first space suits were based on the high-altitude suits worn by military test pilots, but they weren't designed to be worn outside a space capsule. The current model, which has been used for three decades, looks like a squishy marshmallow, yet weighs about three hundred pounds. Add in the astronaut's weight and the tools needed for a typical walk, and the suit now weighs approximately seven hundred and fifty pounds. Its built-in joints and bends, including customized gloves, make it easier to get around, but any movement still feels like trying to twist a blown-up balloon. Wearing it and working in it take practice.

While astronauts are in the water, Eversley's job is to talk them through the difficult dance of a space walk, helping

them to learn and master the tasks they must accomplish in space. At other times, she works with a different crew on Earth to test out a spacewalk, and then sends instructions to astronauts in the space station when they need to make repairs.

After being lowered into the water, aided by a pair of scuba divers, the astronaut maneuvers at the bottom of the pool as another trainer walks her through the task at hand. Via a headset in the helmet, the trainer suggests a new maneuver to try — such as using a hook or a tether — if the astronaut can't reach or see something.

Eversley says the sessions help trainers develop the best way to approach tasks during future space walks. "It's a two-way street," she says. "We have to get a lot of information back from the crew."

Although Eversley is not an astronaut herself, she has worn the suit, taken some of the same classes as the crews she trains, and strapped on scuba gear to dive into the training pool to get a closer look. "It's kind of more of an art than science," she says. "Three different crews could do three different space walks, but achieve the same result."

Building the ISS, which has more square footage than a five-bedroom house, took 155 space walks. U.S. astronauts and their counterparts from other countries have continuously manned the station since November 2000.

Eversley will lead a space walk scheduled for later this year during which — as a barter system of sorts — U.S. astronauts will run power cables from their part of the station to a new Russian module.

Under Pressure

The atmospheric pressure on Earth is about 14.7 pounds per square inch. In space, it's zero. Space suits are pressurized at a very low level — 4 pounds per square inch — so astronauts can move around to complete their assignments. Being inside the suit is similar to the conditions when climbing Mt. Everest; to avoid decompression sickness (also known as the bends), crew members need very pure oxygen to keep nitrogen from building up in their blood. The night before a space walk, astronauts sleep in the space station's airlock module, where the oxygen has been cranked up to high levels and the atmospheric pressure is decreased to lower the amount of nitrogen in their blood. People get the bends when nitrogen bubbles form in the bloodstream from a rapid drop in pressure.

Before the shuttle program ended, NASA topped off the ISS's high-purity oxygen tanks, but that supply will eventually be used up. Lenius is part of a team now working on an alternative solution, a pressure-swing absorption system that pulls oxygen from the atmosphere, pressurizes it, and stores it in large tanks outside the station. The idea was conceived by John Graf '85, MS'87, a UW engineering graduate who works in Lenius's group at NASA.

The process, Lenius says, is the same used for portable oxygen for emphysema patients. "It takes oxygen out of the ambient atmosphere and purifies it for them to breathe," she explains, while standing inside a full-size mock-up of the space station's airlock chamber. "The difference is that medical oxygen only needs to be something like 93 to 95 percent [pure]. For space, we need it to be 99.5 or more pure."

And it must all fit "here," says Lenius, pointing overhead to the ceiling of the airlock. "That's exactly the problem that we're getting into right now." At that moment, the pieces of the system are spread out on a large rectangular table, called a breadboard, inside a concept-development laboratory run by two contractors just down the road from Johnson Space Center.

> "The students were just so excited and wanted to know everything. It's just fun being able to inspire people the way that I have been inspired by others."

As a systems engineer for NASA, Lenius serves as the go-between for the ISS program and contractors Lockheed Martin and Wyle, making sure the device does what it is supposed to do and meets all requirements for readiness.

"We do have a leak on both sides. We need to fix that," a team member tells Lenius, who is standing near a maze of wires, tubes, and circuits — and a pair of fuzzy white dice hanging overhead. The system is hooked up to old flight instruments to gauge oxygen levels. "It's a multistage system, and, so far, only [the] first stage is operational," she explains.

And scale matters. Ultimately, the entire system must fit inside three box-size units that measure twelve cubic feet and will be mounted on the airlock's ceiling.

"This is the size it *has* to be," Lenius says.

Angie Lenius loved searching the night sky for constellations as a child. As a UW sophomore, she reached out to fellow Badger Karina Eversley for advice about getting her foot in the door at NASA. Today she is a lead systems engineer at Johnson Space Center.

Better than Chicken Soup

Lack of gravity and oxygen are just two of the challenges in space. Living and working up there involve a lot of practical and personal matters that those of us back on Earth take for granted. Williams is a member of the flight crew equipment team, the group that tackles everything astronauts need in space, from toothbrushes to rehydrated food.

And then there's trash. While the rest of us can take it out to the garage or send it down a garbage chute, those destinations don't exist in space — and something must be done to control the smell, too. Unlike the shuttle, NASA's new spacecraft in development, *Orion*, doesn't have a venting system to control trash smells.

"It's a gross problem, but it's a very real problem," Williams says.

Everything that goes into space must be certified for flight to ensure that it's not flammable or toxic. Although NASA can buy things off the shelf, items must be vigorously tested before they are cleared for liftoff.

"I got a very good technical foundation at UW-Madison," Williams says. "I was well-prepared to learn how to do whatever it was I need to do — build my thermal models, or work on my tests."

To measure how effectively a trash bag already certified for flight would keep odors from taking over the entire vehicle, Williams and her team filled the bag with diapers, food trash, and vomit bags filled with simulated vomit. "In the past when we've certified vomit bags, we've used things like chicken soup," she says. "I said, 'Oh, we can do better than chicken soup.' "

As a member of the flight crew equipment team, Nikki Williams worked on what astronauts need, from toothbrushes to meals to trash that isn't too stinky. These days, she's part of the team that is building the next-generation space suit. "A space suit is its own little vehicle," she explains.

The group mixed up a batch of fake vomit using a recipe found in some medical literature to generate the right odor and texture: apple juice, cottage cheese, frozen vegetables, soy sauce, tomato soup, and a few drops of some potent chemicals. "I was a very nauseous pregnant woman during that project, so I consider myself very knowledgeable on the topic," she says with a laugh.

The other experts were an odor panel of volunteers at Johnson Space Center's White Sands Test Facility in New Mexico. The filled trash bag was placed in a temperature- and humidity-controlled chamber, and the panel "sampled" the gas four times during a two-week period to see how well the bag contained the odor.

"It smelled — I'm not going to say it didn't smell — but it was not hazardous," Williams says.

The Next Generation

Since May, Williams has been working on building the next-generation space suit, along with others assigned to a space-suit-and-crew-survival branch. She is responsible for three of the branch's five teams, making sure they have the tools, training, and equipment they need.

"A space suit is its own little vehicle," she says.

Early in her career, Williams, who hails from Ashland, Wisconsin, was on her first-ever overseas trip, attending a meeting in Japan related to her thermal-analysis work. "I remember walking into the hotel we were staying at in Tokyo and realizing, 'This hotel holds more people than my hometown,' " she recalls.

That sense of wonder truly takes hold during a visit to Johnson Space Center, where history fills every corner.

Hallways are lined with portraits of astronauts, confidently smiling as they pose in flight gear, and displays of space suits from every era bear the names of brave men who are forever etched in the collective American memory. Then there's the original Mission Control, now a historic landmark, where engineers in shirtsleeves and horn-rimmed glasses armed with slide rules guided missions to the moon. Turn a corner, and you'll encounter a living, breathing astronaut, Shannon Lucid, who lived in space for six months on board the Mir space station.

It's heady stuff that leaves visitors slack-jawed and struggling for words beyond *cool* and *neat*.

The same emotion prevailed on a day in Madison last spring, when an auditorium of middle school and high school students listened intently to Eversley, Lenius, and Williams, who were visiting campus for Engineering Innovation Days. The women spoke about their jobs, the history of space travel, and NASA's role in bringing innovations to the public. At the end of the presentation, several girls in the audience rushed to the front to get a closer look at a space suit display.

"They were just so excited and wanted to know everything … [asking] are they doing the right thing? What do they need to do for this or that?" Lenius recalls. "It's just fun being able to inspire people the way that I have been inspired by others."

> "I got a very good technical foundation at UW–Madison. I was well-prepared to learn how to do whatever it was I need to do."

The space shuttle took its final flight last year, and American astronauts must now hitch a ride on Russia's Soyuz spacecraft to and from the space station. But there is a glimpse of the future inside Johnson Space Center's Building 9, a massive facility with high ceilings where astronauts first trained for walking on the moon. Alongside realistic mock-ups of the shuttle and sections of the space station is one of *Orion*, the new deep-space capsule. NASA aims to launch it for an unmanned test flight in 2014 and send astronauts to explore an asteroid by 2025.

"We're not going to be able to live on Earth forever," Lenius told the students during her visit to Madison. "The next new world is somewhere out there." ■

Jenny Price '96, senior writer for On Wisconsin, *admits that getting dizzy at IMAX movies does not bode well for becoming an astronaut someday.*

Exploration = Risk

Karina Eversley was working at the Johnson Space Center on February 1, 2003, when the Space Shuttle *Columbia* disintegrated during re-entry into Earth's atmosphere.

All seven crew members were killed, including Laurel Clark '83, MD'87. The university and its School of Medicine and Public Health have established scholarships in Clark's name to support science and medical students, and a room at the Health Sciences Learning Center is dedicated to her memory as a physician, researcher, and astronaut.

The *Columbia* tragedy "felt like 9/11 to us," Eversley says. "Not just the crew, but that vehicle is alive to us … and, of course, you wonder what the crew went through, and you feel awful for their families."

In the weeks and months that followed, Eversley and others worked overtime to develop tools and methods to repair damage to heat-shield tiles and train astronauts to use them.

"People here are so devoted. … That was our way of showing that it mattered to us, and that we're not going to let this happen again, and [showed] the future crews that, 'Hey, we've got your back,' " she says.

Risk will always be a part of space travel. That reality was reinforced when Clark's husband, Jonathan, spoke on behalf of the *Columbia* crew's families during a 2003 ceremony at the Space Mirror Memorial, a monument at the Kennedy Space Center in Florida that lists the names of those who have died on U.S. space missions.

"We must decide whether we are a space-fearing or space-faring [nation] as we step into the next phase of returning to flight and beyond," he said. "This memorial has many blank spots, and they will not go unfilled, because the destiny of mankind will come at some cost. And therefore, do not ask for whom the mirror shines — it shines for you."

J.P.

THEISPOT/JOHN CRAIG

Leading the War on Obesity

Barry Popkin sees the struggle against food policies and marketing practices that promote excess weight as nothing less than a battle for human rights.

By Melba Newsome

When Wal-Mart announced its five-year, healthy food initiative in January 2011, First Lady Michelle Obama heaped praise on the corporation for joining her campaign against childhood obesity, saying it could potentially transform the entire food marketplace. Wal-Mart aims to reduce sugar by 10 percent, cut sodium by 25 percent, and eliminate industrially produced trans fats in its line by 2015. That's quite a commitment by the world's largest retailer.

However, Barry Popkin '67, MS'69, one of the most respected and prolific voices about obesity and America's food supply, challenged Wal-Mart to go even further. He believes that the retail giant's market share gives it the muscle and the mandate to force other food makers to follow its lead. "If Wal-Mart says, 'We want you to do it,' it will happen," he told National Public Radio.

This is classic Popkin — taking what many would consider a victory and pushing for more, a tactic that hearkens back nearly fifty years to his rabble-rousing days at the UW in the early 1960s, when UW students were among those leading the charge in the civil rights movement.

Now a professor of nutrition at the University of North Carolina, he credits his university experience and his several years of civil rights organizing after he left the UW for making him the activist and advocate he is today. Long before Jamie Oliver and Michael Pollan put our food supply and dietary habits on trial — when much of the nutrition focus was still on hunger — Popkin was warning of the coming obesity epidemic.

Nagging food manufacturers about the amount of saturated fat and added sugar in a bag of chips or a soft drink may seem like a comedown from the heady days of freedom-riding and shutting down the campus to protest the Vietnam War, but not to Popkin. He sees the food wars as the human rights battle of the twenty-first century, citing similarities such as going up against powerful, entrenched interests and trying to get them to do the right thing.

"I'm an activist in a different sort of way now," he says. "I work within the system and with governments to make changes."

These days, Popkin is on a cordial, first-name basis with many people in the very industry that he blames for the world's obesity problem. But it would be a mistake to think that the one-time radical has been co-opted. In his most recent book, *The World is Fat: The Fads*,

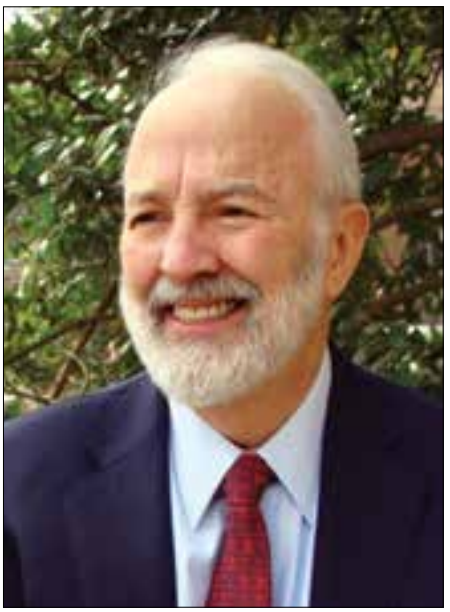
Trends, Policies, and Products That Are Fattening the Human Race, Popkin makes the case that our lifestyle and food system are at odds with millions of years of evolution and are guaranteed to make us even fatter. According to the World Health Organization, we're in a situation that would have been unimaginable fifty years ago: the world's population is rife with diabetes and hypertension, and overweight people outnumber undernourished people by more than two to one.

Popkin doesn't believe this is simply the result of individual overindulgence, but rather the outcome of recent trends in technology, globalization, government policy, and food industry marketing practices. He sees a direct link between the ubiquity of fast, cheap, processed foods and the growing obesity problem. He says that while the prices of meat, dairy, and sugar are about 20 percent of what they were in real terms in 1950, the cost of beans, fruits, and vegetables has gone up.

The food crusader calls claims of "heart healthy" products by food manufacturers false advertising, and declares excessive red meat bad for global climate control and also for human health. He once claimed that soft drinks are linked to diabetes and obesity in the way that tobacco is to lung cancer. Such inflammatory statements have landed him in pitched — but respectful — battles with many in the food industry.

"Barry very much believes in improving public health, but we don't necessarily see eye to eye," says Rona Applebaum, Coca Cola's chief regulatory officer. "We all want a healthy public and community, but Barry and I disagree on how to get there."

One way to get there, says Popkin, is with what is commonly known as a *fat tax*.



COURTESY OF UNIVERSITY OF NORTH CAROLINA

Barry Popkin first became interested in global health issues as a Wisconsin student when he spent his senior year abroad.

In the past three decades, caloric intake has increased on average by 150 to 300 per day, with approximately half coming from sweetened beverages. The proposal to tax sodas, other sugary beverages, and junk food is popular with scientists and health advocates, but goes over like a lead balloon with the beverage industry.

In 2010, then-New York Governor David Patterson proposed a penny-per-ounce tax on soda and other sweet drinks (assisted not only by Popkin, but also by his former students) as one way to close the state's mounting budget gap. Months later, the initiative vanished, killed by a multimillion-dollar ad campaign launched by a group called New Yorkers Against Unfair Taxes. The campaign, funded by the beverage industry, labeled the plan as a regressive tax and a dubious health policy.

Having watched the same scenario play out all across the country, Popkin was disappointed, but not surprised. "I lose many battles, but you can't see the problems we face — millions of diabetics, kids, and adults who are so overweight and they can't walk — and not do something about it," he says. "My economics and activist background has given me a special perspective on nutrition, and being shot at and beat up [as a civil rights organizer] has prepared me for dealing with controversy that comes with going up against the food industry."

Born and raised in Superior, Wisconsin, Popkin arrived in Madison in 1962, when five hundred students picketed the Woolworth's store on the Capitol Square in solidarity with Southern blacks. Wisconsin students marched on Washington with Martin Luther King, Jr., in 1963, protested nuclear testing, and were among the first students to protest the Vietnam War in 1964.

"I was a small-town kid with that perspective of the world," Popkin recalls. "When I got to [the] UW, I experienced different influences and perspectives for the first time, and it completely changed my world view."

Popkin joined the Students for a Democratic Society and Student Nonviolent Coordinating Committee. He spent his senior year as a UW student in India, living and working in the densely populated shantytowns of Old Delhi among horrendous sanitation and raging poverty. That experience became the genesis of his interest in health and welfare and the spark for his senior thesis on the economics of nutrition. He worked as a full-time activist for several years, believing that true social change could only be achieved by grassroots organizing.

In 1973, Popkin enrolled at Cornell to pursue a doctorate in agricultural economics, and he received his PhD in 1974. He spent the next three years

studying nursing mothers in the Philippines as an economist at the School of Economics there and also as a consultant to the USAID Regional Development Office. Returning to the States in 1977, he joined the University of North Carolina faculty and built his life in Chapel Hill, the town that the late senator Jesse Helms famously labeled a zoo because of its liberalism.

"I had been involved in civil rights stuff [in Chapel Hill] and really loved it for that reason," Popkin says, adding that the city is a liberal oasis "in the middle of an enormous hunk of reality in the South."

More than thirty years later, Popkin's appearance — tall, slender, bearded — and hobbies — biking and yoga — check many of the "aging hippie" boxes. His passion for causes has not waned or drifted far from his leftist roots, although he points out that he is not a Marxist or a Communist.

Popkin, who created the UNC Nutrition Transition Research Program, has traveled the globe to study the effects of dietary and physical activity patterns on health. He has published nearly four hundred peer-reviewed journal articles, is one of the three most cited nutrition scholars, has given hundreds of media interviews, been quoted in dozens of consumer publications, and racked up a slew of honors and research fellowships.

He noticed that, even in poor countries, people were growing fat. And as the people got bigger, they also got sick. Problems such as diabetes and heart disease began escalating among the poor — the very people who can least afford medical care or medicines.

"I lose many battles, but you can't see the problems we face — millions of diabetics, kids, and adults who are so overweight and they can't walk — and not do something about it. ... Being shot at and beat up as a civil rights organizer has prepared me for dealing with controversy that comes with going up against the food industry."

"For five or ten years, nobody believed me," he says. "It was like when we first started talking about the dangers of tobacco in the 1950s and '60s."

This gave rise to Popkin's concept of *nutrition transition* — increased consumption of unhealthy foods compounded by an increased prevalence of overweight people in middle- to low-income countries. The phenomenon has serious implications for public health outcomes, risk factors, economic growth, and international nutrition policy. For instance, Popkin says, twenty years ago, the Chinese had virtually no weight problems compared to today, when a third of Chinese adults are obese and more Chinese kids than American kids are diabetic.

Popkin concedes that the human palate now desires sweet, fatty foods and drinks, but believes there is a way to make those foods more healthy and ultimately reduce the number of calories we consume.

In recent years, he has taken a less confrontational approach to dealing with the food and beverage industries by focusing on areas of agreement. In 2005, he assembled leading nutrition scientists to provide consumer guidance on the nutritional benefits and risks of a variety of beverages. In 2007, he started an annual Global Obesity Business Forum with senior executives from food, beverage, and infant formula companies to find a solution to the obesity epidemic.

Working with those in the food industry has not made him more trusting of their motives or hopeful about a good outcome, however. "This is like tobacco all over again," he says. "There is nothing that happened with tobacco — hiring lobbyists, funding their own studies to confuse the public — that's not happening with the soda industry."

In June 2010, Popkin was appointed independent evaluator for the Healthy Weight Commitment Foundation, a consortium of companies that have set goals for making their products more health conscious. As watchdog, he will be looking over the shoulders of food giants such as Kellogg, General Mills, Kraft, and Coca-Cola, checking to see if they've done what they said they would do in two, four, and six years.

"Everything we do will be public and widely disseminated with press conferences, publications, [and] public documents on the web," he says. "I will be tracking them." ■

Melba Newsome is an award-winning freelance journalist based in Charlotte, North Carolina.

A Rune With a View

James Frankki scours stones for evidence that proves America's Viking past — *or maybe not.*

By John Allen

The Kensington Runestone, unearthed in Minnesota more than a hundred years ago, continues to spark curiosity and controversy. Is it evidence of Viking exploration of the Midwest? Or is it just a hoax?

Ultimately, it was the mysterious symbols that gave it all away.

Of course, all the symbols were mysterious, as was the stone they were carved on. James Frankki '85, PhD'07 was looking at a purported runestone, after all, one found in a forest outside Kansas City, Missouri.

A runestone is a rock carved with runes — letters used by ancient Germanic and Scandinavian peoples. The bulk of the markings on this particular stone were in a script known as the Anglo-Saxon Futhorc, an alphabet used by the early English between the fifth and eleventh centuries. But then there were other symbols — a vertical line and three pairs of diamonds, also arranged vertically. These were not runes. So what were they?

"If the writing isn't all in the same [alphabet], it raises questions," Frankki says. "Why would someone write in two different alphabets?"

The question of the symbols ultimately unspooled all the other questions that the Kansas City runestone raised, not least of which was how it came to be there.

When the stone was rediscovered in January 2011, its finders wondered if it was proof that early English mariners had somehow traveled all the way to Missouri more than a millennium ago.

Was Columbus, sailing the ocean blue, a late-comer in fourteen hundred and ninety-two? Were Leif Ericson and his Viking companions covering someone else's tracks when they touched on the coast of North America? Was this stone going to rewrite America's history books?

These are just the sort of puzzles that Frankki enjoys. In November 2011, he joined a team of archaeologists, rune enthusiasts, engineers, and university students to look at the Kansas City runestone, read its meaning, and assess its authenticity.

A German professor at Sam Houston State University in Texas, Frankki hopes to see runology — the study of rune-based languages and artifacts — established in the United States.

"There aren't any specialists in runology in this country," he says. "We have a few of these runestones, and nobody's studying them properly. It's a lot of amateurs that are doing this stuff."

BARRY ROAL CARLSEN

The Elder Futhark (shown here with transliteration) was used in Scandinavia from the second to the eighth centuries. The Younger Futhark and Anglo-Saxon Futhorc are similar. Each alphabet takes its name from the sounds indicated by the first six letters.

Frankki emphatically does not count himself among the amateurs, though he's not a runologist or archaeologist. He has a doctorate in German and is trained in medieval literature, Scandinavian studies, and philology (that is, historical linguistics). But then, there are no American runologists, and so Frankki has become prominent in the efforts to examine North American runestones.

"I'm a member of the Association for the Advancement of Runic Studies," he says. "My title is 'trusted adviser.' I do research for them, and they support me in some of my projects."

With his large, bushy beard and two *K*s in his last name (of Scandinavian origin, naturally), Frankki looks much like the popular image of the ancient Germans he studies. A Wisconsin native who grew up in Medford, Frankki spent his youth in the Scandinavian-American heartland, and in the vicinity of one of America's most famous, and most controversial, runic artifacts: the Kensington Runestone, which was unearthed in Douglas County in central Minnesota.

Its fame grows in part from its location, amid the Midwest's large population of Scandinavian immigrants, and its supporters believe it gives evidence that Vikings traveled there more than 800 years ago. The stone's controversy is the result of its uniqueness — there are few supporting objects to suggest that Vikings traveled so deep into North America.

But it wasn't the Kensington Runestone that inspired Frankki's fascination with runes. He'd never heard of it — not until after he completed his PhD, moved away from Wisconsin, and was working as a visiting professor at Oklahoma State University.

When Frankki first enrolled at UW-Madison as an undergraduate, he was more interested in philosophy than philology.

"I was very interested in the nineteenth- and twentieth-century philosophers, people like Nietzsche and Kant and Schopenhauer and Hegel," he says. "I wanted to read them in the original — that's how I ended up learning German."

After earning his bachelor's, Frankki served a two-year hitch in the army and was stationed with the Third Infantry Division in Kitzingen, Germany, where he had the opportunity to put his language study to a more rigorous — if less academic — test.

"This was during the Cold War," he says, "and there was no chance then of a war breaking out. It was kind of a European vacation, a chance to live in and experience European culture — though being in an infantry unit wasn't all that much fun. But we had time off, and on a month's leave, I rode the trains all over [western] Europe."

After his enlistment was up, Frankki returned to Madison and eventually enrolled in the UW's doctoral program in German, writing his dissertation on the thirteenth-century poet Ulrich von Liechtenstein. A move toward medieval literature required him to gain familiarity with a variety of dead languages, including Latin, Old French, Old High German, Old Saxon, and Old Norse.

"Once I decided to do medieval studies," he says, "I had to learn all those languages."

For Frankki, that desire to study his topic more deeply combined with an interest in words and puzzles — he's a tournament Scrabble player, and ranked fortieth at 2010's national championship.

In the years after he completed the coursework for his PhD, Frankki taught German at a variety of locations — at UWC-Waukesha, UWC-Marathon County, Oklahoma State in Stillwater, and then Sam Houston State University in Huntsville, Texas.

It was at OSU — or rather while taking a day off from OSU — that he first fell under the sway of runes.

On a weekend trip with his then-wife, Lisa, Frankki passed a billboard for Oklahoma's Heavener State Park, advertising that the area offered a runestone. Lisa wanted to stop and visit, but Frankki initially resisted.

"Later," he says, "I thought hey, I'm a German professor. I'm supposed to be interested in this kind of stuff. And so we went and looked at it, and it's got these runes, this stone in the middle of Oklahoma. I couldn't read the runes at that time — I didn't know the alphabet then — but it was supposedly carved by Vikings in the eighth century, seven hundred years before Columbus."

The mystery of the Heavener Runestone ate at Frankki, even after he left Stillwater and landed in Huntsville. There he learned that one of the most-published authors on American runestones, Richard Nielsen, lived nearby in Houston. The two struck up a friendship that developed into a collaboration on runic projects.

COURTESY OF JAMES FRANKKI

The runestone that first caught James Frankki's attention was the one near Heavener, Oklahoma. Supposedly carved by Vikings, the stone has just eight characters. "But how did they get to Oklahoma?" he asks. "That's the question I've been dealing with ever since."

Like Frankki, Nielsen is not a professional runologist — he has a doctorate in engineering. But he's studied with Swedish runologist Henrik Williams — "one of the premier runologists in Sweden," according to Frankki.

Nielsen told Frankki about the Kensington Runestone and stoked his enthusiasm. Today, Frankki is the academic adviser to a Viking Club among the students at Sam Houston State. Together, they travel and look at America's possible runic evidence, exploring the notion that Vikings left their mark on the Midwest.

"But how did [Vikings] get to Oklahoma?" he asks. "That's the question I've been dealing with ever since."

Runes are letters developed for writing out early Germanic languages. The three best-known runic alphabets are the Elder Futhark, the Younger Futhark, and the Anglo-Saxon Futhorc — the term *Futhark* (or *Futhorc*) refers to the sounds indicated by the first six letters in each alphabet. Each script was used in a different region and at a different time.

The Elder Futhark, the oldest, was common in Germany and Scandinavia from the second to the eighth centuries. The Anglo-Saxon Futhorc was used in England and along the North Sea coast of Germany and the Netherlands from the fifth to the eleventh centuries. And the Younger Futhark was found chiefly in Scandinavia from the ninth century into the fifteenth century.

Rune use expanded during what's called the Viking Age, from the late 700s until 1066, when Scandinavians pushed out

from their homeland, trading and raiding, and colonizing Iceland and Greenland. But how could the scripts have reached the middle of North America?

"We know from records that about 30 percent of the ships that headed to Iceland never made it," Frankki says. "So you can assume that they drowned in the Atlantic. But some of them could have been blown off course and hit the coast of North America. The Vikings had these terrific boats that they could portage almost anywhere. We know that they went up and down rivers all over Europe."

With the technology that Vikings possessed, Frankki believes that they might have been capable of making the journey to the American interior. Perhaps they pushed up the St. Lawrence River into the Great Lakes. Or perhaps they traveled overland from the coast. Or perhaps they sailed south around Florida, and up the Mississippi.

"They could have gotten there. I tend to think it's most likely that they came through the Gulf of Mexico," he says. "Even though," he adds, "it's [all] probably unlikely."

The Heavener Runestone that first inspired Frankki contains just eight symbols, all in the Elder Futhark, and it reads either GNOMEDAL or GLOMEDAL.

"It's a bit unclear as to whether the second rune [stands for] an N or an L," Frankki says. "The problem is that sometimes runes could be written retrograde — in reverse, mirror image. But basically it seems to be a name: GNOME or GLOME of the valley — DAL means valley."

The Heavener stone is hardly the most extensive runestone claimed in North America, nor the most famous. That honor belongs to the Kensington Runestone, which has 222 characters and tells a brief story: some thirty Scandinavians were on a journey when they stopped to do some fishing; upon returning to their camp, they discovered ten bloodied corpses. "Ave Maria, save us from evil," the stone ends, giving the date 1362. A Swedish immigrant named Olaf Ohman discovered the stone in 1898 — it had been lodged in the roots of a tree he was digging up.

Or maybe not — the Kensington Runestone, as well as the one at Heavener and others in North America, is not widely accepted as genuine.

The trouble is this: although we know that medieval Vikings came to North America nearly five hundred years before Columbus, the solid evidence of their travels is limited to just a couple of sources: the Vinland Sagas and an archaeological site in Newfoundland.

The Vinland Sagas are epic poems that tell of Erik the Red, an exiled Norwegian who founded a colony in Greenland, and his son, Leif Ericson, who captained an expedition west to North America (which he called Vinland, after the grape vines he found there). But the sagas were written down about two hundred years after the events they describe.

Continued on page 62

The Viking Effect at the UW

"If you want to get people into a class, all you have to do is put the word *Viking* in the title," says Susan Brantly, a professor in the UW's Scandinavian Studies department. "They'll come."

UW-Madison has been aware of the grip that Vikings and their descendants hold over the Midwestern imagination for more than a century. The UW's Scandinavian Studies department is the oldest in North America, established in 1875 by Rasmus Anderson and developed into prominence by legendary professors such as Julius Olson 1884 and Einar Haugen.

"Due to the demographics of Wisconsin, there's always been a strong interest in Scandinavia here," Brantly says. "It's part of the state's heritage."

Today, Kirsten Wolf, a medievalist who teaches Old Norse language and literature and Scandinavian linguistics, chairs the department. Though it has only five faculty, Scandinavian Studies serves forty undergraduate majors and offers three graduate degree tracks — literature, philology, and area studies. In all, nearly 1,300 students took one or more courses from the department in the last academic year. That includes courses featuring perennial favorites such as Hans Christian Andersen or even the latest Nordic sensation, Stieg Larsson. Among the most popular topics, Wolf says, are those that touch on the Viking age.

"People like Old Norse language and literature," she says. "That literature is very rich and entertaining."

J.A.

With unabated enthusiasm, fraternities and sororities produce this annual show as a mash-up of pop culture, familiar music, and commitment to a good cause.

Humorology

When a young woman dressed as reality TV fixture Kim Kardashian says she's never worked harder in her life, she's not kidding.

By the time opening night arrives for Humorology each April, UW–Madison students from campus Greek organizations have racked up more than one hundred and fifty hours rehearsing for the musical-comedy show. Now in its sixty-sixth year, Humorology is the largest student-run, nonprofit philanthropic organization in Wisconsin. It raised $20,000 for local and national charities last year.

Pop culture icons and characters from childhood stories and games frequently populate the stage during a half-dozen mini-musicals tied to a central, broad theme. Students write, direct, and choreograph the productions, in addition to building sets and making costumes. Fun fact: Humorology is where Steven Levitan '84, co-creator of the award-winning TV series *Modern Family*, got his start in comedy. If the songs sound familiar, it's because the students borrow melodies from pop singers, such as Katy Perry, and classic Broadway shows, such as *A Chorus Line,* to accompany original lyrics.

While many of the performers are not necessarily trained in acting, dancing, or singing, they compensate with raw enthusiasm. The "let's put on a show" attitude is infectious, and even if a few jokes fall flat, the energy level on stage never lets up. The performers are matched beat for beat by the audience, which is filled with hollering fraternity brothers and sorority sisters rooting for their houses with homemade signs and T-shirts bearing Greek letters.

That rowdy atmosphere is fueled by Humorology also being a competition, which begins when groups audition during the fall semester for a spot on the final bill. A slew of awards are handed out on Humorology's third and final night, with honors for the best and funniest shows and standout performers, including best villain.

Most of the students on stage are freshmen and sophomores, drawn by the desire to meet new people on a big campus. When the last bows have been taken, the actors, dancers, and singers emerge with strong friendships and an experience in the spotlight they'll not soon forget.

Jenny Price '96

JEFF MILLER

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.

Badger connections

JEFF MILLER

Can Spring Be Far Behind?

Abby Bernhagen x'12 and Nick Baniel x'12 chatted near the end of Picnic Point as the first trees began to bud last May. Almost a mile long, Picnic Point is one of the most popular hikes on campus, with panoramic views of the lakeshore and half a dozen Native American burial mounds.

JEFF MILLER

On New Year's Eve 2011, Jamie Benn x'13 (left) and Rebecca Nau were jumping for joy at the Badgers' trip to the Rose Bowl. They made this leap near the Santa Monica [California] Pier during a UW pep rally.

Rolling with the Badgers

WAA tours helped alumni and fans follow the UW to Indianapolis and Pasadena.

The Badger football season might not have achieved every element of a happy ending in 2011–12, but fans turned out in the thousands to share the ride, particularly as the season approached its culmination in the inaugural Big Ten Championship and then in the Rose Bowl. WAA helped those Badger fans cheer their team on, organizing tours to the two big games, in spite of short notice.

The UW wasn't guaranteed a spot in the Big Ten Championship, held in Indianapolis on December 3, 2011, until its victory over Penn State on November 26.

Though it had just a week to prepare, WAA organized a three-day bus trip from Madison to Indianapolis. Some 285 alumni and friends joined all or part of the tour.

After the Badgers rallied for a late victory over Michigan State to win the conference title, they earned a spot in the Rose Bowl, played on January 2, 2012. WAA chartered four jets to fly UW fans out to Pasadena, and more than 1,300 alumni and friends took advantage of the WAA tour.

"It's always terrific to travel with Badgers," says WAA president and CEO **Paula Bonner MS'78.** "No matter the outcome of the game, our alumni are excited, friendly, and supportive. I heard nothing but compliments about our fans from people in Pasadena and from folks from the University of Oregon." (For more on traveling Badger fans, see Inside Story on page 5.)

The Rose Bowl ended in a 45-38 loss to the Oregon Ducks.

The two post-season tours meant that WAA Travel led five football trips in the 2011 season. There were bus trips to the Minnesota and Michigan State games, as well as one to Chicago to see the Badgers play Northern Illinois at Soldier Field.

For more on WAA travel, visit uwalumni.com/athletics or uwalumni.com/travel.

John Allen

Alumni Weekend Gets a New Recipe

Annual event takes the focus off class reunions and puts it on learning and food.

Badgers who return for Alumni Weekend this year will have the chance to meet up with friends they haven't seen since their student days: guerrilla cookies.

In a reboot of its annual all-alumni event on campus, WAA is re-creating the classic confection as it takes the emphasis off of class reunions and instead promotes learning events and campus experiences for all grads and friends of the university.

"We want Alumni Weekend to be more inclusive and accessible to all alumni, no matter what year they graduated," says **Sarah Schutt,** WAA's director of alumni lifelong learning and coordinator of the alumni weekend program. "We're trying to recognize the various points of connection that alumni feel for the UW so that they can celebrate and remember their student experience."

Previously, the weekend's main event was the reunion for those Badgers who had graduated a half-century earlier. But as the UW's classes grew larger through the 1950s and beyond, alumni appeared to feel less connection with members of their graduating classes. Attendance at the events showed a steady decline over the last decade.

To replace the class reunion, this year's series of events will highlight campus achievements and Madison and Wisconsin culture.

These include UW Showcase, a learning event that Schutt says will feature faculty whose research "shows the breadth of exciting work occurring on campus," a Friday night fish fry, and a member breakfast prior to the athletic department's annual Crazylegs run.

COURTESY OF UW-MADISON ARCHIVES #S07626

An ancestor to the food carts? The Quick Lunch Café appears to have served the State Street crowd nearly a century ago.

But the signature event is a Saturday night food-and-beverage tasting called Madison's Main Course: Quintessential Cuisine Past and Present. Inspired by the suggestions from WAA members for foods that represent the student experience, Madison's Main Course will offer the chance to sample campus-area favorites — burgers, brats, pizza, and more from the restaurants that surround the UW.

As part of the event, Alumni Weekend organizers will resurrect several foods that have disappeared from the Madison scene, including guerrilla cookies (popular in the 1970s) and recipes from Rennebohm's drugstores, which disappeared in the 1980s.

To learn more, visit uwalumni.com/alumniweekend.

J.A.

What's the Big Idea?

Founders' Day celebrates the Year of the Wisconsin Idea.

The Wisconsin Idea may be one of the UW's legacies to higher education, but when alumni hear those words, their reaction is often a blank stare. To spread the word about what it means, UW-Madison declared 2011–12 to be the Year of the Wisconsin Idea. WAA is helping raise awareness by making the idea the theme of this year's Founders' Day celebrations.

The idea's basic principle is credited to former UW President **Charles Van Hise 1879, 1880, MS1882, PhD1892,** who said in 1906, "I shall never be content until the beneficent influence of the University reaches every family in the state." The UW now defines the idea as proclaiming that the boundaries of the university are the boundaries of the state and beyond — that the UW's purpose is to share knowledge and discoveries with people around the world.

Founders' Day honors the anniversary of the UW's first class, held February 5, 1849. Alumni chapters around the country host events to mark the occasion — for many, it's their signature event for honoring the university, giving out awards, and raising funds for scholarships. Each event generally includes a speaker from the UW, talking about research or a vital area of interest for the university. This year's speakers will touch on the Wisconsin Idea in some facet.

Campus held Founders' Day on February 6, and WAA gave birthday cake to students and invited the community to hear **Gwen Drury PhDx'13** deliver a talk on the history of the Wisconsin Idea titled "The Wisconsin Spirit: What Makes the UW Special."

J.A.

Have News? Bring It On

We'd be so glad to receive the (brief, please) details of your latest achievements, transitions, major life happenings, and SAT scores by email to papfelbach@waastaff.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to (608) 265-8771. We receive many more submissions than we can include in the magazine, but please don't be shy about sharing your news anyway. And we were kidding about the SAT scores.

Please email death notices and all address, name, telephone, and email updates to alumnichanges@uwalumni.com; mail them to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; 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*, the Wisconsin Alumni Association's triannual publication for its members.*

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

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

early years

Happy one-hundredth birthday to **Bernice Schaus Larson '33** of Madison, who says that it's a combination of genes and perseverance that gets you to that centenarian milestone: "You just take one birthday after another," she explains, "and there you are." Larson used her journalism degree to work for the company that printed the *Daily Cardinal*.

On a spring evening in 1938, **Minette Barlow '38** and **Robert '41 Goldsmith** spent a blind date scurrying about campus on a sorority "treasure hunt." The date worked out so well that they were married in 1941. In November, the Goldsmiths celebrated their seventieth anniversary with ten family members on a week's cruise from their Los Angeles home to Cabo San Lucas and Puerto Vallarta, Mexico.

40s–50s

The Speakers Assembly of Southwest Florida, a five-hundred-member group that's been hosting an array of distinguished speakers since 1996, has honored **Jack (John) Blake '43** of Naples as its founding president. His wife, **Lynn Angevine Blake '45,** is very active in the community, and they both "follow the Badgers with enthusiasm."

Roland '44, MD'48 and **Martha '87 Liebenow** led the proverbial seventy-six trombones as honorary parade marshals when their hometown of Lake Mills, Wisconsin, celebrated the 175th anniversary of its founding in September. Roland began his medical practice in Lake Mills in 1950, and has documented the town's history in his retirement. Martha trained as a nurse and later returned to college to further her expertise in painting.

Catalina Zobel '44 is still grateful to a "kindly dean of women" at the UW who arranged a state-resident's tuition rate (because Zobel's husband was stationed at Truax Field), loans, and jobs that allowed her to graduate debt free. She taught preschool post-war, returned to college at fifty-seven to become a certified occupational therapy assistant, and at seventy-five, she kicked her volunteering work into high gear. Zobel, of Media, Pennsylvania, was honored last year with the Occupational Therapy Association's national Community Volunteerism Award.

"You just take one birthday after another, and there you are."
— Bernice Schaus Larson '33

Jean Durgin Harlan '45 has finished the tenth revised edition of her pioneering college textbook *Science Experiences for the Early Childhood Years* (Pearson), which debuted in 1976. She's also published *Science As It Happens!* (Henry Holt) and *Kindergarten Science* (Scott Foresman) and has served as a science consultant for *Sesame Street*. Harlan's career later shifted from teaching at Ohio University to maintaining a psychology practice. She's now retired in Columbus, Ohio.

"Still [have] happy memories of being 1946 junior prom king and 1947 president of the student union," writes **Jerry Wulk '46, '47,** a "long-retired" administrator at the University of Southern California. He's very active in the arts in his home community of Long Beach, California.

New Yorker **Alvin "Skip" Reiss '52, MA'53** has a "beautiful mind," according to *America's Brain Health Index*. The state-by-state ranking is part of a national education campaign in which Reiss was selected for embodying four key dimensions of brain health. He's been a lecturer and educator, and always a lover of words. Fifty years ago, Reiss and *Futureshock* author Alvin Toffler co-founded — and Reiss still edits — *Arts Management*, a periodical co-published by the UW's Bolz Center for Arts Administration.

Among the Badgers on a task force that's considering a possible restructuring plan for the University of Wisconsin System are businessperson and former UW regent **Fred Mohs, Jr. '59, LLB'64** of Madison; current UW regent and small-business owner **Tim Higgins '77** of Appleton; and **Renee Huehns Ramirez '83** of Waukesha, the immediate past president of WAA's board and the executive director of the Waukesha County Community Dental Clinic.

60s

Max Amichai Heppner MS'60 of Baltimore shared news of a moving, one-man play that was based on his memoir, *I Live in a Chickenhouse*. Told from the viewpoint of his former nine-year-old self, both chronicle the three years he spent hiding from the Nazis during the Holocaust by living in a poultry building. Heppner and his wife traveled in Europe for two months with a German-language version of the play to hold dialogue sessions with audiences. "We expect that the play will open up more hearts and minds," Heppner writes, "as it did for the actor, past audiences, and ourselves."

Len Afremow MS'61 of Wheeling, Illinois, earned the National Paint and Coatings Association's Industry Statesman Award and helped to privatize companies in Romania and Bulgaria through the International Executive Service Corps. His most recent accomplishment, however, is *Mission of Mercy*, a book that relates his "solo, four-month charitable adventure" motoring through Mexico and Central America to distribute clothing, books, toys, and school supplies. Three dollars from each book sale goes to the orphanages he visited (leonardafremow.com).

Heading the UW System board of regents are **Michael Spector '62** of Shorewood, its new president, and **Brent Smith '75, JD'78,** its new vice president. Spector was a longtime attorney with Quarles & Brady in Milwaukee, retiring in 2002, and he's also served as a U.S. associate deputy attorney general. Smith, a past president of the Wisconsin Technical College Board, is an attorney with Johns & Flaherty in La Crosse.

Joanne Vanish Creighton '64 has made a move: Mount Holyoke College's president for the last fourteen years is now the interim president of Haverford [Pennsylvania] College.

When **Frank Andrews MS'68** of Cross Lanes, West Virginia, received the Correctional Education Association's Lifetime Achievement Award — its highest honor — it was hardly his first accolade. He also holds the National Child Labor Committee's Lewis-Hine Award for his exceptional service to youth. Currently a consultant, Andrews was a longtime administrator at the West Virginia Department of Education.

If you use pipettes in the course of your workday, you may know of the Pipetman product line, manufactured by Gilson. What you may *not* know is that there are Badgers behind this Middleton, Wisconsin-based company: **Robert Gilson '68, MD'73** and his late father, **Warren Gilson '38, MD'40,** invented the Pipetman adjustable-volume pipette in 1972.

PR Newswire said that **Richard Antoine '69** is "viewed as one of the most respected human-resources executives among the Fortune 500" when it announced this fall that he's joined the global talent-management firm Korn/Ferry International as a senior adviser on executive succession planning. Antoine was most recently president of AO Consulting, serves as president of the National Academy of Human Resources, and is the retired global head of human resources for Procter & Gamble. He lives on Longboat Key, Florida.

No one could ever accuse **Linda Derrickson '69** of not sampling from life's vocational smorgasbord. She's taught home economics, volunteered for the Peace Corps, and operated a restaurant, grocery, and B&B. These days, though, she's nurturing the Hillspring Eco-Farm Community near Blanchardville, Wisconsin, where she's an organic sheep farmer and sells wool products.

70s

For the past six years, **Michael Behrman MS'70** of Fort Lauderdale, Florida, has been doing two-month rotations to provide counseling services to U.S. military personnel and their families who are stationed in Europe. He also maintains a private counseling practice.

The National Western Stock Show's 2012 Citizen of the West is **Lynne Vincent Cheney PhD'70,** who's lauded for embodying the "spirit and determination of the Western pioneer." A Wyoming native, Cheney wrote about growing up in the West in her book *Blue Skies, No Fences*, and is now penning a biography of President James Madison. She lives in McLean, Virginia.

Congratulations to Liberia's minister of agriculture, **Florence Chenoweth MS'70, PhD'86,** on earning the 2011 Africa Prize from the global nonprofit Hunger Project. With the support of Liberian President Ellen Johnson Sirleaf, who attended the now-defunct Madison [Wisconsin] Business College, Chenoweth has implemented the Back to the Soil campaign to empower rural women to increase food production. She earned a WAA Distinguished Alumni Award in 2005.

We wish a happy retirement — and time to pursue his interests in history — to the Reverend Canon **Ralph Stanwise MA'71.** He recently stepped down as the canon pastor of St. Paul's Episcopal Cathedral in Peoria, Illinois, where he also served for more than three decades as the ecumenical officer for dioceses in Wisconsin and Illinois.

Guten Tag! from Steinbach, Germany, where **Peter Benwitz '72** is "enjoying his new life phase": his 2010 retirement after a thirty-nine-year career in civil and general engineering. He's busy with many activities, but the most serene among them must surely be time spent in his "mountain forest garden."

Nevada Governor Brian Sandoval has named **Robert Halstead MA'72** as executive director of the Agency for Nuclear Projects, the office responsible for the proposed — but stalled — Yucca Mountain nuclear-waste repository. He's served as transportation adviser to the agency in a consulting capacity since 1988.

The Washington, D.C.-based National Council on Aging has welcomed **Brian Hofland '73** as its new director of strategic collaboration. He previously served as director of economic justice at the AARP Foundation and as director of international aging programs at the Atlantic Philanthropies.

David Marcou '73 of La Crosse, Wisconsin, recently published the photo books *American Eyes*, *The Tenacity of Pleasant Surprises*, *Shine and Rise*, *Fame among the People*, and *Found Life* with his son Matthew. His photos also appeared in a recent-acquisitions exhibition at the Smithsonian's National American History Museum this winter. Marcou has a featured photo gallery on the Wisconsin Historical Society's website; his journalism commentary was nominated for a Pulitzer Prize in 2011; and his Irish play, *Song of Joy, or the Old Reliables*, will be produced in April.

Hawaii Governor Neil Abercrombie has appointed **Lei (E. Leinaala) Kihoi MS'74** of Kailua-Kona to the state's five-member Native Hawaiian Roll Commission, charged with securing federal recognition of Native Hawaiians. A longtime attorney and advocate for the Native Hawaiian community, Kihoi is also a counselor in ho'oponopono (an ancient Hawaiian practice of reconciliation and forgiveness), mediation, and facilitation.

When **Mahendra Patel MS'74, PhD'78** and his wife, Jayshree, made a $1 million gift to the UW to establish the Jens T. Carstensen Chair in Pharmaceutical Sciences, Patel noted that earning his doctorate under UW professor emeritus **Jens Carstensen** was a blend of engineering and pharmacy.

Patel, of Milltown, New Jersey, is the founder and CEO of Navinta, which formulates and produces generic medicines. Carstensen is also an accomplished artist.

The board of Operation Migration, based in Perry, Ontario, is stronger for the addition of **David Sakrison '74.** Each year, the organization's squad of ultra-light pilots "teach" captive-reared whooping crane chicks how to fly from Wisconsin to Florida as part of international efforts to save the birds from extinction. Sakrison, of Ripon, Wisconsin, is a writer, editor, and corporate trainer whose book, *Chasing the Ghost Birds*, documents three avian conservation projects.

The *Senegambia News* published a fascinating interview in October with **Abdou Sara Janha MA'75.** He served the Gambian government from 1962 until 1994, when a coup prematurely ended his career — at that point, as secretary general and head of the country's Civil Service.

Here's a promise: any Badger who's a fire-eating monk will automatically make it into Class Notes, and Brother **Paul-Vincent Niebauer '75** is one such individual. He's the vocation director for St. John's Abbey, a monastery in Collegeville, Minnesota, but he also has a circus past. For fifteen years post college, Niebauer lived an exhausting, but wonderful life of eating fire, handling snakes and tigers, clowning, juggling, and headlining as a circus ringmaster.

FUQI International, a designer and producer of precious-metal jewelry in Shenzhen, China, has placed **Kim Kai-Tien Pan MS'75** at the helm as its new president and CEO. He was most recently the president and a board member of Continental Carbon Company.

Three Badgers have taken their seats on Wisconsin judicial benches: in Manitowoc County, **Gary Bendix JD'76** is a new circuit court judge, while **Jeffrey Froehlich JD'97** is the new (and only) circuit court judge in Calumet County. He's the son of former Outagamie County Judge **Harold Froehlich '59, LLB'62,** who retired last year. **Gregory Gill, Jr. '98** has succeeded him.

Steve Bennett '76 is the new chair of the board at Symantec Corporation in Mountain View, California. He's also the former president and CEO of the software and computer-services firm Intuit.

Well-deserved kudos to **William Gahl MD'76, PhD'81,** who's the winner of a Sammie — a Service to America Medal. The honor, awarded by the nonprofit Partnership for Public Service, pays tribute to the most committed, innovative, and impactful among America's federal work force. Gahl, the clinical director of the National Human Genome Research Institute in Bethesda, Maryland, was the subject of the Fall 2011 *On Wisconsin* story "Genotopia."

After more than three decades heading the Wisconsin Realtors Association, **Bill Malkasian '76** has taken a post with the Chicago-based National Association of Realtors. He'll remain in Madison, however, serving as a VP for political strategic planning.

80s

The work of three '80s grads clusters around the theme of veterinary leadership: **Patrick Green '80, PhD'88** is the new associate dean for research and graduate studies at Ohio State's College of Veterinary Medicine in Columbus; **D. (David) Paul Lunn MS'87,** who was a professor and associate dean at UW-Madison from 1991 until 2003, has stepped up to the deanship of the North Carolina State University College of Veterinary Medicine in Raleigh; and Oklahoma State University in Stillwater has welcomed **Jean Sander DVM'87** as its new dean of Veterinary Health Sciences. And a fourth individual who fits the theme — **Daryl Buss MS'74, PhD'75,** dean of UW-Madison's own School of Veterinary Medicine — is retiring in June. He's only the second person to fill the post since the school's inception in 1983.

When the National Education Finance Conference convened to bestow its 2011 Distinguished Research & Practice Fellow Awards, **Deborah Verstegen MS'81, PhD'83** was among the recipients. She's a professor of education finance, policy, and leadership at the University of Nevada-Reno and the co-author of *Financing Education in a Climate of Change* (Pearson).

Madison parents, teachers, and schoolchildren say, "Thanks a million" to **Martha Vukelich-Austin '81,** who's stepped down from her five-year post as president of the Foundation for Madison's Public Schools, a group that helps to raise private funds for education. She also serves on WAA's board of directors and co-chaired the October Red Tie Gala as part of its sesquicentennial celebration.

Deborah Blum MA'82's work has been selected for two annual book compilations of last year's best science writing. The UW professor of journalism's piece "The Chemist's War" was an offshoot of research for her book *The Poisoner's Handbook: Murder and the Birth of Forensic Medicine in Jazz Age New York* (Penguin) and appears in *The Best American Science and Nature Writing* (Mariner Books). As well, an entry titled "The Trouble with Scientists" from her *Speakeasy Science* blog was chosen for inclusion in *The Best American Science Writing 2011* (Ecco).

When **Debra Karl Cherney '83** and her staff at Cherney Microbiological Services test food (and also non-food) items, they're detectives of sorts: they perform well over two hundred thousand tests each year to sleuth out which bacterium might be contaminating their clients' samples. Cherney founded, owns, and operates the Green Bay, Wisconsin-based company — the state's only science-based, woman-owned business to achieve ISO certification from the American Association of Laboratory Accreditation.

"We were fortunate to be nominated by the Television Academy in eight Emmy categories, and honored to have won in four of those, including Outstanding Nonfiction Special," is how **Mark Herzog '84** summed up the Emmy success that he and his North Hollywood firm, Herzog & Company, achieved with the documentary *Gettysburg*, which aired on the History Channel this past summer. **Mark Samels '78** of Medfield, Massachusetts, also took home an Emmy for Exceptional Merit in Nonfiction Filmmaking for the PBS program *Freedom Riders*.

Maxcess has a new chief operating officer: **Doug Knudtson, Jr. '84** has stepped up from his post as VP of global operations. Maxcess, headquartered in Oklahoma City, is the parent firm of three companies in the web-handling industry, which deals with industrial manufacturing processes.

Mark Schmitz x'85 leads a group of really cool folks at a really cool environment-design firm in Madison called Zebradog.

Sarah Wu ’99: Exposing School Lunches

A hotdog encased in soggy bagel dough with a side of Tater Tots and a skimpy fruit cup might not seem like much to write home about, but when **Sarah Burns Wu ’99** did just that, she embarked on an influential blogging and publishing career.

Wu is a speech pathologist for the Chicago Public Schools. One day in 2009, she forgot her lunch and ventured into a wasteland of school-cafeteria cuisine. “It was the bagel dog that pushed me over the edge,” Wu remembers. “To think that’s what the kids were eating that day!”

LLOYD DEGRANE

Sarah Wu ate the cafeteria lunches at the school where she works for a year and blogged anonymously about them at fedupwithlunch.com. She was approached by publishers to turn her blog into a book and is in demand as a speaker. “I didn’t realize what a huge topic this is when I started,” she says.

Wu made a New Year’s resolution to do something about what she’d seen. “I had my little blog that my mom and sister read. I decided to blog about school lunches. I bought the lunch every day, took a picture, and every night I would upload it,” she says. “I told my husband it would take only five minutes a day, but blogging takes over your whole life. I set it up so my blog posts go on Twitter, and that launched it.

“I didn’t realize what a huge topic this is when I started,” Wu continues. “What we eat touches so many aspects of our lives. This is an environmental issue, too. My school serves one thousand breakfasts and lunches a day. The numbers are staggering.”

Fedupwithlunch.com started receiving significant traffic immediately. After a month, Wu had already received one thousand hits. Now she receives that many each day and has seven thousand subscribers. About halfway through her year of school lunches, Wu was approached by two literary agents from different firms who told her they could see a successful book growing out of her blog.

Working with one of them, she wrote *Fed Up with Lunch: How One Anonymous Teacher Revealed the Truth about School Lunches — And How We Can Change Them!* (Chronicle Books). The work includes a resource guide for parents, teachers, kids, and even chefs and nutritionists who would like to help change the food environment at schools so that health and wellness are a focus.

Wu posted her blog under the pseudonym Mrs. Q because she was worried that she might be fired for criticizing her school’s lunch program so publicly. But when her book was published, she revealed her identity on *Good Morning America.* Instead of firing her, the Chicago Public Schools’ nutrition-program staff invited her to discuss the lunch program with them.

“The book is selling well,” says Wu. “It appeals to a lot of parents who are concerned about what their kids are eating, and to people who think about the politics of food.”

Wu is still working for the school system and continues to blog. “Now I share what I’m feeding my son for lunch,” she says. “I’m getting tired of sharing lunch photos. I would really prefer not to, but my readers get upset. They say, ‘Come on, we’re still interested.’

“I hope what I’m doing will have an impact,” Wu concludes. “There have been some really nice things happening in Chicago. The tide seems to be turning. It’s inspirational for me, and I hope I had a hand in that.”

Denise Thornton ’82, MA’08

They’ve left their innovative mark on the UW’s new Union South, many elements of Wisconsin athletics, the Wisconsin Institutes for Discovery, Lambeau Field, and many more striking facilities across the nation. Among the Badger Zebradogs (what must *that* animal look like?!) are **Kris Leahy Marconnet ’88; Melanie Kranz ’95; Amanda Berg ’99, MAcc’00; Loren Zemlicka x’00; Caroline Carncross Altfeather ’01, MS’04;** and **Eric Dorgan ’02.**

Guess who has “strategic oversight of the communications and media-relations strategy for the entire NBC Sports Group’s portfolio of broadcast, cable, regional and digital assets”? That man is **Greg Hughes ’86,** the entity’s new senior VP of communications. He also spent nineteen years at Turner Broadcasting.

The next time you’re toasting with a product of the Middleton, Wisconsin-based Capital Brewery, make an additional toast to the company’s new general manager, **Thomas Stitgen ’86, MAcc’91.** He was most recently a principal at the Bremser Group.

The first recipient of the $10,000 Schneider Award for Outstanding Climate Science Communication is **Richard Alley PhD’87:** a Penn State professor of geosciences, host of the PBS documentary *Earth: The Operators’ Manual*, and the author of its accompanying book. The prize is given by Climate One, the sustainability initiative of the nonprofit public forum Commonwealth Club of California.

Kenneth Munson JD’87 is helping states to implement the Affordable Care Act in his new job as the Region V director for the U.S. Department of Health and Human Services. He derives his expertise from posts as president and CEO of the Children’s Service

Society of Wisconsin, and as deputy secretary of the Wisconsin Department of Health Services.

The National Committee on United States-China Relations has appointed **(Deirdre) Sabina Knight '88, MA'94, PhD'98** as a fellow in its Public Intellectuals Program. An associate professor of comparative literature and Chinese at Smith College in Northampton, Massachusetts, her latest book is *Chinese Literature: A Very Short Introduction* (Oxford University Press).

Good show, **J.S. (Jeffrey) Murer '88!** He's among the first sixty-eight people to be admitted to the new Young Academy of the Royal Society of Edinburgh — the national academy of arts and science for Scotland. He was also the principal investigator of the European Study of Youth Mobilisation, an examination of young people's involvement in radical politics in Europe. Murer notes that his relationships with central Europe can be traced to his 1987 UW study-abroad program in Budapest.

The president of the Retail Energy Supply Association is none other than **David Fein '89,** VP of energy policy and director of retail energy policy at Constellation Energy in Chicago.

Skincare company Beiersdorf, headquartered in Hamburg, Germany, has promoted **William Graham III '89** to president and general manager of its U.S. affiliate. The Chappaqua, New York, resident has also held senior posts at Novartis Consumer Healthcare, Bristol Myers-Squibb, and Unilever.

Congratulations are in order for **Deb Piper '89** of Stoughton, Wisconsin Public Television's (WPT) senior manager for remote production. She's received a 2011 Award for Excellence from the University of Wisconsin Colleges and UW-Extension for

Michael Wenninger DVM'04: Exotic Animal Vet

A typical day for veterinarian **Michael Wenninger DVM'04** brings to mind something that you'd see on Animal Planet.

Yes, he cares for traditional pets such as dogs and cats, but Wenninger's patients at Spartan Animal Hospital in McFarland, Wisconsin, also include rare birds, venomous snakes, lizards, and even alligators. In early November, CNN covered his treatment of two American gators that had been flown to Wisconsin after they were injured during a break-in at a Pennsylvania home.

Until Wenninger arrived in summer 2011, Spartan had not treated exotic animals. Yet in one ten-day period after Thanksgiving, he treated a hedgehog, several geckos and pythons, a ferret, a tarantula, and a pair of birds — as well as the alligators earlier in the month.

In his career, he's treated bears, big cats, kangaroos, a pair of Komodo dragons, a bison, and — what he considers his strangest animal — a sloth with a gastric condition. He's also amputated the leg of a tarantula.

ANDY MANIS

Veterinarian Michael Wenninger made national news when he treated two injured alligators that were flown in from Pennsylvania. He specializes in exotic pets and has treated creatures ranging from a dyspeptic sloth to a tarantula needing a leg amputation. Wenninger himself owns 12 pythons.

"My interest in these kinds of animals started when I was a little kid, and I always had snakes and [other] reptiles at home," says Wenninger, who grew up in Kewaskum, Wisconsin. "My parents made the mistake of saying that if I caught a snake, I could keep it. So I did."

From the age of four, Wenninger knew he wanted to be a vet. After one year at UWC-Washington County and another on the Madison campus, he had earned enough credits to qualify for the university's four-year veterinary medicine school.

"[Madison] was very exciting, with a ton of things to do," he recalls. "Everyone was very friendly and outgoing. What I miss most about college is the time with friends. I enjoyed the learning, but once you get out of [vet] med school, you realize the learning is just beginning."

During school, Wenninger gained experience at zoos in Toronto and Denver. He also spent time in the Florida Keys at a practice that specializes in reptile medicine.

After graduation, he worked for two different practices in Pennsylvania. However, once he and his wife had a baby boy, "We knew we wanted him to grow up in Wisconsin," he says.

These days, Wenninger's collection of home "pets" includes three dogs, a cat, a blue-and-gold macaw, and twelve pythons, the longest of which is nineteen feet. He explains that his professional and personal experience with exotic pets has given him a different perspective on people who own such animals.

"Everyone thinks that exotic-pet owners are these weird, drug-addict people," he says. "Most of the owners I know are professional, well-educated people who take care of their pets. Yes, some of the owners shouldn't [have] these pets, but I know exotic-pet owners who treat their pets better than a lot of people treat their kids. And there are people with dogs and cats who do a terrible job of [caring for] them.

"I knew a guy who had a mountain lion as a house pet. The cat was raised from the time he was a kitten. That owner would do anything for that cat, regardless of costs or medical procedures."

Richard Rothschild

her work to develop WPT's new, high-definition television-production truck, as well as methods for its remote operation.

Mark Saxenmeyer '89 has accepted a reporting position in Minneapolis/St. Paul with KSTP-TV — the station that inspired him to pursue a career in television news. He was previously a special-projects reporter, producer, and editor at Chicago's WFLD-TV, and he's launched The Reporters, a not-for-profit documentary and programming-production company. Saxenmeyer is a national Emmy and Edward R. Murrow Award winner, and was named Best Reporter for 2010 by the Illinois Associated Press Broadcasters Association.

90s

Lisa Nelson '90, MA'92, JD'96, PhD'99 has taken her place among the twenty experts from industry and academia who make up the Department of Homeland Security's Data Privacy and Integrity Advisory Committee. The associate professor in the University of Pittsburgh's Graduate School of Public and International Affairs was also a co-principal investigator on a National Science Foundation grant that studied society's perceptions of biometric technology.

Preston Rudie '91 is building an impressive resume. The television reporter at WTSP in Tampa/St. Petersburg has won four Edward R. Murrow awards and seventeen Emmys in TV news, and was named a finalist for the national TV Reporter of the Year award by the National Press Photographer's Association.

Two '90s grads have taken top-teacher honors: **Bradley Markhardt '92,** a high school agriculture-education teacher in Black River Falls, Wisconsin, is one of four educators representing the state in the National Teacher of the Year contest. And **Zachary Weiss '98** has been recognized for the tremendous impact he's had on his middle-school algebra students as the Los Angeles Unified School District's Teacher of the Year.

Christopher Zahm '93, a research associate at the University of Texas-Austin, recently advised a team of grad students who won $20,000 for their chapter of the American Association of Petroleum Geologists in the Imperial Barrel Award geoscience competition. It's "a pretty big deal in the geology community," says chef (and little brother) **Luke Zahm '03** of La Farge, Wisconsin. He adds that Chris "bleeds UW red in a sea of burnt orange!"

"I came home for a reason."
— Maurice Thomas '08

Wisconsin Governor Scott Walker's former deputy chief of staff, **Eric Schutt '94,** has stepped up to become his chief of staff. He succeeds **Keith Gilkes '99,** who's returned to his private-sector business, the Champion Group. **Kimberly Liedl '00, MA'02** has been named the administration's policy director, having previously served as Walker's health care and education-policy adviser.

After New York Governor Mario Cuomo named **David Wakelyn MPA'95, PhD'06** of Brooklyn as his new deputy education secretary, one observer noted that "the future of New York students already looks brighter." Wakelyn is a former teacher, education analyst, and most recently, program director for the National Governors Association.

Preston Austin '97 and **Matthew Younkle '97** have a big vision for Murfie, their Madison-based, online, digital-music marketplace: to make it the world's largest and most ecological store for new and used CDs — and thanks to Murfie's novel business model, they just may do it. Austin's background is in innovative online technologies, while Younkle is the inventor of the TurboTap beer-tap retrofit.

2000s

Finding a cure for the deadly Ebola virus may have been aided significantly due to a breakthrough made by **Kartik Chandran PhD'01,** an assistant professor at the Albert Einstein College of Medicine in New York. The August 24 issue of *Nature* covered the progress that he and other researchers have made to crack the virus's code: they've discovered a human protein that's required for Ebola to infect cells, which provides a new treatment strategy.

With fewer than ten profoundly deaf Catholic priests living in America, we're proud that one is a Badger: he's Father **Christopher Klusman '02.** As part of his work as the associate pastor of St. Roman Parish in Milwaukee, he's developing a new ministry to serve the hard-of-hearing, and grateful worshipers are responding enthusiastically to the masses he celebrates in American Sign Language. "I want to be a bridge," Klusman notes, "to bring deaf people and hearing people together."

Anders Holm '03 writes for and acts in the Comedy Central series *Workaholics*, which he co-created — but even better? He married **Emma Nesper '04** in September, with dozens of Badgers attending. Nesper parlayed her study-abroad experience in Senegal into a position as communications manager for the nonprofit VSI, which focuses on women's health in Africa. The couple lives in Los Angeles.

Chicagoan **Alan Paberzs '04, MPA'05** wasn't kidding when he said he had an update: he's been promoted to director of development for the Bluhm Legal Clinic at Northwestern University's School of Law and honored as the law school's John F. Chetlain Employee of the Year. He's also taken on the presidency of WAA's Chicago alumni chapter.

The Ugyen Wangchuck Institute for Conservation and Environment has released a DVD of calls made by 396 types of birds across Bhutan in honor of a royal wedding there. Ornithologist **Sherub MS'04,** the chief of research and operations at the institute, recorded the songs over eleven years and digitalized the collection, called *Bird Songs of Bhutan: For Birds Have Sung, Why Not Listen*. (See News & Notes for more on birdcalls.)

The National Institutes of Health has bestowed its Director's New Innovator Award on **Erin Carlson PhD'05,** an assistant professor of chemistry at Indiana University in Bloomington. The award is intended to spur giant leaps in novel biomedical research, and Carlson will use the prize of $1.5 million over five years to support her research to improve treatments for drug-resistant infections.

Kelly Ryan '05 and **Kathy Oker '00** worked with the Progressive Education Network to plan a national education conference that featured UW-Madison education professor **Gloria**

Ladson-Billings this fall as a keynote speaker. Ryan is a first-grade teacher in Winnetka, Illinois, and Oker teaches young teens at Madison's Wingra School.

President Obama has named **Samuel Zelinka '05, MS'06, PhD'09** a recipient of a Presidential Early Career Award for Scientists and Engineers. Zelinka is a research materials engineer at the U.S. Forest Service's Forest Products Lab in Madison.

Don't miss these three alumnae thespians: American Players Theatre veteran **Carrie Coon MFA'06** has wowed audiences in *Who's Afraid of Virginia Woolf?* at Chicago's Steppenwolf Theatre, and she's now taken her portrayal of the character Honey to Broadway. New Yorker **Liz Holtan '07** has appeared alongside comedian Louis C.K. in the FX cable channel's *Louie*, and she's been landing parts in commercials, movies, theater, and TV. And in October, New York actress, puppeteer, and comedienne **Emily Tucker '07** took the stage "invisibly" at Madison's Overture Center as a cast member in the glow-in-the-dark puppet musical *ImaginOcean*.

Statistics were stacked against **Maurice Thomas '08** when he was born to a single, seventeen-year-old mother in a troubled, low-income Milwaukee home. But Thomas, his mother, and his teachers were dedicated to his success, and today, after working with Teach for America in Atlanta, he's the new executive director of its Milwaukee operation. "I came home for a reason," he says: to help kids with backgrounds like his.

Compiler Paula Wagner Apfelbach '83 reminds you to be your own dog.

obituaries

Arthur Nielsen, Jr. '41, who served as both president and chair of the A.C. Nielsen Company, died in October in Winnetka, Illinois. The well-known TV-ratings firm was the creation of his father, the late **Arthur Nielsen, Sr. '18,** who founded it in 1923. Nielsen, Jr. was known for institutionalizing his entrepreneurial father's innovations, guiding the company's transformation into an international market-research firm, and moving it into new arenas and pioneering technologies as he went.

H. (Hugh) Edwin Young PhD'50, UW-Madison's chancellor during the tumultuous Vietnam War era, died in January in Madison. He was also an economics professor, department chair, and L&S dean before becoming president of his undergrad alma mater, the University of Maine. In 1968, Young returned to the UW and was named the fourth chancellor in eighteen months. Beyond the anti-war protests, he faced the challenges of the Sterling Hall bombing in 1970 and the creation of the UW System, of which he was later president, in 1971.

World-renowned geneticist **James Crow** passed away in January in Madison. The brilliant and beloved professor emeritus of genetics spent most of his seventy-year career at the UW as a researcher, prolific writer, mentor, administrator, man of service, and even accomplished violist. Crow's pioneering research in population genetics earned him international accolades, and the 1970 text he co-authored, *An Introduction to Population Genetics Theory*, is still a classic. The James F. Crow Institute for the Study of Evolution was formed in 2009 to unite evolution researchers across campus.

Calendar

Founders' Days

Have you always wondered what the term *The Wisconsin Idea* refers to? Come to a Founders Day event in your area this spring to find out. You can also celebrate the beginning of the university, hear a great presentation by one of the UW's acclaimed faculty members, and revel in being a Badger. • uwalumni.com/foundersday

March

Through April 1 ***Compendium 2012: Art Department Faculty Exhibition***

About every four years, the Chazen Musuem of Art — a newly expanded jewel on the UW campus — hosts an exhibit of current work by the university's art department faculty, staff, affiliates, and emeriti faculty. This show, comprising the work of thirty-four individuals, represents the breadth, vitality, talent, and diversity of contemporary art today. • chazen.wisc.edu

April

18–22 Wisconsin Film Festival

Bask in some two hundred films in eight Madison-area theaters during five days — a wide range of cinema that showcases the work of Wisconsin, American, and international independent filmmakers. • wifilmfest.org

19–21 UW Varsity Band Spring Concerts

Professor Michael Leckrone created something in 1975 that's grown to be gargantuan: a three-night extravaganza at the Kohl Center complete with professional staging, lighting, sound, pyrotechnics, and nationally known guest artists that's performed for twenty-five thousand Badger-band lovers each year. No other college band puts on such a production, and you can be there to experience it. • badgerband.com

26–28 ***Daily Cardinal*** **120th Anniversary**

The Daily Cardinal Alumni Association is hosting an exhibition of the student newspaper's photography, panel discussions featuring prize-winning Cardinalistas, an open house at the *Cardinal* office, and a gala reception at Madison's Orpheum Theater. • dailycardinal.net

27–28 Alumni Weekend

Return to where memories were — and are — made. Alumni Weekend is the time to reunite with the things you love most about the UW, from the educational to the entertaining. This year, look forward to its signature event, "Madison's Main Course: Quintessential Cuisine Past and Present." • uwalumni.com/alumniweekend and this issue's Alumni Association News section

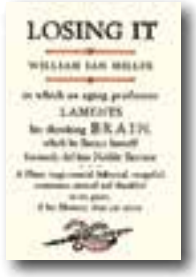
For more details on these events, call (888) WIS-ALUM or visit uwalumni.com.

■ ***People of the Big Voice: Photographs of Ho-Chunk Families by Charles Van Schaick, 1879–1942*** (Wisconsin Historical Society Press) allows readers to learn more about tribal history by looking through the camera lens of Black River Falls, Wisconsin, photographer Charles Van Schaick. Among the work's authors are **Tom Jones II '88,** a UW assistant professor of photography and an enrolled member of the Ho-Chunk Nation whose work appears in the National Museum of the American Indian; and **Matthew Daniel Mason MA'03,** an archivist at the Beinecke Rare Book and Manuscript Library at Yale University in New Haven, Connecticut. *People of the Big Voice* recently earned a USA "Best Books 2011" Award from USABookNews.com.

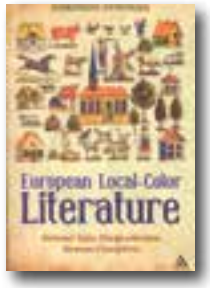
■ To research his sixth historical novel, ***1776: Washington's First Victory*** (Rosedog Books), **E.H. (Ed) Haines '57** of Fort Myers, Florida, visited all of the pertinent sites. His work tells the story of how George Washington and Henry Knox managed to move artillery from Fort Ticonderoga to Boston and force the British fleet to withdraw from the harbor and the city.

■ The "meticulous dissection" of the steps that will allow basketball players to shoot more accurately and consistently in their jump shots are outlined in **Ralph Karst MS'59, PhD'79**'s ***Developing the Perfect Jump Shot*** (Coaches Choice). Karst began to formulate his theory of an aiming zone for jump shooting at the UW's Red Gym in 1963 through "synthesizing aesthetic and bio-mechanical functions into a unified whole."

■ Grinnell [Iowa] College assistant professor of English **Dean (Constantine) Bakopoulos MFA'04** has published his second novel, ***My American Unhappiness*** (Houghton Mifflin Harcourt), in which the narrator researches the many ways in which Americans are unhappy. Bakopoulos is a former director of the Wisconsin Humanities Council and the Wisconsin Book Festival.



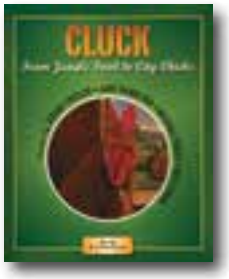
■ ***Losing It*** (Yale University Press) is **William Ian Miller '69**'s "nice combination of acerbic wit and erudition," according to *Kirkus Reviews*. In it, he consults the wisdom of the ages — and sages — to consider what it means to grow old gracefully and how we'll know if we've lingered too long. While we're on the road to the inevitable, Miller offers plenty of darkly intelligent humor to entertain and enlighten. The author, a professor of law at Michigan Law School in Ann Arbor, has also written *The Anatomy of Disgust*.



■ One reviewer of ***European Local-Color Literature: National Tales, Dorfgeschichten, Romans Champêtres*** (Continuum) concludes that it "provocatively suggests that the challenges of nineteenth-century Europe are today's challenges" — something interesting to ponder, given the angst of modern times in Europe and elsewhere. The book is the work of **Josephine Donovan MA'67, PhD'71,** a University of Maine professor emerita of English who lives in Portsmouth, New Hampshire.

■ Biographer **Margot McCullough Peters '61, MA'65, PhD'69** of Lake Mills, Wisconsin, has penned the first full chronicle of a poet whose life and work were largely unknown until after her death in ***Lorine Niedecker: A Poet's Life*** (University of Wisconsin Press). Niedecker grew up on Blackhawk Island near Fort Atkinson, Wisconsin, but her "literary lifeline" to distant ideas and people was her complicated, long-time friendship with the modernist poet Louis Zukofsky.

■ The wit of New Yorker **Sally Platkin Koslow '70** shone through in her message that Target has selected the paperback version of her latest novel, ***With Friends Like These*** (Ballantine Books), to be featured in the "emerging writers" section: "Nice to emerge after all these years," she says wryly. Koslow held top posts at women's magazines — most recently as the editor-in-chief of *McCall's* and *Lifetime* — for more than thirty years and teaches at the Writing Institute of Sarah Lawrence College.

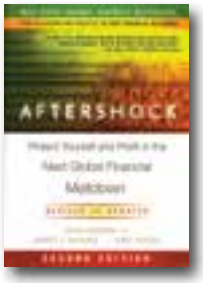


■ Funny, poignant, witty, heart-warming — all describe the well-told stories surrounding the phenomenon of raising backyard chickens that make up ***Cluck: From Jungle Fowl to City Chicks*** (Itchy Cat Press). **Susan Troller (Cosgrove) '74** of New Glarus, Wisconsin, is the main author, while **S.V. (Sue) Medaris MA'10, MFA'11** of Mount Horeb, Wisconsin, created the truly-suitable-for-framing artwork.

■ ***Soul Searching: Black-Themed Cinema from the March on Washington to the Rise of Blaxploitation*** (Wesleyan University Press) examines the '60s: a period that was vitally important for both African-American civil-rights activism and the U.S. film industry. It's the work of **Christopher Sieving MA'96, PhD'04,** an assistant professor in the Department of Theatre and Film Studies at the University of Georgia in Athens.

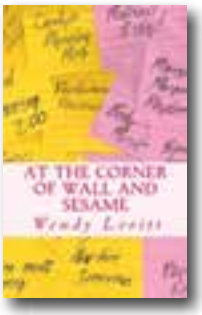
■ Seeking to turn his job losses into inspiration and to provide a springboard for reprioritization, former Badger basketball player **Andrew Kilbride '98** made sure that his latest termination, in 2009, was his last:

he rediscovered his passion; founded an Ann Arbor, Michigan-based consulting firm called Foster Bridge Partners; and wrote ***A Man's Guide to Getting Fired*** (CreateSpace).



Dire sums up what's coming for the global economy, predict brothers **(John) David MS'78, PhD'89** and **Robert MS'88 Wiedemer,** but they're planning ahead rather than sitting idly by. You can read their advice in ***Aftershock: Protect Yourself and Profit in the Next Global Financial Meltdown, Second Edition*** (John Wiley & Sons). David is chief economist for Absolute Investment Management in Bethesda, Maryland, while Robert is its managing director.

(Laura) Stacy Alaimo MA'86's book, ***Bodily Natures: Science, Environment, and the Material Self*** (Indiana University Press), has earned the Book Award for Ecocriticism in 2011 from the Association for the Study of Literature and Environment. Alaimo is a professor of English at the University of Texas-Arlington.



Having "been there, experienced that," the balancing act between career and parenthood became the center of **Wendy Shavell Levitt '90**'s new work, ***At the Corner of Wall and Sesame*** (CreateSpace). "It is my hope," writes the author, "that [the book] will prompt discussions that will lead to a paradigm shift in the way major corporations look at work/life balance. Our future generations need strong parenting, and our corporations need strong leaders; the current structure compromises both." Levitt, of Woodbury, New York, also notes that "it's no coincidence that the baby in [the book] is named Madison."

Friends Like Us: A Novel (Alfred A. Knopf) is smart, funny, and honest — a look at the way that best friends love each other and sometimes break each other's hearts. The author is Milwaukeean **Lauren Fox '91,** who's also written *Still Life with Husband*, and whose work has appeared in the *New York Times*, *Marie Claire*, *Seventeen*, *Glamour*, and *Salon*.

How many times do you wonder about some aspect of science and think, "I really ought to know that … but I don't"? Well, help has arrived in the form of ***Ask Your Science Teacher: Answers to Everyday Questions*** (CreateSpace), by **Larry Scheckel MS'92,** who says that his 409-page book is "an insightful look at the world we live in." Trust him: he's a highly decorated educator, writer, and presenter who taught science for thirty-nine years at Tomah (Wisconsin) High School.

Martin Woodside '95 of Philadelphia writes that as a former English major, he's "putting that humanities degree to good work": Calypso Editions has recently published his anthology of Romanian poetry in translation, ***Of Gentle Wolves*****.** He spent 2009–10 on a Fulbright scholarship in Romania and is currently pursuing a PhD in childhood studies at Rutgers-Camden (New Jersey).

UW-Stevens Point professor emeritus of wildlife **Neil Payne '61** has documented the successes, frustrations, dangers, and humor of early wildlife researchers and managers in his fifth book about wild things, ***Wildlife Delights and Dilemmas: Newfoundland and Labrador*** (DRC Publishing). He was the province's first furbearer biologist. Payne has residences in Plover, Wisconsin, and Davenport, Florida.

Experiences with confidential sources from his reporting days at Madison's *Capital Times* and *Isthmus* newspapers created a basis for **Jason Shepard '99, MA'06, PhD'09**'s new book, ***Privileging the Press: Confidential Sources, Journalism Ethics, and the First Amendment*** (LFB Scholarly Publishers). The former UW senior-class president now teaches journalism and media law as an assistant professor at California State University-Fullerton.

Pornography: an agent of female oppression, or an essential element of sexual liberation? **Carolyn Bronstein PhD'01** explores this division of opinion within the women's movement in ***Battling Pornography: The American Feminist Anti-Pornography Movement, 1976–1986*** (Cambridge University Press). She's an associate professor of communication at Chicago's DePaul University.

As Badger State residents left farms and moved to towns and cities, their interests shifted from agriculture as a way of life to gardening as leisure and as a source of civic pride. ***Vintage Wisconsin Gardens: A History of Home Gardening*** (Wisconsin Historical Society Press) by **(Elisabeth) Lee Somerville MA'08** introduces readers to the gardeners and gardens of the nineteenth and early twentieth centuries, and serves as a primer for those who want to recreate them. The Sturgeon Bay, Wisconsin, author is a landscape historian and master gardener.

School Food Politics: The Complex Ecology of Hunger and Feeding in Schools around the World (Peter Lang Publishing) comprises the work of five UW grads and is co-edited by **Sarah Robert PhD'08,** an assistant professor at the University of Buffalo (New York). From obesity worries and junk-food debates to food crises and global hunger, Robert looks at the issues related to where food originates, what kids eat, and why these practices are the way they are.

"Your publication is the main way that our toddler knows Bucky [Badger] by sight," writes **William Murphy MS'88, PhD'95** from "the hinterlands of Saskatoon," where he's an associate professor of marketing at the University of Saskatchewan. He's also the author of ***Doing Good Work Matters! A 21st Century Guide for Getting More out of Your Job and More out of Your Life*** (Tate Publishing).

Bubbler: A Secret Code

By Barbara Belzer Adams '79

BARRY ROAL CARLSEN

I was applying for a passport at my suburban Houston post office when the postal agent reviewing my paperwork leaned over the counter, squinted conspiratorially, and asked, just above a whisper, "Do you know what a *bubbler* is?"

I realize that national security has tightened, but this seemed like an odd question nonetheless. Perhaps the State Department had instituted some obscure appraisal of intellect. If so, ask me something more challenging, such as what *sphenopalatine ganglioneuralgia* means.

Then he smiled.

"I see you were born in Wisconsin. I'm from Waupun myself," he explained.

Better than a secret handshake, more reliable than SSL encryption, for those of us no longer living in the state, knowledge of the word *bubbler* seems to be a secret code for, "Yes, I'm from Wisconsin." I didn't even know there was another word for *bubbler* — A drinking fountain? Really? — until I went to the UW and met a bunch of Minnesotans who could never seem to tell me *where* the bubbler was, because they didn't know *what* the bubbler was. I mean, what is your problem? You live right next door to Wisconsin; hasn't the word ever leaked across the border?

A quick read of the source for all that is true and trustworthy today — Wikipedia — tells me that a *bubbler* is actually a *Bubbler*, a trademarked name for a product invented in 1888 by what is now Kohler Company. Apparently, the original Bubbler shot water one inch straight into the air, creating the bubbling phenomenon that gave the product its name. After several years, it was redesigned to cause the water to arc, which made drinking from it easier. There's an original Kohler Bubbler in front of the Wisconsin state capitol — well, at least there is according to Wikipedia, which shows two photos, one of the Bubbler alone and a second showing it in use.

I remember as a child lining up for the Bubbler each day after recess. The promise of a cool, refreshing drink was often dashed, however, by the reality of a tepid sip, with the teacher warning us not to put our mouths on the nozzle, the apparent ground zero for pestilence in Appleton.

Like other displaced Badgers, I usually ask people who say they're from Wisconsin if they know what a *Bubbler* is. Until recently, the positive response rate was 100 percent. Then I met two women from Eau Claire at a conference. They appeared to be in their thirties, and they seemed normal in every way, except, much to my surprise, they didn't know what a *Bubbler* was.

I prodded: have you lived in Wisconsin all of your life? Are your parents from Wisconsin? H'mm. Is it possible that the term only exists in eastern Wisconsin, and I have a lot of apologizing to do to those circa late-1970s Minnesotans? What's next: *Milwaukee* being pronounced as if it has three syllables?

Worse than being a factor of geography, it seems that Bubbler awareness is related to age. A website I found by clicking around one night said that it's an "old school" term used by aging Badgers. (I can't recall the source, but I certainly remember the slur.)

I've lived in Texas for twenty-five years, and I suppose that's long enough to have stopped calling the drinking fountain a Bubbler. But if Badgers by nature are cantankerous — I mean fierce — time isn't likely to make us more mellow, is it? So now, I absolutely refuse to refer to the Bubbler as anything else (which may result in my being thirsty in unfamiliar public places, but that's a small sacrifice for principle). I trained my native Texan children early in their lives to call it a *Bubbler* as well, at least when they're with me. If they can say *y'all* instead of *you guys*, put things *up* instead of *away*, and have a test *over* rather than *about* a subject, they can accede to this.

Like the Rio Grande to Texans or the Mississippi to those who live along its banks, the Bubbler is not just a drinking fountain — it's a watery symbol of my Wisconsin heritage. It says who I am and, I now know, my approximate age.

If only I could find the Bubbler of Youth.

Barbara Belzer Adams resides in Houston, Texas.

A Rune with a View
Continued from page 45

More convincing to modern archaeologists are the ruins of a Viking settlement at L'Anse aux Meadows in Newfoundland. Discovered by Norwegian explorer Helge Ingstad and his wife, archaeologist Anne Stine Ingstad, in 1960, the artifacts and remains they found were consistent with Norse settlements in Iceland and Greenland circa A.D. 1000. To date, this is the only confirmed physical evidence of the medieval Scandinavians west of Greenland.

The North American runestones — at Kensington in Minnesota, Heavener in Oklahoma, Spirit Pond in Maine, as well as others — may provide further physical evidence, or they may be frauds and hoaxes, created to capitalize on enthusiasm for a mysterious, medieval past.

The Upper Midwest is chock

full of the descendants of rune-users. Some 13.5 percent of the people in Wisconsin — more than 700,000 — claim Scandinavian descent. Another 1.5 million Scandinavian-Americans live across the border in Minnesota. In addition, more than 42 percent of Wisconsinites and nearly 38 percent of Minnesotans claim German ancestry. It's little surprise, then, that the Upper Midwest has sustained a fascination with the Kensington Runestone, in spite of its early rejection by the academic community.

"When the so-called experts looked at the stone initially, they just brushed it off," Frankki says. "They didn't study it properly. But they were in a position of authority, and people just believed them, and they just wrote it off as a hoax."

Frankki hopes to give these North American runestones a more proper test for authenticity, but the task is far from simple. Many of the stones that are currently known have been removed from their original location or damaged in some way, so conducting an archaeological dig is difficult. Instead, Frankki says, those who study the stones must rely on linguistic and historical analysis.

"The first really important rune studies came out in the 1860s," Frankki says, including in particular the four-volume *Old-Northern Runic Monuments of Scandinavia and England* by George Stephens, published beginning in 1866. Any stone discovered since then, Frankki admits, faces "a possibility that someone could have copied it" from Stephens's or later texts.

None of the North American stones can claim a provenance that runs longer than the late nineteenth century. "There's oral tradition on the Heavener stone that goes back to the 1830s," Frankki says, "but oral tradition is not enough to establish authenticity."

But even without the required provenance, linguists can examine the runes used to see if they belong to a known alphabet and if they use language appropriate to the time when the alphabet was in use. After that, one may examine the stone's history and authorship. "The next step is to [try to find out] who carved [the stone] and when did they carve it," Frankki says.

In 2011, he traveled to several different sites with Swedish runologist Henrik Williams, who had come from Uppsala University to examine the stones and give an opinion as to the possibility that they're genuine.

"At Kensington," Frankki says, "the debate is whether it was carved in the nineteenth century or the fourteenth century. When Dr. Williams was up there, he was looking to see if certain runes that have dots in them actually existed on the Kensington Runestone. He was on the verge of declaring it authentic if he could have found the dots. But it turns out he didn't find the dots."

The Kensington Runestone's

authenticity may still be a topic of debate, but the stone in Kansas City isn't. It was the mysterious symbols, the line and diamonds, that put a date on the carvings there. The non-runic marks provided clear, definitive proof that the stone was carved not in the middle ages but in the nineteenth century.

When, last November, Frankki and others traveled to the Kansas City area to see the runestone, they went with open minds. The team measured and photographed the artifact and sketched the site. Frankki took pictures and made a sketch of the stone itself, copying out the thirty-seven runes and symbols to examine in greater detail.

And eventually the nature of the symbols became clear — they were numbers: 1888, the year in which, Frankki believes, the stone was carved. The inscription appears to be the names of English immigrants who arrived in America that year.

And so the stone may be a genuine runic monument, but it's a thousand years younger than its discoverers hoped. Still, Frankki believes it's important to study North American runestones with scientific objectivity, as one may yet turn out to be authentic.

"The idea is, it's possible," he says. Medieval Scandinavians "had the technology. They sailed all over Europe. They even circled the entire Mediterranean, and then they explored the Atlantic all the way across. So we don't have the proof, but we have the possibility." ■

John Allen (ᛃᛟᚺᚾ ᚨᛚᛚᛖᚾ□ to rune enthusiasts) is senior editor of On Wisconsin *(ᛟᚾ ᚹᛁᛊᚲᛟᚾᛊᛁᚾ) Magazine.*

flashback

PHOTO BY JOHN KREISSLER, COURTESY OF UW–MADISON ARCHIVES

Torrid Madison

An image of frolicking on Picnic Point (as these young women are doing in a photo dated August 1960) may seem inappropriate to share in wintertime, but then very little about Madison's winter has been appropriate this year. The UW's hometown had an unusually warm season, defying expectations of severe cold and heavy snow.

How unusual was the warmth? Madison's December averaged nearly eight degrees above normal, and its January averaged six degrees above normal. The ice on Lake Mendota didn't close up until January 14, tying (with the winters of 1889–90 and 1999–2000) for second-latest initial freeze. (The record for the latest freeze was January 30, set in the winter of 1931–32.)

The UW has been keeping track of Lake Mendota's ice since 1853, giving a good indication of how harsh or mild Madison's winters have been during the last century and a half. Check the record out at the Department of Atmospheric and Oceanic Sciences' www.aos.wisc.edu/~sco/lakes/Mendota-ice.html. The department does not, alas, list statistics on the number of sundresses seen at Picnic Point. (Get a bird's-eye view of the Point in Scene, page 10.)

John Allen

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