

On Wisconsin

For University of Wisconsin-Madison Alumni and Friends

Wild Life

*George Schaller MS'57,
PhD'62 travels the globe
to save exotic animals.*

SUMMER 2010

West Wing Badger

She keeps the president's schedule on track.

Head Case

Joseph Jastrow helped launch the science of psychology.

Mustard Man

Why would someone devote a whole museum to a condiment?

Gone Too Soon

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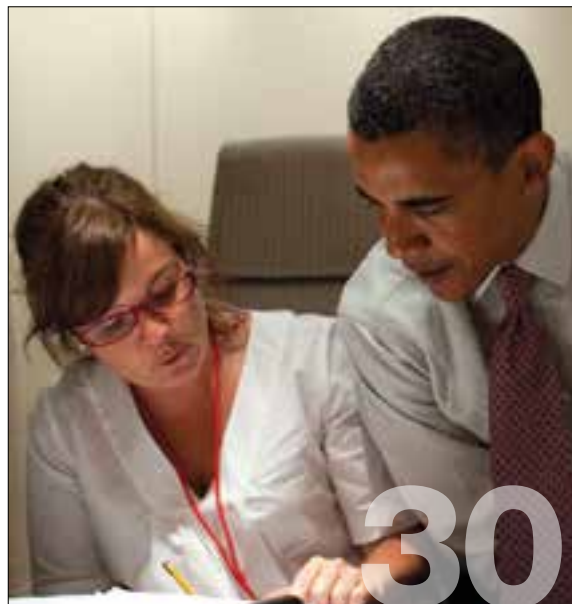
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Cover

George Schaller is shown at the Bronx Zoo, where he is senior conservationist. Photo by Rob Bennett

Great ideas



then.

In 1890, University of Wisconsin professor Stephen Babcock invented a device to test the amount of butterfat in milk. His discovery ended the practice of watering down milk and created a cash cow for Wisconsin, putting the state on the map as a leader in dairy production and research.



Stephen Babcock (center), with his butterfat tester, and colleagues W.A. Henry (left) and T.C. Chamberlin.

now.

UW-Madison faculty hold more scientific patents than any other public university in the country. At University Research Park, their ideas become start-up companies, generating jobs and building the state's future.

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Researchers at the Stratatech Corporation hope the skin tissue they developed will help wounds heal with less infection, pain, and scarring.

On Wisconsin SUMMER 2010

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PETE SOUZA

Mastromonaco (right) meets in the Oval Office with President Obama and senior adviser Valeria Jarrett.

It wasn't hard getting Alyssa Mastromonaco '98

to agree to an interview about her experiences working for Barack Obama and as director of scheduling and advance for the White House.

The problem was finding a time when she wasn't too busy to talk.

Mastromonaco got a taste of just how hectic her job is when she tried to schedule something for herself. After I first reached out to her by snail mail, we settled on a date for a telephone interview.

We didn't end up talking until about three months later.

We first had to postpone our interview when her daily meeting with the president was moved to the same time. No way I could argue with that; I have a healthy sense of my place in the world. On another occasion when we planned to talk, she sent an e-mail asking to reschedule: "I'm so sorry, the Nobel Peace Prize has made today completely insane." I hate it when that happens.

For a couple of days, it looked like Obama's visit to a Madison middle school last fall to announce funding for education reform would allow us to meet in person, but then Mastromonaco had to "bounce off the trip" to Wisconsin to plan a presidential trip to Asia. At this point, I think we both wondered if we would ever speak or if we were doomed to an eternal game of e-mail tag.

Two months later, the planets aligned and she called. But about thirty minutes into our conversation, she stopped short and asked, "Can I call you back in twenty minutes?" We didn't speak again for another five weeks. In that time, Mastromonaco planned a surprise birthday party for First Lady Michelle Obama ("You'd be surprised how complicated that is ... somehow we kept it all a secret," she says) and traveled to Haiti to help coordinate federal agencies engaged in relief efforts following January's massive earthquake (she was sleeping on the floor of the U.S. Embassy when an aftershock hit).

Through it all, Mastromonaco revealed herself as an enthusiastic Badger and hard-working public servant who learned many of the same lessons at UW-Madison that I did, including one of the most important: never give up.

Jenny Price '96



Musings on Lorrie Moore

Jacquelyn Mitchard's interview with Lorrie Moore ["Words, Wit, & Wild Hearts," Spring 2010] brought back memories of a creative writing class I took in the summer of 1947 under Mari Sandoz. Each of the seven or eight students had to read part of his or her work with criticism from the class. Ms. Sandoz then had a private interview with the student.

Several students commented on my work with, "You have a best seller." Their comments went to my head and were quite different from the professor's remarks. She said, "You read better than you write." The novel about a short period I spent in India remains in my garage with other bits of writing.

*Stan Ehlenbeck '40, MA'42
Berkeley Springs, West Virginia*

I regret having read the interview of Lorrie Moore in your magazine for two reasons: 1) plot details from her latest novel were revealed, a book I own but have yet to read; and 2) her rude reluctance to reveal anything about herself or her writing process confirms the impression I received during her last book tour for *Birds of America*.

From now on, I'll stick to admiring her craft and avoid reading anything that comes directly from her lips. I, for one, am happy to grant her privacy so long as she continues to produce such haunting, beautiful work.

*Ricardo Avila '89
San Francisco, California*

Hooked on *On Wisconsin*

I don't know who to thank for the latest issue of *On Wisconsin*, but I'm glad that I happened to open it. In all honesty, I usually recycle mine immediately, as I found the issues to be uninspiring years ago. Admittedly, UW is such a large school, it must be challenging to connect with the masses that are UW alumni, but so far, nothing [had] really moved me.

Then, you [featured] Lorrie Moore on the cover. I had the pleasure of having Ms. Moore as a creative writing teacher. That caught my eye, and I was curious to see how she is [doing]. It took me about twenty minutes to get to her article, as I found myself reading every article between the front cover and the cover story. I was captivated. The articles were interesting, dynamic, and written with appropriate wit; it was tight. I'm hooked.

I've read the current issue cover to cover and feel more connected with my alma mater. I don't know when the shift happened, but I'm very much looking forward to the next publication. Kudos.

*Sarah Kissel '94
Madison*

Martín Espada's Roommate Checks In

I read with more than usual interest Eric Goldscheider's feature article on Martín Espada ["The People's Poet," Spring 2010]. I was one of Martín's roommates at Sellery Hall. We had a unique living experience because our room housed not two students but three, and this was entirely due to Martín's benevolence and elevated sense of humanity.

Our third roommate [whom I will call John], had been rooming down the hall with a student who was dealing cannabis out of the room at all hours. John, a serious engineering student, was having difficulty coping with the late-night, heavy flow of people in and out of the room. Martín's inspired solution was to build a bunk bed and invite John into our room. So it is no surprise that Martín should develop into a poet of the downtrodden, as he has always exhibited just such character.

It is also no accident that during that fateful semester living in our cramped, shrunken Sellery Hall enclave, I had never laughed so hard in my life. This remains true to this day.

*Rob Andropolis '84
Montgomery, Illinois*

The Travels of John Muir

Muir must have been quite the man. Shortly after 1863, he sailed through the Panama Canal, which was finished in 1914. The first attempt at construction didn't start until 1880. "Someone to Watch over Earth" [Spring 2010] is a nice article, but this statement appears incorrect.

*Gary Steuck
Madison*

Editor's Note: You weren't the only astute reader to point out that the Panama Canal opened in 1914. We should have clarified that Muir's voyage included land passage through what would later become the canal.

Pedestrians Relate to "Rules of the Road"

Pedestrian Tina Merwin's dispute with the driver who blocked the sidewalk in front of her [Sifting and Winnowing, Spring 2010] reminded me of an incident that happened when I was in graduate school in the late sixties.

I was trudging along University Avenue on my way to an early morning class in my usual fog, not paying much attention to anything except the sidewalk immediately in front of me, when a car exiting one of the campus entranceways stopped to allow me to pass. Even in my semi-conscious state, I realized that this was an amazing occurrence: regardless of the statutes, cars always go all the way out to the curb so the driver can see the traffic before turning onto the street. *Who's this weirdo*, I thought, *who is actually obeying the law and not cutting me off?*

When I looked up, I noticed that the car had Wisconsin license plate number 1. *Whoa!* I thought, *Could this be the governor's car?* Glancing up, I saw that it was indeed then-governor Warren P. Knowles, driving a Milwaukee-built Ambassador. He smiled and waved like the experienced politician he was. Still quite surprised, I gladly reciprocated.

*John Eros MA'69, PhD'72
Charlottesville, Virginia*

What a great article by Tina Merwin. I'm eighty years old, and I try to walk at least four miles daily, sometimes logging up to fifteen. I loved Tina's reaction when a driver blocked the sidewalk and she "knocked on the car" to

show her “thoughts.” Frequently, I have the same problem, and sometimes I knock on the hood with my knuckles, gently, and point down at the white lines. I’ve gotten an angry response now and then, but most drivers just ignore me. I even had a police car block the sidewalk one time, and I gave [the officer] a knock and received a sort of “excuse me.”

I have jogged and walked almost daily since my late thirties. I find it soothing, fun, and healthy. If you want to walk from Chicago to L.A. on Route 66 without leaving your hometown, drop me an e-mail at thompto@aol.com, and I’ll tell you how easy it is.

O. J. (Orrin) Thompto '56
Madison

Who is this weirdo, I thought, who is actually obeying the law and not cutting me off?

Of Badgers and Hodags

The Spring 2010 *On Wisconsin* “Team Player” by Sam Oleson x’11 caught my interest. I note that Ben Feldman is from Minnesota and [that] “Hodags” is the name for Wisconsin’s Ultimate Frisbee club.

The Rhinelander, Wisconsin, high school athletic teams have been known as the Hodags since before I can remember. Perhaps the most well known Badger who was also a Hodag was John Kotz ’43. John was a Big Ten basketball scoring champion and was voted the most valuable player in the only NCAA Championship tournament won by Wisconsin. Go, Hodags!

William Rosenkranz '49
Alexandria, Virginia

Health Care Debate Continues

Working often in Canada has given me some knowledge of the health care system there. “Monster Medical Bureaucracy” [Spring 2010 Letters] should move to Canada and have to use their health care, or mainly lack thereof. There you hurry up and wait for the routine stuff that we take for granted.

Those Canadians who can (and there are many) cross into the United States for timely medical [care]. A second-tier health system is developing there, and I believe it’s private.

Art Phenicie '62
Hartland, Wisconsin

More Fight Song Memories

[In response to “Fight on for Her Fame,” News & Notes, Winter 2009], I have a very fond memory of going to the old Commerce Building on Bascom Hill on a Saturday night in the mid-seventies to watch the movie *The Effect of Gamma Rays on Man-in-the-Moon Marigolds*. Midway through the movie, the sound track launched into “On, Wisconsin!”; suddenly our audience of two-hundred-plus students was on its feet, clapping and singing along with the song.

We went to a movie, and a football game broke out!

Margaret McKinley Archibald '76
Hales Corners, Wisconsin

Your recent article “Fight on for Her Fame” in the Winter 2009 edition brought to mind my dear grandma, who passed away recently at age one hundred.

Grandma was a music student in her college years who maintained a love of playing the piano her entire life. One of my earliest recollections is of her playing “On, Wisconsin!” for me, and she continued to play that song right up until her death.

One particular event brought a chuckle from those who witnessed it: She had donated a grand piano to her church, and was invited to come in to play the new piano.

She sat down on the bench and warmed up with a few exercises, and everyone expected her to play a hymn or two, as she was devoted to sacred music as well. However, much to everyone’s surprise, she instead broke into a rousing rendition of “On, Wisconsin!” “God,” she speculated, “would not have minded!”

Though she was not a graduate of the UW, two of her children and two grandchildren are UW grads, and now a great-grandchild is in her freshman year. I guess it was fortuitous that “On, Wisconsin!” was one of her favorites.

Penny Shadel McLain '77
Dallas, Texas

Thirteen UW Degrees Around the Table

[In response to “A Matter of Degrees,” Spring 2009], Iva Mortimer ’20, MA’26, ’39, MA’40, PhD’47 [who was the first alum to earn five degrees from the university] was my mother-in-law. We had long known that for a considerable time she had received the highest number of UW degrees of any individual, but my wife and her daughter, Mary Mortimer Schar ’50, MS’58, were surprised and delighted by your article. Mary is extremely proud of her mother’s academic achievements.

It is probably in the gene code somewhere. For several years, when both [my wife’s] mother and mine (Dorothy Schar ’23) were living, when our family got together for dinner, we had a total of thirteen UW degrees around the table. Iva had five; my wife, my daughter Susan Schar Balsai ’83, MBA’84, and I each have two; and my mother and my son Steven Schar ’89 had one each. We are solidly a Badger family.

Thank you for the nice story.

Walter Schar, Jr. '52, MBA'55
Madison

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On Wisconsin Magazine welcomes letters related to magazine content, but reserves the right to edit them for length and clarity. You may e-mail your 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.

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scene

Book Return

The old library is new again, as the Wisconsin Historical Society has renovated its reading room, a popular study spot for generations of Badgers. Initially constructed in 1900 — back when those skylights really saw the sky — the building also housed the UW's main library until 1953, when Memorial Library opened. The reading room was restored between June 2009 and April 2010, at a cost of \$2.9 million. Photo by Jeff Miller



Name That Union

Five hundred possibilities were narrowed to just four ... and then one.

One thing is certain. The new student union under construction where Union South once stood won't be named for **Barry Alvarez, Ron Dayne x'00, or Mike Leckrone**. Neither comedian Stephen Colbert nor movie character Derek Zoolander will get the honor, either.

All were among suggestions from students, faculty, and staff to rechristen the new union being built on the site of the old Union South. The building is scheduled to open in March 2011.

Associated Students of Madison, UW-Madison's student government, narrowed the list of more than five hundred nominations to just four: Discovery Union, Randall Union, Varsity Union, and

Union South. Discovery Union references the building's neighbor across Johnson Street, the new Wisconsin Institutes for Discovery. Randall Union is a nod to its street address, and Varsity Union is for the time-honored school song, "Varsity." Union South requires no explanation, and could have been on the list for people uncomfortable with change.

Students voted for their favorite of the four names in a campuswide election in April. The winner? Union South. It's the second time UW-Madison students have had a vote in connection with the new union; in 2006, they voted to pay higher fees to cover the costs of renovating Memorial Union and building the new union.



WORKSHOP ARCHITECTS, INC. AND MOODY NOLAN, INC.

The new student union is scheduled to open in March 2011, with a name that will seem pretty familiar to alumni and students.

Now it's up to Chancellor **Biddy Martin PhD'85** to give final approval, but even then, a large donor could become part

of the union's new name at a later date. Lady Gaga Union South, anyone?

Jenny Price '96

quick takes

The university's plans to renovate and expand the Natatorium suffered a setback in April, when students voted down paying for the project with a \$54 per semester increase in student fees. The Nat provides workout space for students, and supporters had hoped to improve the facility to meet increasing demand. According to the student governing body, Associated Students of Madison, the election saw a record turnout, with 13,927 votes cast. The No side won with nearly 62 percent of those votes.

UW-Madison terminated a licensing contract with Nike in April, citing that company's failure to address concerns over labor rights abuses at plants in Honduras. Through the contract,

Nike had paid the UW nearly \$50,000 a year for the right to use UW marks (such as Bucky or the Motion W) on its products. The university's Labor Licensing Policy Committee recommended ending the Nike contract due to allegations that the two factories had failed to pay 1,800 workers around \$2.2 million in back pay and legally mandated severance.

The School of Human Ecology broke ground on a new building in April. The \$52 million project will house all of the school's programs and is scheduled to be completed in 2012.

Adele Brumfield has been named the new director of undergraduate admissions and recruitment. She was formerly associate

admissions director at the University of Chicago.

Forbes.com named the University Research Park and MGE Innovation Center one of ten technology incubators that are changing the world.

Wiscipedia offers an insider's take on everything UW-Madison. Prepared by students in the Letters and Science honors program, Wiscipedia is an online "wiki," or collaborative Web site that aims to include encyclopedic information on the university. See it at wiscipedia.wisc.edu.

UW geologists were among the first to examine a meteorite that exploded over the upper Midwest in April. The meteor

had been visible from Wisconsin to as far south as Missouri, and fragments were strewn across a wide area west of Madison. The first sizable piece identified — about the size of a peanut — was brought to the UW, where experts Noriko Kita and Takayuki Ushikubo analyzed the rock to determine its mineral composition.

Four members of UW Hip Hop won the university's YouTube video contest in celebration of the centennial of "On, Wisconsin!" (the fight song, not the magazine). The grand prize went to Raphael Casal x'10, Andrew Thomas x'11, James Gavins x'11, and Karl Iglesias x'10 for their video "On Wisconsin Remix Song." Watch that video, as well as others, at www.onwisconsin.wisc.edu.

Think Healthy

The UW launches new center to study mindfulness and mental health.

The biggest minds in mindfulness, gurus both literal and figurative, came to Madison in May for the launch of the UW's new Center for Investigating Healthy Minds (CIHM). The center's grand opening included the Dalai Lama, along with University of Massachusetts medical professor and mindfulness advocate Jon Kabat-Zinn, and psychologist Daniel Goleman, author of *Emotional Intelligence*.

CIHM is devoted to studying ways in which contemplative practices, such as meditation, can change the human brain and lead people to greater mental health. Headed by **Richard Davidson**, professor of psychology and psychiatry and director of the UW's Waisman Laboratory for Brain Imaging and Behavior, the center will involve researchers from a variety of fields, including the sciences and humanities.

"It's highly interdisciplinary, going from the humanities to the hard sciences," says Davidson. "We'll be using modern methods of brain imaging, which will involve the work of physicists, computer scientists, and statisticians. But we also work with scholars in the humanities who practice mindfulness techniques. They provide the source and tradition to understand the texts that we furnish to people engaged in work here."

One of the center's focuses is on mindfulness — a technique in which practitioners fine-tune their attention to develop a fuller awareness of themselves and their surroundings. In recent years, Davidson has done neurological studies with Buddhist monks, finding that their height-



JEFF MILLER

Richard Davidson (right) speaks with Buddhist monk Matthieu Ricard, who's wearing a 128-channel geodesic sensor net in preparation for taking part in an electroencephalograph study. For several years, Davidson has been studying the brain waves of people who meditate. The new Center for Investigating Healthy Minds will combine high-tech brain imaging technology and space dedicated to contemplative practices under the same roof.

ened mindfulness appears to have a physical effect on their brains — an effect that can be observed using MRI brain imaging technology and EEG scalp recording to monitor patterns of brain activity.

As a result, the center becomes the first research facility in the world to combine both a brain imaging laboratory and a dedicated meditation space under the same roof.

Though its grand opening was in mid-May, CIHM has been laying the groundwork for research in a variety of areas. In addition to basic research, Davidson intends for the center to offer translational research

— studies that could be immediately applicable to the community at large.

"We want to do real projects in a real context that make a real difference," Davidson says.

Initial projects include a program with the Madison Metropolitan School District to teach secular mindfulness-based stress reduction techniques to elementary school teachers and students; a similar program aimed at four- and five-year-olds in campus preschools; an effort to work with returning veterans from the conflicts in Iraq and Afghanistan to help them with traumatic stress issues; and a possible program to work with

the state's corrections system to help released prisoners deal with the stresses of the transition back to everyday society.

An area of emphasis for the new center, says assistant scientist **Lisa Flook**, is its focus on healthy minds, rather than on mental illness. Those at CIHM believe that the techniques they study may help people learn to face stress in adaptive ways.

"The idea is that [mindfulness] can become a way of life," she says. "We want to enable people to learn ways to cultivate healthy qualities of mind beginning in early life, which may prevent pathology later in life."

John Allen

Super Collagen

UW scientists create very strong protein to revolutionize bandages.

When you think about all the advances in medicine and medical treatments, it's hard to believe the bandage — in use since before the time of the ancient Egyptians — is still the go-to for treating wounds and fighting infections. But it is.

However, that reign may come to an end, thanks to a team of UW-Madison researchers who recently announced the creation of the strongest form of collagen known to science.

"It's by far the most stable collagen ever made," says

Ron Raines, a UW professor of chemistry and biochemistry who led the study, published in a January issue of the *Proceedings of the National Academy of Sciences*.

Natural collagen is the most common protein found in mammals, and it's the main protein in connective tissue — for example, 75 percent of the dry weight of human skin is made up of collagen. For decades, doctors used collagen from cows to treat serious burns and other wounds in humans, but sometimes a

patient's body rejects that tissue. Raines says this "super" collagen avoids that risk.

Furthermore, he says this artificial collagen holds promise as a therapy for conditions such as arthritis, which is caused by a breakdown of the body's natural collagen and affects more than 46 million Americans. "We're designing molecules that can promote the healing of wounds in unprecedented ways," he says.

To make the new form of collagen, Raines's team substituted two-thirds of the protein's regular amino acids with less-flexible versions that stiffened the overall structure of the protein and helped it hold its form. "The breakthrough of this approach

was the use of rigid analogues that have shapes similar to [the shapes the natural amino acids take] in the folded, functional form of the protein," explains Raines. The resulting collagen holds together at temperatures far above what it takes for natural collagen to fall apart.

Beyond the medical realm, the collagen has also shown potential in the field of nanotechnology. "We're working to develop these collagen materials to make new types of nano wires," says Raines. "[We] take these collagen fibers and coat them with metal, like gold, and we've shown that we can conduct electricity."

Brian Klatt

For Today's Typical Student, Degree = Debt

Completing a college degree is, for many students, the gateway to a successful life. A person with a bachelor's degree will earn, on average, nearly twice as much in a lifetime as someone with only a high school diploma. But that earning potential comes with a price. In keeping with a national trend, student debt for newly minted UW-Madison graduates keeps going up. In 2009, almost half had an average debt close to \$23,000 — up \$7,000 from only ten years ago.

Source: Office of Student Financial Aid



Graduation Year: 1999
Average Debt: \$15,915



Graduation Year: 2009
Average Debt: \$22,858

Healthy Spuds

Potatoes are big business in Wisconsin, but they can carry a hefty environmental price tag due to chemical pesticides and fertilizers. Enter the Healthy Grown Potato Program. This unusual partnership among UW-Madison, the Wisconsin Potato and Vegetable Growers' Association, and the World Wildlife Fund integrates conservation and agriculture to produce a potato that is both ecologically and economically sustainable. Drawing heavily on UW research, the program uses rigorous, science-based standards to guide pest management, chemical use, and land restoration.

The goal, says UW coordinator Deana Knuteson, is to improve the health and sustainability of fresh-market potatoes, the people who produce and eat them, and the land where they are grown. The spuds, which are marked with a Healthy Grown Potato eco-label, are a natural fit in today's green-conscious marketplace. "With sustainability at the forefront, this program has put Wisconsin ahead of the trend," she says.

Jill Sakai PhD'06

In a Manner of Speaking

When humans communicate, laughter plays a key role in comprehension.

Cecilia Ford is a linguist, but she is just as interested in *how* people say things as she is in *what* they say.

When we speak, we do more than just talk: we tell stories, and we convey emotion. And, thankfully, we sometimes laugh, which may be more important and complex as a communication tool than most of us realize.

Ford, a UW professor of English and sociology, is collaborating with University of Colorado linguistics professor Barbara Fox to study what is known as speech-laugh, when speech is infused with the sounds and body movements of laughter.

Many researchers study facial expression, body movement, and linguistics separately, but Ford says there is a lot we don't know about how these systems work together.

"Linguistics, in my perspective, is taking a long time to catch up with looking at language and the body," Ford says.

Ford and Fox have looked at what they call reciprocated laughter, where one speaker uses speech-laugh to sell what he or she is saying as laughable and gets laughter in return. One recording they studied is a phone call during which one woman tells a friend, "Sweetheart? ... I've got a minor emergency." The caller continues — with her laughter beginning to distort her voice — saying, "None of my pants fit." Both women dissolve into gales of mirth as she finishes her revelation.

"As messy as interaction looks and seems, it's very

orderly," Ford says. "We always find that people are actually doing things very precisely, so just overlapping a little here rather than letting [the speaker] end without laughing with her is really important."

On the flip side, Ford is also studying laughter that isn't reciprocated or instances when a speaker uses laughter to mitigate a delicate or awkward situation.

"It softens it in some way. You can be saying something negative or [be] casting someone in a negative light, and you can



ISTOCK

modulate it by putting laughter on top," Ford says.

How does Ford find conversations to study? Not in the laboratory. She collects video and audio of laughter that occurs in the course of meetings and less formal conversations, including

telephone calls, from colleagues and friends.

"I have a collection of my dad's laughs," Ford says. "He cracks me up, and it's just fun to listen to him — I'm not using it for research."

Jenny Price '96

STUDENT WATCH

This philosopher wrote *Word and Object* and became a fundamental contributor to analytic philosophy with his essay "Two Dogmas of Empiricism."

Oh, that's Willard Van Ormon Quine, of course.

Sounds like useless knowledge, right? Not if you're on the twelve-member UW Quiz Bowl Team. Quiz Bowl, a game in which four players sit in front of buzzers and attempt to answer questions about anything from astrophysics to French literature, has been on the UW campus since the 1960s, when the game was referred to as College Cup.

As one of the better teams in the country (three years ago, it was ranked fourteenth nationally), the UW squad traveled to Chicago in April and butted heads with some of the best Quiz Bowlers in the national collegiate competition.

With so much material to cover, team members say one person can't realistically prepare; having four players who specialize in different subjects is a much more effective strategy. But why would anyone already in school choose to join a team to *learn*? Doing so "kind of validates you for having obscure interests," says Alex Gawenda '09, a former team member who continues to participate in open tournaments. "If you just have genuine curiosity, there aren't many places that reward that."

Sam Oleson x'11

Ash Masters

Researchers field volcanic ash warning system.

From a workstation in Madison, **Mike Pavolonis MS'02** hopes to lay eyes — satellite eyes, that is — on every natural chimney around the globe.

“Our eventual goal is a fully automated global ash monitoring system,” says Pavolonis, a researcher from the National Oceanic and Atmospheric Administration (NOAA) working

at the UW’s Cooperative Institute for Meteorological Satellite Studies. “Satellites will supply data that will be processed, and all of it will be operational. Every volcano will be automatically monitored. Satellite data will be used in models to predict where the ash will go.”

The importance of those predictions has rarely been more

obvious than it was in March and April, when ash from the Icelandic volcano Eyjafjallajökull shut down some of the world’s busiest air routes.

NOAA has been working with UW-Madison for fifteen years to develop accurate ash monitoring methods for areas with active volcanoes. While the mountains may seem remote, they often lie along

well-traveled pieces of sky. For example, Alaska’s sparsely populated Aleutian Islands are on the great circle route between Asia and North America. Every year, more than fifty thousand aircraft fly through the area, which has forty volcanoes.

Satellite observation is often the only way to collect data from such remote areas, but simple pictures are not enough to guide safety decisions.

“Satellite imagery alone doesn’t give you the quantitative information you need,” Pavolonis says. “We need to go beyond the visual and determine the characteristics of the ash cloud. How high is it? How much ash is in the cloud? What direction will it travel?”

As the Iceland eruption made clear, ash plumes can cause problems over wide swaths of the sky. Air-traffic-control organizations need to react quickly to divert planes around clouds or ground them to avoid engine damage from the large particles in the air.

Pavolonis and his group began developing an algorithm to boost the utility of satellite images five years ago. Their computational instructions tap satellites in geostationary orbit for data to help determine the presence, altitude and density of ash clouds, as well as the size of the ash particles in the cloud.

“Right now, it takes a good deal of training to get the best information,” he says. “We have to be very careful of the flow of information because this has real impact. With the stakes this high, there is little room for error.”

Mark Hobson

\$54,130,000 The UW’s income from licensing revenue in 2008

According to a recent survey in the *Chronicle of Higher Education*, the UW earned more than \$54.1 million by licensing patented inventions and discoveries in 2008, ranking it eleventh among U.S. universities. The Wisconsin Alumni Research Foundation (WARF) manages those patents, and it invests most of the money to fund further research. But if the folks at WARF were more fun, they could use that wad of dough to buy:



77,328

Life memberships in the Wisconsin Alumni Association (\$700 apiece) — handy, if you plan to live 77,328 lives



721,733

Copies of Astronomy Today, Volume Two, the textbook for Astro 103 (priced astronomically at \$75 new, though the used price at the University Book Store is just \$56.25, so you could buy 962,311)



14,059,740

Bratwursts (\$3.85) from the Union Terrace’s brat stand, plus one small Diet Coke (\$1.32) and one bag of chips (\$1.04). Take as much mustard as you want — it’s free.



22,839,662

Scoops of Babcock ice cream (\$2.37 apiece)

On the World Stage

The UW's student hip hop ensemble is picked for an elite project.



JEFF MILLER

Danez Smith, here performing on campus, is leading the UW hip hop ensemble that is participating in a global collaboration.

UW-Madison's First Wave Hip Hop Theater Ensemble (see *On Wisconsin*, Fall 2007) is in the middle of an intense long-distance relationship.

The group's students are collaborating with Junges Theater Basel in Switzerland to create a performance for *Contacting the World 2010*, an award-winning theater project linking young groups from around the globe. First Wave, the country's first college learning community devoted to urban art, is among just twelve performance companies taking part — and the only American group joining those from England, the Netherlands, Switzerland, Denmark, Jamaica, Iran, Indonesia, and India.

"The borders of our university are the borders of the world, and this is a huge manifestation of that to me," says **Danez Smith '11**, an English education major serving as First Wave's student ambassador. A Swiss counterpart visited Madison in

April, and Smith traveled to Switzerland in May, beginning a collaboration to build bridges and break down barriers.

"A lot of that stuff may sound cliché, but it's also a lot of the work that needs to be done in this day and age," Smith says.

Though the ensembles won't physically be together until they perform in Manchester, England in July, they are sharing creative processes and influencing one another's performances via online social media. By the time First Wave meets the Basel group — which is using Shakespeare's *Richard III* as inspiration — the UW's spoken word poets, MCs, dancers, singers, and actors will be at the apex of a creative partnership focusing on the theme of power.

"We're dealing with patriarchy, worship, absurdity, and the line between madness and brilliance," Smith says. "We're dealing with power struggles."

Jenny Price '96

Winning Gold (Medalists)

Chancellor forges new ties in China.

Chancellor **Biddy Martin PhD'85** led a UW delegation to China in late March, hoping to expand connections with academic institutions in that country. She came home with an agreement that will bring some of China's Olympic heroes to Madison.

During the two-week journey, Martin traveled to Beijing, Tianjin, Hangzhou, and Shanghai, and she met with officials from

several universities as well as the Ministry of Education, Academy of Engineering, Academy of Sciences, and Academy of Social Sciences.

"I believe the visibility of UW-Madison and of the state of Wisconsin itself were enhanced by our visit," she said in a statement after her return. "The incredibly strong reputation of UW-Madison could be better leveraged by the state, and I would

like to see more joint efforts to take advantage of the visibility of one of Wisconsin's greatest assets — its world-class research university and its international reputation."

Among the UW's partnerships with China is an arrangement with the Beijing University of Sport that will bring eleven Olympic athletes from China to Madison for six months, beginning this summer. The group

includes swimmer Luo Xuejuan and long-distance runner Xing Huina, both of whom won gold at the 2004 Games. The Beijing University of Sport is China's leading institute for physical education and exercise science, and all eleven athletes are graduate students there. At the UW, they will study English, American history, kinesiology, dance, and physical education instruction.

Staff

1.1 Million and Growing

The Wisconsin State Herbarium traces its roots to the founding of the university.

Among the initial orders from the first UW board of regents in 1848 was for the university to form a “cabinet of natural history.” Founded in 1849 and seeded by the donation of fifteen hundred plant specimens from botanist Increase A. Lapham (some of which still reside in its archives), the Wisconsin State Herbarium now houses more than 1.1 million plant specimens, with approximately one-third of them collected from within the state.

Originally housed in Science Hall, the herbarium moved to Birge Hall in 1910 and then into its current home in 1981 in the hall’s southeast wing. Its vast banks of space-saving cabinets contain carefully collected, dried, pressed, and labeled plant specimens used extensively in taxonomic and ecological research, teaching, and public service.

The university’s herbarium is among the ten largest herbaria in the United States and number three among public universities. It also claims the world’s largest collection of Wisconsin plants, made all the more impressive by the state’s cornucopia of plant life unique in botanical research.

“Wisconsin is an incredibly rich, biodiverse place,” says **Ken Cameron**, who took over as director of the herbarium in 2008. “You have the convergence of three major floristic biomes of the world coinciding in this one place. This is on top of the Great Lakes shores, rich aquatic habitats, and the state’s glacial history.”

The herbarium’s doors are open to the public, and its nearly



Herbarium director Ken Cameron examines samples of plant specimens. Each card includes dried, labeled samples of a particular species of flora. The cards at right include (top to bottom) *Chrysopsis viscida* (a golden aster), *Cirsium minganense* (a variety of thistle), and *Ruellia metzae* (a wild petunia).

400,000 Wisconsin specimens are now digitized and searchable online in the Wisconsin Botanical Information System for researchers, students, and plant enthusiasts anywhere in the world. (Visit www.botany.wisc.edu/wisflora.) Cameron is working to make more of the collection available to a virtual audience — though he feels it can never fully replace

the physical collection.

“When we scan these specimens at high resolution, the detail is incredible,” he notes. “You can zoom in and actually see the hairs of the plant. But in my mind, there’s no substitute for the experience of touching, smelling, and feeling the actual plant.”

Ben Wischnewski '05

BRYCE RICHTER (LEFT); COURTESY OF WISCONSIN STATE HERBARIUM (3, RIGHT)



A Semester at the Museum

Students learn that behind every successful collection is essential hands-on work.

On such a perfect fall day — sapphire blue sky, just the faintest hint of crispness in the air — perhaps it is no surprise that a group of students is lingering at the edge of Lake Wingra rather than sitting in a classroom.

But these fifteen or so young men and women aren't playing hooky. Clad in waders, they take turns in pairs, venturing into the soft muck offshore to pull a seine through the water. As each team hauls in the net, the other students gather around to inspect the catch — bluegill, yellow perch, a disgruntled-looking crayfish.

How do you get credit for going fishing?

Zoology 400: Introduction to Museum Studies brings the what, why, and how of museum specimens to life through a mix of lectures, labs, field trips, and visits to six campus museums and collections, including the UW Zoological Museum, the Wisconsin State Herbarium (see page 18), and the UW Geology Museum.

"Museums have a really important yet unrecognized role," says **Mark Berres PhD'03**, an animal studies assistant professor. "The perception is that this is just a bunch of antiquated things. Nothing could be further from the truth. ... We can make very good use of this material in cutting-edge science."

The course focuses on natural history museums and their evolving roles in research, instruction, and public enjoyment, though many of the concepts also apply to humanities and art collections. The students gain insight into administrative protocols of accession, cataloging, and conservation, as well as the how-to of proper specimen collection and preservation. In addition to netting fish, they gather and press plants, pin insects, assemble skeletons, and preserve soft tissues, all within the context of the historical, contemporary, and potential future uses of museum collections.

The hands-on work is an essential element, Berres says. "It's the next step in [the students'] education to go beyond simply being a passive reader about what needs to be done, to actually physically doing it. And being able to translate that theory into practice really creates a spark in a lot of students." Many students complete an optional internship at a campus museum for an additional credit.

The course was immediately popular when Berres and UW Zoological Museum staff first offered it in 2008 with strong cooperation



BRUCE RICHTER

Sifting and winnowing: students use a large net to collect aquatic samples at Madison's Lake Wingra. The students were learning how to collect field samples — in this case small fish — for later preservation.

from other campus museums. The class format limits its size, and registration quickly overflows to a waiting list. It appeals to a mix of majors, attracting students in zoology and other biological fields, anthropology, and history of science.

As the students learn about various preparation and storage methods required for different purposes — one for keeping a specimen's shape, another for preserving its DNA, for example — they come to appreciate the challenges involved in maintaining an object's long-term value without knowing exactly how it will be used.

"To be honest, I really hadn't thought before about what goes into it," admits zoology major **David Parfitt x'10**, his jeans still damp from his own foray into Wingra in slightly leaky waders.

As new analytical techniques are developed, many museum pieces are being used in ways that could not have been anticipated when they were first collected, Berres says. Today, for example, archived specimens are routinely used for DNA studies, which were rare a few decades ago. Other collections have guided recent studies of environmental pollution and even climate change.

"The technology changes so much. Who knows what these samples could actually be used for in the future?" he muses. "The science fiction of today is the reality of a very soon tomorrow."

Jill Sakai PhD'06

TEAM PLAYER

Ciara Rinaudo

Diver **Ciara Rinaudo x'11** has had to fight some bad habits over the years, such as the urge to look at the ground when flying through the air or trying to land on her feet instead of her head.

"To this day I still have my gymnast habits, which are not good for diving," says the UW senior with a laugh. "[Gymnasts] know how to flip and twist, but some fundamental techniques are very different."

Recognizing her natural talent, Rinaudo's high school diving coach offered her the chance to spend two years competing in meets only, without having to join the team for practice. She quickly fell in love with the sport. Entering her junior year, she retired the leotard to focus full time on diving, and by season's end, she'd laid claim to the Arizona state high school diving championship. Calls from college coaches poured in, including several from the UW's **Tom Michael**, and a visit to the UW campus during a Halloween weekend sealed the deal.

A self-proclaimed "adrenaline junkie," Rinaudo (whose first name is pronounced "sierra") structures many of her dives around the back position (where she stands on the end of the board with her back to the water and rotates away from the board), or the reverse or gainer position (where she approaches the end of the board and rotates back toward it).

Battling a back injury, Rinaudo was forced to give up the ten-meter platform — where divers can reach the water at thirty-three miles per hour — halfway through her sophomore year and focused on the one- and three-meter springboards. She reached finals at the Big Ten championships as a sophomore, and she hopes to return for her senior season before qualifying for her ultimate collegiate goal: the NCAA championships next March.

"Diving is great because there's never a plateau you can get to where you say, 'This is it and I can't go any further,' " she says. "You can always add a flip or twist and make a bigger list."

Ben Wischnewski '05

"I'm an adrenaline junkie. [Backs and reverses] are the scariest, and that's why they're my favorite and best dives."



Third Time's the Charm

New men's soccer coach sees nothing but potential at Wisconsin.

Ambition + integrity + talent = success.

That's the formula that new men's head soccer coach **John Trask** preaches to his players, and it's one that's led him to unparalleled coaching success over the past seventeen years.

A Milwaukee native, Trask attended Indiana University in Bloomington, spending sixteen years there, first as a player and then as an assistant coach. Then he moved up to the professional level, coaching three Major League Soccer teams as an assistant before taking the head coaching position at the University of Illinois-Chicago, where he led that school's team, the Flames, to three Horizon League championships and three NCAA Tournament appearances.

When Wisconsin offered him the head coach job this year, Trask said it was an offer he couldn't refuse ... again. He'd previously declined the position twice in the last decade.

"When [the job] was offered the third time and I realized what the potential was, I had good conversations with [former UW coach and current head coach at Indiana] Todd Yeagley — who I coached in high school — and he was able to fill in a lot of the blanks about how supportive the alums are, the administration is, and what this place could and should be. It got me excited," he says.

Trask knows he's in for a challenge during his first year at the UW. As an experienced coach, he understands that no matter how much he emphasizes great defense and accurate passing, success still hinges on the players. With nine seniors leaving last year's team and a few current players trying to adjust to their third coach in three years, Trask knows 2010's outfit is facing an uphill climb.

"Do I think we're going to set the world on fire? I just think if you're relying on four or five freshmen — and we will have to — it's

going to be a tough season," he says. "Now, can we peak at the right time and could something good still happen? I believe it can and — especially considering these older players are on their third head coach — I'm going to do everything I can. I don't want to look at this as a two-year developmental situation. But I've got to be realistic as well."

While Trask was a coach for Indiana, the Hoosiers won eight Big Ten titles and national championships in 1998 and 1999. He hopes that his Badgers will do as well.

"If we can't surpass [Indiana], we want to get right up on the same level playing field with elite teams in the Big Ten," he says. "Whether you talk about Northwestern, Ohio State — Ohio's had a good run — Michigan State, or Indiana, we want to get mentioned right up there with those teams, where it's assumed that we're not going to be the team that's out of the Big Ten Tournament on Thursday.



UIC SPORTS INFORMATION

Bringing a strong record from his time at Indiana, new men's soccer coach John Trask is ready to turn things around at Wisconsin.

We want to be playing on Friday and Sunday and scrapping for the title. That's what it's all about."

The 2010 soccer season opens in late August and runs until the middle of November, leading into the Big Ten and NCAA tournaments.

Sam Oleson x'11



BADGER SPORTS TICKER

The UW wrestling team finished one of its best years ever in March, with a fourth-place finish at the NCAA championships in Omaha. The Badgers had seven wrestlers compete in the tournament, with Andrew Howe x'12 completing an undefeated season and winning the national championship at 165 pounds. The UW's Barry Davis was named the coach of the year by the National Wrestling Coaches Association.

The men's ice hockey team fell just short of a national championship in April. The squad lost to Boston College 5-1 in the finals. Senior forward Blake Geoffrion won the Hobie Baker Award, given to the nation's best collegiate hockey player. He's the first Badger ever to receive that honor.

Twelve Badgers took part in last winter's Olympic Games in Vancouver, making the UW the university with the fifth-most students

or grads at the games. Canada's University of Calgary was tops overall, with twenty-three athletes. Among the twelve Badgers, seven were members of the women's hockey team, coached by the UW's Mark Johnson.

Former Badger runner Chris Solinsky '07 set a new American record in the 10,000-meter race. He finished the course in 26 minutes, 59.6 seconds, some 14 seconds better than the previous record.

V^{A.}oice in the Wilderness

He lived among the apes before Fossey and Goodall. He helped create Alaska's Arctic National Wildlife Refuge, and he wrote pioneering studies of pandas, tigers, and snow leopards. He may be the world's leading ecological missionary. So why haven't you heard of George Schaller?

BY JOHN ALLEN

George of the jungle: Schaller first came to prominence for his pioneering study of mountain gorillas in the eastern Congo, circa 1960.





George Schaller PhD'62 is the proverbial voice crying out for the wilderness —

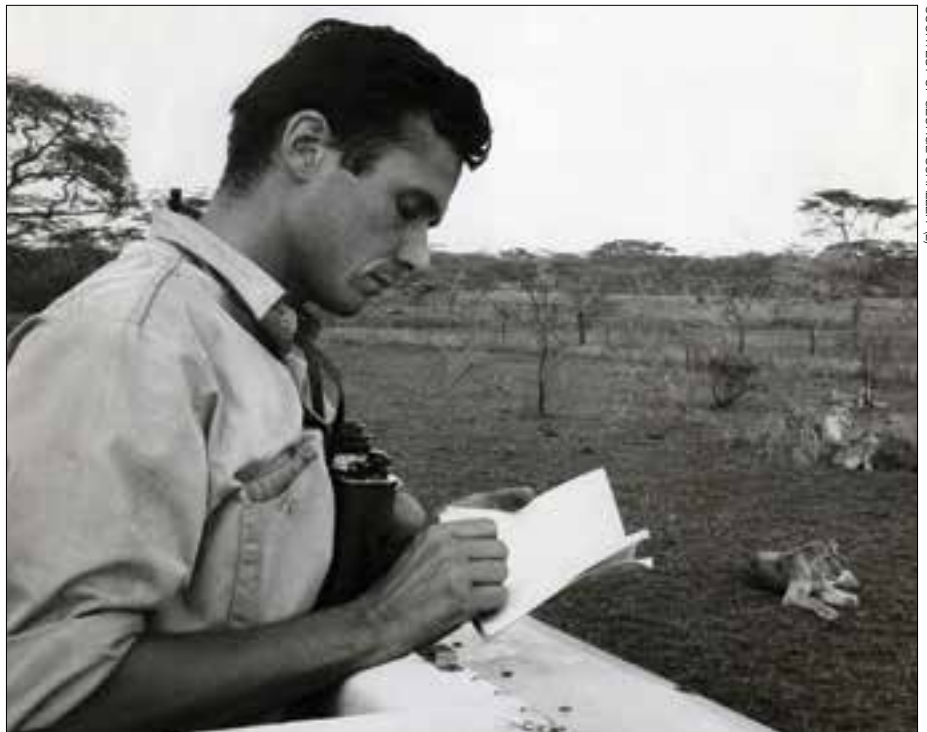
or he would be, if there were such a proverb. In deserts and highlands, classrooms and boardrooms, he repeats his clarion call: Leave high the mountains and crooked the paths! There are wonders to be found in nature, and they must be protected!

This is a paraphrase, of course. Schaller dislikes pompous turns of phrase.

For half a century, Schaller has spent his life in the world's remotest regions — high in the volcanoes of central Africa, in the jungles of south Asia, on the Tibetan plateau, in the steppes of Mongolia, or deep in the Brazilian rainforest — seeking rare and beautiful animals, describing them, and finding ways to protect them.

Now at seventy-six, he still spends more than half of each year conducting field studies, or speaking before audiences in Europe, Asia, or across the United States. When he's at his home in Connecticut, he's usually at work, writing articles or books, meeting with potential donors, or traveling into New York City to meet with one of the organizations that employ him: the Wildlife Conservation Society (where his title is senior conservationist) or Panthera, an organization devoted to protecting the world's big cats (where Schaller is vice president).

"I'm not big on titles," Schaller says, and when he describes himself, he usually uses the more general term field biologist, a scientist who goes into the wild to study the habits and characteristics of creatures where they live. Jokingly, he describes himself as a *feral* biologist. But in recent years, he's used the term *ecological missionary*, which might be the title that fits best:



COURTESY OF GEORGE SCHALLER (2)

Schaller takes notes while observing lions in the Serengeti. In the early years, his wife and sons accompanied him during lengthy overseas projects, including this three-year stretch in the 1960s, living in northern Tanzania.

he journeys to foreign lands, he teaches, and he preaches conservation.

Schaller's work has earned a vast array of awards: the World Wildlife Fund's gold medal, the international Society for Conservation Biology's 2009 Distinguished Service Award, a 1973 National Book Award, Japan's International Cosmos Prize, and China's Environment Prize. The National Geographic Society made a film about him called *Nature's Greatest Defender*. ("I hate that title," he says.) And he's collected a wide following of disciples, including scientists (such as Dian Fossey and Jane Goodall), celebrities (Michael Crichton, author of *Jurassic Park* and other science fiction novels, declared Schaller his hero; author Peter Matthiessen wrote about traveling with Schaller in his book *The Snow Leopard*), and teams of field biologists in virtually all of the countries where he's conducted research.

George Schaller may be the most influential person you've never heard of, if you judge by the number of species

whose fate he's influenced. The anonymity would probably be fine with him — except for that missionary zeal to spread his message. The following four lessons are drawn from that message, taught by a life spent in the field.

FIND PURPOSE

"The whole point of biology is conservation. You have a moral obligation to protect that which you study."

Paul had his road to Damascus; Buddha had his bodhi tree. Schaller's moment of enlightenment — at least in the cause of conservation — came in Alaska's Sheenjek River Valley.

Not that he was a reluctant convert.

"I can't really say when I first became interested in animals and the



Schaller in the Chang Tang uplands of Tibet — his studies have taken him from northern Alaska to central Africa to the high altitudes of central Asia to the jungles of Indochina and the Amazon.

out-of-doors,” he says. “As far as I can remember, I’ve never been interested in anything else.”

Born in Berlin in 1933 to a German father and an American mother, Schaller spent much of his youth in the German countryside, fleeing the destruction of the Second World War. In 1947, he emigrated to St. Louis, Missouri, with his mother and brother, and lived there until attending college at the University of Alaska in Fairbanks. The selection was as much whim as plan, as all Schaller knew of Alaska was a quick quip from a cousin who was an alumnus.

“He told me, if you like the outdoors, they’ve got a lot of it there,” Schaller says. But the choice proved providential. During college, Schaller read the work of UW professor Aldo Leopold, one of the country’s leading thinkers in wildlife ecology. Schaller still rates Leopold’s *Sand County Almanac* as “one of the best conservation works ever written.”

And he found that tramping about in the wilderness and chasing after animals

could be the basis of a career. “I discovered that what you do as a hobby and for fun can be a profession,” he says.

This lesson came far outside the classroom, and not from a faculty member. In the summer of 1956, while on break between semesters, Schaller became a disciple of Olaus Murie, then America’s most prominent field biologist.

A friend and correspondent of Aldo Leopold, Murie was a legend among conservationists in the 1950s. As an official with the U.S. Fish and Game Service, president of the Wilderness Society, and director of the Izaak Walton League, he had authored half a dozen works of field biology and had lobbied for the preservation and enlargement of several national parks and the creation of Jackson Hole National Monument.

In 1956, Murie and his wife, Mardy, led an expedition to explore northern Alaska’s Sheenjek River Valley, a largely untracked wilderness along the north slope of the Brooks Range. With them, they took biologist Brina Kessel and

graduate students Bob Krear and George Schaller.

Throughout that summer, the group canoed and hiked through the valley, noting its wide variety of birds, tracking the migrations of caribou, and making close examinations — Schaller initially thought too close — of every bit of wolf and grizzly bear scat they came across. They catalogued dozens of species of birds, mammals, insects, and spiders, collected samples of 138 flowering plants and some forty lichens, and provided material for dozens of articles and books — including two of Schaller’s early publications, *Arctic Valley* (1957) and “New Area for Hunters” (1958).

But Murie’s aims were more than scientific — he had a political goal as well. He hoped to win over support for turning northern Alaska into a giant reserve. In July 1956, U.S. Supreme Court justice William O. Douglas visited the expedition’s campsite, and the Muries enlisted him in their cause. With aid from Douglas and others, the couple successfully lobbied President Dwight Eisenhower to establish the nation’s largest nature preserve, the nearly 20 million-acre Arctic National Wildlife Refuge.

That preserve proved to be the most important lesson in Schaller’s collegiate career. His travels with Murie taught him to believe that field biology, without preservation, would be meaningless.

“Right from the beginning, from the work in Alaska, I knew that the basic knowledge of a species I collect has to lead to conservation,” he says. “There’s always a goal beyond getting the life history information on a species — setting up a preserve or a protected area. I mean, what’s the point of writing an obituary about a species?”



COURTESY OF GEORGE SCHALLER (3)

Schaller's first multi-year field study took him to what was then the Belgian Congo to observe mountain gorillas. He (right) and his wife, Kay, lived in a tiny shack in the Virunga Volcanoes, almost completely cut off from the outside world.

GO LOCAL

“All I can do is call attention to a place, train some local people, and hope that they will be concerned enough with their own natural heritage to continue the work.”

The story of wildlife conservation is filled with conflict, so it's no surprise that Schaller's half-century of fieldwork contains more than ample illustration of those struggles. Expanding human populations, diminishing resources, and unstable governments all threaten preservation efforts. Even the Arctic National Wildlife Refuge, Schaller's first pride, is under constant threat of incursion by oil speculators, who would like to expand drilling in the region.

“Fifty years later,” he says, “we're still trying to keep companies out.”

But Schaller tries not to focus on conflict, as he feels that it's counterproductive. For instance, while he admires Fossey — the biologist who

studied and strove to protect the mountain gorillas of central Africa — he has chided her for her intransigence.

“[Fossey's] heroic vigil helped the apes endure,” Schaller wrote in 1995. “However, her unyielding confrontational approach with local people, which she termed ‘expedient action,’ ultimately cannot save wildlife. Conservation depends on the goodwill of the local population.”

Schaller learned this lesson while studying those same gorillas, working on his doctorate at the UW.

Much of Schaller's previous work, including during the Murie expedition, was devoted to birds — to cataloguing the Eurasian species that summered along Alaska's north slope. His professors at the University of Alaska suggested that he apply for graduate school at the UW, under the direction of zoology professor John Emlen, an ornithologist. Emlen took Schaller on as a student and put him to work studying nestlings along Picnic Point. That research project didn't last long, but the relationship between Schaller and Emlen proved important.

“That was very fortunate for me,” Schaller says. “[Emlen] was a wonderful person, a fine person, because he not only

took an interest in his students; he gave me opportunities that I would never otherwise have had.” The most important of these was the chance to drop his bird research and travel to central Africa to study mountain gorillas in the Virunga Volcanoes.

In the late 1950s, little was known about mountain gorillas, except what could be gleaned from the few specimens brought to the outside world by hunters. Emlen connected Schaller with a National Science Foundation grant to perform an in-depth study of the gorillas, living in the remote, eastern region of what was then the Belgian Congo and observing them daily for two years.

“Gorillas were more interesting to me than birds,” says Schaller, “and Africa was a bigger draw to me than Madison, so I went.”

Newly married, Schaller took his wife, Kay, along for the journey, feeling fortunate that she was excited about the adventure.

“For me it was ideal,” says Kay. “I'd always had a fantasy about living in a log cabin in the wilderness, and here was our chance.”

Between 1959 and 1961, the two built their own little Eden in a tin-roofed



Schaller puckers up for a white-lipped peccary in Brazil in 1977. Schaller was then studying jaguars, the kind of charismatic animal that can be a focus for an entire environment. To protect jaguars, one must also protect peccaries and other species jaguars prey upon.

wooden shack near Kabara, along the border between the Belgian colonies of the Congo and Rwanda. Schaller was able to habituate the gorillas to his presence, making regular observations of their diet, social structure, and habits, while Kay assisted, cooking their meals from tinned food and “acting as a general gofer.”

The twenty months that the Schallers spent in the Virunga region produced not only George’s PhD dissertation, but also a scientific treatise, *The Mountain Gorilla: Ecology and Behavior* (1963), which won the Wildlife Society’s award for best terrestrial wildlife publication. It was also the basis for his first popular work, *The Year of the Gorilla*, published a year later.

But these were also twenty lonely months. Separated from the nearest towns by miles of mountains and jungle, the Schallers were almost entirely isolated. The only outside company they had were occasional visits from national park guards. Each month, when the guard detail changed, the new arrivals would

bring up mail from home, the Schallers’ only source of news from the outside world — and, it turned out, their only source of news about the Congo, as well.

In 1960, Belgium surrendered its colonial control over the Congo, which quickly descended into civil war. Violence erupted across the country, and soldiers from Belgium and the UN came to try to restore peace.

The Schallers knew none of this. “The first we heard about it was in a letter from my parents,” Kay says. The threat of spreading violence and concern for Kay’s health — she was then pregnant with the Schallers’ first son, Eric PhD’90 — convinced them to abandon their shack in 1960.

They relocated northeastward to the British colony of Uganda, intending to return as soon as peace was restored. “But then things really blew up,” Kay says, and the Congo adventure was over.

During the years that followed, the gorillas suffered as rebel incursions and

the region’s changing governments reduced their range.

In Rwanda, for instance, just to the east of Kabara, about 40 percent of the area that had been national park while Schaller conducted his study was turned into agricultural land, and the number of gorillas plummeted from about 450 in 1960 to only around 250 by 1980.

But as the region has regained stability in recent years, the people of Rwanda have taken more pride in their wildlife, and gorilla populations have begun to rebound.

“I’ve been back [to the Virunga Volcanoes] several times in the last few years,” Schaller says, “and they have a dedicated guard force; they’re protecting the forest. They know all the gorillas individually. Tourist money is going to help the [local] communities, and the guards are [willing to] give their lives fighting incursions by poachers and rebels.”

For Schaller, the lesson of this catastrophe and recovery is that conservation is meaningless if the local population isn’t involved. “You have to try to protect the landscape and still maintain the livelihood of the local people,” he says.

In his projects, Schaller emphasizes that his overriding goal is to get local scientists and community leaders emotionally, economically, and professionally invested in protecting wildlife. When local populations are involved, he says, “governments pay attention and it’s easier to promote the work. The thing is, most countries don’t have any wildlife biologists in the field. By going to a country and training local nationals to do the fieldwork, I feel I’m leaving something behind.”

DO FIELDWORK

“There’s no end to research on a conservation project, because the conditions always change. Anything that’s important enough to keep, you’ve got to monitor it forever, or else you’ll lose it.”

In the years following his departure from the Congo, Schaller proceeded to hop from one exotic location to another to head a series of field biology projects: to India to study tigers; to Tanzania for lions; to the Himalayas for wild sheep and goats; to Brazil for jaguars; to China for giant pandas and snow leopards; to Mongolia for wild camels and Mongolian gazelles and other creatures unique to the steppes; to Laos for rainforest ungulates.

In between, he’s helped to launch conservation projects in Vietnam, Russia, Bhutan, Myanmar, Iran, Tajikistan, and Afghanistan. Along with Panthera colleague Alan Rabinowitz, he discovered that the saola (a forest-dwelling ungulate) was present in Laos, and he’s rediscovered two species — the Vietnamese warty pig and the Tibetan red deer — previously thought extinct.

Where many scientists grow increasingly specific over time — narrowing their focus on the myriad mysteries to be found in a single species or gaining a comprehensive understanding of a particular region — Schaller has grown increasingly diverse. But then Schaller has consistently tried to avoid working like a typical scientist.



“If you’re going to spend years watching and fighting for an animal, you want to enjoy it,” Schaller says. The animals he most enjoys are charismatic megafauna — that is, animals that are big and beautiful, such as the snow leopard (left), the mountain gorilla (above),

“University life is very nice,” he says, but if he had a faculty position, “then I wouldn’t have the freedom to take off. I’d have to wait for a sabbatical or the summers to do it. This way, I can disappear for a couple of years and nobody cares.”

While Schaller gives credit to the important work that university-based biologists do and the ways that technology has advanced the study of wildlife, he maintains that intensive fieldwork is vital for the cause of conservation.

“People are so enamored of technology and DNA that universities spend less and less time teaching natural history,” he says. “And that’s the basis of knowledge. You’re losing generations of people who don’t know much about the outdoors. And unless you go out and study what’s in the field, you can’t plan for conservation that well. You can measure how fast forest is being destroyed, you can measure the biomass of grassland, but you don’t know any details.”

If Schaller’s career has progressed atypically, it’s been the product of luck as much as design — and of very tolerant supporters.

The most important of these, Schaller says, has been Kay, whom he met while both were enrolled at the University of Alaska. “I was extraordinarily lucky [to find her],” he says, “because she likes camping and being overseas for long periods.”

During the early years of his research, Kay — and then their sons, Eric and Mark — followed him into the field while he conducted multi-year studies.

“I was conceived in the Congo,” notes Eric, “born in Madison, and raised in India, Tanzania, and Pakistan.”

It was an exciting life, though not always an easy one, as Kay describes battling tropical diseases and infections with two toddlers and a source of income that was far from secure.

“We’d sort of agreed to live from grant to grant,” she says.

But the grants kept coming, often with the support of the New York Zoological Society, renamed the Wildlife Conservation Society in 1993. It helped to fund the Murie expedition through the Sheenjek Valley as well as Schaller’s doctoral research in the Congo, and it’s supported most of his research



COURTESY OF GEORGE SCHALLER (4)

the Serengeti lion, and the Tamandua anteater (right), native to Brazil. But the point of his studies, always, is to lead to conservation. “What’s the point of writing an obituary about a species?” he asks.

projects ever since. And this was perhaps Schaller’s second-most-important lucky relationship.

“After the gorilla project finished, I sort of drifted around,” Schaller says. “I basically drifted into the Wildlife Conservation Society and stuck around, and they gave me considerable freedom for what to do and where.”

Though based in New York, the society supports conservation projects around the globe. Founded in 1895, it has been working to advance preservation efforts for more than a century, but its era of greatest growth — the 1960s and 1970s — coincided with Schaller’s early career work, and the two experienced a parallel rise in prestige.

With a devotion to field research, the society currently sponsors projects in fifty-three nations, and Schaller has had a role in founding or supporting many of them.

“The important thing is that others have carried on my work,” he says. “I can do the basic behavior study [on a species] and get some useful insights. But conservation is a process. It’s not an end goal within itself.”

REACH THE HEART

“Conservation is emotion. If you’re not emotionally involved, what point is there?”

Schaller has studied many different animals over the course of his career — big cats and antelopes, primates and pandas — and at first they may seem to have nothing to do with one another, biologically or geographically. But what unites these disparate species is that they’re all big and beautiful, creatures that he calls *charismatic megafauna*.

“The original Greek meaning for *charisma* refers to a gift of grace, which these animals certainly have,” he says. “And as for megafauna — well, they’re big.”

Schaller contends that there’s more to charismatic megafauna than their looks — or maybe that there’s more to them *because* of their looks. They’re also extremely useful for conservation because they draw a high level of publicity and sympathy — people connect with them emotionally.

“They’re beautiful, they’re interesting, and they’re fun to watch,” he says. “They draw the attention of the public and of governments. They draw money.”

And money, Schaller knows, is the vital ingredient in any conservation project. It pays scientists and funds their research. It buys land for parks and pays rangers and guards to staff them. “It’s easy to be corrupt when you’re poor,” he says.

By focusing on protecting charismatic megafauna, Schaller hopes to create a halo effect that preserves all of the animals and plants that make up each charismatic creature’s environment.

“They’re beautiful animals, but they also tend to define whole ecosystems,” he says. “People are not going to pay for saving a leech, even though it may be just as important as a tiger. If you talk about some gazelle or whatever, people don’t pay that much attention. If you talk about snow leopards, hey, suddenly everybody perks up. So if you talk about protecting a whole landscape where the snow leopard lives, it becomes a focal species.”

At the same time, focusing on charismatic megafauna helps Schaller spread his message. Though he’s written monographs and articles for scholarly journals, he also writes works for the general public, and “the popular writing reaches many more people.”

Still, Schaller admits that his emphasis on big animals is partly selfish. “I love picking animals I enjoy watching,” he says. “If you’re going to spend years watching and fighting for an animal, you want to enjoy it. You want to feel emotionally involved with it.” ■

On Wisconsin senior editor John Allen was forced out of a life in field biology after he reported sighting a sasquatch. He was mistaken — it was merely a yeti.



RIGHT ON Schedule

With a political science degree in hand and a proven ability with details, this alumna is at the center of the president's day.

BY JENNY PRICE '96

Alyssa Mastromonaco '98 knows how to make things happen.

It started in preschool, when at age four she planned a surprise party for her teacher, divvying up key tasks among her classmates. It continued after she earned her political science degree at UW-Madison, an influential stop on her path to becoming the director of scheduling and advance for the White House, where she now leads an office of thirty-five people and serves as one of a small group of top advisers to President Barack Obama.

During Obama's campaign for president, Mastromonaco was responsible for duties ranging from heading up the search for his vice president (which she calls "the whole cloak and dagger"), to orchestrating the large rallies that were a signature of the campaign, to managing the combination of planes, trains, and automobiles to get the candidate where he needed to be. It's no wonder the *Washington Post* called her Obama's "Ms. Fix-It" and an "improvisational ace."

Those accomplishments make it all the more surprising that ten years ago, Mastromonaco wasn't even working in politics. But her goals changed when a light-bulb moment prompted her to walk away from a lucrative job in New York to make \$19,000 a year as a staff assistant in U.S. Senator John Kerry's Boston office. After Kerry lost his bid for the White House in 2004, Mastromonaco was looking for a respite from the rigors of campaign life. She didn't want or intend to work for someone who was going to run for president. And so she took a position with a freshman senator from Illinois — Barack Obama.

Mastromonaco recently spoke with *On Wisconsin*, a conversation edited here for length, about how the UW nurtured her make-it-happen attitude and how she went from struggling to get a foot in the door in politics, to working for Obama when he was just "Barack," to having an office in the West Wing.

President Barack Obama checks in with Mastromonaco while aboard Air Force One.

“Alyssa. It’s Obama. I think that we should do this.”

[On Wisconsin] How much is saying “no” part of your job? I’m curious about the volume of requests you must deal with for a piece of the president’s day.

[Mastromonaco] All of the requests are sent to the various departments that they relate to, and then the departments make a decision on whether it gets kicked up to me. ... For the most part, we actually are a group of “make it work.” So we don’t actually say “no” as much as people might think. We try to give everybody a chance to get in front of the president and make their pitch.

What are some of the things that have surprised you the most about working in the White House?

Well, things certainly haven’t slowed down from the campaign. ... The image, I think, when people say, “Oh, you’re going to work in the government,” is this very bureaucratic, slow, nine-to-five kind of visual. And it’s just not. The pace from the campaign, through the transition, to the White House — the pace hasn’t slowed at all.

Before Obama was a candidate for president, you were on his Senate staff and you traveled together for work. I’m curious what you learned about him on those trips.

I traveled with him for probably about 70 percent of the trips that we did in the fall of 2006. [He] is just the easiest person on the planet to get along with. ... We drove five and a half hours in rush-hour traffic up to Providence [Rhode Island], and we stopped at the gas station, and we got Snapple and snacks and magazines. And so the president, then-senator, is reading a book, and I had bought all of my trashy magazines, and I put them inside a



PETE SOUZA

Mastromonaco (standing at left) was aboard Air Force One en route to Iraq in April 2009 with (from left to right) the president’s national security adviser, General Jim Jones; White House Chief of Staff Rahm Emanuel; Deputy Chief of Staff Jim Messina; and Press Secretary Robert Gibbs. “We were literally changing the trip up until a few hours before we got there,” Mastromonaco says.

TIME magazine. Finally, I thought he was asleep, but he wasn’t. He looked over and said, “Give me that.” And so we were reading *Us Weekly* together.

What drew you to scheduling work?
It’s kind of like a niche, really. ... Either you have the mind frame for it or you don’t. I don’t think everyone can do it,

“The thing that I left Madison with was: in a big place in the world, you have to find your own way.”

just like not everyone can write speeches. [Obama speechwriter] Jon Favreau is one of my greatest friends, and we always laugh that we’re “specialty” folks, because either you can write a speech or you can’t, and either you can do this job or you can’t, because you have to just be able to look at everything A to Z. ... Especially on the campaign, it was making sure that every decision you made was economical, that you were using Barack’s time in the best way possible. ... We would always make sure that if we were going west, let’s go all the way west. Let’s not go New Hampshire to Iowa, to Florida, to Wisconsin, to New York, to California. Let’s do it in a way that we’re making the most of every single minute of Barack’s time. Make sure he’s not flying during the day when he could be talking to voters. ... Make sure that you’re scheduling things in such a way that he has enough time to talk to people, that he’s not rushed, but also that he’s not sitting in a car for thirty minutes waiting for a venue to fill in because he’s so early — which is almost the worst thing you can do.

How did you end up working for [Obama]?

I met with Barack, and he was just — he’s great. He’s real, he’s interested, he really wanted to do things. ... Barack called and offered [the job] to me himself. I was in my apartment in D.C. at the time, and I didn’t even realize 773 was a Chicago area code, so I let [the call] go to voice mail because at the end of the Kerry campaign, so many weird people had my phone number. Then I checked [the message and heard], “Alyssa. It’s Obama. I think that we should do this.” It was so fun. ... I started the day after Martin Luther King Day — January 18, 2005.

Going way back, you started college at the University of Vermont [UVM], right?

I did.

So why did you decide to transfer to the UW?

I was at UVM [in Burlington], and I had been a French major, with a minor in Japanese, and I really liked Burlington, and I wanted to stay for the summer. I got an internship in [then U.S. Congressman] Bernie Sanders’s district office and I *loved* it. I did everything. I did constituent stuff. I did fund-raising phone calls. Everyone was so progressive and interesting and they didn’t treat me like I was just twenty — they just treated me like a person. I [thought], “This is what I totally want to do.” I had decided that I wanted to switch and be a poli sci major ... but I also was really into French and they were phasing out their French department. My dad worked for IBM at the time and his biggest account was Kraft. He was in Madison all the time and he’s obsessed with Madison. He said, “If you’re going to go anywhere, you should think about this.” ... On the day of my orientation, I had never actually been to the campus before. I went to Madison sight unseen ... [and] it was terrific. The thing that I left Madison with was: in a big place in the world, you have to find your own way. No one’s going to do something for you, and I think that’s been the thing that’s gotten me through everything. I’ve never sat around and waited for anybody to do anything for me. If I wanted to do something, I made it happen.

That answers my next question: what were some of the most important things you learned [at the UW] that stick with you?

When I graduated from Madison, I thought for sure I would just get a job in D.C. I applied for job after job after job, and it wasn’t working and I wasn’t getting any traction. ... I made my way through interesting but disconnected jobs in New York. I worked at an Internet start-up company. I worked at Sotheby’s, the auction house. While I was there I went [to Boston] and heard a speech by John Kerry, and I thought, “What am I doing? Why not roll the dice?” I wrote a letter to their intern coordinator and [essentially said], “Here’s the deal: I know this is what I want to do with my life and I will start at the bottom.” They couldn’t believe it, because here I was — I made good money in New York, I had this office on Madison Avenue, and I just didn’t care. ... I took the train up to Boston three times before they hired me. ... I started with doing the clips and answering the phones. I have always steadily progressed because you can’t just wait for someone to come and say, “Oh you’re doing a good job.” You have to show that you’re doing a good job every single day. ... It makes me very hard on my interns, though; I feel bad for them.

The UW has a history of being a hotbed of political activity. I’m wondering how your time here had an impact on your views.

People would get into heated disagreements, but it was never disrespectful. ... The president put it best, “You can disagree without being disagreeable.” Everyone has something to add to the discussion and everybody brings a different perspective, and if you’re not learning from that, you’re just not growing as a person.

“It’s really easy to get caught up in taking care and managing someone else’s life and ignore your own.”

So you were part of the small group of people the president conferred with when he was deciding whether to run. And all through the course of the campaign, there was so much history being made. What was it like for you to be a close witness to all of that?

At the time when we started talking about it, he had been to Africa that August, we had been on the book tour all fall, traveling nonstop. ... I worked for Barack because I truly wanted to work for someone who I knew would *not* run for president. That is God’s honest truth. I was tired, I was fat. ... Campaigns take a serious toll, and I thought, “This is going to be great. He’ll be interesting, we’ll do good stuff, but it won’t be this national endeavor” — and then it was. ... I really, in my heart, didn’t believe we would end up running.

I was thinking about all the details that you have to handle day to day, and I’m wondering how you keep everything straight. How much is technology a part of getting the job done, and, related to that, have you ever wondered how people in your shoes did this job without some of that help?

When I was at the University of Wisconsin, which was ’96, I maybe had a Yahoo! account. E-mail had just kind of taken hold. ... For the Clinton campaign in ’92, people didn’t have Black-Berries; they barely had cell phones. What must it have been like? And on the one hand, we have all this technology that helps us, but it also just kicks the pace up that much faster, I think, than it had to have been back in the day, because everything’s instantaneous. ... Twenty years ago, something’s important, someone will pick up the phone and call you. But now, you’re just

litigating everything until ten o’clock at night and some of it’s not that important. So on the one hand, it does help to spread information ... but the negative side of it is that it keeps you working twenty-four hours a day, seven days a week. There’s just no downtime.

Is there a typical day for you?

I usually get [to work] between 6:30 and 7:00. We have a daily 7:30 meeting in [Chief of Staff Rahm Emanuel’s] office. It’s about twelve of us, and we run through the day for an hour, and then we have a larger senior staff meeting at 8:30. Then I have my senior directors department meeting at 9:15, which is just scheduling and advance [work], and then at some point during the day, we have a senior advisers meeting with the president — ten or twelve of us in the Oval Office with him every day. And then I usually leave here sometime between 7:00 and 8:00.

Wow. Long day.

Mmm-hmm.

What kinds of things does [the president] complain about related to his schedule?

He’s really just a very reasonable person, so he never gets really upset about it. ... We’ve worked together for five years now. ... I can usually see something I know will upset him, [such as] that we’ve put too many things [on his schedule]. The one thing you try not to do is overwhelm a day. You don’t want a foreign leader visit and a major economy meeting and the Make-a-Wish Foundation [all in one day]. There are things that you know are more emotionally or mentally taxing than other things are. So we like to leave flexibility ... and we just try to keep

certain consistencies, like when he has lunch. We like to make sure he has dinner at home at least three nights a week.

I’m wondering if you’re super organized in your non-work life, because I think some of us might feel better if we knew your checkbook wasn’t balanced.

I just keep a list for every single thing I do ... because it’s really easy to just get caught up in taking care and managing someone else’s life and ignore your own.

Obama filled the Kohl Center during the campaign. What was that like? It was your campus; you helped pull that off.

I was so disappointed that I couldn’t be there. ... When you work in politics, you get a whole array of people, and you have the Harvard, the Ivy League mafia ... but actually, there are a lot of people in my department who went to either the University of Minnesota or University of Wisconsin. ... When the president — or then-candidate Senator Obama — goes to people’s alma maters, we always try to send them to be part of the advance team so they get to be there. Because it’s such a moment, it really is. It sounds corny, but you’re so proud. ... There are a lot of kids who go to college and you just kind of end up where you end up, but I made such a conscious decision. I went to the University of Vermont, which I liked very much, but I really wanted to go to Madison. [The UW] taught me to be so independent and just take chances and not be afraid. I mean, here I am, I’m going to be thirty-four in a week and I’m an assistant to the president and I have an office in the West Wing ... and my school was part of that.

“Wow. This is what I do.”



PETIE SOUZA

Mastromonaco, here in the White House Oval Office with Obama's personal aide, Reggie Love (center), and senior adviser David Axelrod, says her time at UW-Madison taught her to take chances and to not be afraid. "I have an office in the West Wing ... and my school was part of that," she says.

I want to close by asking you ... what's the most complicated trip or plan or event you've had to help pull off?

[It] would probably be the [April 2009] trip to Iraq that we did. And that was: you can't tell anybody, nobody can know, you can't talk to anybody about it. You just have to plan it. I had never been on a helicopter and I was so worried — and I'd never been to Baghdad before.

So you were along?

Yep, we went, too, and you know you have to just be so nimble and have good judgment, because things change on a dime — like suddenly there's a windstorm and you can't use helicopters anymore, so you have to change the whole trip. We were literally changing the trip up until a few hours before we got there. But there I was. ... You're in Baghdad and you're

thinking, "Oh, my god, this is so weird. How did I get here?"

Because you organized it.

I know, but that's one of those moments where you sit there and think, "Wow. This is what I do." ■

On Wisconsin writer Jenny Price '96 is hopeful that spending time working on this story has somehow made her more organized.

SPREADING THE LOVE

Since giving up the practice of law to found the National Mustard Museum, Barry Levenson makes a compelling case for his chosen condiment.

BRYCE RICHTER (2)



By Denise Thornton '82, MA'08

On October 28, 1986, at 2:30 a.m., Barry Levenson MA'73, JD'74, streaming tears, pushed an empty shopping cart through the deserted aisles of Woodman's grocery store on the east side of Madison. He was mourning a close call and ultimate World Series loss by his beloved Boston Red Sox.

"I realized it was kind of nuts to be crying because of a baseball game," Levenson remembers. "I needed a hobby. I decided to collect something, but what? I happened to be standing in front of the mustards, and I heard this voice that said, 'If you collect us, they will come.'"

Levenson grabbed some lesser-known brands of the condiment and headed for the checkout lane. The clerk had no idea he was witnessing history as he bagged up the beginnings of the National Mustard Museum, which Levenson describes as half *Field of Dreams*, half Willy Wonka.

Mustard makes a perfect platform for Levenson, who has extraordinary zest for life. He has juggled multiple careers: lawyer, adjunct professor, author of several books (including *Habeas Codfish* and *The Seventh Game*), and last but not least, curator of the mustard museum in Middleton, Wisconsin.

Though Levenson began his graduate education in economics, he switched to law school, then practiced law for fifteen

Even though Barry Levenson had what he describes as "the best law job in the world," his passion for mustard was even stronger, and he was soon awash in the yellow stuff.

years, becoming head of the Criminal Appeals Unit of the Wisconsin Department of Justice. In that role, Levenson argued cases before the state Court of Appeals and the state Supreme Court, and even argued one case before the United States Supreme Court.

He credits that 1987 case with prodding him to make the leap from appeals attorney to mustard maven. On his way to the highest court in the land, he noticed an unopened jar of mustard among the leftovers on a room service tray in his hotel hallway. By this point, his collection had reached more than 150 jars, but before him was a new variety. With no time to return to his room, he slipped the fresh find into his left-hand pants pocket and hurried on.

“I may be the only lawyer to argue a case in front of the Supreme Court with a jar of mustard in his pocket,” Levenson says. “I won the case five to four, and now that very jar of mustard has a place of honor here at the museum.”

So why leave a successful legal practice? Levenson shrugs. “I had the best law job in the world. I loved my job. I really liked doing appellate work, writing and arguing cases in front of the state Supreme Court, but there was just something gnawing at me.” Realizing that he was as excited about a new mustard find as he was about the next court case, Levenson knew he had to follow his heart.

After four years of planning, he left the Wisconsin Attorney General’s office in 1992. He opened the doors of the museum in Mount Horeb, west of Madison, and began making a case for the wonders of mustard.

Ed Shafer, past president of Silver Springs Foods, the world’s largest grower and processor of horseradish, calls Levenson Mr. Mustard. “We don’t have a



The Mustard Museum houses more than 5,200 varieties, with the section above stocked by geographic area of origin.

mustard association,” Shafer says. “So Barry is the voice of mustard.”

Mustard could not ask for a more enthusiastic voice or a more inventive and tireless promoter. A Google search of the National Mustard Museum displays more than twenty-five pages of entries. Levenson has tasted mustard on the air with

in a mustard bottle costume, to performing his original operetta, *Madame Butterfat: a Bovine Cantata in B Flat Major*.

“This place is built on whimsy,” he says. “The world has a silliness deficiency, and I am trying to remedy that.” The museum houses the mustard university — Poupon U — replete with banners, fan

“The world has a silliness deficiency, and I am trying to remedy that.”

Oprah and was cut from a David Letterman special after Letterman ignored Levenson’s warnings to be cautious when sampling a fiery horseradish spread.

“He put a giant spoonful in his mouth, and the next minute he was on the floor screaming,” Levenson remembers. “I was edited out. He couldn’t cut the mustard.”

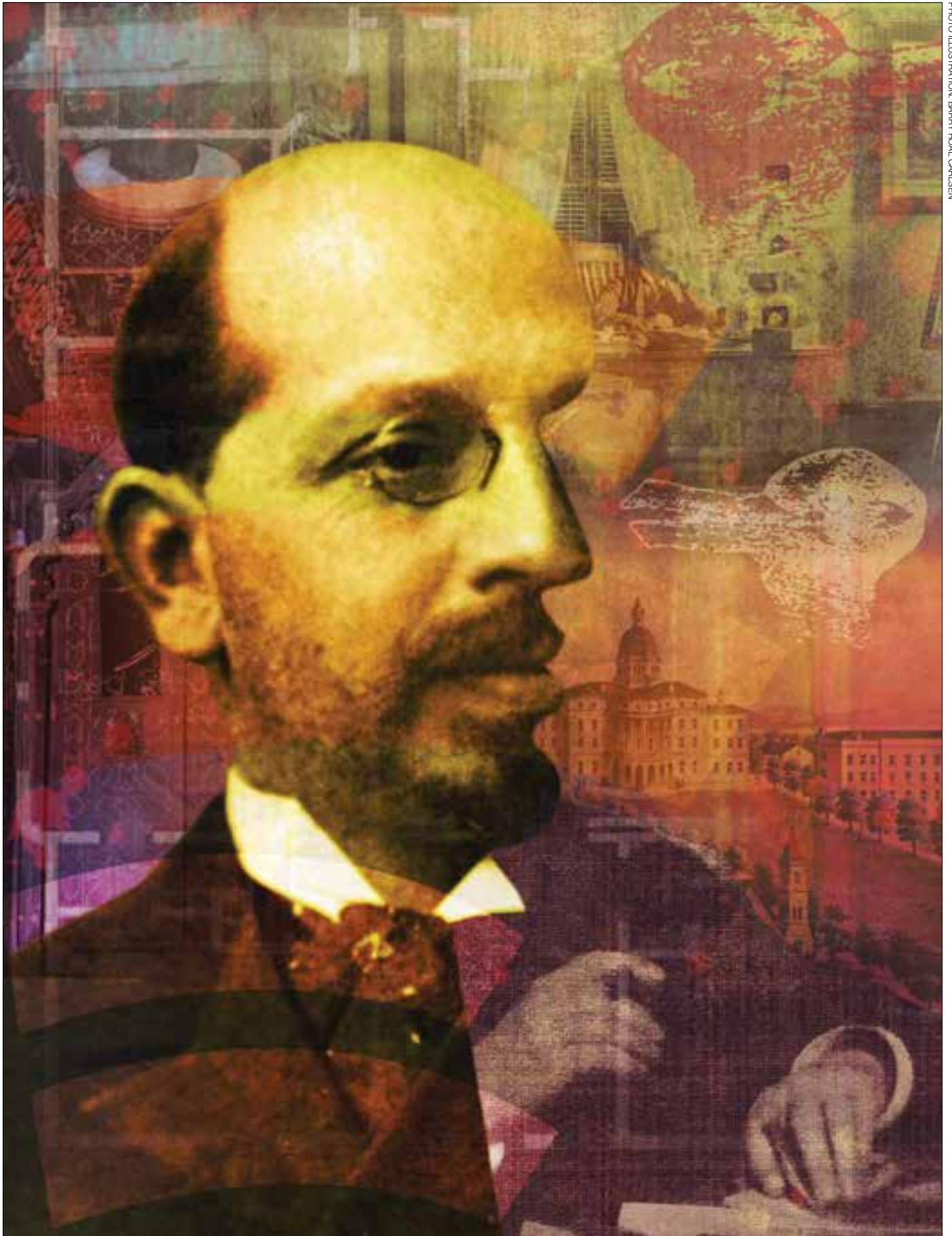
Levenson will sing mustard’s praises at any venue he can find, from appearing

apparel, and ornate diplomas.

While Levenson does not teach classes at Poupon U, he is an adjunct professor at the UW Law School. His class is the culmination of one of Levenson’s other collections — files full of legal battles over food.

“It’s a serious course on food law,” says Kevin Kelly JD’91, assistant dean for curricular affairs and academic staff

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Mind Tricks for the Masses

Joseph Jastrow, the feisty founder of Wisconsin's psychology department, picked fights with everyone from Mark Twain to the UW president, but he was also a pioneer when it came to sharing science with the public.

BY DEBORAH BLUM

December 1891 and Joseph Jastrow was finally, finally on vacation. True, he'd put it off until New Hampshire was icebound. But Jastrow, only twenty-eight years old and the founding head of the University of Wisconsin's psychology department, had early earned his reputation for bullheadedness. He'd decided on a winter vacation in New England, planned out his route. He didn't budge from his plans, as far as we know, until the day he idly picked up a copy of *Harper's* magazine in a small-town library.

Psychology remained the bare dream of a profession that winter. The first psychology laboratory in the United States had been established just eight years earlier at Johns Hopkins University in 1883. Jastrow, a graduate of the program, was, in fact, the first person in the United States to have received a doctorate in psychology. His department at Wisconsin was barely three years old. The American Psychological Association didn't exist. It would be founded in 1892 with exactly twenty-six members, including Jastrow.

So imagine the young psychologist's dismay when he stopped at a New Hampshire library to check a map, picked up *Harper's*, and discovered that one of the country's most eminent novelists, Mark Twain, was making a mockery of the fledgling science. Or so Jastrow thought. Twain had considered his piece more positive. It hailed psychologists for their studies into telepathy and for making supernatural events valid research subjects.

Jastrow — as he later reported — read Twain's article in a rising fury, tossed it down and rushed to the nearest telegraph

office. He fired off a request to his own editor, at *Scribner's*, to rebut the novelist's claim. His article, which appeared the following month, dismissed Twain as a mere writer who had obviously been easily gulled by pseudoscientists. In regard to accepting telepathy — speaking for the view of mainstream psychology — “nothing could be further from the truth.”

That was Jastrow. Opinionated, arrogant, argumentative, irrepresible. A passionate public spokesman for his profession. A man who quarreled with everyone from his own university's president to the author of the Sherlock Holmes stories, Sir Arthur Conan Doyle (another misguided believer in the supernatural). A loving husband, a loyal friend. A star on the national lecture circuit, a mind-numbingly boring lecturer in his own classroom. A complicated man, Jastrow, as the influential behaviorist Clark Hull once wrote, was both “a unique personality and a truly historic figure from American psychology.”

Hull received his PhD under Jastrow in 1918 and joined the UW faculty, staying on until 1929. In a tribute to his former professor, Hull recalled some of Jastrow's best research: work with sensory perception, visual illusions, the psychology of deception, the subconscious, and Freudian theory. But the man's real interest, Hull said, was “a desire to make available to the literate masses the substance of scientific psychology.” His efforts in that regard “flowed from his pen in an uninterrupted stream.”

This dapper, driven, difficult man believed, far ahead of his time, that science should be shared with the public. He insisted

that the study of human behavior was not an abstract academic endeavor but the stuff of everyday life. After he retired from the UW in 1927, he pushed that idea further, writing a nationally syndicated newspaper column, “Keeping Mentally Fit,” and becoming one of America’s first radio psychologists, hosting a show from the NBC studios in New York from 1935 to 1938.

Why didn’t he become a radio star in Wisconsin? Perhaps he wasn’t ready. More to the point, the university wasn’t ready. In the years before he left, Jastrow routinely complained that his pay was held below that of other professors. The dean of the College of Letters and Science replied that no additional money would be forthcoming to a professor who “had emphasized popularization at the expense of investigation.”

Jastrow was born in Warsaw, Poland, on January 30, 1863. His parents, Marcus and Bertha Jastrow, moved the family to Philadelphia three years later. His father, a noted human rights activist while in Poland, flourished in the United States both as a congregational rabbi and an influential Talmudic scholar. Joe Jastrow — as he was known to his friends — preferred the explanations of science. He never lost, though, his respect for religion’s power to improve lives: “Fortunate are they who can use the path of prayer,” he wrote, adding that psychologists must also try to provide answers for “those who find their codes and creeds in other directions.”

He graduated from the University of Pennsylvania in 1882, when he was just nineteen, going on to graduate school at



STATE HISTORICAL SOCIETY (2)

Rachel had, rather practically, waited to accept Jastrow until he’d received his doctorate and landed a job (a starting salary of \$2,000 from the University of Wisconsin). They were married in August 1888, shortly before moving to Madison. The Jastrows at first kept house in two rooms

of Ladies Hall, an all-female dorm. A year later, they rented a house on Wilson Street and began making plans for building their own place.

When he first moved to Wisconsin, Jastrow blazed with research ideas. He invented an “automograph” — something like the planchette on a Ouija board — to make tracings of hand movements. He wanted to distinguish between voluntary movements and involuntary twitches. He studied hypnosis and introduced a course in the subject. He researched visual perception and invented optical illusions — known as Jastrow Objects — that can still trick eyes today. His neat, precise experiments gained respect from his peers; when William James published his seminal textbook, *The Principles of Psychology*, in 1890, he cited Jastrow twenty-five times.

In 1892 Jastrow agreed to organize the psychology exhibit at the Columbia Exposition, the Chicago World’s Fair scheduled to open a year later. He arranged to recreate famous psychology laboratories, borrowing brass instruments from Europe, charts from his fellow Americans, office furniture from one and all. He also used the exhibit to conduct experiments, running reaction-time tests on thousands of people who visited the pavilion. His reputation earned him a nickname from the UW’s literary magazine, the *Aegis* — “Psycho-Jastrow, the deep thinker.”



Above: Jastrow with his adopted son, Benno, who later died in World War I. Top: The Jastrows lived in two rooms in Ladies Hall when they first arrived on campus.

Johns Hopkins. While in Baltimore, he lived with a friend of his father’s, Rabbi Benjamin Szold and his large family, which included eight daughters. One of Szold’s daughters, Henrietta, later founded the Hadassah Society, a leading women’s Zionist organization. She and Jastrow maintained a lifetime friendship, one only occasionally stressed by their differing beliefs. “A godless Darwinian,” she described him angrily during one such dispute. However, he was never quite so detached as that. He’d married one of the younger Szold daughters, Rachel, herself a Jewish activist.

But trying to do everything brilliantly drove Jastrow to a breakdown. Depressed and ill, he received permission to take a leave of absence during the 1894–95 academic year. He would spend a good part of that time mulling over a choice. It seemed impossible to be both a dedicated academic and an advocate for public understanding of science. He didn't have the time or the energy to do both.

He needed to decide which came first — or at least, which was more rewarding.

For all his argumentative edge, Jastrow could be a charmer. He might argue with authority, but he was exceptionally kind to people who worked for him. He cheerfully participated in local theater groups. He had a dry sense of humor and an easy sense of self-mockery. “Will wear any kind of clothes and eat anything,” he once wrote about himself. “Requires to be introduced to all captains of boat and train conductors. Is a good deal of a nuisance but doesn't mind being told so.”

He was a small, balding man with a soft voice and steady brown eyes in a rounded face, ornamented by gold-rimmed glasses. “He smiled readily but rarely laughed,” a colleague recalled. He read constantly and was so aware of the complexities inherent in science that he found it impossible to answer a simple question. Students and faculty alike complained that his responses contained such a thicket of ideas that they almost never understood what he was talking about.

For all of his interest in public awareness of science, Jastrow showed no real enthusiasm for the classroom. His lectures were “frequently dull and uninforming,” Hull wrote, acknowledging that Jastrow's focus on his university activities had steadily waned over the years. When his

classes shone, it was because he was able to bring some exceptional guest speakers, such as his friend, the magician Harry Houdini. The two men had bonded over a shared interest in debunking fraudulent claims by spiritualists, and Houdini would do magic tricks in Jastrow's classes to illustrate the art of deception.

But bringing in notable speakers did not pacify UW officials, who complained about Jastrow's indifference to their expectations and the decline in his experimental work. Led by university president Charles Kendall Adams, the administration kept Jastrow's salary depressed, offering annual raises of no more than \$100 per year, and took punitive actions against his extracurricular work. One of the reasons that Jastrow had become so worn out during the 1893 exhibition was that the UW refused to release him from any teaching duties during the fair's run.

Critics often described President Adams as arrogant and high-handed, pretty much the same complaints leveled at Jastrow. Competition and hostility simmered between the two men. When Adams arrived in Madison in 1892, replacing the more tolerant campus executive who hired Jastrow, he began by remodeling the modest president's home, adding an expansive library room and decorating with Oriental rugs, antiques and oil paintings, statues, and costly silver.

The Jastrows had purchased a lot on Langdon Street, and they went on to build a two-story Queen Anne-style house there. It appeared to many to be a keeping-up-with-the-Adamses project, and the house was so expensive that it forced the Jastrows into near bankruptcy. Eventually, the couple added two more floors to serve as an apartment for themselves and rented out rooms in the lower two floors to pay for upkeep.

Jastrow — ever the popularizer — penned a story about their living quarters for *House Beautiful* in 1909. Each room in the apartment was decorated in a different style. The dining room was seventeenth-century Dutch with a pattern of antique Delft tile, the entry hall French Empire in style except for its Japanese gilt-cloth ceiling. In the attic, Jastrow had built an ornate Moorish study, hidden behind sliding panels and only accessible by a ladder. The study featured carved walnut walls, hanging lamps of pierced brass, a silver ceiling with a skylight glowing with amber and rose stained glass. (The house, which became the Sigma

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Rabbit or Duck?



Which is Bigger?



One of Jastrow's research interests was visual perception, and he devised optical illusions known as Jastrow Objects that are still in use today. The top image can appear to be a rabbit or a duck, depending on how you look at it. In the bottom image, although the lower shape appears bigger, they are actually both the same size.

baby Steps

Infants in some Wisconsin communities are dying at shockingly high rates, but public-health experts are taking notice, pledging to make a difference *family by family.*

BY SUSAN LAMPERT SMITH '82



JEFF MILLER

Krystal Jones holds her baby, Damani, and marvels at how quickly he's growing. A special effort, the Healthy Birth Outcomes Initiative, is tackling a public-health crisis, hoping to significantly decrease infant mortality rates by the time Damani is old enough to be a parent himself.

When Milwaukee public-health nurse Melissa Rader

'05 settled baby Damani Jones onto the scale in his grandmother's kitchen in a little house on North Fourteenth Street, everyone smiled to see his weight at almost thirteen pounds.

"He's growing so fast he's already in six-month clothes," says his proud mother, Krystal Jones, as Rader records the weight of the ten-week-old on her laptop computer. As part of the Nurse Family Partnership program, Rader has been visiting Jones at home since the twenty-year-old single mother was in her early pregnancy. Today, Rader will address a list of issues, from tips for breast-feeding while working, to the correct way to read books — such as the classic *Pat the Bunny* — to an infant.

There's a somber reason for all of this loving attention. Baby Damani is up against some grim odds. African-American babies born in the 53205 zip code, and in some neighboring areas in Milwaukee's inner city, are less likely to live to their first birthday than babies born in Jamaica, Sri Lanka, or Central America.

Put another way, some neighborhoods of Milwaukee, Racine, Kenosha, and Beloit have worse infant mortality rates for African-American babies than some Third World countries do for their entire infant populations.

In 2004, Wisconsin had the worst African-American infant mortality rate among the thirty-five states that reported deaths by race. That year, 125 black babies died in the first year following birth, a rate of 19.2 deaths per 1,000 births. While the rate has improved slightly since then, the death rate for black babies born in 2006 to 2008 was 15.2 per 1,000 births, compared to 5.9 for white babies.

African-American babies like Damani Jones are almost three times more likely to die during their first year of life than white children.

As shocking as these numbers are, most Wisconsin citizens are unaware of the problem.

"I have been a pediatrician for thirty-five years, and I'm embarrassed to say that I didn't know the extent of it, either," says Philip Farrell, professor of pediatrics and population health sciences, and former dean of the UW School of Medicine and Public Health. "These babies are truly innocent victims of a complex problem."

To get a handle on the issue, the school commissioned a white paper

of Wisconsin in Milwaukee received the same amount.)

"This is a public-health crisis for the state of Wisconsin," Golden says. "From our perspective as the nation's only combined school of medicine and public health, we believe this is a vitally important area where the combination of medical and public-health approaches can make a dramatic difference in the health of the state."

While medical care focuses on caring for individuals, public health is concerned with the well-being of an entire community, and calls upon approaches including preventive medicine, education, and addressing underlying problems such as

Some neighborhoods of Milwaukee, Racine, Kenosha, and Beloit have **worse infant mortality rates** for African-American babies than some Third World countries do for their entire infant populations.

report and held a summit at the Wingspread Conference Center in Racine in May 2008.

Dean Robert N. Golden says the school decided that this would be the focal point of its campaign to improve health in Wisconsin, and supported the Wisconsin Partnership Project's decision to commit up to \$10 million to improve infant mortality rates in four communities — an effort called the Healthy Birth Outcomes Initiative. (Project funds come from the \$300 million the UW was entrusted with when Blue Cross Blue Shield United converted to a for-profit company in 2004; the Medical College

environmental pollution and poverty.

The Wisconsin Partnership Project funds the Nurse Family Partnership, a program that sends city of Milwaukee public-health nurses such as Rader into homes to counsel new moms. A Wisconsin Partnership study is also looking at why African-American infant mortality rates in Dane County dropped nearly 70 percent from the early 1990s to 2007, then unexpectedly shot back up again in 2008. And this is just the beginning of a long-term effort to make Wisconsin a healthier place for black babies.

The underlying issues are what make the problem so complex.

“Infant mortality is a baseline indicator of the health of a population,” says Farrell, who decided to put off his planned retirement in order to lead the UW’s effort.

Simply stated, babies are dying because neighborhoods such as the 53205 zip code, where Krystal Jones grew up, aren’t very healthy places to live. While residents might find several hospitals within a few miles, Farrell notes that “medical care is necessary, but not sufficient” — that additional issues such as pollution, poverty, and segregation make Wisconsin’s big cities unhealthy for African-American babies.

Even when those factors are accounted for, middle-class, college-educated black women in Wisconsin are still more likely to have babies who die during their first year than white mothers who haven’t finished high school. Research suggests that

to talk about how organizations in that community began working together to improve the health of today’s mothers.

Wisconsin is also getting advice from Michael Lu, associate professor of obstetrics, gynecology, and public health at UCLA, who says the problem will never be solved by looking solely at the health care a mother receives during nine months of pregnancy.

“We used to think that if we could get women into optimal prenatal care, then we could close the gap,” says Lu. “Today we recognize that is probably expecting too much of prenatal care. If we’re serious about closing this gap, we must start taking care of women and families not only during pregnancy, but [also] before pregnancy, between pregnancies, beyond pregnancy, and across their entire life course.”

But even the best medical care in the

the Biomagnetism Laboratory located in the new Wisconsin Institutes for Medical Research. It’s a one-of-a-kind facility, and pregnant women come from as far away as Florida and Hawaii so their babies can be monitored.

Getting her low-income patient to Madison for the assessment, however, proved a challenge that had Strasburger’s office staff on the phone for hours — eventually learning that the patient didn’t qualify for transportation for the disabled. Strasburger says the mother was “truly committed to the best care of her fetus within the constraints of her personal situation.” But even traveling to her high-risk obstetrics appointments in her hometown was a struggle. She didn’t have a car, she had two children under the age of three at home, and she could only have her mother babysit on the one day of the week that her mother didn’t work. Oh, and the bus that went to the doctor’s office ran just once an hour.

“I still have nightmares thinking about that young mother standing there on a cold snow bank in late December, waiting for a 7 a.m. bus to get her to her doctor’s appointment on the very day she delivered her baby,” Strasburger says.

But better transportation in poor neighborhoods is only one issue that impinges on health. Others range from better employment opportunities for young fathers to better grocery stores in the inner city.

“It’s going to be a long effort,” Farrell says. But the UW isn’t working alone. It’s joining many partners, including the state’s Department of Health Services, where Murray Katcher PhD’72, MD’75, a UW professor of pediatrics, is chief medical officer for community health. The state has launched a companion effort, Journey of a Lifetime, which emphasizes the “life

“We must start taking care of women and families not only during pregnancy, but [also] before pregnancy, between pregnancies, beyond pregnancy, and across their entire life course.”

the stress of racial discrimination and other traumas create biological changes that put both mothers and babies at risk for health problems.

Fortunately, there is evidence that the situation can be turned around. In Harlem, where infant mortality in 1990 was worst in the nation — nearly 28 deaths per 1,000 live births — a concerted effort dropped the death rate to about 5 per 1,000 within fifteen years. Mario Drummonds, of the North Manhattan Perinatal Project, has been to Wisconsin a number of times

country won’t help mothers who can’t get to it. Janette Strasburger, a pediatric cardiologist, recently experienced the barriers that keep some women from optimal health care when she was treating an African-American patient from southeastern Wisconsin whose fetus had an urgent heart problem. Strasburger practices with the Children’s Hospital of Wisconsin’s Herma Heart Center in Milwaukee and the Fox Valley; she sends high-risk patients to UW-Madison, where fetal heart rhythm problems can be imaged at



While Krystal Jones feeds her son in the kitchen of her mother's home in Milwaukee, Melissa Rader, a public-health nurse, holds a baby doll to demonstrate how best to read books — including longtime favorite *Pat the Bunny* — to an infant.

course perspective” for improving the health of the next generation of parents beginning when they are babies.

“To improve the infant mortality rate is very complex,” Katcher says. “It requires social support; it requires a better ability for cross-cultural communication, and better health literacy of the population.”

One example of these efforts is the Safe Sleep campaign, launched last winter by the City of Milwaukee Health Department. Billboards — showing adult beds with tombstones as headboards and the words, “For Too Many Babies Last Year, This Was Their Final Resting Place” — are meant to drive home the message that infants are safer sleeping on their backs in their own cribs.

This spring the Wisconsin Partnership awarded planning grants to all four cities to set up partnerships to tackle public-health issues. Rather than create a competition between like-minded groups

within the same city, the Wisconsin Partnership asked the groups to work together on a single community plan, bolstered by advice from a range of experts.

While people in Beloit, Racine, Kenosha, and Milwaukee are expected to craft solutions that fit their own communities, the efforts will be linked together and supported by Lorraine Lathen, hired as a senior adviser for the birth initiative. Lathen, who holds an advanced degree in international affairs, worked for USAID in West Africa on child and maternal health problems. She returned to Milwaukee to learn, much to her dismay, that her hometown was a less healthy place for babies than many developing countries.

“There are a lot of models the U.S. government was using in developing countries that we haven’t applied back home,” she says. “These include working with communities to find solutions that work in the context of people’s lives.

If we don’t, they’re not solutions.”

Making Milwaukee and other communities healthier places to grow up and give birth will take time, she says. “It can seem overwhelming, but the people in the trenches count the victories family by family.” The Healthy Birth Outcomes Initiative should be making short-term gains within five years, and a significant difference by the time babies the age of Damani Jones have grown up and become parents themselves. Improvements in infant mortality in Harlem and in Dane County show that community efforts can bring about significant change.

“This is really about reducing the health disparities in these communities,” Lathen says. “It’s about changing the lives of the people of Wisconsin. That’s what’s so exciting about this project.” ■

Susan Lampert Smith '82 is a senior media specialist for UW Health Public Affairs.

The Babcock Hall Dairy Store churns out thousands of gallons of yummy ice cream annually — enough to evoke must-have memories for alumni and impromptu breakfasts for students dashing between classes.

Babcock Hall Ice Cream

If ever there were a sign someone is a campus institution, it would have to be getting his or her own ice cream flavor. Barry Alvarez, Bo Ryan, and Chancellor Bidy Martin PhD'85 have all earned attention from the Babcock Hall Dairy Plant — via the tasty tributes named Berry Alvarez, Bo's Express, and Strawbiddy Swirl. More recently, UW-Madison's fight song inspired On, Wisconsin! — a cheesecake-flavored ice cream with a dark chocolate swirl and chocolate-covered cranberries.

Since 1951, the UW has been making ice cream (alongside cheese and milk products) inside the dairy plant on the west side of campus. Over the years, the frozen treat has become a tourist attraction, considered a must-do — make that a must-eat — for alumni, students, and visitors.

Production is decidedly small scale. The plant has a single ice cream machine and, depending on a flavor's complexity, a team of two to four staffers, to crank out approximately seventy-five thousand gallons a year. Operations slow down in January and February, Madison's coldest months.

The ice cream recipe has remained the same for the past six decades, though some of the offerings have varied. There have been some failures. Peanut Butter and Jelly had poor sales, as did Christmas Surprise and Sunflower Seed, for obvious reasons. Among the standard flavors always available, Vanilla is most popular, followed by Chocolate Chip Cookie Dough.

To get an idea of where ice cream fits into campus culture, spend a little time in the Babcock Hall Dairy Store on a weekday morning between classes. That's when a line of students forms. Some order coffee or grab a bagel, but many decide to start the day off with a waffle cone loaded with Chocolate Peanut Butter or Strawberry. They're not alone: head ice cream maker Tim Haas has been known to enjoy a large bowl of the stuff for breakfast, too.

Jenny Price '96

What's your favorite UW tradition?

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



JEFF MILLER

Family to Family

A major gift establishes specialty clinics for children facing acute health concerns.

George Fait '50 has been a longtime supporter of causes close to his heart.

As a member of a high-achieving graduating class at the UW and founder of Capitol Indemnity Corporation, Fait has made gifts to various organizations, including United Way, the Henry Vilas Zoo, Badger athletics, the UW Carbone Cancer Center, and the Wisconsin School of Business, where a room bears his name.

For Fait's fifty-fifth class reunion in 2005, the in-the-works American Family Children's Hospital (AFCH) was targeted as a class gift beneficiary. "I think that's how he learned of the opportunities related to the children's hospital," says **Leslie Farmer**, one of Fait's three children. "The children's hospital holds a very special place in his heart. He has seven grandsons, and I think that was an important factor in his decision to give."

In recent years, Fait's health has been declining. "He had a major stroke and many minor strokes," says Farmer, a graduate of Northwestern University whose siblings are UW alumni **Diane Zillner '84** and **Joel Fait '82**. "My brother, sister, and I wanted to fulfill his wishes to make a significant contribution that would benefit the entire community. We wanted it to be something that would live on and really help people."

The AFCH fits the bill. A major gift established the Faits as a founding family for the new hospital, and the George Fait Family Pediatric Specialty Clinics will ensure a legacy of quality health care for generations of children to come. The clinics serve children with acute health concerns, such



George Fait (below right) involved his entire family when a major gift established the George Fait Family Pediatric Specialty Clinics (above), a setting at the American Family Children's Hospital designed to provide a soothing place to care for acutely ill children.

as cancer and heart ailments. The attractive space on Level 2 of the AFCH, where all outpatient appointments take place, houses more than thirty specialty clinics. The clinics include thirty-five exam rooms, teaching and education spaces, special procedure rooms, radiology, labs, and rehabilitation facilities.

"George has a wonderful history of supporting the University of Wisconsin," says **Jeff Poltawsky**, the hospital's administrator and vice president. "What is so special about the gift to UW's American Family Children's Hospital is how he involved his entire family in the process, creating the George A. Fait Family Pediatric Specialty Clinics. It is this commitment to family participation that mirrors our own commitment to provide highly specialized care to children in an environment where children

are supported by their families in a warm, caring way."

The more the Fait family became involved in the planning for the AFCH, the more they were drawn to the entire project. "I went to the former hospital to get my tonsils out when I was eight years old," Farmer says. "The care was fantastic, but, let's face it, the place was not. It was pretty depressing being there, especially as a little kid."

The new surroundings make a big difference. "Not that you'd want to see any child have to be hospitalized, but now there is a cheerful and modern place for the kids to get care," she says. "It's bright and inviting, and the parents can stay if they want to. That just wasn't possible in the old location."

"The care has always been top-notch," she adds. "The doctors and nurses do wonderful things. Now the bricks and



mortar are impressive and match what goes on there. Being in such a setting, I think, can make the experience much less frightening for children."

The family's involvement with the hospital didn't stop at the founding gift. At a benefit in February, Fait's children got together and made a winning bid of \$20,000 to have dinner with **John Flad MS'72**, another founding supporter of AFCH.

"We are really excited and happy to be a part of it," Farmer says. "It's a wonderful thing for children and their families."

Chris DuPré

Badger connections

JEFF MILLER



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Give Me a W!

Postdoc Emma Seppala (left) and Kimberly Helton x'11 form the boat pose while doing yoga during an event called Sun Salutation on Bascom Hill. The yoga-thon was part of All-Campus Party in April. Now in its tenth year, the party and its events are organized by the Wisconsin Alumni Student Board.

Sustaining the Wisconsin Experience

WAA honors distinguished alumni at 74th annual awards program.

In April, five UW-Madison alumni received the 2010 Distinguished Alumni Awards, the highest honor bestowed by the Wisconsin Alumni Association (WAA).

A ceremony in the Wisconsin Union Theater featured videographies, remarks from the award winners, and a musical tribute by Redefined, the UW's coed a cappella group, and was followed by a sustainable, locally sourced dinner in the Memorial Union's Great Hall.

"Through sharing the lessons of their Wisconsin experience with the world, these alumni have made remarkable contributions," says **Paula Bonner MS'78**, WAA's president and CEO. "We're proud to share their stories with UW alumni and friends."

Politics might be the underpinning of the life **Robert Barnett '68** and **Rita Braver '70** share together, though when it comes to their careers, they are decidedly undecided. The couple — he's a multifaceted lawyer and she's a CBS News correspondent — is committed to representing a variety of individuals and viewpoints to inform and entertain the nation.

They married in New Orleans in 1972 and moved to Washington, D.C., after Barnett was offered a Supreme Court clerkship with Justice Byron R. White. That led to a spot on the Hill, working for U.S. Senator Walter Mondale — and to a life-long interest in politics. Barnett has since worked on eight national presidential campaigns.

Braver joined CBS's Washington bureau as a news desk editor, producing and report-



Leading Washington, D.C., attorney Robert Barnett and award-winning CBS News senior correspondent Rita Braver met while students on campus. They've been married twenty-eight years.

ing for shows such as *CBS Evening News*, *48 Hours*, and *Face the Nation*. In 1983, she became the network's law correspondent, and her coverage for *CBS Evening News* included controversial issues such as the Iran-Contra case, abortion, civil rights, and organized crime. As chief White House correspondent, she followed President Bill Clinton throughout the 1996 presidential campaign.

Now with *CBS News Sunday Morning*, Braver reports on topics ranging from arts and entertainment to politics and foreign policy. She's earned five Emmy Awards, including two for her coverage of the assassination of Israeli Prime Minister Yitzhak Rabin.

Barnett is currently a senior partner at the firm Williams & Connolly LLP. Although most of

ANDY MANIS (2)

his practice involves representing corporations such as Toyota, McDonald's, and Comcast, he is also one of the world's top author representatives. *Entertainment Weekly* named him one of the 100 most powerful people in the entertainment business, and in 2004 he was ranked number one on *Washingtonian Magazine's* list of "Washington's Best Lawyers."

"Every day is different and every day is a challenge. I never know who's going to call next," Barnett says. "I don't know that I would love being a lawyer if I didn't have the practice I have."

Married since 2002, **Haynes Johnson MS'56** and **Kathryn Oberly '71, JD'73** each boast a resume of achievements that places them in Washington's elite circles. Johnson is a Pulitzer



The judge and the journalist: associate judge Kathryn Oberly has argued fourteen cases before the U.S. Supreme Court, and her spouse, Haynes Johnson, is a Pulitzer Prize-winning journalist.

Prize-winning journalist, author of more than a dozen books, and frequent commentator on PBS's *News Hour*. Oberly, a longtime litigator and former vice chair and general counsel of the accounting firm of Ernst and Young, is an associate judge on the District of Columbia Court of Appeals.

After graduation, Johnson became a reporter, first in Wilmington, Delaware, and then in Washington, D.C., where he wrote for the *Washington Star* and later the *Washington Post*. While at the *Star*, he covered the burgeoning civil rights movement, often traveling to Selma, Alabama, to provide coverage that earned him the 1966 Pulitzer Prize for national reporting.

After earning her JD, Oberly spent a year clerking for Judge Donald Lay of the U.S. Court of Appeals for the Eighth Circuit. Then she accepted a position as a litigator with the Department of Justice, where she became the youngest woman to argue a case before the U.S. Supreme Court.

In 1986, Oberly left the Department of Justice to go into private practice, first as an appellate litigator for the firm of Mayer, Brown & Platt, and then, in 1991, to the Ernst and Young position. In January 2009, President George W. Bush appointed Oberly to a vacancy on the District of Columbia Court of Appeals.

"It's the variety that appeals to me," she says. "My court's docket covers just about every conceivable kind of case. The one common thread is that every case involves thinking on a high level about legal issues, knowing that the decisions you reach matter to real people. And every day in court is a good day for the judge."

The destruction of World War II gave **Arnold Weiss '51, LLB'53**

a passion to build, beginning an odyssey that has taken him from Jewish orphan in Nazi Germany to retired counsel for an international investment-banking firm.

In 1942, Weiss enlisted in the U.S. Army Air Corps, beginning a military career first as an instrument technician and B-17 gunner and ending as an intelligence officer responsible for bringing Nazi war criminals to justice.

In 1945, Weiss and a British officer were summoned by the Allied Supreme Headquarters to lead a group in pursuit of the evidence of the death of Adolf Hitler, and their efforts soon resulted in the capture and arrest of SS general Wilhelm Zander. Weiss's interrogations led him to the last will and political testament of Adolf Hitler and the marriage certificate of Hitler and Eva Braun, as well as the last will of propaganda minister Joseph Goebbels. Weiss was honored with the Army Commendation Medal for his important discoveries.

After graduation, Weiss went to work for the U.S. Treasury as general counsel to the Office of International Finance and led efforts with the newly formed International Monetary Fund and World Bank. When the Inter-American Development Bank formed in 1959, Weiss was



Arnold Weiss holds a photo of his birth family in Germany. The rise of the Nazis left him an orphan.

selected as part of the U.S. delegation to help the bank get started. He developed its charter and oversaw operations in agriculture, industry, energy, transportation, public health, education, and urban development.

In 1992, he assisted in the creation of Emerging Markets Partnership (EMP), an investment-banking house dedicated to making equity investments in infrastructure in developing countries. Its investment operations span the globe and aid in the cre-

ation of agribusiness, power and water, telecommunication, transportation, and other industries.

"I think it's the war that changed me more than anything else," Weiss says. "I decided I wanted to build rather than destroy. In Belgium, Luxembourg, France, Germany ... there was so much destruction. I knew there was a better way of doing things."

For more information about the recipients and videos of the ceremony, visit uwalumni.com/daa.

Staff

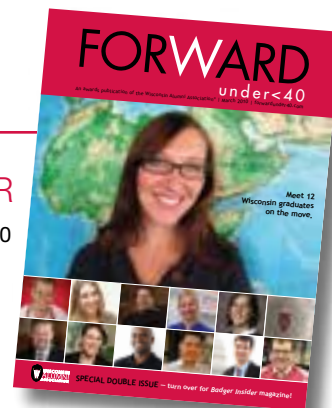


Continuing to Keep Badgers Connected
uwalumni.com/sustainability

NOMINATE AN ACCOMPLISHED BADGER

Nominations are now being accepted for WAA's Forward under 40 Awards, which recognize outstanding UW graduates under age forty who are living the Wisconsin Idea, the 106-year-old guiding philosophy behind UW outreach efforts.

Visit forwardunder40.com for a list of past winners, award criteria, and to submit nominations.



Have You Any News?

Please send us the (brief, please) details of your latest achievements, transitions, and major life events by e-mail to papfelbach@waastaff.com; by mail to Alumni News, 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 publish, but we do love hearing from you anyway.

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

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

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

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

'40s-'50s

People of letters, unite! We have a devoted ally in **Howard Winkler '40**, who shared — through a missive produced on a typewriter — that “real letter writing still exists despite the e-mail electronic age.” Winkler and **Frederic Reichardt '40, MD'43** of Gainesville, Florida, met as lab partners in a UW physics class, have written to each other since 1940, and are “still going strong.” Reichardt became an orthopedic surgeon in Stevens Point, Wisconsin, while Winkler became an “old-fashioned general practi-

“It is a highlight of the day when I can either receive or mail another letter.”

— Howard Winkler '40

tioner” in Pardeeville, Wisconsin, but later transitioned to psychiatry and now lives in Tucson. “It is a highlight of the day,” he concludes, “when I can either receive or mail another letter.”

In September, Texas Tech University in Lubbock officially established the Sherman Phillip Vinograd, M.D. Aerospace Exploration Archival Collection within its Southwest Collection/Special Collection Library. The initial contributor of materials was, of course, **Sherman Vinograd '42, MD'46** of Ponte Vedra Beach, Florida — NASA's long-time chief of medical science and technology and its director of biomedical research, as well as a leader in establishing Texas Tech's medical school. Thanks to **John Buesseler '41, MD'44** of Lubbock for letting us know.

“I earned an MA degree at Cal Poly in 1963,” writes **Arlene Bahr Chandler '44**, “but my heart still belongs in Badger Land.” She went on to earn much more there as well: the

Alumni Association of California Polytechnic State University has bestowed its 2009 School of Education Honored Alumni Award on Chandler for her outstanding work as the school's associate dean of women. Now retired in San Luis Obispo, California, she's active in community service.

The “cover boy” of *Chief Learning Officer's* November issue was **Donald Kirkpatrick '48, MBA'49, PhD'54** — and rightly so. Fifty years ago, he penned a series of seminal articles introducing what became known as the Kirkpatrick Model: a four-level approach to evaluat-

ing corporate training and development programs that has had enormous impact worldwide. At age eighty-six, the Pewaukee, Wisconsin-based author, speaker, and consultant taught at the American Society for Training & Development's annual conference in 2009, as he's done every year since 1960.

The Badger State honored its sports heroes in November at the 2009 Wisconsin Athletic Hall of Fame induction ceremony in Milwaukee. The class included **Ab (Albert) Nicholas '52, MBA'55** of Hartland, Wisconsin, a UW basketball All-American and sports philanthropist; **Judith Sweet '69** of San Diego, the first female president of the NCAA; and UW athletic director **Barry Alvarez**.

The enthusiasm of **Alan Turnbull, Jr. '52** was infectious as he shared word of the National Museum of Language, for which he serves as secretary to the board of trustees and as chair of the development committee. The

College Park, Maryland, museum is the only one in the nation dedicated to language in general.

The Ohio School Counselor Association has given its Lifetime Achievement Award to **Victor Carman MS'54** of Mason for his many years of service. He notes that his UW adviser, the late professor of counseling psychology **John Rothney**, was an early, influential figure in guidance and counselor education.

At UW-Stevens Point's fall awards banquet, the Alumni Service Award went to **Anne Gilfry Schierl '54, MD'57**. The retired Stevens Point physician has contributed tirelessly to organizing fine-arts scholarship fund raisers and has created several scholarship endowments for students in the arts.

'60s

When photographer **Cynthia Bassett '61** of Shaker Heights, Ohio, documents her world travels, she captures not only the dramatic scenery, but also the rich culture of the people she's visiting — especially when they're undergoing great change. Bassett's sister, **Nancy Bassett Kaeser '54** of Pinehurst, North Carolina, has written the narration for the travelogue DVD series that Bassett has produced, which includes offerings on Bhutan, Sri Lanka, Mongolia, and more.

Our nation's digital TV standards body — the Advanced Television Systems Committee — has elected **Wayne Luplow '62** of Libertyville, Illinois, as the new chair of its board. He's the vice president of HDTV standards and promotion for Zenith, and has been leading its efforts to develop a mobile DTV system that allows broadcasters to transmit to cell phones and other portable devices.

When the ACT college-admission exam marked its fiftieth anniversary in November, it triggered memories for **Gerald Brusewitz '64, '65, MS'67**, who was one of the first test-takers in the fall of 1959. Now retired in Stillwater, Oklahoma, Brusewitz had a long career as a professor of biosystems and agricultural engineering at Oklahoma State.

For her life's work promoting women's human rights around the world, **Conchita Poncini Jimenez MS'64** earned the 2009 international Minerva Prize in November in Rome. And as president of the Geneva, Switzerland-based Committee on the Status of Women of the Conference of Non-Governmental Organisations, Jimenez recently invited **Mayra Buvinic MS'72, PhD'75** — the World Bank's executive on gender equality and development — to speak to the Geneva community.

Alan Kalmanoff '64 is the executive director of the non-profit Institute for Law and Policy Planning in Berkeley, California. He's also a man whose heart transplant and loss of his wife and two young daughters have taught him much about "life, death, destiny, luck, hopes, dreams, and second chances." Kalmanoff has now captured those lessons in a memoir called *Second Ticket to the Dance: Nightwires from the Edge of Life* (Outskirts Press).

The 2009 U.S. Summer National Senior Games were nail-biters for retired Whitefish Bay, Wisconsin, attorney **Howard Myers LLB'64**, but he emerged as a gold-medal victor in doubles tennis for his age group. The biennial event draws some ten thousand athletes, aged fifty to one hundred, to compete in twenty-four sports — and yet the games are not well known. Myers says, "It would be great if my limited success would encourage

others to participate."

The achievements of **Susan Serota Taylor '64** have been lauded and applauded by the Federation of American Societies for Experimental Biology, which bestowed its 2010 Excellence in Science Award and a \$10,000 unrestricted research grant on her. Taylor is a UC-San Diego professor of chemistry, biochemistry, and pharmacology, as well as a Howard Hughes Medical Institute investigator, and is considered by many to be the world's foremost expert on cAMP-dependent protein kinase, or PKA.

"Our society worships youth and discards the elderly," says **Karen Peterson '67, MA'69**. "I'd like to see that change." She's doing her part as the founder and executive director of the Paia, Hawaii-based non-profit Giving Back, whose fall-prevention program trains active seniors to mentor at-risk elders in movement exercises. The program was recently named a merit finalist for the Mutual of America Life Insurance Company's 2009 Community Partnership Award.

Called a "thought leader" and a "guiding force," **William Zellmer '67** has been honored with the American Society of Health-System Pharmacists' Francke Medal for his contributions to international pharmacy practice. Zellmer, of Bethesda, Maryland, was the founding editor of *Clinical Pharmacy*. He retired from his posts as deputy executive vice president, then writer-in-residence, in 2009 after thirty-nine years with the society.

Those of you who've been through the low-sodium, low-fat, and low-carb movements (and more) may be awed to learn that the creator of the South Beach Diet is a Badger. You can read about the work of **Arthur Agatston '69**, the success of the

South Beach Diet, and Agatston's golf game in the February/March 2010 issue of *The Met Golfer* magazine. He lives — naturally — in Miami Beach, Florida.

The American Meteorological Society has a new fellow in **Gerald Dittberner MS'69, PhD'77** of Springfield, Virginia. The Harris Corporation meteorologist and senior systems engineer was elected for his forty-five years of outstanding contributions to the atmospheric sciences.

'70s

Felicitations to **William Foster MS'70, PhD'74** on becoming the new president and CEO of the National Center on Addiction and Substance Abuse (CASA) at New York's Columbia University. Most recently the dean of Maine's Muskie School of Public Service, this is actually a return — Foster had previously spent a decade as the center's senior VP and chief operating officer. He succeeds CASA founder Joseph Califano, Jr., former U.S. Secretary of Health, Education, and Welfare, who will continue as its chair.

Jean Gaspardo '70 has a big fan base right in her own family. Her sister **Arlene Gaspardo Martell '65** shared that when Gaspardo received the St. Robert Bellarmine Award in October from the Loyola Law Alumni Association for her distinguished service, their other five siblings attended the ceremony. Gaspardo — affectionately known as "Dean Jean" — is the assistant dean of students and law school programs for Loyola University Chicago's School of Law. Martell is a retired high school teacher in Ancona, Illinois, and her spouse, **Larry Martell '65**, farms and is semi-retired from their business, L/M Chemical.

"My parents have taken 'snow birds' to an extreme in

retirement," writes Chicagoan **Jason Blomquist '94** about Patricia and **Roger PhD'71 Blomquist** of St. Paul, Minnesota. Roger is interim director of the Institute of Agriculture at Tumaini University in Iringa, Tanzania, where the goal is to improve local farm production. Patricia volunteers with the Bega Kwa Bega scholarship program.

The United Kingdom's *Daily Telegraph* proffered its second set of lists of the one hundred most influential American conservatives and liberals, and a Badger came in as number fifty-two on the conservatives' list: **David Keene JD'71** of Alexandria, Virginia. The *Telegraph* profiles him as chair of the American Conservative Union, an associate of the Carmen Group lobbying firm, and the main organizer of CPAC, the Conservative Political Action Conference.

Edward Krenzeloek '71 — a professor of pharmacy and pediatrics at the University of Pittsburgh and the director of the Pittsburgh Poison Center and Drug Information Center — has had a very good professional run of late. In September, the American Academy of Clinical Toxicology honored him with its Career Achievement Award, and in December, he was named the inaugural Vanscoy endowed chair in Pitt's School of Pharmacy.

The latest book co-created by photographer **Jim Steinberg '71** is *Colorado Scenic Byways: Taking the Other Road* (Portfolio Publications), and it's struck gold! The work was the governor's gift at the 2008 Democratic National Convention in Denver, and it earned both a 2008 *ForeWord* Magazine Book of the Year Award and a 2009 Colorado Book Award. Steinberg owns the Portfolio Collection, a stock-photography studio and fine-art gallery in

Steamboat Springs; and he's the CEO of Portfolio Publications.

A big Badger high-five goes out to **Wilson Leong '72** for his appointment as athletic director at UWC-Rock County in Janesville. The community leader and longtime basketball official is a retired PR professional with Bliss Communications.

And congratulations as well to **Ron Zernicke MS'72, PhD'74**, the new dean of the School of Kinesiology at the University of Michigan in Ann Arbor. He's also a professor in the kinesiology school, in the Medical School's Department of Orthopaedic Surgery, and in the College of Engineering's Department of Biomedical Engineering.

Abuelita Rosa and Abuelito Pancho are grandparent dolls that invite children to join them in singing nostalgic childhood songs — and in so doing, help to preserve Hispanic heritage. They're the brainchild of **Carol Fenster '74, MS'75** of Miami, the co-founder and CEO of Baby Abuelita, which sells the dolls and related products nationally at department stores. She's also expanding her line to include other ethnicities.

A chicken pun is tempting here, but we'll just offer hearty good wishes instead to **Jim Lochner '74, MS'76**: he's been promoted from senior group vice president of fresh meats to chief operating officer at Tyson Foods in Springdale, Arkansas. He was the president and CEO of IBP, Incorporated, when Tyson acquired that company in 2001.

The U.S. Senate has confirmed the first openly gay U.S. marshal: Minneapolis assistant police chief **Sharon Lubinski '74** will oversee the Minnesota district in her new job, which makes her the state's first woman to hold the post as well. U.S. marshals oversee federal-courthouse security,

witness protection, and the apprehension of federal fugitives.

The new director of foundation and government relations at Baltimore's Maryland Science Center is **Andrea Zohler Weiss '74**, who has also worked for the Foundation for the National Institutes of Health and the National Kidney Foundation of Maryland. The science center seeks to cultivate understanding of science through exciting educational programming.

Who's the new chief operating officer at Bank of the Philippine Islands (BPI)? He's **Gil Buenaventura MBA'75**, who's stepping up from his previous post as senior executive VP and chairs the boards of numerous other BPI units. As the former president of Prudential Bank, which BPI absorbed in 2005, Buenaventura was instrumental in leading one of the quickest integrations in the history of banking.

Ron Anjard PDE'78 of San Diego writes with a most amazing statistic: he's now earned his tenth degree, a master's in finance. The longtime educator totals them as one associate's degree, three bachelor's, three master's, three PhDs, and an honorary PhD from seven universities in ten diverse subject areas.

"In an otherwise dismal year for real-estate development," writes **Robert Hellmuth MBA'78**, "I was pleased to be honored by the National Association of Home Builders as [its] ... Housing Credit Certified Professional of the Year" for 2009. He's also started two companies: RLH Partners, a builder/developer; and Sawmill Road Management Company. Hellmuth lives in Dublin, Ohio.

Those in West Virginia University's College of Business and Economics were treated to a familiar face on the cover of *Fraud*

Magazine's January/February issue: that of accounting professor **Timothy Pearson '79, MAcc'86, PhD'90**. The publication praised his work as the executive director of the nonprofit Institute of Fraud Prevention.

'80s

Arthur Pasquarella MS'80 is the 2010 board chair of the Counselors of Real Estate, an international organization of top-level commercial real-estate advisers. A principal and the chief operating officer at Philadelphia's BPG Properties, Pasquarella is also a board member of the UW's Graaskamp Center for Real Estate and has established an eponymous UW scholarship fund.

This is very cool indeed: **Eric Green '81** of Bethesda, Maryland, is the new director of the National Human Genome Research Institute (NHGRI), one of the twenty-seven facilities that make up the National Institutes of Health. He was previously the NHGRI's scientific director and the director of its Division of Intramural Research.

Following his retirement as a U.S. Air Force colonel after twenty-seven years of service, **Keith Yaktus '81** has become director of operations for TEAM Integrated Engineering in San Antonio, Texas.

Yvonne Bishop Seng MS'82 is the new curator at the Holter Museum of Art in Helena, Montana, but she's traveled far and done much on the way. For example, her doctoral dissertation research took her to Istanbul, where, as one of only ten people in the world who's fluent in the dead language of Ottoman, she was the first non-Muslim Western woman to be allowed into the archives of Suleyman the Magnificent. An author, former

professor, and lecturer on Islamic art and textiles, Seng was also the academic director for the PBS series *Islam: Past and Present*.

We'll skip the stump speeches, but share that a Badger is running for governor of Colorado. He's Republican businessman **Dan Maes '83** of Evergreen, whose spouse, Karen, says that "he mentions that he's a UW grad on a very regular basis on his speaking circuit."

If you're a fan of ABC's fast-paced, satirical comedy *Modern Family*, get this: **Steve Levitan '84** of L.A. is the show's co-creator, with Christopher Lloyd, and its executive producer. The pair's witty, yet unobtrusive writing style has earned them much praise.

Jerry (Gerald) Schiefelbein '85 is bringing his twenty-three years of finance experience in the international oil and gas industry to bear on his new role as the chief financial officer at Ivanhoe Energy, an international oil development and production company. He's worked in North America, Europe, and the Middle East with the BP Group and Amoco, and is now based in Calgary.

TEMPO International's 2010 International Leadership Award has gone to WAA's president and CEO, **Paula Bonner MS'78**. The organization is a Wisconsin-based group that supports and mentors women in leadership.

The South Dakota Veterinary Medical Association has named **Chris Chase MS'87, PhD'90** the state's 2009 Veterinarian of the Year. On the faculty of South Dakota State University in Brookings since 1992, he's recognized in the bovine-health community as an expert in veterinary immunology.

Talk about being in the eye of the storm: attorney **Robert Scott '87** has been named chair of the American Bar

Kurt Unterholzner: Transplant Hero

When the gun goes off at the U.S. Transplant Games in Madison this summer, **Kurt Unterholzner '82** will be at the starting line. “The athletes participating in the Transplant Games are taking advantage of their second chance to live life to the fullest,” he says.

He’s in a good position to know. As a UW-Madison student in 1979, Unterholzner was diagnosed with chronic kidney disease, and two years later, he received a kidney from his brother. For the past twenty-five years, he has poured his energy into physical fitness to prove to himself and others that transplant recipients can lead full and active lives. Unterholzner has competed in dozens of ski and bicycle races and eight Transplant Games since the biennial winter and summer competitions began in the U.S. in 1990, in addition to two international games. He credits staying fit with helping to offset the side effects of the medication that he takes, which is true for many transplant recipients.

The games have even more personal significance for Unterholzner because he works as an organ-procurement coordinator at UW Hospital and Clinics. “The stories these individuals share, their appreciation for the work we do, and the gratefulness they express to their donor and their donor’s family is incredibly uplifting,” he says.

More than 7,500 attendees, including 1,500 transplant recipients, are expected to participate in the 2010 games, which will take place from July 30 to August 4, contributing an estimated \$2.5 million to Madison’s economy. The city was chosen to host the games in part because the event will coincide with the 2010 launch of the Wisconsin Donor Registry, an online portal for individuals to register decisions to become organ, tissue, and/or eye donors. Some 105,000 people in the United States are on waiting lists to receive organ transplants, including 1,500 in Wisconsin alone.

During the games, Unterholzner will do his part to raise awareness by helping to organize several events to recognize organ donors. He plans to compete in several middle-distance track events in addition to the 5K run and the softball throw. He’d also like to run a leg on the 4x400-meter relay, though he’s happy to concede his spot to any younger, faster runner who will make Team Wisconsin more competitive.

“Camaraderie is so much a part of all the Transplant Games I have attended,” Unterholzner says. “It is a reflection of the common experience and bond that we share.”

Karen Graf Roach '82



Kurt Unterholzner is making the most of his second chance.

ANDY MANIS

Association’s national Subprime Crisis Subcommittee, a division of the group’s Real Estate Litigation Committee. He practices in the Baltimore office of the Ballard Spahr law firm.

The board of the International Economic Development Council has elevated **Denny Coleman MS'88** from secretary/treasurer to vice chair. As the president and CEO of the St. Louis County [Missouri] Economic Council for nineteen years, Coleman has overseen initiatives that have

earned the county national recognition for community revitalization and business development.

Lisa Dziadulewicz '88, JD'91 of Sheboygan, Wisconsin, wanted to be a millionaire, and she’s now five thousand dollars closer after competing in an episode of the game show *Who Wants to Be a Millionaire?* that aired in January. A former attorney, barista, and caterer who’s now a full-time mother, she’s also something of a game-show pro: Dziadulewicz had been through

three prior *Millionaire* tryouts and was a *Jeopardy!* contestant in 1995.

In January, an *Epoch Times* piece captured the pride that **Tom Jones II '88** feels for his tribe, the Ho Chunk Nation, which he’s photographed in an affectionate body of black-and-white work titled *The Ho Chunk People*. “This is something I need to be doing,” says the UW assistant professor of photography, “to preserve our heritage and culture.”

Way to go, **Kim Bassett-Heitzmann '89, MS'91:**

she’s the new CEO of Bassett Mechanical in Kaukauna, Wisconsin. She’s been chief operating officer for the past two years and retains her title as president of the metal-fabricating and environmental-systems company.

Gordie Blum '89 has been promoted from communications director of the U.S. Forest Service’s Forest Products Laboratory in Madison to legislative-affairs specialist for the U.S. Forest Service in Washington, D.C. In that role, he’ll track forestry-related bills in Congress, conduct briefings, attend hearings, and prepare testimony.

What’s **Kevin Moriarty '89** up to? He’s been the artistic director of the Dallas Theater Center since 2007, and before that, was the artistic director of the Ithaca, New York-based Hangar Theatre. He’s also directed the national tour of the Broadway production of *Jesus Christ Superstar*.

'90s

Meg (Sara) Davis '90 is the founder and executive director of the nonprofit Asia Catalyst. Using an innovative incubation model, her group works with grassroots AIDS and human-rights organizations in China, building their capacities to plan, budget, and disseminate their messages. It recently celebrated the “graduation” of its inaugural partner: China’s first legal-aid center for people living with HIV/AIDS.

Project 515 and the Project 515 Education Campaign — organizations that strive to ensure that same-sex couples and their families have equal rights under Minnesota law — have welcomed **Ann Kaner-Roth '90**

as their new executive director. Most recently, she was the associate director of the Minneapolis Jewish Federation's Jewish Community Foundation.

Being named one of Costa Rica's forty most influential people under the age of forty is no small feat, but **Paul Fervoy '92** has done just that. His connection with the nation began through an internship while at the UW, and now he's a co-founder and CEO of the San Jose-based information-technology company InterNexo. Fervoy also represented the country's IT association at the annual World Information and Technology Services Alliance conference.

Steven Karras '92 is a Los Angeles-based screenwriter, the director of the documentary *About Face: The Story of the Jewish Refugee Soldiers of World War II*, and now an author. In *The Enemy I Knew: German Jews in the Allied Military in World War II* (Zenith Press), he's collected first-person accounts of Jewish refugees from the Nazi regime who fled Germany and Austria, but struck back against the Third Reich by using their native knowledge in the Allied military.

There's now a Badger residing in the Canadian Baseball Hall of Fame. **Paul Quantrill '92** was a bullpen staple for seven teams over fourteen seasons — most memorably as a Toronto Blue Jay. Only thirty-four pitchers in big-league history appeared in more games. Quantrill retired in 2005, but he works with players in Port Hope, Ontario, and serves as a pitching coach for Canada's national teams.

Konrad Tuchscherer, Jr. '92 is preserving a piece of history. He's an associate professor of history and the director of Africana Studies at St. John's University in New York, but

Pam Alexander: Animal Defender

It was love at first sight for **Pam Hart Alexander '90, JD'02** when she met Max, the German shepherd-chow mix who set her on her path to pursue and advance the emerging field of animal law. Alexander adopted Max, who had been abused as a young puppy and was found abandoned at three months old in New York City. A few years later in Madison, she adopted Sophie, a catahoula-basenji mix with a broken jaw — the result of being on the periphery of a domestic-abuse household.

"I couldn't understand how someone could hurt a vulnerable dog, especially when they trust us and rely on us," says Alexander.

Addressing this largely ignored link between domestic violence and animal cruelty, she approached her public-interest law professor in 2000 with an idea to start a nonprofit for two credits. Working with Dane County Domestic Abuse Intervention Services and the Dane County Humane Society, Alexander co-founded Sheltering Animals of Abuse Victims (SAAV) with fellow law student **Megan Handzel Senatori '98, JD'01**.

SAAV is an all-volunteer organization that provides emergency, confidential foster care for pets of domestic-abuse victims receiving services or shelter in Dane County. Alexander remains active with the organization and now serves on its board of directors.

She also forged ahead with her law degree. No animal-law classes were taught at the UW Law School when she started, nor was there a student group. Alexander began studying and reading about the subject on her own and became a student member of the Animal Legal Defense Fund (ALDF). She now works remotely from Madison as director of the Animal Law Program for the California-based organization.

Founded in 1979, ALDF has blazed the trail for stronger enforcement of anti-cruelty laws and more humane treatment of animals through its three primary programs: litigation; criminal justice, which works with law enforcement and prosecutors to seek penalties for animal abusers; and animal law, which Alexander promotes among legal professionals and in law schools nationwide.

Alexander co-taught the first animal-law course at the UW Law School in 2003 with Senatori, and she continues as a lecturer at the University of Chicago. Since she began law school ten years ago, Alexander has seen much headway in the field. In 2000, only twelve student chapters of ALDF existed, and that number has now swelled to 150, including an active UW-Madison chapter. Likewise, only nine animal-law classes were taught in the country in 2000; now there are more than one hundred.

"This is a legitimate area of the law very much akin to where environmental law was thirty years ago, as far as people maybe questioning its validity," she says. "Once you explain that animal law intersects all traditional areas of the law — criminal law, torts, family law, and constitutional law — people start to get it."

Ben Wischnewski '05



ANDY MANNIS

Rescue dogs Sophie, left, and Max sparked Pam Alexander's law career.

he's also co-director of the Bamum Scripts and Archives Project in Fomaban, Cameroon. Tuchscherer has traveled the Bamum Kingdom to collect and photograph threatened documents, established a modern archives, helped to create a computer font of the Bamum script, and begun a literacy initiative.

How could **Edward Kitsis '93** and **Adam Horowitz '94** have imagined that meeting in their Introduction to Film class would eventually take them to Los Angeles to work in dynamic-duo fashion? The pair wrote scripts for *Fantasy Island's* remake, *Felicity*, and *Popular* before becoming writers and producers for

the hit TV series *Lost*, for which they won a 2005 Writers Guild of America Award for Best Dramatic Television Series. And, they've written the screenplay for *Tron Legacy*, due out in December. Kitsis and Horowitz returned to campus in April to speak at Hillel.

Focus Media Holding Limited, a digital-media company based

in Shanghai, has appointed **Kit Leong Low '93** as its new chief financial officer. He was previously an executive director with entertainment conglomerate eSun Holdings and with Goldman Sachs.

The Archaeological Institute of America has awarded anthropology professor **Michael Galaty MA'94, PhD'98** its 2010 Excellence in Undergraduate Teaching Award. It's no wonder that a colleague lauds him as a "true teacher-scholar": Galaty has taught twenty-three different courses at Millsaps College in Jackson, Mississippi, since joining the faculty in 1999.

Pete Marino '94 has some big fans in **Kyle '95** and **Jenna Mueller '94 Hansen** of Hartland, Wisconsin. She writes that Marino is the founder and president of Chicago-based Dig Communications, a PR firm that *PR Week* named as its Small Agency of the Year in 2009. He was also named one of the magazine's forty top PR pros under the age of forty in 2009.

MakeMyTrip has welcomed **Amit Somani MS'95** as its chief products officer. The holder of seven patents, he was previously with Google and IBM, where he earned three Outstanding Technical Achievement awards. MakeMyTrip is an online travel company catering to travelers in the U.S. and India.

"What's love got to do with it?" sang Tina Turner, and that was exactly the point when **Karen Sorensen '95** took to the streets of New York to find out if the all-powerful *amour* is merely an illusion. The Brooklyn-based professional performer — dubbed the "Love Research Lady" — donned a red suit and fedora, set up a booth in public spaces, and handed out roses to strangers who would answer five intimate

questions about love. Seven years and hundreds of interviews later, Sorensen has distilled what she learned into a book called *love (luv) n.* (Adams Media).

The American Academy of Nursing has inducted **Patricia Emery Berry PhD'96** as a 2009 fellow. She's an associate professor at the University of Utah's College of Nursing in Salt Lake City, the associate director of education and practice for the University of Utah's Hartford Center of Geriatric Nursing Excellence, and an expert in palliative care and pain-symptom management.

It's a Cinderella story: **James Emling '97** began as a software-development intern in 1996 at Milwaukee's Zywave, quickly became the principal technical architect of its initial prod-

**"Hip-hop is more than just music;
it's a way of life." — Andre Linzmeyer '02**

uct offerings, and is now its new COO and president. Zywave provides software to the property-and-casualty insurance and employee-benefits industries.

A 2010 American Psychological Association Distinguished Scientific Award for Early Career Contribution to Psychology — the highest honor that can be awarded to a psychological scientist — has gone to **Benjamin Hankin MS'97, PhD'01**. An associate professor of psychology at the University of Denver, and an associate professor of psychiatry at the University of Colorado-Denver, he shares that his graduate adviser at the UW, **Lyn Abramson '72**, earned the same honor in 1981.

Journalist **Joshua Cinelli '99**, who was most recently the news Web editor at the *New York Daily News*, is now an adviser

on media issues at the Federal Communications Commission in Washington, D.C.

2000s

Time Out Chicago has called the New York-based string quartet Osso a "Brooklyn bridge" for its capable crossovers from classical to other musical genres. Violist **Marla Hansen '00** says that her "musical language has become richer" through collaborations such as work with rapper Jay-Z and a stint on *Saturday Night Live* with rapper Kanye West. This fall, Osso released its first album, *Run Rabbit Run* (Asthmatic Kitty Records).

Madison has quite a thriving hip-hop scene for a city its size, but until November, it had no cohesive voice. That's when 608

magazine debuted: Madtown's first urban/hip-hop-culture publication to blend art, entertainment, politics, fashion, and life. Props to publisher **Andre Linzmeyer '02**, who says that "hip-hop is more than just music; it's a way of life."

Current and aspiring U.S. government contractors, listen up! **Steven Noto MS'02** of Roselle, Illinois, has launched FARSmarterBids.com, an online service that assists eligible firms in competing for federal contracts by helping them to navigate the complexities of government work.

Nasser Abufarha MA'03, PhD'06 is one of the West Bank's first certified fair-trade exporters as the proprietor of the Canaan Fair Trade company, which he founded in 2004 to help Palestinian farmers make a living by adding a social-premium cost to their olive oil and other prod-

ucts. He's also an anthropologist, the founder and chair of the Palestine Fair Trade Association, and the author of *The Making of a Human Bomb: An Ethnography of Palestinian Resistance* (Duke University Press).

In 2003, **Aaron Bland '04** won the UW's Tong Prototype Prize for the full-suspension bike frame that he invented. Today he's the mechanical engineering manager on the Enertia, the new electric motorcycle from the Ashland, Oregon-based Brammo. Bland has also designed downhill racing bikes for PDC Racing, as well as his own line of bicycle racing components. Thanks to **Ann Hutchinson Van Ess '72** of Middleton, Wisconsin, for sharing this news.

A congratulatory "quack!" goes out to **Conor Caloia '04** as he becomes the new general manager of the Madison Mallards baseball team. He served as the team's assistant general manager from 2003 until 2006, and most recently was director of operations for the Wilmington [North Carolina] Sharks. The mighty ducks will begin their tenth season this summer.

Nicholas Jelinski '04, MS'07 is furthering his knowledge of botany, biology, and land resources while serving in Iraq. He's collaborated with Baghdad University-affiliated soil scientists and set up a badly needed soils-testing lab. We thank Madisonian **Martha Mendonsa Chavez Jelinski '80, MA'83** for letting us know.

Paul Koch '05, MS'07 is a darling of the Golf Course Superintendents Association of America as a winner in its 2009 Watson Fellowship Program. Grants of \$5,000 go to postgrad students who show promise as future teachers and researchers in golf-course management. Koch

is pursuing a doctorate in plant pathology at the UW.

Madison poet **Nick Lantz MFA'05** — the 2007–08 Halls Poetry Fellow at the Wisconsin Institute for Creative Writing — has great news: his manuscript *We Don't Know We Don't Know* won the 2009 Breadloaf Writers' Conference Bakeless Prize and is being published by Graywolf Press; and former U.S. poet laureate Robert Pinsky chose Lantz's *The Lightning That Strikes the Neighbors' House*, being published by the University of Wisconsin Press, to receive the 2010 Felix Pollak Prize.

Jake (Jacob) Wood '05 has garnered many faithful followers ever since he wrapped up his UW football career, joined the Marines, and began blogging about his combat tours in Iraq and Afghanistan. With that phase of his life now complete, he sprang to action with his own medical-relief team in Haiti following the January earthquake, and in Chile after the February earthquake and tsunami.

Amy Davis MA'06 has been very busy traveling the state of Wisconsin with her husband, Brett Davis, in his run for lieutenant governor. He's an Oregon, Wisconsin-based realtor and Republican state assemblyman.

We're always humbled by the many alumni who are doing well, but even more so by those who are doing good — and we count **Hillary Ohlmann '06** among them. She's spending a year as a WorldTeach volunteer in Colombia.

An internationally recognized pianist, **Ilia Radoslavov DMA'06** reached a milestone in October after twenty years of devotion to performance: he “took the gold” in the Seattle International Piano Festival, thereby earning a recording contract with Emergence

Records to create his first full-length solo album. Radoslavov teaches music at the University of Alaska in Fairbanks.

As bright, beautiful, and stylish as Badgers are, they don't usually end up in *Vogue* — but **Leela Hazzah MS'07** is the exception. A November-issue article profiled her as a savvy, sensitive “biologist and eco-warrior” who, while finishing her UW PhD, is working with lion conservation in Kenya. Her plan is radically simple, culturally delicate, but successful so far: she's slowly convincing the Maasai to become protectors instead of killers through the Lion Guardians program.

When the United Nations climate-change summit convened in Copenhagen in December, **Rachel Butler '09** was there. She's the climate-program coordinator for SustainUS Agents of Change in Washington, D.C., whose aim is to facilitate young people's involvement in international policymaking and advocacy for a clean-energy future.

The December commencement exercises included a very special graduate: **Kegan Carter '09**, a thirty-two-year-old mother of three from suburban Fitchburg. She was the first student to complete a UW-Madison degree program through the Odyssey Project, which allows the financially disadvantaged to jump-start their education by taking a six-credit course for free. Carter has applied to become a teacher through Teach for America and hopes to become an English professor one day.

Class Notes compiler Paula Wagner Apfelbach '83 thinks it would be interesting if things were slippery when dry for a change.

Calendar

Ongoing

Wednesday Nite @ the Lab

Explore the latest work of UW researchers in the life, earth, and social sciences at this free, weekly program held on campus. uwalumni.com/wednitelab

August

5 Made in Wisconsin: Wollersheim Winery

Take a behind-the-scenes tour of the winery in Prairie du Sac, Wisconsin, and enjoy a wine- and cheese-tasting reception at this popular WAA lifelong learning program. uwalumni.com/madeinwi

September

9 Global Hot Spots

Attend the first fall lecture of this monthly series to go beyond the headlines of current events with UW faculty experts. These free, public lectures are held in UW-Madison's Pyle Center and focus on politics, global health, economics, the environment, and more. uwalumni.com/learning

11 Bradley Learning Community Reunion

The Bradley Learning Community is celebrating its fifteenth anniversary in 2010, and former residents are invited back to campus to mark the occasion with a tailgate-style event before going to the Badger football game. housing.wisc.edu/blc

11 Alumni Band Reunion

Alumni Band members are welcomed to campus for a weekend of events and the chance to play at the football game versus San José State. uwalumni.com/band

2010 Badger Student Send-Offs

Share your advice and Wisconsin experiences this summer with incoming first-year students at a local Badger Student Send-Off. Find out more details and locate an event in your area at uwalumni.com/chapters.

Homecoming 2010

Save the dates for Homecoming 2010, set for October 1–9. Festivities include the annual 5K Charity Run/Walk, golf outing, parade, and All-Alumni Reception. Get details and register for events at uwalumni.com/homecoming.

UNLV Football Weekend

The Badgers are bound for Vegas, baby, and you're invited to join them! As an official tour provider for UW Athletics, only WAA gets you there in style and treats you like a Vegas VIP throughout your stay. uwalumni.com/unlv

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



■ The *Milwaukee Journal Sentinel* calls **Angelology**, by **Danielle Trussoni '96**, a “brainy, religious thriller” — an intriguing blend of history, fantasy, and adventure in which a young nun and a historian become embattled with the half-angel/half-human Nephilim. Trussoni’s first novel follows a memoir, *Falling through the Earth*, which the *New York Times* chose as one of the ten best books of 2006. Expect a sequel from the Onalaska, Wisconsin, writer, as well as a film based on the book.

■ **Operation Snowshoe** (Durban House Press) weaves together the lives of four seemingly disparate people in a thrilling tale about murder, a cover-up, the Mafia, espionage, and the derailment of Middle East peace talks. Author **Tom**



Erickson '64, MBA'66 of Chicago and Marco Island, Florida, spent twenty-three years with an investment-banking firm before retiring.

■ With the “graying of America,” many adults are finding themselves in new roles as caregivers, and **Margery Cutsinger Pabst MA'67** hopes to assist them in fulfilling those roles with courage and compassion. A speaker and consultant in Winter Park Florida, she’s co-authored her fourth book about life transitions, **Enrich Your Caregiving Journey** (Expert Publishing).

■ From **Andy Kendeigh '91** to every Badger Stater who loves to banter about athletics comes **The Best Wisconsin Sports Arguments: The 100 Most Controversial, Debatable Questions for Die-Hard Fans** (Sourcebooks), covering memorable moments involving the Packers, Brewers, Bucks, Badgers, and more. (Readers could probably even argue about which arguments were chosen.)

Kendeigh is a sports anchor and reporter at WISN, Milwaukee’s ABC TV affiliate.

■ Attention, folks who feed the hard-to-feed: the mother-daughter team of **Ellen**



Fitzsimmons

'70, MS'74, PhD'81 and **Molly Lepeska MS'04** have created **The Intolerant Family Cookbook: Gluten-Free, Dairy-Free, Family-Friendly Food** (www.ifcookbook.com). Fitzsimmons worked for the UW-Extension for many years. He’s now retired and resides in Madison and Dallas with spouse **Allyn Lepeska JD'73**. Molly Lepeska lives in Amsterdam, where she works in health communications for an international AIDS NGO.

■ **Patricia Bauer '78** has written her first book, **B Is for Battle Cry: A Civil War Alphabet** (Sleeping Bear Press), which is illustrated by her spouse, David Geister. The work offers text, poems, and oil paintings that illustrate major historical milestones for a tween readership. Bauer teaches American history at Black Hawk Middle School in Eagan, Minnesota, and is an adjunct instructor at Hamline University in St. Paul.

■ **Coyote at the Kitchen Door: Living with Wildlife in Suburbia** (Harvard University Press) explores what the American appetite for real estate means for the well-being of humans and animals, in particular the coyote. Author **Stephen**

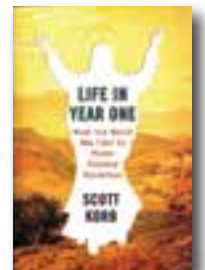


DeStefano MS'82 is a research professor at the University of Massachusetts-Amherst.

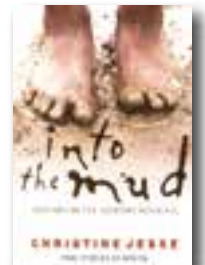
■ **Presidents and Political Thought** (University of Missouri Press) is the first comparative study of how six American chief executives — Adams, Jefferson, Madison, Wilson, FDR, and Clinton — applied the specialized knowledge of political theory in their administrations. Author **David Siemers MA'92, PhD'97** is an associate professor of political science at UW-Oshkosh.

■ Following *A Woman in Amber: Healing the Trauma of War and Exile*, the memoir that earned her an American Book Award, Madisnian **Agate Nesaule PhD'73** has written her first novel: **In Love with Jerzy Kosinski** (Terrace Books). Her heroine flees Latvia, escapes Russian confinement, and arrives in America, only to find herself in a different kind of captivity. Nesaule is a UW-Whitewater professor emerita of English and women’s studies.

■ Based on ancient, modern, and personal sources, **Scott Korb '97** takes readers inside daily life in a time of insurgency, taxation, poverty, crime, war, and political and religious backstabbing through his authoritative, lively, and witty work, **Life in Year One: What the World Was Like in First-Century Palestine** (Riverhead Books). Korb is a professor at NYU’s Gallatin School of Individualized Study and also teaches at Eugene Lang College/The New School for Liberal Arts.



■ **Into the Mud: Inspiration for Everyday Activists, True Stories of Africa** (Moody Publishers) goes behind the headlines to share stories from those who are combating Africa’s myriad challenges. Author **Christine Sorensen Jeske**



'99 and her spouse, **Adam Jeske '00**, have worked in microfinance, development, and refugee resettlement. They now reside and teach at the Evangelical Seminary of Southern Africa in Pietermaritzburg, South Africa.

■ In the anthropological study **Drug War Zone: Frontline Dispatches from the Streets of El Paso and Juárez** (University of Texas Press), author **Howard Campbell MA'84, MA'85, PhD'90** provides oral histories from drug traffickers and law-enforcement officials, plus analyses of drug cartels, corruption, and strategies on both sides. Campbell is a professor of sociology and anthropology at the University of Texas-El Paso.

One of the Fortunate Few

By Edward Semon '49

I stood on the Milwaukee Road platform with my father, holding a single suitcase and waiting for the train that would take me to Madison and the university. It was September 1945. I was seventeen, World War II had ended a few months before, and I had never ridden on a passenger train.

We stood on the same smelly downtown Milwaukee platform where, two years earlier, my father and I watched my second oldest brother leave for a Texas air force base. That was not a happy day. Although my father felt considerably better as he wished me well, he may have had misgivings, since we had been working closely together in his farm-feed business for three years. However, my parents wanted me to attend the university, and I promised that I would work hard and make them proud.

I don't remember that train ride, but I do remember my first college acquaintance. As I got off the train, I was tightly holding the letter that told me where I'd be living: Kronshage Hall, Swenson House, Room 213. A tall, husky, handsome fellow disembarked with me and yelled for a cab to take him to Swenson House. His name was Jim Robertson, and we lived together in Swenson for the next four years.

The house fellow met us at the door and informed us that navy personnel still occupied the house and we would temporarily live in the basement. We went down the steps to a space filled with metal double-deck bunk beds, with precious little room between them. Seventy-two men shared the basement facility for a week, but everyone was in good humor. Three-fourths of the men were recently discharged veterans, and most still wore uniforms or parts of uniforms. Most of them had seen a lot worse.

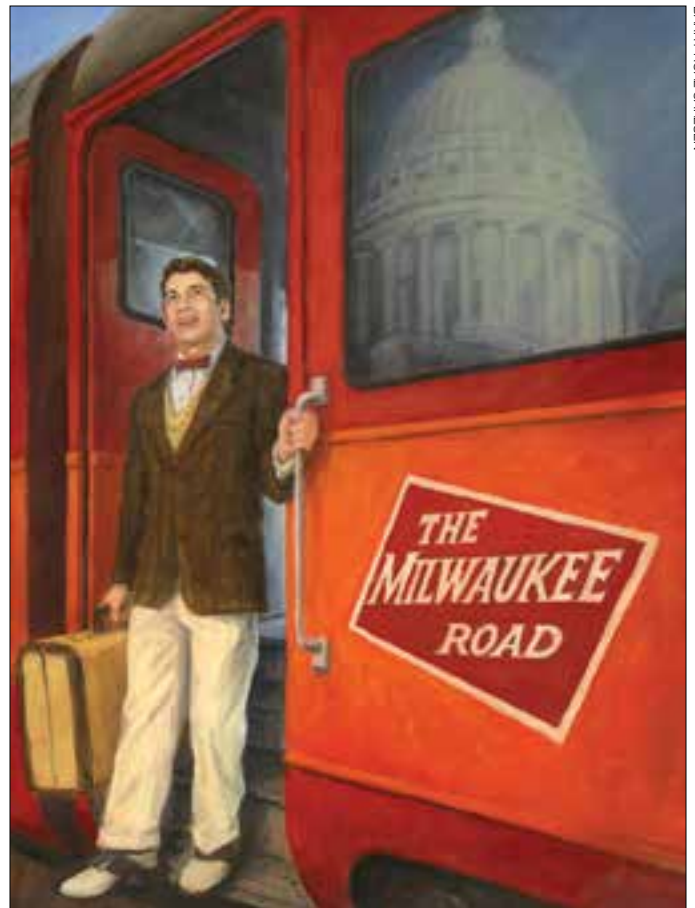
I came to recognize that living together in this noisy, gray, confined space was a special bonding time, and my initiation to college life. We received materials from student affairs detailing the week's activities, and soon we were busy — certainly too busy to worry about housing.

For me, every moment was new and immensely stimulating. We took proficiency tests in English and math. We were given physical examinations, which brought forth considerable complaint. We were invited to President [E.B.] Fred's home for tea, and everyone who attended wore a coat and tie. Although we weren't at Oxford or Harvard, there was a sense of dignity and respect, and to a seventeen-year-old freshman, it was pure grandeur.

I had graduated from Milwaukee's Washington High School that June, when the war in Europe had ended, but the war in the Pacific was still being hotly fought. Most of my high school classmates were already eighteen and had enlisted or been drafted. I was as yet ineligible for the draft, and I had no desire to enlist. College brought an entirely new society.

At a freshman orientation session, the dean had a simple but powerful message: "You are the fortunate few, a *select* company. Most young men and women will not have the opportunity to pursue higher education. The friends you grew up with will most likely no longer be your friends. A university education will separate you from those who did not attend college."

It was a message he had no doubt delivered throughout the Depression and war years. He could not have envisioned the flood



BARREY ROAL CARLSEN

of veterans soon to come to the university. To me, the message had immense impact, and I felt very lucky indeed.

Two days passed in Swenson's basement before I met Bill Rubnitz, my roommate for the next two years. He was not overwhelmed by our living situation or by the size of the university, and he took the lead through the formal class registration and the informal purchase of football tickets. A native of Beloit, Wisconsin, Bill had worked in his father's newspaper-distribution business. We were both Jewish, and the university's housing policy adhered to an ethnic matching system wherever possible.

At the end of the week, the navy personnel moved into the adjoining hall, and we moved upstairs. We walked over to Van Hise Commons to eat with the women living in nearby Tripp and Adams Halls. That first semester, women outnumbered men almost two to one among undergraduates; for the remainder of my college years, the ratio shifted to men outnumbering women three to one.

Freshman orientation week came to an end with a Friday evening spent at the Union Rathskeller, with easy conversation and 3.2 beer — although I never developed a taste for beer and drank Coca-Cola. I had already made enduring friendships. The rude shock of going to class thoroughly unprepared for academic demands would come on Monday. Let it come; I was one of the "fortunate few." The feeling has never worn off.

Edward Semon '49 resides in Lac Du Flambeau, Wisconsin.

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

Mustard

Continued from page 37

at the school. “Barry has a light touch, but he covers an enormous amount of information about regulation and litigation regarding food. He taught a class last spring and had eight students. This semester he has twenty-two students. The word has spread.”

Bill Daily is a third-year law student enrolled in Levenson’s class. “It’s apparent that he is very smart,” says Daily. “He uses humor to engage the class. He’s a good combination of a scholar and someone who can relate to people.”

Levenson also works with Madison Area Technical College, incorporating its culinary arts department into the grand championship judging of the World-Wide Mustard Competition he orchestrates every winter for the Napa Valley Mustard Festival. This year’s competition included 360 mustards submitted from all over the world.

Many of them will end up in the National Mustard Museum, which recently moved from Mount Horeb to Middleton, and now houses more than 5,200 mustards. In its shop, there is a spread for every taste, from K.L. Keller’s Black Truffle Mustard to Sprecher Root Beer Mustard to Noyo Reserve Merlot and Chocolate Mustard.

Levenson is excited about his new quarters, which were built on the site of Middleton’s first commercial building, The Friendly Store. “The plan was to build the museum within the original walls, but early on in the construction, the walls collapsed,” he says. “The building owner salvaged the bricks, so even though it’s a new building, it has an older feel. I think the museum and shop are a fitting tribute.



How to Judge Great Mustard

Winners of the World-Wide Mustard Competition for the years 2006 through 2010 are arranged from left to right.

When Barry Levenson prepares for the annual World-Wide Mustard Competition, he starts by narrowing the field locally, and he must coach dozens of first-time judges. To make their job easier, he divides mustards into seventeen tasting categories, including honey mustards, American yellow, fruit, Dijon, herb, garlic, and exotic. Then the judges evaluate each category for three essential traits.

- Mustard essence. Does the mustard have the saucy tone that gives this condiment its attitude? Does the mustard’s bite come through in a pleasing manner?
- Category integrity. Is the mustard true to its setting? For instance, in a cherry-honey mustard, do the tartness of the cherries and the silky sweetness of the honey come through loud and clear? In a mango-curry mustard, can you taste both the mango and the curry, and do they complement each other?
- The perfect mustard marriage. This is the most subjective area, Levenson admits. He asks each judge: Does it come together for you? This final evaluation considers the overall YF (yummy factor).

Mustard, Levenson notes, is a freebie in your diet. “There are virtually no calories in mustard. There is no fat and no worry about cholesterol. Mustard is high in flavor with no negative health attributes,” he says. “There is no such thing as too much mustard.”

D.T.

“We have the facility for cooking classes here, and we are going to make the museum available for small events and parties — themed around mustard, of course. Middleton is making an effort to turn this area into a destination,” he adds.

But Levenson has set his mustard sights much, much higher. “Mustard has already accompanied astronauts on the

space shuttles *Discovery* and *Columbia*. Once we go beyond the stars and discover advanced civilizations,” he asserts, “they will have mustard.” ■

As she was researching this story, museum staff helped Denise Thornton identify the mustard best suited to her personality and tastes, and now she has to figure out how to fit five jars of mango-curry mustard into her spice cabinet.

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Jastrow

Continued from page 41

Phi Epsilon fraternity house, was razed in 2009 after major destruction by a fire.)

He knew, of course, that the university would never provide the income to support his gorgeous home and growing art collection. Jastrow distanced himself even further from the campus, spending more and more of his time earning money by writing for popular magazines and by doing paid lectures around the country. On the lecture circuit, he proved that when he cared, he could be a lively and entertaining speaker, often drawing standing-room crowds.

In 1903, the UW downsized his title from professor of experimental and comparative psychology to professor of psychology. At that time, Jastrow was no longer doing any noticeable experimental work. He was, however, deliberately baiting Adams and his confreres, publishing article after article on the inadequacies of university administrators. In the *Nation*, *Science*, *Century*, the *Educational Review*, Jastrow repeatedly raised the question of whether college administrators really knew how to foster an intellectual environment. He warned especially against autocratic leaders, saying that the whole system was imperiled if it became undemocratic, if college presidents were allowed to become imperial presences on campus.

He would later publish a book, *The Betrayal of Intelligence*, that would encourage everyone — even college professors — to maintain an independent spirit: “Be critical — critical of what you accept, critical of whom you follow as authority.”

Of course, Jastrow was a born critic. It was one reason he became such a notable attack dog on the subject of supernatural research, taking on even his longtime



The Jastrows' lavish home on Langdon Street included a secluded, ornate Moorish study in the attic.

friend and colleague, William James. James had become so fascinated with investigating the supernatural that he helped found the American Society for Psychical Research. Following James's lead, Jastrow briefly joined the Society before quitting in a fit of exasperation.

He loathed the charlatanism of professional mediums with their séances held in the dark. He was contemptuous of people whose wide-eyed acceptance of floating tables and luminous ghosts fostered a lucrative trade. From his pen spilled a deluge of censorious articles, including his dismissal of Twain's favorable review of telepathy. Years later, Jastrow summed up much of his writing on the subject in an article published in the intellectual review *Forum*, titled “Do the Dead Come Back? A Psychological Interpretation of Human Gullibility.”

But criticizing university administrators and combating spiritual credulity was only a small part of what Jastrow came to see as his public mission. He wrote books accessible to the general public: *Fact and Fable in Psychology* in 1900, *The Subconscious* in 1906, *Character and Temperament*

in 1915. These were bookended by article after article for popular magazines, on comparative psychology, involuntary movements, animal intelligence, moral choice, the mental attributes of dictators, inherited intelligence, the criminal mind. In the latter, Jastrow directly took on the popular belief in genetic determinism. “The largest source of crime is misery,” he wrote in the *North American Review*.

In 1926, his wife, Rachel, died following a lingering illness. Jastrow did not stay in Madison long after. He retired from the university the following year, sold his beautiful house, and moved to New York. As he had once used the shock of his earlier depression to refocus his life, so again Jastrow moved to rebuild himself. Then in his mid-sixties, he took a job as a lecturer at The New School in New York City, where he stayed until 1932. “His health improved markedly and he threw himself completely into popular writing with a vigor unusual for a person his age,” Hull said.

Or any age. Jastrow published eight popular science books between 1928 and 1938, wrote his syndicated newspaper column, and broadcast a national radio show. At the time of his death on January 8, 1944, he was working on yet another book. As science historians have looked back at his life, many have remarked that he failed to live up to his promise as an outstanding researcher. They would be right, of course. But he gave his profession another gift, not well appreciated at the time, but equally enduring. He helped people see that the science of psychology mattered, that the science he loved could help illuminate the world in which we live. ■

Deborah Blum is a Pulitzer-winning science writer and a professor of journalism at UW-Madison. Her latest book is The Poisoner's Handbook (Penguin Press).

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Seeing Is Believing?

Yes, Virginia, there really is an Easter Bunny — or was, before it was skinned and mounted in a display at the UW Zoological Museum in the 1970s.

At least that's what retired zoology department illustrator (and inveterate prankster) John Dallman '53, MS'58, PhD'77 would have you believe. Dallman worked for the museum from 1959 until 1995, and he liked a good joke. On many an April Fool's Day, he'd add a hoax to the museum's displays to see how people responded. The Easter Bunny (a.k.a. *Leporias eastera*, a.k.a. Rapa-Nui, which is Easter Island's name in the language of its native, Polynesian people) was actually made of a block of wood covered in woodchuck fur.

But Dallman's pranks didn't tickle everyone's funny bone. One April, he made a plaster cast of a gargoyle, claiming it was fossilized —

a prank that, he says, fooled at least one faculty member. And in 1970, he used a plaster-covered balloon to create what he claimed was an egg for an ostrich-emu cross. (No report details whether it would be called an estrich or an omu.) The display included a slate with a count-down of days until hatching. "Not coincidentally," says Dallman, "the hatch date was April 1." When April Fool's rolled around, he broke the "egg" open and left a toy bird in the display.

"A woman wrote me a note complaining that she'd come every day to the exhibit," Dallman says. "She was ... disappointed."

Dallman created his April Fool's jokes to serve two purposes: to provide a bit of fun and to teach a lesson. "The jokes," he says, "were a way of imparting the fact that not everybody knows everything."

John Allen

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