

# On Wisconsin



For University of Wisconsin-Madison Alumni and Friends

## The Wayfinder

*Meg Gaines helps patients navigate the turmoil of a serious medical diagnosis.*

### WINTER 2009

#### **We're Not Making These Up**

Badgers have uttered some of the nation's most enduring quotes.

#### **Can Less Be More?**

Americans are learning the tough lessons of a weakened economy.

#### **Whole Lotta Hillel**

The Jewish student center gets a big new home.

#### **First Do Some Good**

Medical students take the lead to care for the homeless.



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After the initial shock of hearing a grave health prognosis comes the confusion. But thanks to a unique UW program, patients can count on help to weigh the options and chart their own paths.

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Some of the most popular quotations ever to infiltrate our culture were contributed by UW alumni. Prepare to be inspired, challenged, or simply entertained.

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By necessity, Americans have tightened their belts during the economic downturn — but will the valuable lessons learned bring lasting changes to our relationship with money?

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If Hillel asked us, here's what *On Wisconsin* would place in a time capsule in the organization's new Barbara Hochberg Center for Jewish Student Life.

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Gaining hands-on experience, helping those who have nowhere else to turn, and contributing to the UW medical school's culture of giving back — it's all woven into student-organized clinics like this one at Grace church.



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### Cover

Meg Gaines, founder and director of the Center for Patient Partnerships, knows firsthand the challenge of navigating the unknown.  
Photo by Jeff Miller



# Great ideas



then.

Countless lives were saved by penicillin during World War II, and thanks to University of Wisconsin research, a method was developed to mass produce the antibiotic. By the end of the war, the cost of the drug dropped from \$20 to three cents.



*John Stauffer and Myron Backus*

now.

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*Gabriela Cezar, College of Agricultural and Life Sciences*

## On Wisconsin WINTER 2009

### Publisher

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

### Co-Editors

Niki Denison, Wisconsin Alumni Association  
Cindy Foss, University Communications

### Senior Editor

John Allen, Wisconsin Alumni Association

### Writer

Jenny Price '96, University Communications

### Editorial Associates

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

### Art Director

Earl J. Madden MFA'82,  
University Communications

### Production Editor

Eileen Fitzgerald '79,  
University Communications

### Design, Layout, and Production

Barry Carlsen MFA'83; Toni Good '76, MA'89;  
Kent Hamele '78; Christine Knorr '99; Nancy  
Rinehart, University Communications

### Campus Advisers

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

### Advertising Representative

Madison Magazine: (608) 270-3600

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

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

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## Meg Gaines looks

serene and determined on the cover of this issue, and she is both — even when she isn't being photographed in a boat on Lake Mendota on a chilly fall day.

But serenity leading up to that moment? Not so much.

When we at *On Wisconsin* headquarters started brainstorming ideas for the cover, we knew we wanted to feature Gaines in some way. While

Gaines gives full credit to the contributions of her dedicated staff, for us she is *the* face of the Center for Patient Partnerships, a unique endeavor she initiated in 2001. (See story, page 22.) To open the story, we had selected an illustration that represents the center's philosophy of helping people navigate difficult times. We wanted to capture that same theme in the cover photo.

And that's when it got interesting. We needed Gaines, a lake, two boats, just-right lighting, and cooperative weather. Gaines? Check — it's on her calendar. A lake? Check — got that right here on campus. Boats? Check — thanks to Wisconsin Hoofers. Just-right lighting? Check — although things got a little dicey when the boat's sail had to be dismantled, the task seemed to take forever, and the sun was rapidly setting. Cooperative weather? Check — we happened upon a perfect fall day, bracketed by days of rain and gray skies.

Then we needed a creative art director who, in his mind's eye, could envision a concept and bring it to life. Check — Earl Madden MFA'82. We needed a seasoned photographer who knew how to capture the decisive moment, despite a rocking boat and fading late afternoon light. Check — Jeff Miller. And we needed a subject who could arrive right on time and be a good sport about all that we were asking. Thank you, serene and determined Meg Gaines.

A lot of conversations, a lot of e-mails, a lot of phone calls, and a little luck ...  
Smooth sailing.



BRYCE RICHTER

**Meg Gaines takes to the open water as photographer Jeff Miller (foreground) and art director Earl Madden (right) prepare to capture our cover photo. Hoofers staff, in a second vessel tethered to the first, prepare to nudge the boat, as needed, into the changing light.**

Cindy Foss  
Co-Editor



Thank you for the wonderful Arboretum story and pictures ["For All the Right Seasons," Fall 2009 *On Wisconsin*]. I grew up in [the Nakoma neighborhood], and from the marsh marigolds, to the "stay away from the C.C.C. boys," to the teen-years bike rides, it was a taken-for-granted natural environment.

Now, at eighty-three, I had a recent bout with cancer, and here, far away, I'm especially grateful [for your article].

*Patricia Melgard '47  
Seattle, Washington*

## Of Wolves and Hunting Dogs

John Allen did a great job of writing the article about wolves ["Wolves at the Door"] in the Fall 2009 issue. What really disturbed me, though, was the bit about Scott Meyer's dog. Yes, I do have sympathy for the dog. Most pet owners would agree that it is tough to lose a pet under any conditions.

But I cannot go along with the activity — they call it *sport* — of hunting with dogs. Michigan allows the use of dogs to hunt bear, Florida uses dogs to hunt deer, and there are probably other states that have similar hunting allowances. Sport? How can they call such an activity sport? This is what the Romans did in the Coliseum in ages past to entertain after they tired of killing Christians. The Romans pitted wild animals against other animals to fight to the death. We are supposed to be civilized.

In my opinion, Scott Meyer belongs in the same camp as quarterback [Michael]

Vick. Sending his "loved" pet out to tear apart a little bobcat is inhumane. So is the English "sport" of fox hunting with hounds. When the dogs exhaust their prey, they tear the poor creature to death, just as the wolves did poor Bonnie. We must assume that if Meyer's redbone hound, Bonnie, had caught up with a bobcat on the other side of the river, a fight to the death would also have ensued. Sadly for Bonnie, she became prey rather than predator.

*Wilton (W.D.) Nelson '54  
Leesburg, Florida*

## Two More Classic Wisconsin Songs

In the Fall 2009 *On Wisconsin*, you have Stephen Thompson pick the songs that say UW-Madison ["When You Say Wisconsin in Song"], but I was a little shocked by some of the [omissions]. Bill O'Brien's "Cool at the Union" is a bit obscure, perhaps, for somebody of Thompson's youth, but nevertheless is the classic song about UW-Madison. More surprising was the lack of mention of the Cork 'n Bottle String Band's "Lake Mendota High" (a parody of John Denver's "Rocky Mountain High"). The group has performed countless times right on the shores of the lake, giving both the band and the song a permanent place in UW-Madison music history.

*Tim Ringwood '87  
Denver, Colorado*

## A Different View of the Auto Industry

The U.S. auto industry article "Reinventing Wheels" [Fall 2009] was riddled with sweeping generalizations, environmental piety, and intellectual arrogance. The author liberally quoted former [UW-Madison] chancellor John Wiley, who opined that Detroit "made stupid decisions" by fooling us into buying big, heavy, high-powered cars we really did not want. Mr. Wiley also claims that the VW Beetle "ate their (Detroit's) lunch" in the 1950s. The rest of the article is just as slipshod.

None of the people quoted in the article provide any real market data. Let's start with the Beetle. It was a niche vehicle in the U.S. in the 1950s, and with only forty horsepower, it met the needs of a limited group of people. The heavy, powerful cars that the author (and

many of those quoted) decry as the downfall of Detroit are the very products that all major automakers who sell in the U.S. provide. Consider that Mercedes, BMW, Audi, Nissan, and Toyota all have gravitated to larger vehicles since the 1970s. Has the author heard of Toyota's Lexus brand, seen the huge new Toyota Tundra pick-up truck, or Nissan's Titan truck?

While the Japanese automakers continue to make excellent economy cars, their recent success is grounded in providing people with reliable and affordable vehicles that compete with Detroit in every niche. One of the most profitable auto manufacturers is Porsche, whose product line includes high-powered sports cars and SUVs with range-topping models having over four hundred horsepower.

There is nothing wrong with making and selling economy cars, and Detroit does have some decent ones. To suggest that Detroit has failed largely due to their absence, or to suggest that Detroit will succeed on the basis of hybrids and electrics, highlights the danger of businesspeople listening to academic dreamers who subsist on government grants and handouts.

*Fred Birnbaum '83  
Boise, Idaho*

## Thanks for Lynn Margulis Profile

Thank you for helping alumni be lifelong learners. I appreciated the article on Lynn Margulis's contributions to the study of evolution ["Evolution Revolution," Fall 2009]. Also, it is refreshing in this Age of Aggressive Ignorance to find a journal fearless in presenting sometimes unpopular views.

*April Hoffman MA'80  
Madison*

## Rhesus Research

I couldn't help but notice the stark environment surrounding the Rhesus monkeys pictured in the Fall 2009 *On Wisconsin* ["Subtract Calories, Add Years?", News & Notes]. Jane Goodall recently stated in *TIME* magazine that subjecting primates to lives of test research is abusive and equivalent to torture. Do we really need to abuse monkeys to know that overeating is bad for our health? I would love



UW-Madison to allow open viewing of all primate research and create test conditions that don't confine monkeys or other animals to cages like the ones that Canto and Owen have lived in for almost thirty years.

Mary Eiler Radl '82  
Tomah, Wisconsin

How delightful to see that nearly fifty years after the "groundbreaking" research of Dr. Harry Harlow, UW researchers are once again using Rhesus monkeys in essential research that will have tremendous benefits for mankind. Harlow's experiments with baby Rhesus monkeys demonstrated that babies deprived of their mothers and raised in horrid conditions actually develop psychotic, antisocial behaviors. (Who ever could have guessed?!) Now another generation of monkeys has been confined for almost three decades in small cages to prove the unthinkable: overeating has bad health implications and can reduce one's lifespan!

And of course, now that we know these "dramatic" findings, humans everywhere will no doubt begin eating less, diabetes and obesity will end, and we will all live forever, just like child neglect and abuse ended thanks to

as emeritus professor, I know most of this local stuff, so I can skip over it quickly, but it sure didn't happen this time. I enjoyed every minute (most of yesterday afternoon) reading it.

Richard Steeves  
UW Hospital and Clinics  
Madison

I just finished reading your notes at the front of the Summer 2009 issue of *On Wisconsin*. I never, ever throw this magazine out until I've read it from cover to cover. It's a great magazine, and I always feel stirred by the articles in it.

My first UW degree was in journalism, then law. I often say that journalism was more important, as it gives me a passion for clear expression. I love to edit contracts as a result.

Keep up the fine work.

Kathryn VandenBerk '71, JD'79  
Highland, Illinois

#### Please Update Your Address

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**"More surprising was the lack of mention of the Cork 'n Bottle String Band's 'Lake Mendota High' (a parody of John Denver's 'Rocky Mountain High')."**

Harlow's findings. Shame on my alma mater for continuing to abuse, confine, and use sentient, intelligent beings to prove the obvious!

Stephanie Rane Chamberlain '92  
Denver, Colorado

#### Fall and Summer Issue Fans

This might well be the first time I've ever written to a university alumni journal, but your Fall 2009 issue moves me to let you know that all five feature articles were very well done.

I'm an alumnus of UWO [University of Western Ontario] in London, Ontario, and also of the University of Toronto, so when your magazine comes along, I think to myself that

with other campus units and the Wisconsin Alumni Association to ensure that information is consistent and accurate. Thank you!

*On Wisconsin Magazine* welcomes letters related to magazine content, but reserves the right to edit them for length or clarity. You may e-mail your comments to [onwisconsin@uwalumni.com](mailto: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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## A Better World Starts Up Right Here

When it comes to start-up companies aiming to improve the world, there's no stopping the dynamic start-up team of the University of Wisconsin-Madison and WARF. The great discoveries of the university begin to grow into healthy businesses with the help of WARF. Some, like Third Wave Technologies, Mirus Bio, TomoTherapy and NimbleGen Systems, have surpassed their start-up beginnings through successful acquisition or IPO, ensuring UW-Madison discoveries are at work improving lives around the world every day.

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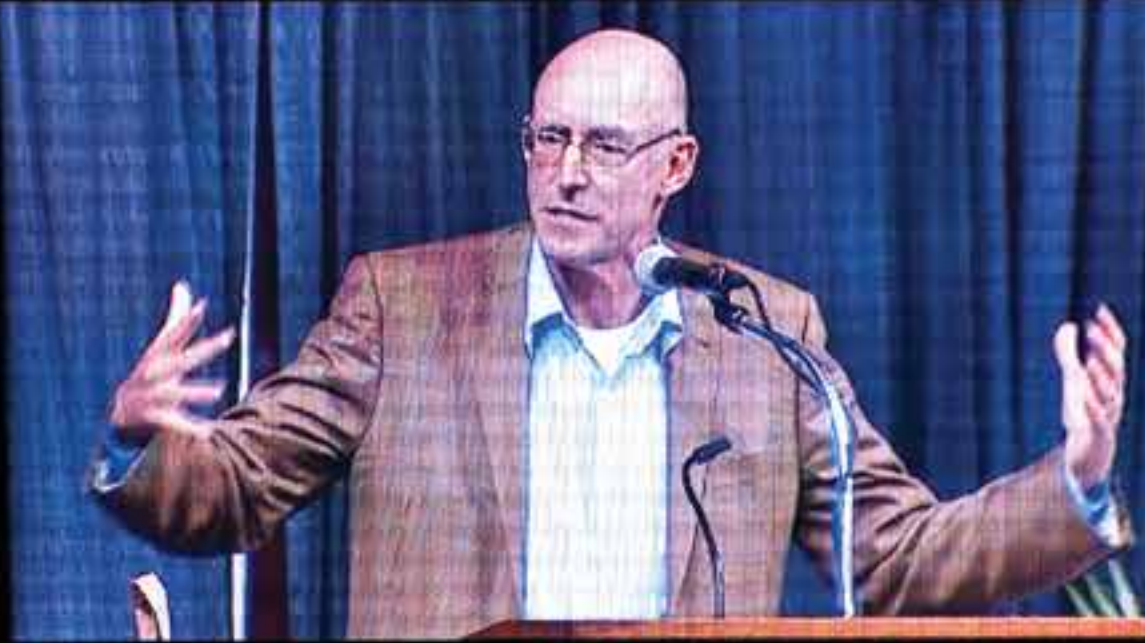
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# scene

## Big Man on Campus

An enormous image of author Michael Pollan dominates the big screen at the Kohl Center during a free public lecture in September. Sponsored by the Center for the Humanities, the talk coincided with Go Big Read, a common-reading program in which the entire university community is being encouraged to read and discuss Pollan's book *In Defense of Food* this year. To learn more about Go Big Read, visit [www.gobigread.wisc.edu](http://www.gobigread.wisc.edu). Photo by Jeff Miller





## What Lies Beneath

New research center digs deep for sustainable energy source.

One of the newest UW-Madison buildings is also one of the greenest on campus.

The Wisconsin Institutes for Discovery — scheduled to open in late 2010 on the 1300 block of University Avenue — will be the first campus research facility to use a geothermal heating-and-cooling system; Olin House, the official residence of UW-Madison's chancellor, also has a geothermal system.

The energy source, which relies on the constant temperature of the earth (45 to 55 degrees year-round) to regulate building temperature during Madison's changing seasons, is expected to yield savings of approximately 10 percent a year and provide about 15 percent of the building's ultimate heating-and-cooling load.

Building the \$1.25 million system required drilling seventy-five bore holes, each 300 feet deep into the ground and filled

with piping to transfer heat to and from the building. It will capture the ground's heat instead of burning fossil fuels or using electricity to help keep the 300,000-square-foot building warm in the winter.

In other words, a geothermal system doesn't make heat — it moves it around. When the weather turns warm, the ground acts as a natural condenser to maintain cool temperatures inside. And it's a power source that doesn't vary, unlike wind and solar energy.

Coupled with the building's mechanical systems, the geothermal system will balance energy usage and increase efficiency by simultaneously cooling large occupied spaces, such as conference rooms, while heating other areas of the building with the excess warmth.

Sustainability was one of the core principles for the building project, which will house the pub-



BRUCE RICHTER

**The Wisconsin Institutes for Discovery, scheduled to open in 2010, rises from the heart of campus on an August night with the state capitol in the background.**

licly funded Wisconsin Institute for Discovery and the private Morgridge Institute for Research. Both will provide space for scientists doing interdisciplinary

research spanning biotechnology, nanotechnology, and information technologies designed to improve human health.

*Jenny Price '96*

## quick takes

**In an effort to lighten** the load for students — literally — UW-Madison has joined an experiment to replace textbooks with e-books. Twenty students in History 600 have traded the course's eight texts — including works by Sun Tzu, Thucydides, and Tolstoy — for one Kindle, the electronic reading device sold by Amazon. The Kindle holds the content of all eight books but weighs only about a pound.

**The Wisconsin Idea in Action,** a compilation of more than a thousand examples of how

UW-Madison faculty, staff, and students are serving the people of Wisconsin, has debuted at [wisconsinidea.wisc.edu](http://wisconsinidea.wisc.edu). The database highlights teaching, research, clinical, and public engagement activities that provide benefits beyond the boundaries of campus in the century-old tradition of the Wisconsin Idea. Users can search the listings by school or college, subject area, keyword, and Wisconsin county.

**The Weinert Center** for Entrepreneurship in the School of Business ranks as one of the top

twenty-five entrepreneurial programs in the country, according to the *Princeton Review* and *Entrepreneur* magazine. Based on a review of more than 2,300 undergraduate and graduate programs, the survey considered academics, students and faculty, and outside-the-classroom activities. The Weinert Center ranked eleventh in the nation in terms of graduate education and sixteenth for undergrads.

**History professor William** Cronon '76 added his voice of authority to the recent PBS mini-

series *National Parks: America's Best Idea*, created by documentarian Ken Burns. Cronon appeared in all six of the program's episodes.

**The Office of Multicultural** Arts Initiatives (OMAI) is the first university program to win a top Wisconsin arts honor: the 2009 Governor's Award in Support of the Arts. OMAI oversees the First Wave Spoken Word and Hip-Hop Arts Learning Community, a cutting-edge program that is the nation's first college learning community devoted to urban art.



## Fight on for Her Fame

*“On, Wisconsin!”* turns one hundred.

Badgers everywhere know the tune instantly.

“On, Wisconsin!” evokes memories of dancing precariously in the student section, blasting music from car stereos at tailgate parties, sweet victories, and painful losses.

This year marks the one hundredth anniversary of the fight song, and UW-Madison is celebrating the occasion by giving fans the chance to post videos of their renditions, producing a documentary for the Big Ten Network, and offering a commemorative T-shirt (see sidebar). W.T. Purdy, who had never been to Wisconsin, composed the song’s melody in 1909. Here are more facts about the Badger favorite:

- Purdy had intended to enter the tune in a contest for a new University of Minnesota fight song. The first line would have been “MINN-e-so-ta, MINN-e-so-ta.” **Carl Beck**, a former UW student and Purdy’s roommate in a Chicago boarding house, encouraged him to dedicate it to the Badger football team instead and contributed new lyrics.
- “On, Wisconsin!” is featured in the **Beach Boys’** 1963 hit song, “Be True to Your School,” but it’s a tribute to the Wilson brothers’ alma mater, Hawthorne High School, whose fight song uses the same melody.
- An instrumental version of the song was used during a fight scene in the 1973 Disney animated film *Robin Hood*. **Friar Tuck**, portrayed as a badger, is cheering loudly.
- Contrary to a persistent rumor that resurfaced after his death, **Michael Jackson** did not own the rights to “On, Wisconsin!” — at least in the United States. The song is in the public domain, and it has been adopted by thousands of high school bands and at least eighteen other colleges. UW officials aren’t certain if Jackson, or anyone else, owned the international rights.
- **John Philip Sousa**, who composed “Stars and Stripes Forever” and many other famous marches, once called it “the finest of college marching songs.”

J.P.



**“On, Wisconsin!” was first introduced as UW’s football fight song in 1909. The composer reworked the piece after originally intending to enter it in a contest to select a new University of Minnesota fight song.**

- To watch — and hear — videos or to upload your own, visit <http://onwisconsin.wisc.edu>.
- To learn more about the song’s history, visit <http://archives.library.wisc.edu/uw-archives/exhibits/onwisconsin/>.
- To shop for The Red Shirt, a limited line of T-shirts developed by the Wisconsin Alumni Association to support the UW Foundation’s Great People Scholarship Campaign, visit [uwalumni.com/TheRedShirt](http://uwalumni.com/TheRedShirt).

## Fair Share

Federal stimulus funds jump-start stalled research across the campus.

With no shortage of research looking for grant money, good science can start to back up waiting for a turn.

That changed a bit for UW-Madison this year with the infusion of funding from the American Recovery and Reinvestment Act, the federal government's economic stimulus package.

"What the stimulus package did is clear the queue," says zoology professor **Stephen Carpenter**. "It's like you were at the grocery store in a long line to check out, and then they opened half a dozen more checkout stations."

By mid-September, the university had drawn more than \$47 million in funding for nearly 160 projects and programs spread across academic disciplines.

Veterinary epidemiologist **Dörte Döpfer**, bacteriology

professor **Charles Kaspar**, and a computer modeler at Texas A&M University together landed a \$1 million grant from the National Science Foundation (NSF) to study *E. coli*'s adaptations inside and outside hosts such as cattle.

"The reviewers recognized that we were young investigators," Döpfer says. "They liked the idea of interdisciplinary study. They were also interested in the equipment included, that we're stimulating the economy in that regard as well."

And it didn't hurt that their project created five laboratory jobs.

"It's actually pretty inefficient to have half the country's scientists looking for resources instead of doing science," says Carpenter, whose own NSF stimulus grant will allow him to study the nutrient inputs in lake food webs.



JEFF MILLER

**A federal stimulus grant means Stephen Carpenter, a zoology professor and director of the Center for Limnology, will get to spend more time doing research in Lake Mendota.**

The two-year term of most stimulus grants will have many back in line for funding soon, but Carpenter isn't complaining.

"I'm delighted. I have no idea what the economic impact will

be, but it's making a lot of good things happen, and it makes room for many more good ideas," he says. "It would be a great time to send in a good idea."

*Chris Barncard*

## Patients Know Best

Project banks on nobody knowing your health better than you do.

A Band-Aid that can detect infection. A dinner plate that records how much food it holds. A teddy bear that not only reminds children when it's time to take medication at school, but alerts their parents if they skip a dose.

Sound a little bit like *The Jetsons*?

"That's what we're going for," says **Patti Brennan MS'84, PhD'86**, national director of Project HealthDesign. "It's a future where you can't see the computer, but it's everywhere for health."

The \$10 million program, funded by the Robert Wood Johnson Foundation, will award grants later this year to five research teams with expertise in fields including medicine, psychology, and computer science. Their proposals offer inventive ways for patients to capture and store health-related information from their daily lives — such as when they skip medications — to help them and their caregivers better manage chronic conditions ranging from diabetes to hypertension to rheumatoid arthritis.

Brennan, a professor in the School of Nursing and chair of the Department of Industrial and Systems Engineering, says the resulting personal health records can serve as much more than a warehouse of data. Collecting daily observations of patient experiences and feelings can serve as a "platform for action" for people to improve their health, she says.

Project HealthDesign's first round of grants in 2006 yielded concepts including the "MediTeddy," a medication-

management assistant for children with cystic fibrosis, and Living Profiles, a kind of health-focused MySpace for chronically ill teens aimed at getting them to take responsibility for their health.

"You know more about yourself than anybody else does," says Brennan, also one of five UW faculty recently selected to lead research teams at the Wisconsin Institute for Discovery. "Your ability to mobilize — to act on that — might be the key to your health behaviors."

*Jenny Price '96*

## What's Next?

Palliative care specialists guide terminally ill patients through the tough questions.

**James Cleary** is a doctor, but he doesn't have all the answers for patients facing a grim prognosis.

In fact, as a palliative care specialist, he's the one asking questions. His goal is to find out how those patients want to spend what time they have left and to make sure those final months, weeks, or days are as pain-free as possible.

"I'm not taking away hope. I'm just being honest with their options," he says.

The contentious health care reform debate thrust palliative care into the spotlight earlier this year, when critics falsely labeled a proposal to reimburse doctors for discussing advanced directives with patients as "death pan-

In the United States, hospice has been the primary option for palliative care. But about half of people who enter hospice facilities die within weeks, Cleary says, which is why doctors can and should address palliative care — including pain relief during certain

treatments — much earlier in the hospital setting.

Palliative care specialists work closely with primary care physicians and aid with transitions during a patient's treatment. While some colleagues claim that Cleary's conversations always

end up being about death and dying, he explains that his open-ended questions are meant to encourage patients to think about what's next.

"The answers are within the patients," he says.

*J.P.*

## STUDENT WATCH

**Whose 'bot is the best? The UW's 'bot is — at least according to the International Ground Vehicle Competition (IGVC) held in June. During that event, UW-Madison's IEEE Robotics Team — and its creation, Paradroid — took first place for design, garnering the highest honor that a UW robot has received.**

IGVC is an annual event held at Oakland University in Rochester, Michigan. Teams of robotics engineers from around the country compete to see which can design and build an automaton that can accomplish simple tasks — such as navigating an obstacle course — without human aid or direction. Paradroid, a four-wheeled buggy that looks something like a small golf cart, won the design phase of the competition, meaning that the UW team performed best at describing and presenting its design concept.

For its efforts, the UW team won just \$2,000 — hardly a fortune, but still important for this underfunded group of students within the College of Engineering.

IEEE (formerly known as the Institute for Electrical and Electronics Engineers) is a professional organization devoted to promoting technology. The Robotics Team was previously associated with IEEE, but isn't anymore. (According to Ted Steiner x'10, the break occurred before any of the current members joined the team, and it's too difficult to change the official name now.) It receives very little outside funding, meaning that the team had to raise not only the \$3,500 necessary for Paradroid's components, but also cash for travel and other expenses.

"We build all of the stuff we can ourselves, including the circuit boards," says Steiner, who was one of the lead designers for the 2009 team, and he believes that the team's parsimony helped land them their prize.

"We really worked in the spirit of the competition," he says. "Some of the teams were able to buy their components and their software. We had to learn it all ourselves."

For the 2010 competition, the robotics team is working on two projects — an improved Paradroid and a new creation, built from scratch.

*John Allen*



els." The truth is that palliative care is just good medicine, says Cleary, a past president of the American Academy of Hospice and Palliative Medicine. "We need good palliative care in order to actually bring about appropriate care for people with advanced disease," he says.

UW Hospital opened a ten-bed unit devoted to such care two years ago and also hosts a fellowship to train doctors in the specialty, a program that could help combat an anticipated significant shortfall of specialists.



## Strategic Study Group

Web-based history course reaches out to members of the military.

SHAWN HARPER



**History professor Jeremi Suri (right) talks with Captain Ken Auten, professor of naval science and commander of the naval ROTC program at UW-Madison, after a lecture on grand strategy. Last summer, Suri gave an online course in grand strategy designed to accommodate active-duty personnel.**

Attention, Mr. and Mrs. Armed Forces and all the ships at sea — **Jeremi Suri** wants to teach you. Last summer, the UW history professor launched an online course called U.S. Grand Strategy, designed to appeal to active-service members of the military.

Officially listed as History 434, the course ran from June to August. Though most of the 130 students who enrolled were undergrads, twenty-two were officers in the armed forces, some of whom were serving in Iraq and Afghanistan, as well as one stationed on an aircraft carrier.

"We were trying to bridge the chasm that exists between scholarship and practice," says Suri, adding that the officers were "thinking about applications, about how to use this knowledge" — and that they brought the real world into scholarship.

To develop the course, Suri teamed with one of his doctoral students, **Scott Mobley PhDx'13**, a retired naval captain and former professor of naval science at UW-Madison. In 2007, Suri had used the Web to teach alumni for a course on American foreign relations since 1941. Where Suri brought academic expertise, Mobley worked to develop Suri's previous online class into something with appeal for a military audience.

"In its earlier incarnations, the class was about foreign policy," Mobley says. "We altered its focus to center on strategy, in addition to policy — that is, to how the country exercises material, human, and cultural power to help it achieve its long-term objectives — because that would more closely address the needs and interests of military students."

The course drew on online technologies, such as audio recordings of lectures and downloadable readings, and the class was divided into smaller sections for weekly online discussions.

"It started as posting essay responses, but it became a blog — a really fantastic blog," says Suri, who led the section that included the military personnel and found them to be an invigorating presence in his virtual classroom.

Few people feel the effects of America's strategic efforts more intimately than do those in the armed forces, which gives them a unique perspective. "They were ruthless in wanting to get to core issues," Suri says. "They don't want to muck around. And they're very, very concerned about being better leaders."

*John Allen*

## Get Googlier

Libraries to expand availability of online collections.

Hoping to share the information in their collections with a wider readership, the UW Libraries have expanded their agreement with the Internet firm Google to make many of the works they own available online.

Since 2004 Google has been working with libraries to digitize as many books as possible and make them available for download anywhere in the world.

UW-Madison was the eighth library to join in the project, and the UW Libraries have digitized more than 200,000 works so far, meaning that students, faculty, and staff can download the text online rather than checking out physical volumes.

Until recently, however, access to these works has been restricted to members of the campus community.

But new agreements between Google and authors' and publishers' organizations mean that the UW will be able to grant wider access to people off campus, as well.

Some public-domain or out-of-copyright materials will be available for free, while access to in-copyright materials may be purchased. For instance, readers and researchers may be able to buy online access to the full text of certain books. University, college, and public libraries may also subscribe to Google's database, then offer their patrons access to UW-Madison's collections.

For more details on Google Books, visit [books.google.com/intl/en/googlebooks/about.html](http://books.google.com/intl/en/googlebooks/about.html).

*Staff*

## Come On-A My House

Longtime sociological study continues with in-home interviews.

The Wisconsin Longitudinal Study (WLS), conducted by UW-Madison researchers since 1957, has compiled a treasure trove of data used by researchers worldwide.

Over the years, WLS has gathered information by mail and telephone, studying more than ten thousand individuals starting when they graduated from high school. But now, for the first time, the researchers will conduct in-home interviews, which will include cognitive assessments and collecting height, weight, waist, and hip measurements that are predictors of health.

Participants also will demonstrate grip strength, lung capacity, and other physical abilities, such as walking a measured distance at a normal pace, and answer questions about economic situations, marriages, and relationships with their kids. Given that participants are about seventy-one years old, and some have hearing problems, the in-person conversations will be easier than those conducted by phone.

Researchers will also collect DNA samples not already on file; the samples will allow testing for genes that indicate tendencies for conditions such

as Alzheimer's disease, cancer, diabetes, obesity, and longevity. And four to five thousand siblings of study participants will also be interviewed.

"I really like the fact that we are going to have an opportunity to talk to these folks firsthand. So much of our contact with them has been indirect over the years," says **Robert Hauser**, a UW sociology professor and WLS director. "They've just been wonderful about sharing their lives with us."

The study — one of the longest and most respected sociological investigations ever undertaken — started with 10,317

people. During the most recent survey in 2006, about 8,900 were still alive and some 7,500 participated, a high response rate for a long-term research project.

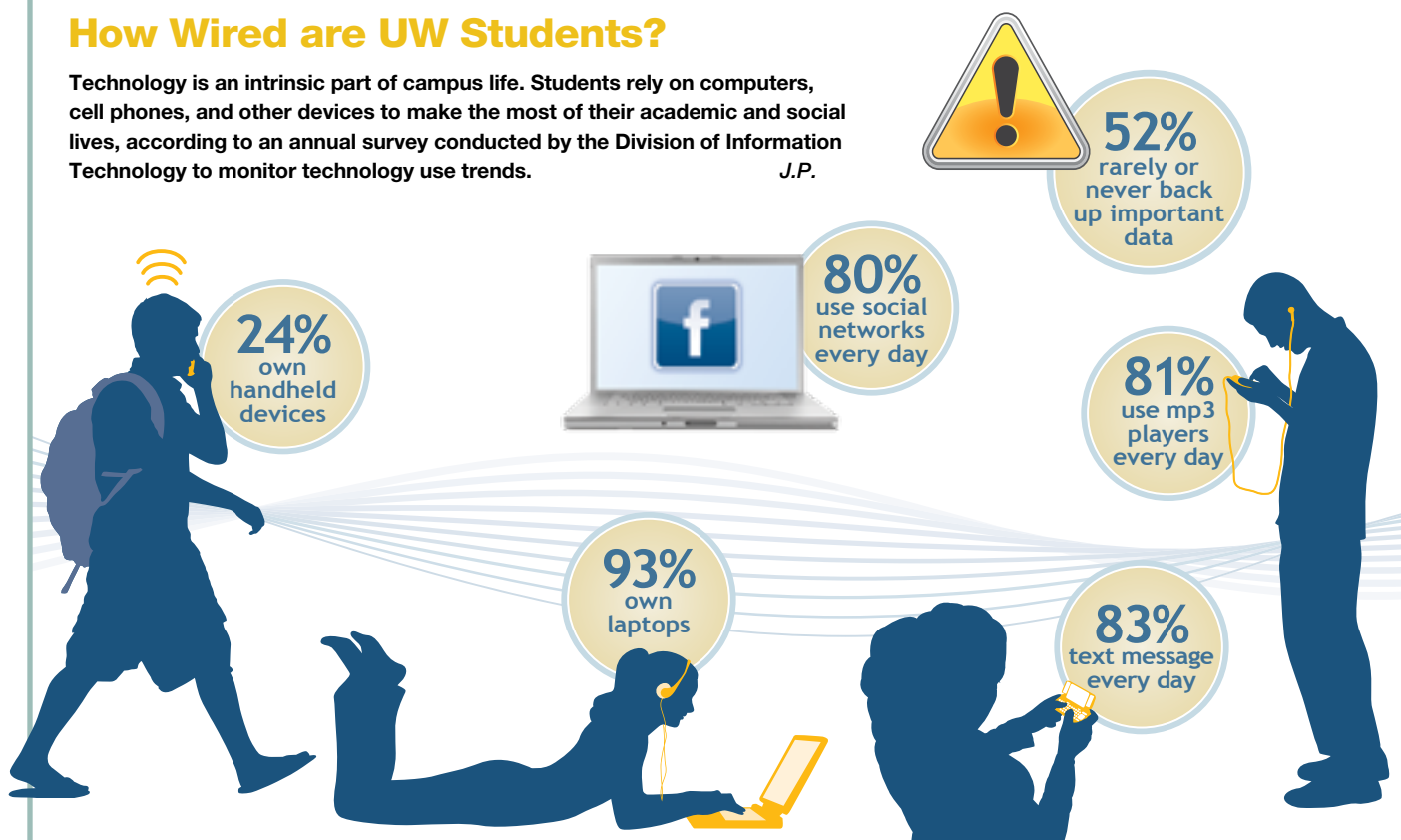
Hauser won two grants earlier this year from the National Institute on Aging to fund the home interviews, a time-consuming and expensive process that will begin in March and is expected to take at least a year. The study will require some travel, too, as about 30 percent of participants live outside Wisconsin. "There are participants literally all over the world," Hauser says.

*Jenny Price '96*

### How Wired are UW Students?

Technology is an intrinsic part of campus life. Students rely on computers, cell phones, and other devices to make the most of their academic and social lives, according to an annual survey conducted by the Division of Information Technology to monitor technology use trends.

J.P.



## Winter Wonderment

A computer model replicates snowflakes in all their detail and beauty.

Snowflakes, one of nature's complex masterpieces, have long been a bit of a mystery.

For hundreds of years, scientists have been fascinated with how a seemingly random process results in crystals that are geometrically simple and symmetrical, yet incredibly intricate at the same time.

UW-Madison mathematician **David Griffeath** found a way to replicate the real thing for the first time, building an elaborate computer model that generates what he calls "snow fakes" in gorgeous, three-dimensional detail.

Nature creates about eighty types of snowflakes — with temperature, humidity, and other local conditions determining their shape — and the latest model of the 3-D software is able to produce all of them, right down to the tiniest features.

Griffeath's process for simulating the complex growth of snow crystals is a bit slower than nature's. It took four years for Griffeath and **Janko Gravner PhD'91** of UC-Davis to build their model, and it requires up to twenty-four hours to grow just one of the snow fakes using a powerful desktop computer.

Real snowflakes materialize when water molecules join together and freeze around dust. Each flake is composed of millions and millions of molecules. The most remarkable thing, Griffeath points out, is that these complex structures come from water, a molecule made of just three atoms.

*Jenny Price '96*



DAVID GRIFFEATH (4)



## Lights, Camera, Music!

A film's score can convey emotion or mood, and prepare the audience for what's to come.

The class starts with a simple get-to-know-you exercise as students give their names and hometowns. But there's a twist: each must also reveal a favorite movie score or soundtrack.

For **Carly Rudeen x'10**, the answer is easy: *Breakfast at Tiffany's*.

"'Moon River' is my ring tone," she says with a grin to her classmates, whose own favorites include *The Godfather*, various installments of the *Lord of the Rings* trilogy, and *Pulp Fiction*.

These students are devoting the semester to studying something filmgoers don't always notice when they watch movies, but that plays a tremendously influential role in their viewing experience: music.

"You really do have to start by saying, 'This is not something I'm accustomed to doing.' You have to change the way in which you engage with the films," says **Jeff Smith MA'89, PhD'95**, a communication arts professor and movie music expert who teaches Communication Arts 613: Hollywood Film Score: Theory and History.

"A lot of [students] may have seen *Star Wars*, but they haven't listened to *Star Wars*," Smith says. "We don't train ourselves to attend to music, in part, because we're not really supposed to."

So Smith sets the stage before the lights go down, standing at a piano at the front of the screening room and picking out a lilting — and slightly schmaltzy — tune before showing his students *Love in the Afternoon*, a 1957 film directed by Billy Wilder.

"That's what you should listen for. You will hear it many times over the next couple of hours," he says.

Called "Fascination," the song first appears as part of the seduction routine of Gary Cooper's playboy character, is later sung by Audrey Hepburn when her character starts falling for him, and finally swells in the score at the end of the film when he has fallen in love with her, too.

Smith, who studied music as an undergraduate, says he often uses the piano in class to make sure students are "actually hearing what you want them to hear."

Music plays a powerful role by conveying emotion to movie audiences. "Music can tell us what characters are feeling," Smith says. "You don't want the dialogue to be that on-the-nose all the time."

But music can also set a mood and cue viewers to what they are about to see on screen; imagine the shower scene in *Psycho* without the shrieking, cacophonous strings or *Jaws* without the guttural, ominous theme music: "da-dum ... da-dum."

Most students enrolled in the class are communication arts majors, but, says Smith, "There are

always a few music students who, when they discover the course, will say 'What can I possibly do to get in?' And I like having music students in class. It's a different perspective, and in some cases, they will know more about the music than I will."

But because most of the students are film — not music — specialists, Smith takes time to explain the lingo they'll need to describe and analyze music in films, including tempo (fast or slow), texture (a few instruments versus an orchestra), dynamics (loud or soft), and tone color (such as the difference between a flute and a trumpet). In the end, he says, students learn to

actively listen to films as well as watch them.

"A lot of students have said that it does change their habits, the way that they approach the film experience," he says.

Which film score is Smith's favorite? *Once Upon a Time in the West*, he says, which composer Ennio Morricone wrote before filming began on the 1968 spaghetti Western so that director Sergio Leone could play it on the set, allowing actors to walk and gesture in time with the music. "It really becomes a very effective dramatic tool, because it has been conceived as part of the production itself," Smith says.

Jenny Price '96



Imagining *Jaws* without its famous score is an effective lesson in how much music affects the emotions and responses audiences have to a film.

SUNSET BOULEVARD/COPIERS

## TEAM PLAYERS

# Samantha, Rob, and Casey Dehn

**Samantha x'10, Rob x'11, and Casey x'13 Dehn** set out on different paths in sports long ago. The three siblings (whose last name is pronounced *dean*) hail from Owatonna, Minnesota, and they never thought they'd all converge as Badger athletes. But don't look for any sibling rivalry. As Badgers, the Dehns couldn't be more excited for the opportunity to now compete together.

Samantha, senior discus and shot put thrower, feels grateful just for the chance to compete. After two ACL surgeries on her right knee by the age of sixteen, doctors told her that her days as an athlete were over. Undeterred, she entered a clinical trial for reconstructive surgery on the cartilage in her knee and, after intense rehabilitation, she's now the highest-competing athlete to have undergone the procedure. She hopes to close out her UW career in 2010 with finishes in the top three in shot put and discus at the Big Ten Championships in May.

Waiting until his second year in school to join the men's track and field team, Rob picked up a javelin for the first time as a decathlete. The javelin took, and last season Rob set a school record with a throw of 231 feet, 10 inches. He comes off a finish as runner-up in the 2009 Big Ten Outdoor Championships and qualifier in the 2009 NCAA Outdoor Championships, and is looking to post a strong showing at the Big Ten Championships in his junior season.

Rated the ninth-best high school offensive lineman in Minnesota by Rivals.com, Casey arrived on the UW campus this fall as one of the newest recruits to the Badger football team. But don't expect an off-season for the youngest Dehn sibling, who also lays claim to the 2008 Minnesota state high school championship in shot put and discus. He will join Samantha and Rob as a member of the men's track and field team after the football team closes out its 2009 campaign.

*Ben Wischnewski '05*

***As Badgers, the Dehns couldn't be more excited for the opportunity to now compete together.***



## Togetherness of the Long Distance Runners

Former Badgers pick up the pace in Portland, Oregon.

If you're a fan of track, you may have seen some familiar names at the country's biggest meets — though those names go with runners in unfamiliar colors. With help from their former UW coach, Nike sponsorship, new training terrain, and each other, a group of former cross-country athletes has traded Badger red for Oregon Track Club green, and are taking big strides in their sport.

In June 2008, UW men's cross-country coach **Jerry Schumacher '93** left for the West Coast and joined the Nike Oregon Project, a group created by athletic shoe company Nike to promote American distance running. With him, Schumacher brought several of Wisconsin's elite runners, including **Matt Tegenkamp '05**, **Chris Solinsky '07**, and **Simon Bairu '07**, and freshman turned pro **Evan Jager x'11**. **Tim Nelson '08** and **Stuart Eagan '09** also train with the group, near Nike World Headquarters in Beaverton, Oregon.

"We're all Badgers, and we talk about it all the time," says Schumacher, whose cross-coun-

try team won the 2005 NCAA title, and finished second five times. "It was a tough decision to leave my home and my dream job," he says. "The bottom line is we left because of our sport — world-class track and field."

A three-time All-American at the UW, Schumacher was hired in 1998 at the age of twenty-eight to lead the Badger harriers. Over the next ten years, he worked his way into the record books and the hearts of his runners.

"Jerry and I have a great relationship that started when I was at the UW," says Tegenkamp, who relocated to Portland to continue training with Schumacher shortly after competing in the 2008 Beijing Olympics. "The relationship between a coach and athlete has to be strong with a lot of trust. There needs to be constant communication, and that takes many years to develop."

Oregon's temperate weather offers year-round soft-surface training, which can help prevent the chronic injuries that plague distance runners, shortening

their athletic careers. Travel is also less of an issue, as most major U.S. meets are held on the West Coast.

Created by Nike executives in 2001, the Oregon Project has evolved into an elaborate training system, touting the latest research and equipment in sports physiology and psychology and injury rehabilitation. After project director and marathon legend Alberto Salazar experienced serious health problems in 2007, he recruited Schumacher to reduce his coaching load — and to bring in a new group of talent.

The move west is paying off for Tegenkamp. After an eighth-place finish at the 2009 World Championships, he broke the thirteen-minute barrier for 5,000 meters by running 12:58.56 in September 2009, one week after his Nike teammate Dathan Ritzenhein broke the thirteen-year-old American record in the 5,000 meters. "It gave me a lot of motivation," Tegenkamp says.

He attributes the breakthrough to a new focus on injury prevention and the commit-



**Badgers in green: Matt Tegenkamp (left) and Chris Solinsky were the top two finishers in the 5,000 meter race at the U.S. outdoor track championships in June.**

ment from Nike. "We are treated just like big-time football or basketball players, and if we need something that will make us better athletically, we get it," Tegenkamp says. "I am living a dream, getting to travel the world, and getting paid for what I love to do."

Before the 2009 World Championships, the former Badgers were featured in a series of videos for *Runners World* magazine. To see them, visit [www.runnersworld.com](http://www.runnersworld.com) and search "Wisconsin to Worlds."

*Karen Roach*



## BADGER SPORTS TICKER

**Curious about Badger** football trivia? The Athletic Department has put the Football Fact Book online. The 286-page document can be downloaded at [www.uwbadgers.com/sport\\_news/fb/media\\_info\\_6243.pdf](http://www.uwbadgers.com/sport_news/fb/media_info_6243.pdf).

**When the football Badgers** kicked off their 2009 season in September, the university also kicked off an effort to improve its environmental standing with its first-ever carbon-neutral football season. In partnership with

Madison Gas and Electric, the Athletic Department aimed to cut energy usage and offset the carbon dioxide emissions of all seven home games.

**Two UW basketball players**, Jeremy Glover x'13 and Diamond Taylor x'13, were dismissed from the team in September after being charged with burglary for allegedly stealing items from other students.

**Pro golfer Steve Stricker** designated the UW as a recipient of \$45,000

through the Ryder Cup Outreach Program. The funds will go to the Department of Kinesiology and the Division of Recreational Sports to support adding additional golf classes.

**Eight of the twenty-three** women on the U.S. National Hockey Team are Badgers: Hilary Knight x'11, Meghan Duggan x'10, Jessie Vetter '09, Erika Lawler x'11, Angie Keseley '09, Molly Engstrom '07, Kerry Weiland '03, and Jinelle Zaugg-Siergiej '08.



# The Wayfinders

A one-of-a-kind UW program helps patients who are overwhelmed by serious medical diagnoses to **navigate the confusing array of choices** and next steps — from interpreting insurance coverage to getting a second opinion to finding clinical trials.

BY JENNY PRICE '96

Laura Mueller's cancer was back, and there was no recommended treatment. *She didn't know what to do.*

After being diagnosed in 2001 with a rare and aggressive cancer called leiomyosarcoma, she underwent chemotherapy, surgery, and eventually, a cutting-edge procedure that essentially cooks tumors to try to remove them from her liver and lungs. But in 2007, a CT scan showed the fight was not over for the sixty-one-year-old retired elementary school teacher.

"I felt like I was in the ocean as a non-swimmer," Mueller says. "I just felt so overwhelmed with the enormous responsibility and journey."

Her only options were to get a second opinion and investigate clinical trials, an

enormously complicated pursuit. Fred Lee, the radiologist who has treated Mueller several times, suggested she do what he does when he wants to know about clinical trials: call his sister.

Like her brother, Suzanne Lee is a doctor, but she uses her medical training to help clients of UW-Madison's Center for Patient Partnerships, which during the past decade has helped nearly two thousand clients negotiate health insurance and employment issues, find second opinions and locate clinical trials, and move past the paralysis of a frightening diagnosis. The center also serves as an unparalleled clinical learning experience for students studying law, medicine, social work, pharmacy, public health, and nursing, who work as patient advocates.

"My mom had been doing really well for a year and a half or two years, so to



JON KRAUSE/THE SPOT.COM

find out that it was back and it was bad, and there was no recommended course of treatment ... you're just dealing with all that emotional stuff," says Mueller's daughter, Jessica Gilkison JD'99. "There's nobody who can tell you what to do — and that's not what the center does either. But to have somebody who has the time to walk you through all the steps was invaluable for us."

The center worked with Gilkison to see a specialist at Dana-Farber Cancer Institute in Boston, who discussed treatment options. Later, the center helped Mueller get into a UW-based clinical trial studying the effects of using two FDA-approved drugs together to combat her disease.

"They provided a compass for us to at least have a sense of direction," says Mueller, who when asked how she is doing today, responds with a bright smile and says, "I'm here."

## 'It's One Heart at a Time'

Fred Lee's patients don't usually demand to meet him. But Meg Gaines was not a typical patient.

In radiology, doctors can often remain anonymous behind closed doors. Gaines JD'83, LLM'93 didn't let that stop her.

She checked up on Lee, asking around to make sure he was good enough to read her scans, and when they spoke face-to-face about her results, her knowledge about medicine and her illness blew him away. Gaines had ovarian cancer, two very young children, and was, in a word, tenacious.

Lee remembers thinking to himself at the time, "Wow. If every patient did this ... a lot fewer mistakes would happen; patients would understand better the course of their disease, why things happened; and it wouldn't be such a black-box mystery to them."

When Gaines was sick fifteen years ago, some of her friends went through her medical bills to help sort out payment. Others researched the latest developments in treatments. One made a quilt stitched with shapes of the handprints of Gaines's loved ones to keep her warm.

The Center for Patient Partnerships, which Gaines founded in 2001, operates on the same principle: people facing life-threatening or serious chronic diseases can't go it alone, but that doesn't mean they should turn over decision-making to doctors. One of the hardest aspects, says Gaines, who serves as director, is

getting patients to understand that "it's still their life. It's important for them to make choices that reflect their values in a situation like this."

The center, which is affiliated with the schools of law, medicine and public health, nursing, and pharmacy, also makes sure that student advocates don't cross the line in their eagerness to help and end up disempowering their clients. Advocates don't give orders; patients are regarded as the captains of their health care team and make their own decisions.

Gaines was influenced both by her own journey through the complex health care system as a cancer patient and by her previous work in the law school with a program that provides legal assistance to prison inmates.

"It's easy to take people in a situation, whatever the situation is, and characterize them or stereotype them," she says. "The lesson is, that it's one heart at a time, and if you think you can go faster than that or more efficiently than that, you can't."

Operating primarily on donations, the center charges clients nothing for the help it provides. "We struggle to stay afloat, and we rely on the generosity of people who believe in what we do," Gaines says.

## Teaching Advocacy

If we want a better health care system, having those who plan to work in the field learn what it's like to be a patient seems like a pretty good place to start. UW-Madison is one of just two universities in the country — Stanford is the other — that teach patient advocacy through hands-on experience. In fall 2008, the UW began offering two twelve-credit consumer-health advocacy certificates through the Center for Patient Partnerships. One is aimed at graduate students and professional students from the schools of law, medicine and public health, nursing, and pharmacy. The other is designed for working professionals or nontraditional students who want to change careers or develop advocacy skills to help themselves or family members. Students enrolled in the certificate programs earn six credits for working as advocates and another six for coursework, including an introductory class on consumer issues in health care. The remaining courses in the interdisciplinary program focus on subjects including law, regulations and ethics, and public health. For more information: [www.patientpartnerships.org/certificate.php](http://www.patientpartnerships.org/certificate.php).

J.P.



## 'I Need to Reach Out ... We Need Help'

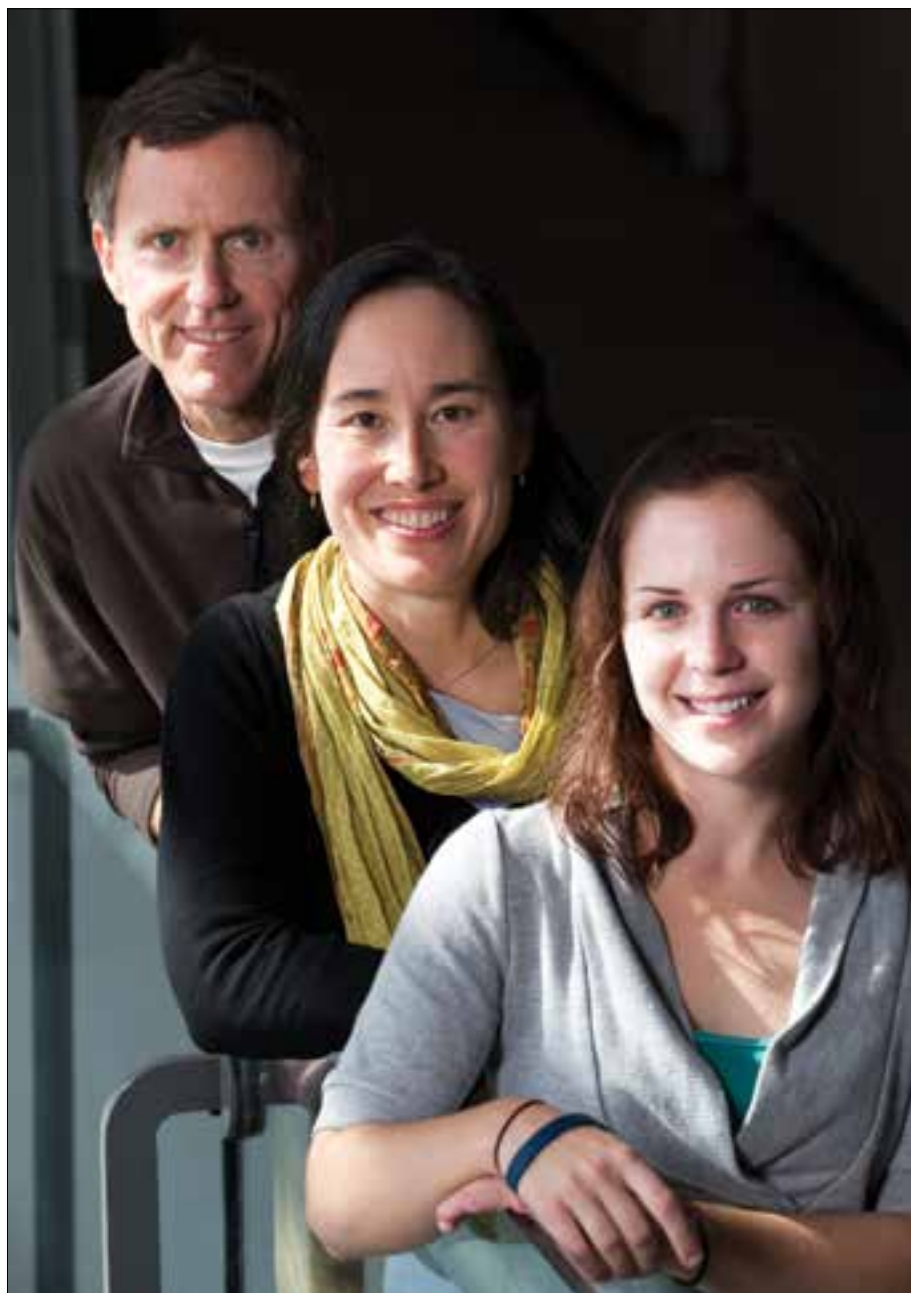
Clients often come to the center soon after learning they have cancer or some other life-threatening illness. But getting that information isn't always as simple as it seems.

"One of the things that surprises people is how hard it is to get a diagnosis," Gaines says. "People think: I have this, there's a test, we know it's yes or no."

Getting a second opinion is important, she adds — even if the first opinion is good news. "If somebody gives you good news and it turns out not to be, you've lost a lot of time," Gaines says. "If somebody gives you bad news and it turns out not to be, you certainly don't want to have treatment unnecessarily."

At any given time, the center is helping thirty to forty clients with longer-term advocacy and about ten more with what is known as critical advocacy — cases that can usually be resolved with just a handful of phone calls. Sometimes the client is the patient; in other cases, the point of contact is a family member. Despite being housed in the law school, the center does not litigate. Instead, it uses its status as a well-informed third party to ask questions and push for the answers patients might not be able to get on their own.

"A lot of times, there isn't a great answer to the questions we get called with, and we can fight the fight, we can go up against insurance," says Emma Hynes '08, MPHx'10, MPAx'11, who began working as a student advocate this year after her father was diagnosed with stage IV colon cancer. "But a lot of times, the best service we provide is just helping the client to feel like they exhausted all possibilities."



JEFF MILLER

**Teamwork is a cornerstone of the Center for Patient Partnerships. Director Meg Gaines has built a staff that includes patient advocates Pete Daly (at top), Suzanne Lee (center), and Clare O'Connor.**

One of Hynes's clients, Michelle Minder-Massey, is thirty-eight and suffers from lupus and mixed-connective tissue disease that cause severe, chronic pain. "If you could imagine somebody laying a clothes iron and pressing it on the underside of your skin, that's how bad it will get," Minder-Massey says.

She relies on her fifteen-year-old daughter to help her bathe and wash her

hair. There are good days when Minder-Massey is able to shower on her own, but her pain confines her to bed 90 percent of the time, with a fish tank nearby and her laptop computer within reach.

"I went from being superwoman, conquering everything in the world ... to sometimes I can't eat or I need help to go to the bathroom," says Minder-Massey, a former newspaper editor who



## You've just learned that you have a serious illness. Now what?

- Surround yourself with a support network. Assign specific tasks to loved ones and friends, including taking notes at doctor appointments, organizing your insurance information, assisting with child care, or simply sitting with you.
- Learn as much as you can about your illness. Communicate with your health care team; if you are feeling confused, ask for a clearer explanation of your diagnosis, and take a list of questions or concerns to your next appointment.
- Organize your medical and insurance information. This step will make your first appointments run more smoothly, allowing more time with your doctor. And you'll be ready to deal with any financial issues that arise.
- Take care of yourself. Devote time to your physical, mental, or emotional health. Practice relaxation techniques; share your feelings honestly with family, friends, a spiritual adviser, or a counselor; list pros and cons about a difficult decision; set aside time to be alone; and remain involved with work and leisure activities.

Source: Center for Patient Partnerships, "Pathways to Empowerment," <http://www.patientpartnerships.org/pathways>

contacted the center earlier this year for help obtaining Social Security disability insurance.

Hynes says that for most people facing a serious illness and its impact on loved ones, there is always a breaking point, "when they finally say, 'I need to reach out ... we need help, we can't do this alone, navigating the system is too much.'"

Minder-Massey's condition makes it difficult for her to put pen to paper, so Hynes filled out the fourteen-page disability application form on her behalf and developed an advocacy list, with priorities — including home health care services and family counseling — to deal with the stress of her illness.

"They make me feel like things are going to be okay," Minder-Massey says. "It is hard emotionally to lose your independence, no matter what age you are ... to have somebody like Emma — it makes a world of difference."

The work requires persistence. Hynes, who is also doing research at the center for her dual master's degree, recalls days of phone calls and talking to as many as fifteen people just to get a copy of a client's policy from an insurance company.

Yet, Gaines says, often the center's work can be accomplished in just one conversation, when a patient calls the center to say, "Am I doing okay? I'm really scared. Am I doing what I should be doing? Can you think of anything I'm not doing?" Whether it takes one call or many, advocates help patients stay the course.

### 'A Sense of Hope and Direction'

It's easy enough to forget what you want to ask your doctor during a routine visit — for too many of us, the flimsy gown goes on and any organized thoughts evaporate from our brains. Adding a serious illness into the mix makes it even harder to focus.

"It's a pretty well-known fact that when patients come to see a cancer doctor, that it's a complicated conversation and they only retain about half or less of what you talk to them about," says Tom McFarland, a UW physician certified in hematology, oncology, and internal medicine who has referred patients to the center for help and consulted on some of its other cases. "If you go in and you don't

know what to ask, there may be some things that you really need to know that you don't even think about."

That's where the center's advocates can make a difference, by either meeting with clients before or after appointments, or even coming along to talk with doctors.

"The word *cancer* is so overwhelming that it takes over your life," says Lacinda Smith, who contacted the center for help after her mother, Marilyn Isenhardt, was diagnosed in March with stage IV melanoma, skin cancer that had spread to other parts of her body.

Their student advocate, Clare O'Connor MPHx'11, researched clinical trials when chemotherapy failed to stop the cancer from spreading. O'Connor, who has a bachelor's degree in biology, uses her science background to walk Isenhardt and Smith through the trials and the medications involved, something busy physicians don't always have time to do.

"I'm ready to go for it," says Isenhardt, a seventy-one-year-old retiree with fourteen grandchildren and one great-grandchild, who was accepted into a clinical trial in Michigan. "I want to live,

so I'm going to do whatever I have to do. So, sky's the limit."

Aiding patients with finding trials is another of the center's invaluable services. "As a physician, I'd love to be able to do all of the extra legwork for looking for the unique clinical trials that we don't have access to when a patient's exhausted other options," McFarland says. "There just aren't enough hours in the day."

O'Connor, like other patient advocates, does more than research. Along with Pete Daly, her supervisor at the center and a melanoma survivor, she has served as an essential piece of the Isenharts' support system. It's clear her diligence and compassion have meant the world to this family, too.

"When we meet with Pete and Clare, we come away with a sense of hope and direction — something that we don't always get from the medical doctors. And they're great doctors, but we sometimes come out of there feeling overwhelmed and almost a sense of doom," Smith says.

The experience of working with Isenhardt and other clients has convinced O'Connor to apply for medical school, with the goal of becoming a primary care doctor. Smith wrote her a glowing recommendation letter. O'Connor, who was inspired to work at the center after hearing Gaines speak during a class, says being an advocate has made her more aware of the non-medical hassles that patients facing serious diagnoses go through at a time when they are already facing a great deal of stress.

"This has been the most useful educational experience I've had — looking at the complete picture of what happens to a family and an individual when they are diagnosed with a serious disease. [It's what] you don't see if you focus on one part of it," she says.

## 'Cancer Doesn't Grow on Weekends'

Spending any time at the center means coming into contact with walking-and-talking stories of hope and survival.

Daly became a client in 2002, after a diagnosis of stage III melanoma. A clinical trial at the National Institutes of Health helped save his life. Isenhardt says Daly taught her to "get out and enjoy life, and do things when you don't feel like it. He said, 'Enjoy your weekends, because cancer doesn't grow on weekends,' and then he said, 'Deal with cancer for four hours [a day] and then forget it. Live!' And I've done that."

In fact, during her first meeting with Daly and O'Connor, the advocates helped develop next steps for Isenhardt and her family to move forward not only with a medical plan, but a life plan, too. "That's our focus at the center, not only the medical side, but the healing side and the living side," O'Connor says.

Like Daly, other members of the center's team have traveled the path from patient to advocate.

Jessica Gilkison, Mueller's daughter and an attorney who had worked for a disability rights organization, couldn't resist the chance to join the center's team when a position supervising student advocates became available. She says that her experience as a client has given her "that inside perspective on how your life can be turned upside down by health issues ... on what it's like to be sitting in the waiting room when you're waiting for CAT scan results."

Before he became a client, and later a staff advocate, Marc, who did not want his full name used, learned about the center during his second year of law school when he took Gaines's course on consumer issues in health care. His homework

included reviewing his own insurance policy — a three-hundred-page document — and diagramming what it did and did not cover. About a year later, Marc was diagnosed with testicular cancer. Because of the class assignment he had completed, he knew that his policy would cover the cost of his surgery and chemotherapy.

"I could understand. I could pull out this grid," he says, adding, "Life is kind of crazy."

Now cancer free, Marc began working at the center after graduating from law school in May, doing advocacy work and launching a new Web site for patients called "Pathways to Empowerment." (*See sidebar.*) The center helped Marc research treatment options after his diagnosis, and as an advocate, he offers fellow student advocates a firsthand perspective on various situations, such as what it's like to finish treatment.

"Just saying to somebody, 'Go and celebrate' — people might not be feeling like celebrating," he says. "They might actually be feeling kind of abandoned, because [they're] used to getting so much from everybody, and then all of a sudden, everybody's gone."

But the patient whose story still fuels the center is Gaines, whom doctors gave a 5 percent chance of surviving cancer.

"What I think I learned is, you're either 100 percent alive or 100 percent dead at any given moment," Gaines says. "What statistics tell you is whether you're in a great big fight, a medium-sized fight, or a little fight. And people win and lose all three, and so it just tells you what your fighting mindset is."

"It tells you what level of risk you'll take in treatment. It informs things. But I don't think it's very helpful on the ultimate question: will I stay or will I go?" ■

*Jenny Price '96 is a writer for On Wisconsin.*

“Houston,  
we’ve had  
a problem.”

Notable sayings from prominent alumni provide  
a unique perspective on the UW’s impact on the world.

By Fred R. Shapiro

**W**hen *On Wisconsin Magazine* asked Fred Shapiro, the editor of the *Yale Book of Quotations* (or YBQ, Yale University Press), to compile some of the most famous quotes uttered by University of Wisconsin alumni and faculty, Shapiro was surprised by how many he found. The UW is remarkable for the achievements of its most prominent alumni, he says, “the more so because Wisconsin is a smaller state that outshines many larger states in this regard. Only California and Michigan are its peers.”

Shapiro also found an extraordinary breadth in the contributions reflected in those quotes. “The University of Wisconsin,” he says, “with a stunning range of departments and professional schools, has produced notable government officials, activists, social scientists and academics, writers and other artists, scientists and technologists, explorers, businesspeople, athletes, and entertainers — to name only some of the categories.”

Shapiro, who also serves as a librarian at Yale, created the YBQ in an

attempt to update standard quotation references by using state-of-the-art research to trace the origins of quotes more accurately. For this story, he included quotes that grace the pages of the YBQ, as well as additional Badger words of wisdom that he compiled in his research.

— Editors

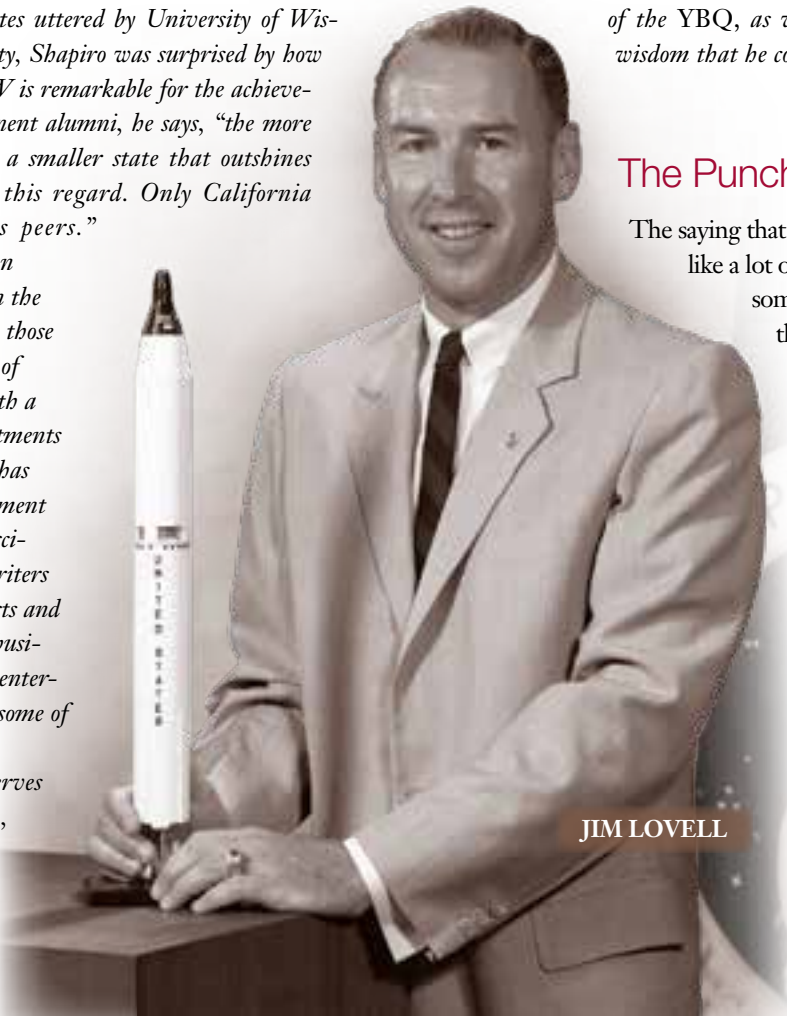
## The Punchline of Many Jokes

The saying that is clearly the UW’s most famous, like a lot of quotations, has been altered somewhat by popular culture. In the 1995 movie *Apollo 13*, actor Tom Hanks, playing Jim Lovell, spoke it as, “Houston, we have a problem.” The Apollo 13 command module pilot, Jack Swigert, actually preceded Lovell’s line by saying, “Hey, we’ve got a problem here. ... Okay, Houston, we’ve had a problem here.” The original quote as uttered by the real Jim Lovell was:

**Houston, we’ve had a problem.**

Jim Lovell x’50 (astronaut),  
transmission on Apollo 13 mission  
to the moon (April 13, 1970)

JIM LOVELL



CORBIS





ROBERT M. LA FOLLETTE

## Reflections on Government

A sizable number of UW quotes reflect the Wisconsin Idea, first formulated in 1904 by UW President Charles Van Hise: "I shall never be content until the beneficent influence of the University reaches every home in the state." In the early twentieth century, the university worked closely with both state and federal government, as expert professors consulted with legislators to draft pioneering laws. Today, the Wisconsin Idea is used broadly to describe the university's commitment to public service to Wisconsin and to the entire world.

Public service is most obviously found in the realm of government. Here Badgers have created a striking legacy in American history. Although that legacy is not restricted to any single political philosophy, many of the university's graduates and faculty, reflecting the state of Wisconsin's progressive history, have viewed government from a reformist perspective. They have championed peace and civil liberties:

Conflicting views may be expressed, must be expressed, not because they are valid, but because they are relevant. If they are responsibly entertained by anyone, we, the voters, need to hear them. ... To be afraid of ideas, any idea, is to be unfit for self-government. Any such suppression of ideas about the common good, the First Amendment condemns with its absolute disapproval. The freedom of ideas shall not be abridged.

*Alexander Meiklejohn (faculty member 1926–32, 1935–37, and founder of the UW's Meiklejohn Experimental College), Free Speech and Its Relation to Self-Government (1948)*

Every nation has its war party. It is not the party of democracy. It is the party of autocracy. It seeks to dominate absolutely. It is commercial, imperialistic, ruthless. ... If there is no sufficient reason for war, the war party will make war on one pretext, then invent another.

*Robert M. La Follette, Sr. 1879 (governor and senator from Wisconsin, third-party presidential candidate), The Progressive (June 1917)*

The act of imposing one people's morality upon another people is an imperial denial of self-determination. Once begun, there is no end of empire except war and more war.

*William Appleman Williams PhD'50, faculty member 1957–68 (historian), America Confronts a Revolutionary World: 1776–1976 (1976)*

This program [domestic spying by the National Security Agency] is breaking the law, and this president is breaking the law. Not only that, he is misleading the American people in his efforts to justify this program. How is that worthy of applause? Since when do we celebrate our commander-in-chief for violating our most basic freedoms, and misleading the American people in the process? When did we start to stand up and cheer for breaking the law? In that moment at the State of the Union, I felt ashamed.

*Russ Feingold '75 (senator from Wisconsin), statement on the U.S. Senate floor about warrantless wiretapping (February 7, 2006)*

For the life of me, I cannot understand why the terrorists have not attacked our food supply because it is so easy to do.

*Tommy Thompson '63, JD'66 (former secretary of the Department of Health and Human Services and governor of Wisconsin), New York Times (December 4, 2004)*

## Words that Inspired Environmentalism

Badgers have also been pioneers in the environmental movement. No other university can claim three environmentalists as pivotal as the authors of these quotes:

**When we try to pick out anything by itself, we find that it is bound fast by a thousand invisible cords that cannot be broken, to everything in the universe.**

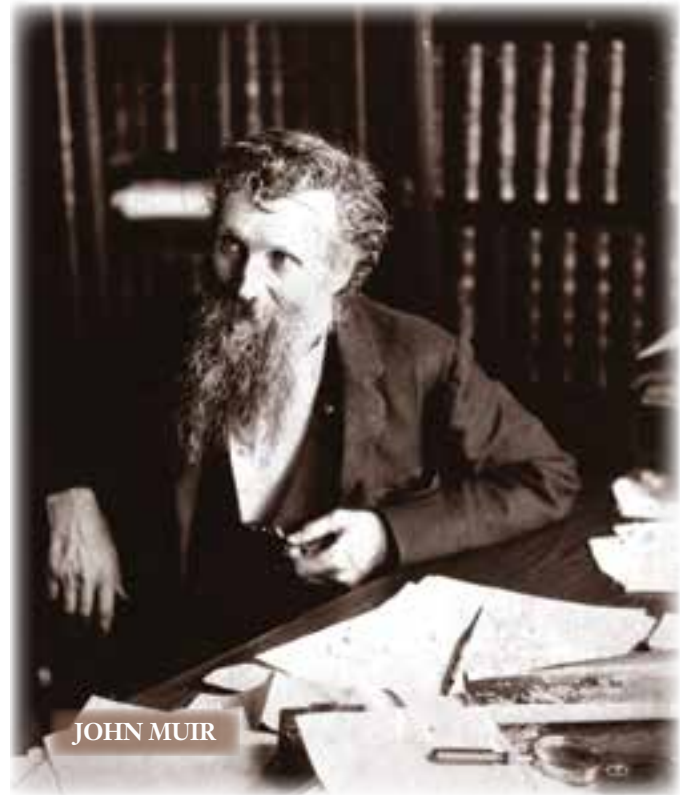
*John Muir x1865 (naturalist and explorer), Journal (July 27, 1869)*

**A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community. It is wrong when it tends otherwise.**

*Aldo Leopold (faculty member 1933–48; conservationist and author), A Sand County Almanac (1949)*

**The economy is a wholly owned subsidiary of the environment, not the other way around.**

*Gaylord Nelson LLB'42 (governor and senator from Wisconsin; founder of Earth Day), Beyond Earth Day: Fulfilling the Promise (2002)*



JOHN MUIR

## Signs of the Times

Other alumni have spoken memorably about social justice issues ranging from civil rights to feminism. Here is just a small sampling:

**Though it be a thrilling and marvellous thing to be merely young and gifted in such times, it is doubly so — doubly dynamic — to be young, gifted, *and black*.**

*Lorraine Hansberry x'52 (playwright), writing to winners of a creative writing contest sponsored by Reader's Digest and the United Negro College Fund, Negro Digest (August 1964)*

**Adults ask little boys what they want to do when they grow up. They ask little girls where they got that pretty dress. We don't care what women do with their education.**

*Mary I. Bunting MS'33, PhD'34 (biologist and president of Radcliffe College), TIME (November 3, 1961)*

**The academy is not paradise. But learning is a place where paradise can be created.**

*bell hooks MA'76 (social critic, educator, and writer), Teaching to Transgress (1994)*



LORRAINE HANSBERRY

## Shaping the Social Sciences

Turning from political activism to the social and behavioral sciences, the UW has produced leading scholars in fields ranging from economics to history to psychology:

**When we come to speak of the disadvantages of the modern system of freedom, that is to say, of competition, it occurs to us that the moral atmosphere of a race-course is**

**not a wholesome one. Competition tends to force the level of economic life down to the moral standard of the worst men who can sustain themselves in the business community.**

*Richard Ely (faculty member, 1892–1925; and economist), An Introduction to Political Economy (1889)*

**What the Mediterranean Sea was to the Greeks, breaking the bond of custom, offering new experiences, calling out new institutions and activities, that, and more, the ever retreating frontier has been to the United States directly, and to the nations of Europe more**

NATIONAL PORTRAIT GALLERY, SMITHSONIAN INSTITUTION/ART RESOURCE, NY

remotely. And now, four centuries from the discovery of America, at the end of a hundred years of life under the Constitution, the frontier has gone, and with its going has closed the first period of American history.

*Frederick Jackson Turner 1884, MA1888 (historian), "The Significance of the Frontier in American History" (1893)*

The significance of man is that he is that part of the universe that asks the question, What is the significance of man?

*Carl Becker 1896, PhD1907 (historian), Progress and Power (1935)*

By the power elite, we refer to those political, economic, and military circles, which as an intricate set of overlapping cliques, share decisions having at least national consequences. In so far as national events are decided, the power elite are those who decide them.

*C. Wright Mills PhD'42 (sociologist), The Power Elite (1956)*

The *Encyclopaedia Britannica* devotes many columns to the topic of love, and many more to faith. But ... poor little hope ... is not even listed.

*Karl Menninger '14, MS'15 (psychiatrist), TIME (December 28, 1959)*

What is most personal is most general. ... The very feeling which has seemed to me most private, most personal, and hence most incomprehensible by others, has turned out to be an expression for which there is a resonance in many other people.

*Carl Rogers '24 (psychologist), On Becoming a Person (1961)*

It is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail.

*Abraham Maslow '30, MA'31, PhD'34 (psychologist), The Psychology of Science: A Reconnaissance (1966)*

We should hang on to [the Panama Canal]. We stole it fair and square.

*S.I. Hayakawa PhD'35 (faculty member, 1936–39; semanticist, and senator from California), Los Angeles Times (October 7, 1976)*



EUDORA WELTY/CORBIS

EUDORA WELTY

## Of Literature and the Arts

The study of social and human life is also pursued through literature, and here, too, Wisconsin has contributed notably:

A woman has got to love a bad man once or twice in her life, to be thankful for a good one.

*Marjorie Kinnan Rawlings '18 (novelist), The Yearling (1938)*

Never think you've seen the last of anything.

*Eudora Welty '29 (writer), The Optimist's Daughter (1969)*

For what links us are elemental experiences — emotions — forces that have no intrinsic language and must be imagined as art if they are

to be contemplated at all.

*Joyce Carol Oates MA'61 (writer), Where Are You Going, Where Have You Been? (1993)*

Perhaps the most renowned UW alumnus in the arts, however, is architect Frank Lloyd Wright. Wright demonstrates his wit and wisdom in the following two quotations:

The physician can bury his mistakes, but the architect can only advise his client to plant vines — so they should go as far as possible from home to build their first buildings.

*Frank Lloyd Wright x1887, New York Times Magazine (October 4, 1953)*

A man is a fool if he drinks before he reaches the age of fifty, and a fool if he doesn't afterward.

*Frank Lloyd Wright x1887, New York Times (June 22, 1958)*

## From Contraception to Computer Science

In science and technology, the University of Wisconsin has trained innovators of towering significance. Two of the most important inventions of the last century, the computer and the birth control pill, were both developed by alumni. The first

Continued on page 63



# Consumer Wake-Up Call

During tough economic times, people are learning money lessons the hard way.



MARK WEISS/GETTY

**BY JASON STEIN MA'03**

As the nation's financial markets collapsed in September 2008, causing consumer wallets across the country to snap shut, Mara Opperman '02 started selling diamonds.

A year and a half before, Opperman and her brother, Josh, had co-founded a Web site that allows people who have fallen in and out of love to buy and sell used engagement rings — charging buyers less than they'd pay for a

new ring and paying sellers more than they'd make returning a ring to a jewelry store. During summer 2008, business essentially had been flat at their site, I Do Now I Don't ([www.idonow-idont.com](http://www.idonow-idont.com)). But when the markets did their version of a cannonball dive, visits to the site shot up. In October 2008 alone, traffic nearly tripled compared to the previous month, and sales rose by 68 percent.

“Really, we attribute it to what's going on in the economy, because we

feel that buyers are looking for great deals,” Opperman says. “At the same time, sellers are looking to make money, so we have a nice partnership between the buyers and sellers [during this downturn].”

In the midst of economic disaster, UW-Madison researchers see one bright spot: by necessity, consumers are learning to be better stewards of their money. They're identifying the things that they don't need and finding ways to save money on the things that



SABINE SCHECKEL/GETTY

But will these new habits disappear when things start looking up?

they do. Faculty studying topics such as mortgages and retail stores see those changes as likely to last for years, if only because people now have fewer chances to revert to their old ways.

The recession has also confirmed an important insight into markets that some UW-Madison researchers first had years ago — that irrational, even self-defeating, choices by everyone from laid-off workers to wealthy bankers can undermine a neighborhood and, eventually, an economy.

### A Sign of Things to Come

Years before the housing and lending crisis upended lives around the country, J. Michael Collins watched the leading edge of the economic downturn slice through the southwest side of Chicago. Though he didn't know it then, the consumer researcher was getting an early view of the flood of bad debt and disastrous decisions that in time would flow out of poor, black, and Latino backstreets and into well-off,

white side streets in suburbs around the United States.

Now an assistant professor of consumer science at UW-Madison's School of Human Ecology, Collins was then a policy researcher for NeighborWorks America, a nonprofit created by Congress to promote home ownership and financial independence among the working poor. He went to Chicago to study families in areas such as Back of the Yards, a tough neighborhood that a century ago served as the setting for Upton



Sinclair's muckraking novel about poor immigrant meatpackers, *The Jungle*. In 2001 and 2002, the minority neighborhood was facing a resurgence of hard times, with as many as one in four homes in some stage of foreclosure.

Some of these struggles were even spreading to the city's better-off neighborhoods that were home to middle-class African-Americans. This troubling

debt such as credit cards, the consumers were grabbing at mortgage refinancing as a quick fix and wrapping that debt into their home loan to get temporarily caught up again. But to do it, the homeowners had to trade in their better-than-market-rate loans for worse-than-market-rate subprime loans, financial deathtraps with annual interest rates as high as 17.99 percent.

got the truck. 'Now,' he said, 'I'm going to lose the truck, and I'm going to lose my house.' "

## Puzzling Behavior

What was most disturbing and perplexing was what some consumers did *after* they got into trouble.

Classical economics predicts that

*Classical economics predicts that homeowners would work with lenders to try to avoid foreclosure, and that they would simply walk away from a mortgage if falling prices meant they suddenly owed more than their home was worth. However, Collins found that many homeowners, attached to their houses, kept paying on these mortgages — even when it didn't make financial sense.*

mini-trend in parts of the Windy City was also showing up in a few other communities such as Detroit and Atlanta, but it still wasn't getting much national attention. As in Chicago, poor and working-class minorities dominated these areas. Collins went to investigate what was going wrong in these places, hoping to stop the trend from undoing the work that his group and so many others had done during the prosperous 1990s to help move low-income families into home ownership.

What Collins discovered defied the traditional laws of economics, in which rational actors seek the greatest benefits available to them and avoid the greatest losses. In focus groups and surveys, Collins talked to low-income homeowners — strapped for cash and driven by their desires and fears — who were voluntarily giving up loans with fantastic terms that they had obtained with help from the government and nonprofits like his. Behind on payments on shorter-term

"There were people who did up to five or six refinances," he recalls. "Every year, they were refinancing their loan and rolling more and more debt into it, and their interest rates were going up and up. They were rolling them over because they were late making payments on something else, [such as] credit cards or cars."

Home values in Back of the Yards didn't shoot up as quickly in those years as houses in some other parts of the country. But they did rise, and families in the neighborhood — like many other Americans — began to see their houses as piggybanks. One African-American tradesman nearing retirement age had refinanced his mortgage through a broker he knew from church, giving up a government-backed loan with better terms.

"He was sort of suspicious about taking money out of his house, but he wanted a new truck," Collins says. "His wife said, 'You've worked for a long time; you ought to have a new truck,' and he

homeowners would work with lenders to try to avoid foreclosure, and that they would simply walk away from a mortgage if falling prices meant they suddenly owed more than their home was worth. However, Collins found that many homeowners, attached to their houses, kept paying on these mortgages — even when it didn't make financial sense. Other homeowners at risk of foreclosure shut down psychologically; they didn't seek help from the various aid programs available to them, they didn't respond to phone calls and letters from their banks, and they didn't investigate whether they could cut a deal with their lenders and avoid foreclosure.

One of these homeowners, Collins recalls, was a flight attendant who got behind on her mortgage payments after she was furloughed from her job following 9/11.

"She didn't leave her house or read her mail or answer the phone. She was so depressed and so worried and anxious.

She was just in tears. ... She lost the house. Her credit was ruined,” Collins says. He and his team tried to help the woman get mental health services.

Thinking back to his surveys in Chicago, Collins isn’t surprised that in 2008, as many as half of American borrowers in foreclosure had no contact with their lenders. His fieldwork taught him that people don’t always pursue common-sense actions that are in their own interests.

Regrettably, that insight about the potentially destructive role of emotion among homeowners turned out to apply even to sophisticated executives at banks and investment houses. In 2006 and 2007, as the housing market began to slow, lenders eager for a quick profit handled a baffling boom in subprime mortgage loans that intensified the inevitable crash that followed.

“We had a problem that was going to be a major problem, and it became a catastrophe,” Collins says.

During those years, Collins was working on his PhD in policy analysis

inform public-policymakers on ways to help families use, save, and invest their money wisely.

Collins and others in the field are now finding a more receptive public among both decision-makers and ordinary Americans — by necessity. When the economic crash came in September 2008, people like Jonathan Rehm started behaving differently. They didn’t have a choice.

## Want Versus Need

A twenty-seven-year-old heating, ventilation, and air conditioning technician in Vancouver, Washington, Rehm recently had to sell a \$3,000 diamond engagement ring that he had bought for his fiancée. The trouble started when an equipment purchase for a side business — putting on laser light shows — left him more in the red than he’d hoped. Then, because of the poor economy, he started picking up fewer hours at work. In November 2008, Rehm and his fiancée called off their engagement,

“Everybody’s cutting a few more corners these days,” he says.

For consumers like Rehm, cutting corners can also mean deferring dreams. Yet not all of the news is bad. After several years during which consumers saved practically nothing — including a brief period in 2005 when they even spent more than they were taking in — in spring 2008, they increased what they were saving. During the first three months of 2009, consumers saved 4.4 percent of their disposable income, well below the roughly 10 percent savings levels in the early 1980s, but still the highest rate in a decade.

“I think there really will be a move toward a little more frugal attitude everywhere,” says retail expert Jerry O’Brien. “People are redefining want versus need.”

O’Brien spent twenty-seven years working for the retailer Target, the last eleven of them managing a store on Madison’s West Side, before leaving to become the director of the Kohl’s Department Stores Center for Retailing

*Regrettably, that insight about the potentially destructive role of emotion among homeowners turned out to apply even to sophisticated executives at banks and investment houses. In 2006 and 2007, as the housing market began to slow, lenders eager for a quick profit handled a baffling boom in subprime mortgage loans that intensified the inevitable crash that followed.*

at Cornell University, where he studied both economics and psychology, including the extensive literature that has examined how emotions influence decision-making. Today, through efforts such as UW-Madison’s Center for Financial Security, he uses that broader perspective in research that seeks to

although they stayed together. The following February, he sold the engagement ring to a Massachusetts buyer through I Do Now I Don’t for \$1,900. He recouped a little more than 60 percent of the price he’d originally paid, about average for sellers who use the Web site.

Excellence at UW-Madison. After the economic meltdown, O’Brien noticed that people suddenly stopped spending money on faster computers or high-definition plasma televisions.

“We’ve been in a trend for a long time where people were willing to upgrade [their electronics],” O’Brien



## Taking It to the Streets



Alfonso Morales studies the most traditional of retail sectors: public markets.

In the spring of 2007, months before the economy dipped into recession, Morales, a UW assistant professor of urban and regional planning, and a sociologist by training, saw anecdotal evidence that business at these markets was picking up. Morales says that makes sense in a downturn: the street can be an outlet for both stressed-out shoppers and for sellers who are trying to survive in a grim economy. Workers who can't make ends meet or retailers who can no longer survive in a storefront can sell lower-cost goods on the street to boost their income, while at the same time helping consumers stay within ever-tighter budgets, he says.

Morales knows his subject well — even choosing to work for a time as a vendor in Chicago's celebrated Maxwell Street Market as part of his graduate research. There, he sold everything from used goods from faculty and student colleagues to new bathroom fixtures.

But though Morales has seen anecdotal evidence of the increased activity in public markets, it can't be quantified. The federal government doesn't track the activity of street markets as a whole or even how many there are, although the U.S. Department of Agriculture does report that the nation has 4,800 farmers' markets.

An advocate for public urban spaces, Morales believes that policymakers should be paying closer attention to the markets and cutting the red tape that makes it harder for them to thrive.

"We should be encouraging this," he says.

J.S.

says. "The first real visible thing I saw is people stopped upgrading. They said, 'I've got a TV.' "

In addition, shoppers in grocery stores began switching from premium food brands to the cheaper, in-store varieties. Retailers such as Wal-Mart — known for low prices and essential goods like food — performed well, while their slightly more upscale competitors stumbled, according to both O'Brien and Cynthia Jasper MS'82, PhD'84, a professor of consumer science at UW-Madison.

"What I find interesting is that the majority of consumers are changing their habits at this point, and they are becoming more price-focused and cutting back on some of their excesses," Jasper says.

The pullback by consumers following the crash was so pronounced that it strained that most-American of retail relationships: our love affair with malls. Shopping centers saw a double-digit drop in business in October 2008, Jasper says. Shoppers' sudden reluctance to spend had a lot to do with the deteriorating labor, housing, and stock markets, all of which left consumers with less income and accumulated wealth to spend. But the economic turmoil in communities across the country also affected many consumers who hadn't lost their jobs or seen their homes drop precipitously in value. These consumers hadn't lost their ability to spend — just their desire to do so — during what they then perceived as a risky financial time.

"We all see friends, neighbors, and relatives losing their jobs," Jasper says. "There's a psychological factor."

In the midst of that uncertainty, consumers are re-evaluating what's impor-

tant, O'Brien says. Some are cutting out a portion of spending altogether, while others are finding cheaper substitutes or putting more emphasis on other aspects of products, such as whether they're environmentally friendly or locally made.

the brother-sister pair, the Web site had early success. Mara successfully brought the site to the attention of major media, including CNN and the *Rachael Ray Show*, and, eventually, the pair quit their day jobs.

out some \$13.9 trillion in assets since June 2007, leaving them with less money to spend today and more need to save for tomorrow, he says. Home mortgages, lines of credit, and even credit cards — that final refuge of American consumers

*The pullback by consumers following the crash was so pronounced that it strained that most-American of retail relationships: our love affair with malls. Shopping centers saw a double-digit drop in business in October 2008. Shoppers' sudden reluctance to spend had a lot to do with the deteriorating labor, housing, and stock markets.*

"What I think consumers are doing is redefining what value means to them individually," O'Brien says.

## Getting Even

Mara Opperman thinks I Do Now I Don't is poised to take advantage of many of those trends. The business started with a very personal bit of re-evaluation.

Opperman's brother, Josh, had spent his savings to buy his fiancée an engagement ring costing more than \$10,000. Three months later, he returned from a weekend away to find that his fiancée had broken off the engagement and cleared her things out of their New York City apartment, leaving only the ring behind. When he took the ring back to the jeweler, Opperman got another shock: how little the retailer was willing to pay him for it. That gave Josh the idea for an elegant revenge — a site where the jilted could sell their jewels, and where their hard-luck stories could become marketing hooks. Launched in January 2007 as a moonlighting project for

But it was the economic downturn that took the site to the next level. As traffic surged in late 2008, Mara Opperman noticed a change in the stories that sellers were posting to explain why they were trying to sell their rings.

"When the spike happened, we started seeing more stories about people needing the money to finance things," she says.

## Staying Power?

More consumers may be wising up and becoming thriftier, but are their new habits likely to last when the economy turns around? Although Jasper is among those who suspect that consumers may happily return to their wasteful ways if they get the chance, she says, "I think it depends on exactly how this recession resolves itself — when and how."

Economist Menzie Chinn of the UW's La Follette School of Public Affairs questions whether consumers will have the means to go back to big spending. After all, their houses, retirement savings, and other investments have suffered a "wealth shock" that has wiped

— are becoming more difficult to overuse as banks tighten their standards.

Collins also sees some reasons to be hopeful based on a survey of renters that he conducted in Chicago and San Francisco in fall 2008. When asked how many homebuyers end up in foreclosure, these renters estimated about one in every three, indicating that these potential homebuyers clearly understood the risks of buying a house and, in fact, overestimated them. (Even borrowers with subprime mortgages default at cumulative rates of around 20 percent, Collins says.) Most of the renters weren't interested in buying a home at the time of Collins' survey, but a majority said they'd likely buy a home within three years and welcomed information about how to make the purchase, wanting to become educated consumers before taking such a big step.

"I think people are learning some hard lessons," Collins says. ■

*Jason Stein MA'03, a Madison freelance writer, Wisconsin State Journal reporter, and homeowner, is thankful that he has never had reason to sell an engagement ring.*





COURTESY OF HILLEL

# HILLEL [ENCAPSULATED]

Before moving into its third home, the Madison Hillel Jewish student center discovered **a time capsule** — but one that missed some of that organization’s highlights. *On Wisconsin* suggests a few mementos from Hillel’s storied past.

BY JOHN ALLEN

There came a point during the long reconstruction process for Madison’s Barbara Hochberg Center for Jewish Student Life — the Hillel Center — when director Greg Steinberger had to stifle a pang of disappointment.

It wasn’t just the knowledge that his organization would be without a home for the 2008–09 school year — that was a

big deal, true, but he’d known it was coming. The disappointment was caused by a little thing: the opening of a time capsule.

When the old Hillel Center came down, construction workers removed the cornerstone (etched with the date of the building’s completion: 1955 by the common reckoning, 5716 by the Jewish calendar), and behind it, they found a box. Steinberger imagined that this would contain papers and photos document-

ing Hillel’s history with the UW — the student groups that had met there, the prominent speakers who had come to share their wisdom, the Shabbat dinners.

He was wrong.

Rather than an account of the work Hillel had done, the contents were something like a record of the fundraising that had built its home.

“What we had was a sort of roll call from every county in the state,” he says.



On the same Langdon Street lot that hosted Madison's old Hillel Center, the new Barbara Hochberg Center for Jewish Student Life (above) gives Hillel its third Madison home. The first site (opposite) was on State Street in the rooms now occupied by Nadia's restaurant, and was Hillel's home from 1924 to 1955.

"It was materials from Jews who took part in the campaign, those who found pride in building an expression of their Jewish identity."

This is all well and good, but it doesn't reflect the considerable color that Hillel has added to the fringes of campus history. Founded in 1924, the UW's Hillel is the second oldest of its kind. It has provided a gathering place near campus for the UW Jewish com-

munity. It hosts religious services and Jewish-themed student organizations, and offers a site where observant Jews can regularly find a kosher meal.

Hillel arrived in Madison during a period when anti-Semitism was widespread in America, and it's outgrown two homes and seen thousands of students pass through its doors. Its time capsule really should be outstanding. And so we at *On Wisconsin* would like to suggest

three items we would pack away, one for each of Hillel's homes, should the organization create another time capsule.

### The Kenneth Sterling Day Prize given to Louis Behr '28

When Hillel first arrived in Madison, there was no certainty that it would have any lasting impact — here or anywhere else.



The first Hillel Foundation was created in 1923 at the University of Illinois, gaining sponsorship from that state's B'nai B'rith lodges, the members of which feared that the campus didn't offer a particularly welcoming environment to Jewish students. Named for Hillel the Elder, a sage born in Babylon two thousand years ago, the organization evoked not merely religious devotion, but also deep thought and scholarly debate.

Within a year, Hillel was adding chapters at other major Midwestern universities — first UW-Madison, then Minnesota, Michigan, and Ohio State.

But Hillel wasn't the first UW organization that aimed to serve the Jewish student community. Two others existed before it arrived: in 1911, the Wisconsin Menorah Society was founded, with a mission "to study Hebraic culture and ideals," and in 1918 Zionist students formed the Palestine Builders Association, encouraging members "to go over to Palestine as near in the future as feasible, in the form of a colony, and do all in our power to help build up Palestine."

But Hillel had two advantages those organizations didn't. First, it had Solomon Landman, its initial director and rabbi. Described by the *Daily Cardinal* as "a popular university preacher [who has] given talks at Princeton, Cornell, Harvard, Dartmouth, and other eastern universities," Landman was a tireless organizer. He brought in prominent speakers, including UW faculty (such as economics professor Selig Perlman and literature professor Louis Zucker), rabbis from around the country, and clerics from other faiths. He also organized a newsletter — *Hillel-O-Grams* — a theatrical troupe, and athletic teams that came to dominate the Madison-area church league.



**Kiekhofers Wall, named for legendary econ professor William Kiekhofers, served as an informal bulletin board before it was destroyed to make room for Hillel's second home. Hillel offered to have the wall moved to a different location, but souvenir hunters got to it first.**

Second, Hillel had a home: the upstairs quarters at 508 State Street. The rooms there gave the organization a sense of permanence and predictability. By the end of the 1920s, both the Menorah Society and the Palestine Builders Association had come under Hillel's umbrella.

In the 1920s, the UW was seeing a surge in its Jewish student population. Between 1928 and 1929, the number of Jewish students on campus doubled, according to the *Capital Times*, making Jews the second largest religious group on campus (after Catholics), and establishing Wisconsin as the Big Ten school with the largest proportion of Jews in its student body.

Not everyone at the university was happy about this. In 1929, fifteen fraternities banded together to form what they called the Apex Dancing Club. Claiming

that sorority women were distressed at the number of Jewish students attending dances at the Memorial Union, the club moved its social engagements to off-campus facilities, where it could have invitation-only events.

But once the Apex Dancing Club's aims became public, it was widely criticized, and in general, the university was welcoming to Jewish students, and especially to Hillel. Consider, for instance, the case of Louis Behr '28.

As a senior, Behr was the student president of Hillel when he received the university's Kenneth Sterling Day Prize, granted for displaying "essential Christian worth as evidenced by moral character."

The prize made news around the country. That an Orthodox Jew from Rockford should be named Wisconsin's "best Christian" college senior, as the



**Rabbi and director Max Ticktin (front row right) led Hillel through its effort to build the Langdon Street home. It was his first major fundraising campaign. “I was green as could be,” he says. The building went up in 1953, five years after Ticktin arrived.**

*New York World* phrased it, struck some as ridiculous. But not Behr.

“I cannot understand the reason for the wide publicity this award is being given,” he wrote to the *World*. “If I have personal qualities requisite for the Kenneth Sterling Day award — if I have a sound moral character — it is because my parents and my religion have taught me the wisdom of not having an immoral character.”

By the 1930s, Hillel was a permanent part of the campus establishment. UW president Glenn Frank even helped the organization raise funds, writing that he regarded the Hillel Foundation “as an indispensable part of our larger campus life.”

## A Kiekhofer brick

The 1940s were a watershed decade for Jewish identity. Two epochal events — the trauma of the Holocaust and the establishment of the state of Israel — forever changed what it meant to be a Jew.

At the same time in Madison, Hillel was also going through a massive change. Between 1924 and 1949, the UW’s student population more than doubled, from 7,643 to 18,623, and Hillel’s ambitions rose, too. The rooms at 508 State could no longer accommodate the programs that the organization wished to run. But though Theodore Gordon, the center’s director and rabbi from 1941 to 1948, tried to get a new building, his efforts stalled. Troubles abounded, and the barriers weren’t just financial. There was also a physical obstacle — Kiekhofer’s Wall.

Kiekhofer’s Wall was a brick-and-stone enclosure that surrounded the Langdon Street property of William “Wild Bill” Kiekhofer, a retired economics professor. Students used the wall as an informal message board — postings and graffiti adorned it from the 1920s through the 1940s. But after Kiekhofer sold the property to developers, they in turn sold the lot at 611 Langdon — the section with the wall — to Hillel. If a new Hillel Center was to be built, the wall had to go.

Many students were not pleased.

“The tradition of Kiekhofer’s wall is as much a part of Wisconsin’s history as Milwaukee beer,” wrote a *Daily Cardinal* editorialist. But preservationist efforts failed to halt the wall’s destruction. It came down in 1946.

And still no Hillel Center went up. That work would have to wait until Max Ticktin arrived in 1948, though he took it over with some reluctance. “I’d never run a building campaign before,” he says. “I was as green as could be.”

But working with the synagogues and B’nai B’rith lodges across the state, he managed to scrape together \$85,000 to fund construction. “Although that was a big sum in those days, it actually didn’t take that long,” he says. “We wanted to be masters of our fate.”

The new Hillel House and the arrival of Ticktin proved a boon for Jewish students. As a young rabbi, Ticktin brought energy and intellect to his efforts. He embodied the new age — he and his wife, Esther, had lost family members to the Holocaust, and in 1947 and 1948, they’d spent time in the nascent state of Israel.

Over the course of his sixteen-year tenure, Ticktin forged friendships with faculty — including UW president Fred Harrington, economists Selig Perlman and Edwin Witte, and historians Merle Curti and George Mosse — and with clergy of a variety of faiths around Madison, hoping to increase the educational emphasis of Hillel lectures.

“Madison, as a public institution, had no department of religion or of history of religion,” he says. “We tried to do a lot of teaching — non-credit teaching — and combine that with worship services and with social and recreational activities for students.”

Continued on page 62

# Amazing Grace

Every Tuesday evening, in a space that usually houses a Sunday school, UW medical students care for those who have nowhere else to turn.

BY ERIKA JANIK MA'04, MA'06  
PHOTOS BY BRYCE RICHTER

The men trickle in slowly. Some lean heavily on the metal railing as they ascend the cement stairs to take a seat on one of the metal folding chairs lining the dimly lit hallway. Most sit quietly, glancing up slightly as someone walks by, patiently waiting for a door to open.

On the other side of that door, students hurriedly gather papers, pens, clipboards, and other supplies as they receive last-minute instructions. For some, it's familiar territory; for others, it's the first time. All fairly brim with nervous anticipation. At around 8 p.m., the students are ready, and the door opens.

Privacy is minimal at the clinic housed in Grace Episcopal Church in downtown Madison, but the UW medical students do what they can with the available space. Above, in an exam "room" at the end of an L-shaped hall, student Tim Kufahl MDx'11 cares for a patient beneath church banners.



One of two coordinators at MEDiC's Grace clinic during spring 2009, Michael DeVita '06, MDx'11, at right, leans down to talk with a patient who lost his lower leg to frostbite. DeVita keeps things running smoothly at the clinic, directing the other medical students and stepping in as needed to care for patients.

Drugs and other medical supplies, below, are limited at the Grace clinic. The medical students work with the clinic's attending physician each week, doing the best they can for their patients, including some who return for treatment of chronic illnesses.

Students volunteering at the clinic, at bottom, must complete a raft of paperwork before they can head home. Patient records are kept on site in case a patient makes a return visit. Under a new program, the students also record information about homeless veterans who seek medical care.



Every Tuesday night, while most of us are at home finishing dinner, UW medical students are taking blood pressure readings and gathering patient histories in the hallways of Grace Episcopal Church in downtown Madison. By 10 p.m., as many as sixteen patients have been seen and treated. Thanks to the dedication of these UW students and faculty volunteers, these patients, most of them homeless men who would otherwise go untreated, get the health care they need.

The Grace location is one of several medical clinics operated by the Medical Information Center (MEDiC), a program that has two unwavering goals: to improve the health of an underserved population and to give medical and other health care students what is literally a hands-on learning opportunity.

Although several practicing physicians rotate as volunteer supervisors, the clinics are staffed and managed by students who volunteer during their first and second years of training. The students are clearly embracing the medical school's culture — an astounding 80 percent of UW med students volunteer at least once during those years.

"I just fell in love with the clinics," says Dhaval Desai '08, MDx'12, who volunteered during his first year and, now in his second year, is serving as one of the student coordinators at the Grace clinic. "Doing something medically relevant while helping people in my community is why I came to medical school in the first place."

For Megan Schultz '03, MDx'11, it's all about *this* medical school. "This is the most real thing we do as beginning medical students," says Schultz, former president of the MEDiC Council, a thirty-member group that handles everything from scheduling to publicity.

"I came here for school because of this program, and it is by far the best thing I've done here."

MEDiC began in 1990 when seven medical students approached Ted Goodfriend, who today is an emeritus professor of medicine and pharmacology. With little clinical experience — but a desire to somehow contribute to social and medical needs — the students hoped that their professor could help steer them in the right direction. Someone suggested that Goodfriend check out the shelter at Grace Episcopal, where law students had

Today MEDiC operates six clinics, each serving a distinct population with its own needs and challenges. One, known as Safe Haven, provides ongoing care for homeless adults suffering from mental illness, a particular challenge for the homeless community.

While the idea of medical students working in free clinics is not unique, the degree of control exerted by the MEDiC students is. The UW School of Medicine and Public Health supports the program, including providing a faculty adviser, Sharon Younkin, but the clinics are wholly coordinated by students.

**"This is the most real thing we do as beginning medical students. I came here for school because of this program, and it is by far the best thing I've done here."**

already set up a clinic to provide legal counsel to the homeless.

Creating a medical clinic at the shelter seemed like a win-win proposition. The population there — homeless, but ambulatory, adult men — offered a medical experience that a beginning student could successfully undertake. In turn, while surgeries or other major procedures couldn't be performed at the clinic, the students could help with conditions such as broken bones, acute infections, minor injuries, skin problems, and digestive disorders.

Goodfriend and several students began going to the shelter once a week in 1991. Soon after, a clinic opened at the Salvation Army to serve homeless families at the suggestion of Goodfriend's wife, Mary Lou MS'88, a teacher who had many homeless children in her classroom.

When setting up the program, Goodfriend wanted to ensure that students who volunteered did so for the right reasons. Students receive neither pay nor academic credit for their work at the clinics. Instead, he says, they "actively participate in patient care while becoming aware of the social, economic, and access issues that affect these populations."

They also learn that paying attention to patients, reassuring them, and engaging them in conversation often has as much therapeutic benefit as any pill.

Three of the six clinic sites, including the homeless shelter at Grace Episcopal, are run by Porchlight, Incorporated, a Madison-based nonprofit that provides shelter, housing, and support services to the homeless in Dane County. Within Madison alone, an estimated 3,500 people are without a place to live at some

point each year. During 2008, Porchlight provided housing, counseling, job training, medical and legal assistance, and eviction-prevention services to around 12,700 people.

“Homelessness is on the rise — as is the number of people unable to get basic medical care,” says Steve Schooler, Porchlight’s executive director. “[MEDiC] clinics help fill a gap in our community’s social support services.”

Goodfriend counts MEDiC as his proudest career accomplishment. “These clinics are the most gratifying thing I’ve done as a doctor,” he says. “But really, I

realize they failed to ask questions that are important for developing diagnoses and treatment plans. But that’s all part of the learning process. When needed, the physician and student return to talk with a patient a second time, allowing the student to watch and learn as the physician talks with and examines the patient.

“The students inhabit the role they need to be in, even if they aren’t trained in that area yet. They ask questions and get the job done — it’s really quite amazing,” says Mark Linzer, a UW professor of internal medicine and one of the clinic’s supervising physicians.

“But really, I didn’t do anything — it was the students coming to me wanting to do this, and it continues to be the students who are the stars, making this kind of care possible.”

didn’t do anything — it was the students coming to me wanting to do this, and it continues to be the students who are the stars, making this kind of care possible for some of our neediest people.”

When the Grace clinic opens each Tuesday evening, the MEDiC volunteers divide up patients and take them to exam rooms that are anything but typical. Students meet with patients at the end of a long L-shaped hall, in one of two rooms that most often serve as Sunday school classrooms, all the while doing their best to maintain patient privacy.

After initial chats with incoming patients, students present cases to the volunteer physician who is supervising that evening’s clinic. As they describe their patients, the doctors-to-be often

By necessity, given the transient nature of the homeless population, the MEDiC sites operate more like battlefield clinics than traditional medical settings. Patients are treated quickly and sent on their way, making it especially difficult to treat chronic conditions such as diabetes.

But the students do what they can on a shoestring budget of less than \$20,000 — most of which is donated. At Grace, two metal cabinets are filled with samples and generic versions of many common medications, as well as bandages, antacids, and toothbrushes. A pharmacist in La Crosse often helps MEDiC purchase drugs.

Despite the odds, the six clinics serve some 1,300 underinsured and underserved patients annually, and reach beyond medical care in helping the community. For example, students volunteer-

ing at the Southside and Salvation Army clinics also participate in Reach Out and Read, a national program that encourages childhood literacy, by advising parents on the importance of reading aloud to young children. They also distribute free books to kids in the clinic waiting areas.

Talk to nearly any MEDiC volunteer, and you’ll hear a refrain similar to that from Brian Cone ’07, MDx’11, now a third-year student: “It’s nice to be doing something other than butt-in-the-chair learning.” He and his fellow students are well aware that during the first two years of medical school, most of their time is spent in the classroom. The chance to work with actual patients usually doesn’t come until their third and fourth years.

Second-year student Alex Froysheter MDx’12 is grateful for that clinical exposure during the earlier stages of his medical training. “This is a very comfortable atmosphere for learning directly from the doctors,” he says about the Grace clinic. “It’s putting a face on something I only read about in a book — and having someone take the time to explain it to me.”

In turn, the patients are grateful for the students and their clinics. “The guys are really lucky to have this here,” says Richard, a homeless man receiving treatment at Grace for a dog bite. “I’ve been in shelters all over the country, and none of them have had this.”

As Richard trudges back down the stairs, a MEDiC student files his paperwork, then leads another man in need of care down the hall. ■

*A Madison-based freelance writer, Erika Janik MA’04, MA’06 is glad to know that this generation of doctors-in-training is so community minded.*





**Above:** After a student completes an initial examination at MEDiC's Grace clinic, the attending physician or resident arrives to talk with the patient and complete the exam. Resident Ryan Kipp '03, MD'07 exams a dog bite on a patient's arm before discussing a treatment plan with medical student Tim Kufahl. Among the most common conditions seen at the clinic are animal bites, broken bones, skin infections, and colds.



**Left:** Tuesday nights pass in a blur of activity for medical students Dhaval Desai and Michael DeVita, left and center, and Shelly Schmoller '05, x'11, right, who is studying to be a physician assistant. Before semester's end, DeVita, one of two clinic coordinators, will help with the transition to new students and coordinators, one of whom will be Desai.

**Below:** Patient care takes priority in the clinic's cramped quarters. While physician assistant student Juliane Nevers x'11, left, takes a patient's pulse in the main room, medical student Jill Sracic '06, MDx'11 hurries in to retrieve medications.





## Traying

What happens when you combine winter weather, campus topography, and fiberglass cafeteria trays with students looking to blow off steam during a tough semester? A whole lot of fun.

Some students go “traying” head first, arms stretched out airplane style. Others go feet first, knees tucked in. And those who favor teamwork link their trays together to form a train (often at their own peril).

But while some trips down Bascom and Observatory Hills threaten to re-enact the “agony of defeat” vividly demonstrated by Yugoslavian ski jumper Vinko Bogataj during the opening of ABC’s *Wide World of Sports*, often the outcome is harmless — a rush of cold snow up a pant leg or down the back of a jacket.

There are no formal rules against traying. UW police will ask trayers to return their makeshift sleds to where they found them, but officers also have been known to join in for a ride down the hill.

Sledding used to be a more organized pursuit. From 1886 until 1939 — before the construction of Elizabeth Waters Hall — there was an official UW Toboggan Club and a 600-foot-long slide down Observatory Hill that ended out on Lake Mendota.

When some universities, including Minnesota, recently removed trays from dining halls to limit food waste, some worried that traying was in danger. Thankfully, UW housing officials have no plans to go trayless, even though food service staff must continue collecting wayward trays — sometimes nearly fifty in one trip — as the campus enters its annual spring thaw.

Dining rooms at Chadbourne and Elizabeth Waters suffer the greatest tray losses during Madison’s long winters, and this was especially true in 2007–08, when the city received a record 100-plus inches of snow.

“The traying is quite hard on [trays]. Once they get a little beat up, we choose not to use them anymore,” says Brian Burke, food service manager for University Housing. “It has been going on for so long, I think everybody realizes that it’s not going to stop.”

*Jenny Price '96*

### *What’s your favorite UW tradition?*

Tell *On Wisconsin* about it at [onwisconsin@uwalumni.com](mailto: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.

***When resourceful students borrow cafeteria trays to slide down snowy campus slopes, there’s just one unwritten rule: have fun!***



MICHAEL FORSTER ROTHBART



## Scholarly Success Story

With unwavering support, the Chancellor's Scholars Program reaches a quarter-century.

In 1984, a group of six students enrolled in a scholarship program designed to attract talented, underrepresented minority and culturally disadvantaged students to UW-Madison. Since that fall twenty-five years ago, the Chancellor's Scholarship Program has produced 442 alumni, many of whom have gone on to pursue advanced degrees.

This October, past and present scholars, faculty and staff mentors, supporters, and friends celebrated the milestone with a day of reconnecting and remembering.

The program, which is funded entirely by private gifts, covers tuition and fees for all participating students. Chancellor's Scholars, who come from all over the United States, are selected for their academic records, leadership skills, and sense of purpose.

"They generally graduate in the top 10 percent of their high school classes and participate in school and community organizations. As they become proud Badgers, they also grow as individuals and as cooperative

and contributing members of the campus community," says **Mercile Lee**, assistant vice chancellor for academic affairs, who is the architect and guiding force behind the program. The graduation rate for Chancellor's Scholars is more than 80 percent, slightly higher than the overall campus population.

Faculty and staff mentors play an important — and popular — role in the program by volunteering their time and knowledge to help each scholar participate fully in the Wisconsin experience.

Former UW chancellors, for whom the program is named, have provided institutional and personal support, and served as mentors:

- Chancellor Emeritus **Irving Shain**, along with the late Vice Chancellor Emeritus **Bryant Kearl MS'42**, provided initial funding, identified potential donors, and encouraged the support of the faculty and staff.
- Interim Chancellor and Vice Chancellor Emeritus **Bernard Cohen** strengthened donor relations and

launched a fundraising effort that endowed the Irving Shain Chancellor's Scholarship.

- Chancellor **Donna Shalala** enthusiastically embraced the program and hosted the first annual reception for mentors and scholars to recognize graduating seniors.
  - Chancellor **David Ward MS'62, PhD'63** increased funding to add twenty-five new scholars annually and, by the program's tenth anniversary, achieved a goal of having at least one hundred scholars on campus each year.
  - Chancellor **John Wiley MS'65, PhD'68** expanded initiatives supported by his predecessors and provided resources to almost double the number of scholars.
- Current Chancellor **Biddy Martin PhD'85**, who has made overall undergraduate accessibility and affordability a priority, is committed to creating a campus that celebrates diversity.

The Chancellor's Scholars Program was able to reach a milestone anniversary, thanks



**Mai-Lan Huynh '88, MD'98** (above), a member of the first class of Chancellor's Scholars (far right in 1984 photo, at top) and now a physician in Colorado, served as emcee during an October event to mark the program's twenty-fifth anniversary.

to the private donors who have helped the scholars earn world-class educations, allowing bright young people to pursue unlimited possibilities and achieve ambitious goals.

*Merry Anderson*

## Great People

A new scholarship paves the way for a pre-med student.

In **Stephanie Lind x'12**'s neighborhood, kids left high school to get married or to work, but Stephanie's mom believed college was important.

"I never thought of any other option," Lind says now. "I knew I didn't want to live paycheck to paycheck."

The recipient of the John Gould Great People Scholarship is a sophomore majoring in biology and Spanish. She plans to go to

medical school to become a pediatrician and help children like her sister, who has asthma. "I know it's a job that at the end of the day you'll feel good about yourself," she says.

Lind's dad, a carpenter, contributes to some school expenses. Her mom, a schoolteacher, has little to spare after family medical bills. "Without scholarships, I would not be at University of Wisconsin-Madison," says Lind, who grew up in Freeport, Illinois.

Lind works in a university deli and also volunteers for Big Brothers Big Sisters and for the Children's Learning Center, an after-school program. "I'm very, very busy," she says, "but I'm happy to be here."

*Ann Grauvogel*



# Badger connections

JEFF MILLER



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## **How Sweep It Is**

Students play broomball on a cleared section of frozen Lake Mendota. Played like ice hockey (only without skates or, well, rules) broomball has been a popular intramural sport among UW students for decades. This photo was taken during the 2007 Hoofers Winter Carnival.

## More Than Just Being Green

WAA embraces sustainability as annual theme.

This year, as UW-Madison and the nation mark the fortieth anniversary of Earth Day, the Wisconsin Alumni Association (WAA) is doing its part to promote sustainability by thinking green and showing the impact of Badger red.

"We're mindful that the choices we make can leave a lasting impact on the quality of life for future generations," says

**Paula Bonner MS'78**, WAA's president and CEO. "And as UW-Madison alumni, we have the knowledge, curiosity, and commitment to enhance our world in

ways that benefit future Badgers and the greater good."

Throughout 2010, WAA's events, programs, and services will focus on sustaining resources and maintaining opportunities close to Badger hearts and minds — healthy environments, respectful communities, access to a UW education, interest in lifelong learning, and an understanding of UW history and the shared Wisconsin Experience.

This commitment is inspired in part by UW-Madison's strategic plan, which calls for preparing students for a global economy;

providing political, social, and cultural understanding of the world; and nurturing abilities to serve genuinely human ends and protect the planet.

The association's responsible stewardship and commitment to Badger traditions begins with this very magazine, now printed on recycled paper certified by the Forest Stewardship Council, as is WAA's membership publication, *Badger Insider*.

"With a simple step like keeping e-mail addresses and alumni profiles updated online, grads can also take advantage of paperless communications," Bonner says.

Alumni will also recognize this theme at Founders' Day events across the United States this spring, when many faculty and staff will speak about sustainable practices and traditions in their respective fields. And at the upcoming Distinguished Alumni Awards, WAA will honor graduates who have demonstrated their own commitments to sustaining important causes. That ceremony will appropriately take place on April 22, 2010 — Earth Day.

Learn more about WAA's commitment at [uwalumni.com/sustainability](http://uwalumni.com/sustainability).

Staff



## Returning to Their UW Roots

New partnership allows Badger retirees to live and learn near campus.

Returning to Madison later in life is often a dream come true for UW-Madison graduates, and the Wisconsin Alumni Association (WAA) has joined with Capitol Lakes retirement community to offer exclusive opportunities for active seniors to live and learn in the campus area.

"Even when Badger alumni graduated from college many years ago, their university experience in Madison is always close to their hearts and minds," says

**Paula Bonner**, WAA's president and CEO. "We're delighted to partner with Capitol Lakes to welcome seniors back to the vibrant downtown area, where they can stay connected with their alma mater through our lifelong learning programs."

WAA's affiliation with Capitol Lakes, the only retirement community in downtown Madison, will bring lifelong learning

programs and events to participants. As the program progresses, WAA members who are age fifty-five and older will enjoy many benefits, including information and resources about retirement and senior living, priority access to residency at the community (for those age sixty-two and older), special guest room rates, and complimentary club memberships at the Capitol Lakes Aquatic and Wellness Center.

"Studies have shown the value of continuing education in successful aging, and hosting these events has long been a commitment of Capitol Lakes," says Bruce Beckman, the facility's marketing director. "Now, with the help of WAA, we can expand our educational programs while providing alumni an affordable way to re-experience the fun, urban lifestyle of down-



ANDY MANIS

**Cultural events are key at the Capitol Lakes retirement center. From left, resident Jim Crow, a UW-Madison emeritus professor of genetics, plays his viola, while Bucky Badger demonstrates his piano skills for residents Janice and Jean-Pierre Golay.**

town Madison. We invite alumni to take advantage of our member benefits and make full use of our expertise when considering their retirement options."

Capitol Lakes is an accredited, not-for-profit, continuing-care

retirement community that offers an array of residential styles, assistive services, health care, recreation, and social activities. To learn more, visit [retirement.org](http://retirement.org) or contact WAA at (888) 947-2586.

Staff

## Gearing Up for Game Day

WAA welcomes Class of 2013 into Fifth Quarter tradition.

Ever wonder how new students learn the traditions that make up the post-game Fifth Quarter festivities? WAA makes it easier with a special celebration led by UW Marching Band Director and Fifth Quarter founder **Mike Leckrone**.

This year's September 3 event kicked off with an ice cream social on Engineering Mall for all first-year students. New students mingled before filing into Camp Randall Stadium, where they were greeted by UW football head coach **Bret Bielema** and the 2009 team captains. The third-year coach stressed the importance of the crowd's energy.

"We come on and off the field here for a reason," Bielema said, pointing to the tunnels under the student section. "We enter and leave by [the student section]



First-year students learn the "Section O" cheer as part of WAA's special Fifth Quarter Celebration designed to teach beloved Badger game day traditions.

because you energize us."

Then, as members of the football team exited the field, the band entered and opened with several stanzas of "On, Wisconsin!" before moving on to

all the UW postgame classics, leading students through the lyrics and dances that accompany each one.

The nearly full Section N of Camp Randall Stadium set a

new speed record for "The Chicken Dance," learned the words to "Time Warp" from the cult classic movie *The Rocky Horror Picture Show*, and linked arms to sing their first rendition of "Varsity" as the class of 2013.

For marching band member **Ben Wagner '10**, the event was a way to blur any student divides — because in the end, he notes, we're all Badgers.

"The Fifth Quarter is a celebration of all things Wisconsin, so initiating the freshmen into that tradition really helps build school spirit and a sense of Wisconsin pride right away," the senior mellophone player said. "At the first game, it will be impossible to pick out the freshmen in the student section, and that's the way it should be."

*Ben Wischnewski '05*

## Bucky Wagon Goes Electric

Engineering students will upgrade a campus institution.

Badger fans always recognize the Bucky Wagon by its bright-red exterior, but inside, the historic vehicle's engine is going green.

Over the next year, students from the College of Engineering will renovate the Bucky Wagon into an electric-powered vehicle with power hydraulic brakes.

**Glenn Bower MS'89, PhD'92**, a mechanical engineering faculty associate who advises the college's six vehicle project teams, will supervise the students.

The project will preserve the vehicle's exterior, wheels, and hubcaps in order to maintain the

iconic appearance of the wagon, which is owned and operated by the Wisconsin Alumni Association.

"During the last twenty years, our leading automotive program teams have developed seven generations of hybrid vehicles," says College of Engineering Dean **Paul Peercy**. "This partnership with the alumni association is an excellent opportunity for the students to apply their innovation to a great Badger tradition."

The third in a line of vehicles known by this name, the current Bucky Wagon is a restored 1932 La France fire engine, donated by alumni to WAA in 1971. Until

recently, the wagon ran on all original parts and could be heard blocks away by its distinctive horn, which plays the first eight notes of "On, Wisconsin!"

WAA uses the Bucky Wagon to ignite Badger spirit on football Saturdays and during each year's Homecoming festivities and parade. Until 2001, the Bucky Wagon was used on game days to carry the Spirit Squad into Camp Randall Stadium.

Under Bower, more than 1,500 students have participated on the vehicle project teams and developed innovative designs that will influence the auto industry.

In recent successes, the two snowmobile teams, one building a zero-emissions sled and the other an internal-combustion sled, won their respective categories in the 2009 Society of Automotive Engineers (SAE) Clean Snowmobile Challenge. In 2007, the Formula SAE race-car team claimed the world championship.

Badger fans can track the Bucky Wagon renovation's progress over the next year through the College of Engineering's blog at [www.vehicles.wisc.edu](http://www.vehicles.wisc.edu).

*Sandra Knisely '09 and Kate Dixon '01, MA'07*



## What's New(s) with You?

Please send the (brief, please) details of your latest achievements, transitions, and other "wow!" life events by e-mail to [papfelbach@waastaff.com](mailto: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. Our submissions far exceed our publishing space, but we appreciate hearing from you anyway.

Please e-mail death notices and all address, name, telephone, and e-mail updates to [alumnichanges@uwalumni.com](mailto: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.

## early years

Happy birthday wishes (albeit a bit belated) go out to former high school English and history teacher **Pauline Smith Scribner '26**. New Berlin, Wisconsin, officials honored her as the city's oldest resident when she turned one hundred and four in July. (New Berlin, in contrast, is only fifty years old.) And **Roland "Rollie" Hartman '29** of Redlands, California, is right behind Scribner: he celebrated his one-hundred-and-third birthday in June. Hartman spent his career writing for and editing poultry publications, and founded the monthly *Poultry Digest*.

What do the children's book "*Daddy, Daddy, There's a Mouse in the House!*" and Swiss Miss cocoa mix have in common? Madisonian **Charles Sanna '39** created both. As the co-founder and chief engineer of Sanna Dairies in Menomonie, Wisconsin, he designed and built food-processing facilities and established the grocery category of "cocoa mix" by inventing Swiss Miss. In 2006, he published a children's tale about Friendsy the mouse.

## '40s-'50s

This is one of those amazing coincidences. **Barbara Grabin Meyers '49** of Milwaukee tried unsuccessfully for many years to track down a former UW roommate. Then in 2009, Meyers' son attended a birthday party in San Francisco and was seated next to a woman who had traveled from Puerto Rico to attend. She was **Josephine Traxler Kevane '49**: the mother-in-law of the party honoree and the long-lost roommate. The reunited friends have been in touch since that day.

**Jean Neale Stassel '49** writes, "I was married the day

after graduation and moved to Alaska, where I have lived ever since." The Anchorage resident has served her community in many ways, including a stint as president of the League of Women Voters of Alaska.

*Looking Back: Whatever Did I Miss?* (Outskirts Press) is the memoir of **Ralph "Pidge" Davies '50**: fifth of eleven children, WWII veteran, UW grad on the GI Bill, business broker (still — at age eighty-five), reunited with his first love after fifty-plus years, and "just one more member of the 'Greatest Generation.'"

The only person ever to sail entirely around the world without using any navigational instruments — no GPS, compass, sextant, or clock! — was **Marvin Creamer MS'53**. It was a journey that took from December 1982 until May 1984 to complete. A good friend is getting the word out about Creamer's fantastic feat through a DVD, *Voyage of the Globe Star*, and [globestar.org](http://globestar.org).

Two years ago, Madisonian **Robb Besteman '57** put his career in writing, advertising, and PR to the test by participating in National Novel Writing Month: an annual event during which writers each create fifty-thousand-word novels between November 1 and 30. Besteman's work was *The Elm Ridge Scramble* (Lulu), a murder mystery set around a golf course, which he reworked after he'd met the deadline.

## '60s

At NASA's Ames Research Center in Mountain View, California, physicist and meteorologist **Bill Borucki '60, MS'62** is the principal investigator on a mission that he began proposing in 1992 and finally launched in March. It's the Kepler spacecraft that's now orbiting the sun, scanning the

Milky Way for habitable, Earth-sized planets.

The Institute of Food Technologists has bestowed its 2009 Appert Award on UW emeritus professor **Daryl Lund '63, MS'65, PhD'68** for his contributions to the field. Since the 1970s, Lund's research has focused on the fouling of food-contact surfaces, reaction kinetics in foods, and microwave food processing. The Cottage Grove, Wisconsin, resident is also president-elect of the International Academy of Food Science and Technology.

Flagler College in St. Augustine, Florida, has awarded associate professor emeritus **Louis Preysz III '68** its first Society for Advancement of Management (SAM) Lifetime Achievement Award for leading his student teams to exceptional success in SAM competitions. Preysz, of Lexington, Virginia, retired from college teaching in 2008, and from military service in 2004 after thirty-one years.

## '70s

New York City independent scholar and author **C. (Celia) Kay Larson '70** is an expert in women's military history (especially female Civil War soldiers), helped to negotiate peace in Northern Ireland, and was heavily involved in New York state and city government and politics. Her latest historical work is *Leaving Santa Croce: The History of Maine Evergreen Nursery and the Costa Family in America, 1901–2008* (Maine Evergreen Nursery).

**Paula Neuman Warnken '70** retired in August after sixteen years with the State University of New York-Cortland. She provided leadership for all technology and library services, and is now associate provost emerita for information resources.

## Where Does a Travel Writer Go on Vacation?

Travel writer **Everett Potter '76** has the kind of job that most people only dream of — getting paid to travel the world, sample the best hotels, or ski at the finest mountain resorts.

But earning a living in this rarified specialty takes much more than a taste for the good life. It takes moxie, an entrepreneurial spirit, and the ability to produce.

"You've got to keep thirty-eight balls in the air at the same time," says Potter, who lives in Pelham, New York, with his wife, Gayle, and their six-year-old daughter. "As a freelance writer, you are your own boss. But you also have seventeen editors you are writing for, and they demand your full attention. You are constantly on deadline; you hit the deadlines; and then you hit them again."

For twenty-five years, Potter has been hitting those deadlines. He's a frequent contributor to *National Geographic Traveler*, *Ski*, *New York Magazine*, and *Forbes Life*. His column appears in *USA Weekend*, and he publishes a weekly blog called *Everett Potter's Travel Report* (everettpotter.com).

He also writes regularly on travel for *Diversion*, an online magazine for physicians. His April 2009 piece on "15 Ways to Save Big on Your Next Vacation" encouraged travelers to negotiate discounts at hotels, use public transportation instead of renting a car, and use farecompare.com to find the lowest fares.

"Everett shows readers how to get the most travel for the dollars they have," says Tom Passavant, editor-at-large at *Diversion*.

"He's a true professional at a time when travel writing seems to be the province of anybody who travels."

Last May, Potter returned from three weeks in Nepal, which he toured with adventure-travel specialist Antonia Neubauer, who has built libraries in some of the poorest countries of the world. He's co-authoring a book with Neubauer about her experiences.

"It was very hair-raising travel, landing on tiny airstrips in the mountains," he says. "And just when I thought I'd never again experience culture shock, I experienced it in Nepal. Katmandu is pandemonium personified. ... It was a veritable mosh pit of cars, trucks, motorcycles, pedicabs, motor scooters, bicycles, pedestrians, dogs, and assorted livestock on narrow lanes better suited for oxcarts, all attempting to go in different directions at the same time. That's not to mention constant horn blasting and the air filled with [the scent of] diesel fumes, chilis, and garlic from open doorways."

Potter didn't plan to become a travel writer when he was earning his master's in English in Madison. He was going to write fiction. He says he wrote a few novels, but none were published. While working in the art business in 1984, a friend of a friend who worked for a trade publication in the travel industry asked him if he'd like to travel to Shandong Province in China, which was then quite undeveloped and just opening up to tourists.

He wrote a story, then sold another to the *Washington Post*. A year later, he was in Tibet; he sold more stories; and his freelance career was rolling. Soon he was on work trips to Europe, Asia, and Central America.

Potter's personal vacations, however, are anything but glamorous. He likes to take his family to his rustic cabin on a lake in western Maine, where he has to put a pipe into the lake to get running water inside.

"I go fly-fishing, and take my daughter out on the lake to swim," he says. "It's an old-fashioned, 1950s getaway and the perfect antidote to the New York magazine world."



**Veteran traveler Everett Potter was surprised to experience culture shock in Katmandu, Nepal.**

*David McKay Wilson*

Excellent news came from **Georgia Guldán '71**: she's one of three inaugural science professors at the new Asian University for Women in Chittagong, Bangladesh. **Michelle Zjhra PhD'98** is its dean of undergraduate studies, and, while we're at it, the president of Bangladesh is a Badger as well: **Iajuddin Ahmed MS'58, PhD'62**.

May was a good month for **Sylvia Barkan Rimm MS'71, PhD'76**: she received two Arizona Book Awards and one National Indie Excellence Award for *Why Bright Kids Get Poor Grades: And What You Can Do about It* and *How to Parent So Children Will Learn: Strategies for Raising Happy, Achieving Children* (both Great Potential Press). Rimm, of Sheffield Lake, Ohio, is a psychologist, columnist, speaker, and contributing correspondent to NBC's *Today*.

In a May ceremony, **Lesley Moore Hallick PhD'72** became the seventeenth president of Pacific University in Forest Grove, Oregon. She arrives there after twenty years as the chief academic officer of Oregon Health & Science University.

Wisconsin's 2009 School Social Worker of the Year is **Thom Evans '73, MSW'79, MS'80** of Monona, who retired from the Madison Metropolitan School District in 2008 after a thirty-five-year career that also included lecturing in the UW's School of Social Work. Evans notes that he's now mentoring new Madison school employees and "training his unruly dog."

In late 2007, Madisonian **Tony Evers '73, MS'76, PhD'86** thought the time had come to put his affairs in order: the prognosis for his esophageal cancer was, at first, not good. But, early detection and successful surgery gave Evers a second

chance in life, which Wisconsin's then-deputy state superintendent of public instruction used to enter the race for the superintendent's spot. He won it — and was sworn in as the successor to **Elizabeth Schantz Burmaster '76, MS'84** in July.

An award-winning pioneer in the field of coordination dynamics, **(J.A.) Scott Kelso MS'73, PhD'75** has been lauded again: he's been named a Pierre de Fermat Laureate. It's a French honor conferred by an international panel of scientists representing the Republic of France and the University of Toulouse. As the founding director of Florida Atlantic University's Center for Complex Systems and Brain Sciences, Kelso plans to use the award's financial support to develop a program between his center and the Institute of Neuroscience in Toulouse.

In August, the U.S. Senate unanimously confirmed **Aaron Williams MBA'73** of Reston, Virginia, as the Peace Corp's eighteenth director. Most recently the VP of international business development for the research group RTI International, he's served in the Peace Corps himself — one of the nearly two hundred thousand volunteers who have worked in 139 host countries.

Kudos to **Laurie Deal Benson '75**. In May, she received the 2009 National Women in Business Champion award from the U.S. Small Business Administration. A co-founder and the CEO of Inacom Information Systems in Madison, Benson was instrumental in establishing Wisconsin's first "Make Mine a \$Million" program of Count Me In for Women's Economic Independence. She serves on the UW School of Business's Weinert Center for Entrepreneurship MBA Advisory Board.

Milwaukee mayor **Tom Barrett '76, JD'80** became a hero in August when he intervened to assist a grandmother and her young granddaughter, who were involved in a domestic dispute with the child's father. The man attacked Barrett with a tire iron, leaving him lying in a pool of blood. During Barrett's hospital stay to recover from the incident, President Obama was among the well-wishers who called to commend him for his bravery.

**James Turner MD'76** is leading the American College Health Association through national and global challenges as its president this academic year. He's also the executive director of the University of Virginia's Department of Student Health, a professor of internal medicine, and the executive director of the National Social Norms Institute.

In 1984, **Charles Alexander MA'78** drove into Tucson from Madison and founded a nonprofit called Chax Press that specializes in printing handmade books and avant-garde poetry and plays. Alexander says, "I can't imagine another life. I am a poet in the world, and I take that as an engagement of great responsibility and great pleasure."

President Obama has nominated **J. Michael Gilmore MS'78, PhD'80** to become director of Operational Test & Evaluation in the Department of Defense. His most recent post was assistant director for national security at the Congressional Budget Office.

The new president of the American Dietetic Association is registered dietitian **Jessie Pepple Pavlinac MS'78**. She's also director of clinical nutrition at Oregon Health & Science University Hospitals and Clinics in Portland, as well as a senior instructor at that university's

School of Medicine.

Way to go, **Mark Samels '78!** The PBS series *American Experience*, for which he serves as executive producer, was nominated this summer for an Emmy in the outstanding nonfiction series category. It's the Medfield, Massachusetts, resident's tenth nomination for his work on *American Experience*, and he's earned the honor four times.

Psychologist **Terrance Lichtenwald '79** shared an article that he co-authored, "When Worlds Collide: Criminal Investigative Analysis, Forensic Psychology, and the Timothy Masters Case," which appeared in *Forensic Examiner* this summer. Lichtenwald, of Loves Park, Illinois, has twenty years' experience with threat assessments and forensic, psychological, and security evaluations.

strategic planning and management to the Moldovan Academy of Science to develop an agribusiness park. When he's in the U.S., Cadwallader is an agricultural development agent in Wisconsin's Lincoln County area.

Who's news at the UW's University Communications office? **Dennis Chaptman '80**, most likely — he's the new director of news and media relations. Chaptman has served as senior university-relations specialist in that office since 2003, and has a long career with Wisconsin newspapers. He's also authored two books about Badger football.

**Kathleen Horning '80, MA'82** is a rock star in the library world. Why? The latest reasons are that she's been chosen to deliver the 2010 Arbuthnot Honor Lecture, and the American Library Association has given her

*"I can't imagine another life."  
— Charles Alexander MA'78*

The College of Mount Saint Vincent in Riverdale, New York, has welcomed **Guy Lometti PhD'79** as its new provost and dean of faculty. He was most recently dean of the graduate school at the College of New Rochelle [New York].

**Lee Tesdell MA'79** spent the spring on sabbatical as a Fulbright scholar at Birzeit University's Center for Continuing Education in the Palestinian Territories. He teaches technical communication at Minnesota State University-Mankato.

the Scholastic Library Publishing Award. But Horning has also authored the quintessential *From Cover to Cover: Evaluating and Reviewing Children's Books* (HarperCollins), chaired the Newbery Awards, and serves as director of the UW's Cooperative Children's Book Center.

Felicitations to **Anna Burwash PDE'81** of Etobicoke, Ontario, who now holds the professional designation of C.Dir. as a graduate of the chartered director program at the Director's College. This partnership between McMaster University and the Conference Board of Canada trains and certifies those who work in corporate governance.

**Alex Chu PhD'84** is the new vice president of process development at the Lexington, Massachusetts-based Microbia,

## '80s

Most folks never go to Moldova in Eastern Europe, but **Tom Cadwallader MS'80** has recently returned from his fifth trip there. He was providing



## Making a Difference in Nigeria

"I have become somewhat of a voice for the voiceless," says **Dena Grushkin Florczyk '80**. She's a longtime public school teacher, an avid photographer, a wife, and the mother of two, but her voice may be strongest in yet another role that keeps her life rich in meaning: Florczyk is the founder and director of The Nigerian School Project (TNSP, [www.NigerianSchoolProject.org](http://www.NigerianSchoolProject.org)), a nonprofit that provides resources to teachers and students in Nigeria.

It was Florczyk's first trip to the country in 2004, when she did a little advance fund-raising, that taught her the powerful lesson of "how a little thing can be so much over there. A little can move mountains. ... I saw the tremendous need, and I felt enormous gratitude from teachers and students. As a result, I felt that I could not turn my back and walk away."

Florczyk returned home from that trip and founded TNSP. Since then, it has provided textbooks, supplies, uniforms, classroom furniture, and scholarships; built five libraries in existing schools; sent thousands of books to fill their shelves; and — most exciting to her — completed a secondary school across the channel from Nigeria's capital, Lagos. "It is the first secondary school ever in this devastatingly poor river community," says Florczyk, who adds that during a June ceremony when the school was turned over to the ministry of education, a tribal leader declared, "This day will go down in history. This community will no longer remain in the darkness. Our existence can no longer be ignored."

Florczyk has been able to gain tremendous support for her work from her home community of Teaneck, New Jersey, where she organizes fund raisers, collects donated books, and shares her experiences with local schoolchildren. She also travels to Nigeria every summer, accompanied by other teachers who share their knowledge of African-American history, Harlem Renaissance poetry, theater, math, and photography with the students. "It's a life-changing experience for all involved," says Florczyk, who's considering expanding this part of the program.

During the rest of the year, Florczyk is fortunate to have a "fantastic on-ground coordinator" who oversees all of her projects, and she adds that she's "built a strong network of friends, teachers, administrators, and government officials who have made all of this possible."

But even so, how does she do it all? Florczyk says that she's driven by "a passion for kids, education, and the moral right. ... I make it work because it's a priority, and because I have made a commitment to do so. ... To be able to make a difference — and see the difference — is a feeling like no other." Her photography is also equally critical to the effort: "It's the fuel in my machine," she explains. "I take pictures of these beautiful [Nigerian] children, and I'm continually reminded of the gift I've been given."

*Paula Wagner Apfelbach '83*



**Dena Florczyk founded The Nigerian School Project to aid education in impoverished areas.**

which produces sustainable specialty ingredients and biomaterials from fermentation technology. Most recently, he held a similar position with Bristol-Myers Squibb's Adnexus Therapeutics.

This summer and fall, **Jan Oberla '84, MA'87** of Fairfax, Virginia, stepped away from her position as Web and reference

librarian at the U.S. Department of Justice to accept an assignment with the library that serves the White House.

**Timothy McBride MS'85, PhD'87** is blazing trails at Washington University in St. Louis, Missouri: he became its first associate dean for public health in 2008, then led the effort

to establish its master of public health degree program, which opened this fall. As a specialist in health economics and policy who regularly briefs congressional staffs, he's been busy lately!

For many years, eighty-seven-year-old **D. (Daniel) Reid Ross MA'86** was an urban planner and family historian. His 1985

retirement gave him time to earn a second master's degree and begin his first book, *Lincoln's Veteran Volunteers Win the War: The Hudson Valley's Ross Brothers and the Union's Fight for Emancipation* (State University of New York Press). He's also an affordable-housing advocate in Durango, Colorado.

**Anne Jacobson Markus Banda '87** is one of those selfless folks who make the world — and bike tires — go 'round. This summer she rode eight hundred and fifty miles on a tandem bike around Milwaukee's lakefront to raise money and awareness for UW-Milwaukee's community nursing centers. Banda is the administrative director of the Institute for Urban Health Partnerships and director of the UW-Milwaukee College of Nursing's Center for Cultural Diversity and Global Health.

One highlight of the journey that Appleton, Wisconsin, attorney **Harriet Peppard JD'87** took to Norway this summer was meeting **Rasmus Falck MBA'69** at the American ambassador's residence in Oslo. Falck, of Haslum, Norway, works with the Confederation of Norwegian Business and Industry, and is very involved in UW alumni activities.

The new director of the Isaac Newton Group of Telescopes in the Canary Islands is **Marc Balcells PhD'89**. Among his goals for the organization and its William Herschel Telescope (WHT) is to "reinforce the role of the WHT as one of the most productive four-meter telescopes in the world." Balcells was previously a tenured researcher at the Instituto de Astrofísica de Canarias.

## '90s

Explaining that it's "time to seek new challenges," journalist

**Anthony Shadid '90** is moving from his position as the *Washington Post's* Baghdad bureau chief to join the *New York Times's* Baghdad staff. He also notes that his work with the *Post* represents his "favorite years in journalism." Shadid earned a Pulitzer Prize for international reporting at the *Post* in 2004 and was a finalist in 2007.

There's a new academic leader at the helm of the University of South Carolina in Columbia: **Michael Amiridis PhD'91** became the provost and VP for academic affairs in August. He was previously dean of the school's College of Engineering and Computing.

**(Shanyong) Sam Zhang PhD'91** was pleased to share that the textbook he's co-authored, *Materials Characterization Techniques* (CRC Press), has been adopted for a course at Purdue University. Zhang is a professor in the School of Mechanical and Aerospace Engineering at Nanyang Technological University in Singapore.

Congratulations to **Jennifer Fields-Tawil '92** of Ossining, New York: she's entered the realm of self-employment as a co-owner of Synergy Investigative Solutions. For the last twelve years, she's been an investigator in New York, regulating elements of the public-market, waste-removal, and construction industries that are known to have ties to organized crime.

People lust after a lot of things, but for **Jaime (James) Moe '92**, it's garages. The Boulder, Colorado, entrepreneur is the creator, publisher, and editor of dreamgarage.com, an interactive Web site for those who seek inspiration in the enhancements others have made in their vehicles' habitats. Thanks to

Moe's spouse, **Mia Paul Moe JD'00**, for the update. She's the director of communications for the LENA Foundation.

**Geoffrey Richards '92** is giving back to the boarding school that gave him his start as a trustee for The Hill School in Pottstown, Pennsylvania. He's also principal and head of the special situations and restructuring group at the William Blair & Company investment firm in Chicago. Global M&A Network recently named Richards its Restructuring Financial Advisor of the Year.

Seventh-grade social studies teacher **Andrew Liss '93** of Fair Lawn, New Jersey, writes, "I've always looked for ways to reach out into the world and make a difference." So, he contacted **Adam Grenier '03** of Kiva, the "world's first person-to-person micro-lending Web site,"

*"I've always looked for ways to reach out into the world and make a difference."*

— **Andrew Liss '93**

which empowers individuals to lend directly to entrepreneurs in the developing world. Grenier, of Griswold, Connecticut, served as a Kiva fellow in Sierra Leone and is collaborating with Liss' school district.

**Paul Steinbrenner '93** was recently promoted to U.S. Navy commander while serving with the Operational Test and Evaluation Force in Norfolk, Virginia.

**Amanda Veith '93** has collaborated with filmmakers in L.A., found new Web markets for short films for the Sundance Film Festival, and worked in Web-based entertainment with **Mika Salmi '87** of AtomFilms. Now she's back in Madison, applying her knowledge to social media with John Roach Projects, run by

**John Roach '77.**

It's not often that we hear from a Badger living in Finland, but **Lisa Erdman '94** wrote from Pori to say that she's there pursuing a doctorate of art at the University of Art and Design Helsinki. Her thesis is titled, "Art, Humor, and Advertising as Tools for Political Dialogue."

First **Haitham Salawdeh '94** founded the Milwaukee-based Corporate Technology Solutions to provide integrated IT services. Now he's broadened its scope considerably by opening an office in Nablus, Palestine.

**Lance Fox DVM'95** of New London, Wisconsin, wanted to climb Mount Everest, but he also wanted to give back while he was in Nepal. So, the technical service manager with Alpharma Animal Health set about deworming yaks in Nepal's Khumbu Valley before scaling the peak. Fox's expedition

later, Miller has traveled the world, raced full time throughout Europe, and now, living in Fort Collins, Colorado, she's won a U.S. championship that qualified her for the world championship in Switzerland in September.

**Sarah Roberts '97, MA'09** was among fourteen people to earn a 2009 Google Policy Fellowship, which took her to the American Library Association's Office of Information Technology Policy in Washington, D.C., this summer. Come fall, she began doctoral studies at the University of Illinois's Graduate School of Library and Information Science.

University of Pittsburgh biological sciences professor **Jon Boyle MS'98, PhD'03** has been rewarded handsomely for his research thus far on microbes: he's one of seventeen Pew Charitable Trusts scholars in biomedical sciences, which provides a four-year, \$240,000 award. Boyle specializes in the toxoplasma parasite, which can infect humans and other mammals.

**Mark Fisher '98** has packed a lot into his thirty-three years, living and working across the U.S. and around the world. But now he calls Victor, Idaho, home — and home base for his career as a mountaineer and ski photographer with both editorial and commercial clients. His shots posted on ESPN's online freeskiing gallery this summer were amazing.

**Stefan Gerhardt '98, MS'01, PhD'04** received a Presidential Early Career Award for Scientists and Engineers from President Obama this fall. The award includes a research grant of up to five years. As a staff physicist at Princeton University's Plasma Physics Laboratory, Gerhardt is working on a fusion machine called the National Spherical Torus Experiment.

**Colin McCabe '98** and Tony Shure knew each other from a school in New York, but, by coincidence, met up again in Madison and found that neither loved the food. Their response? They founded the Manhattan-based Chop't Creative Salad Company, which has since expanded to eight additional locations in New York and Washington, D.C.

## 2000s

As the executive director of Energy Action in Washington, D.C. — a coalition of fifty youth organizations focused on climate change — **Jessy (Jessica) Tolkan '02** is a dynamo who's become one of the leading young voices on the subject. This spring, Tolkan helped to bring twelve thousand activists to the nation's capital for what she calls the "largest youth summit on climate change in U.S. history."

**Matthew Slaats MA'05, MFA'05** made the *New York Times* in May when a game that he invented as his MFA project was mentioned, but he says it's just "part of a larger conversation about sport and art that started at Madison." The Staatsburg, New York, artist is one of a growing group whose medium is "interactive art-sports" or "participatory art" — a combination of improvisational theater and athletics.

A recent *Popular Mechanics* article asked, "Is America's space administration over the hill?" It worried that today, fewer than 20 percent of NASA's employees are under the age of forty, versus its much younger demographics when the agency first placed a man on the moon. "Next-gen NASA" engineer **Tom Ahlstrom '07** of Houston was quoted.

When the nominees for the New York Innovative Theatre Award were announced this

summer, **Ryan Good '07** of Brooklyn, New York, was among them for his ensemble work in the New York Neo-Futurists' production of *Too Much Light Makes the Baby Go Blind*. The annual awards honor artistic excellence in Off-Off-Broadway theater.

**Max Bruner '08** and **Adam Schmidt '08** — both 2007 Harry S. Truman Scholars — traveled through the United Arab Emirates in April as guests of the crown prince of Abu Dhabi and participants in the third Emirati-American Young Leaders Cultural Exchange. Bruner is now developing an energy investment company in Washington, D.C., while Schmidt has joined Teach for America's first Milwaukee corps.

For **Joel Charles '08**, the future is about seeking "long-term, sustainable solutions to health disparities, poverty, and environmental degradation." He's attending the UW's School of Medicine and Public Health and was recently named a 2009 Jack Kent Cooke Scholar, which entails a national graduate scholarship worth up to \$50,000 per year for up to six years of study.

Remember the 1988 Coppola film *Tucker: The Man and His Dream*? According to a July *New York Times* article, Madison classic-car restorer **Justin Cole '08** has acquired and restored a convertible that some say is a secret prototype that Preston Tucker was developing right before his fledgling car company was shut down in 1949. Doubters claim that Cole is propagating a hoax, but, like Tucker, Cole says, "It seems like everyone is against me, but I will not back down. I will finish this project."

*Class Notes compiler Paula Wagner Apfelbach '83 has been called worse.*

## Calendar

### February

#### 3 Humanities in the 21st Century

As part of UW-Madison's Year of the Humanities celebration, Chancellor Biddy Martin PhD'85 will host a panel discussion on the UW campus on the vital role that the liberal arts play in our lives. [humanities.wisc.edu/yearofhumanities](http://humanities.wisc.edu/yearofhumanities)

#### 15 Whys and Wows at Discovery World in Milwaukee

Designed to engage kids ages ten and younger, Whys and Wows offers youngsters and parents quick, hands-on activities led by expert UW-Madison faculty at various discovery stations. [uwalumni.com/uwforyou](http://uwalumni.com/uwforyou)

### March

#### Beginning March 20 Imaginary Architecture

See the creations of Belgian photographer Filip Dujardin, who combines photos of wildly different buildings into new constructions of impossible architecture, at this Chazen Museum of Art exhibition. [chazen.wisc.edu](http://chazen.wisc.edu)

### April

#### 5-9 Senior Week

Members of the 2010 graduating class are invited to a free, five-day series of events designed to celebrate campus and to acquire a host of career and financial skills. [uwalumni.com/seniorweek](http://uwalumni.com/seniorweek)

#### 20-21 Nelson Institute Earth Day Conference

In 2010, Earth Day and the Nelson Institute for Environmental Studies will both celebrate fortieth anniversaries. The Nelson Institute will mark the occasion with Earth Day at 40: Valuing Wisconsin's Environmental Traditions, Past, Present and Future at the Monona Terrace Community and Convention Center in Madison. [www.nelson.wisc.edu](http://www.nelson.wisc.edu)

#### 22-25 Alumni Weekend

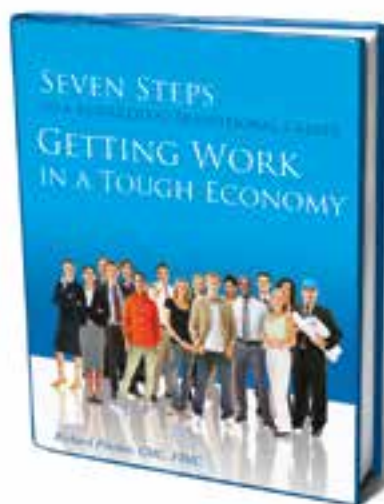
Plan now to reconnect with campus and welcome the Class of 1960 back to celebrate its fiftieth reunion. Alumni Weekend is also a great chance to meet friends, enjoy an interesting class, and take an open house tour. Find events, activities, and registration at [uwalumni.com/alumniweekend](http://uwalumni.com/alumniweekend).

#### Founders' Days

Celebrate UW-Madison's beginnings at Founders' Day celebrations around the country. These annual events bring the best of the UW to your community, from presentations by leading faculty members to well-loved Badger traditions. Find a Founders' Day in your area at [uwalumni.com/chapters](http://uwalumni.com/chapters).

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



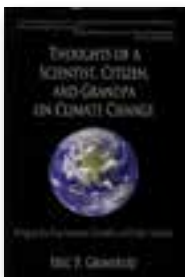


■ **Seven Steps to a Rewarding Transitional Career: Getting Work in a Tough Economy** (HRD Press) is a workbook that shows readers how to manage and embrace a “transitional career”: a work-life cycle that comprises a series of job engagements. The author is **Richard Pinsker '56, MS'59**, of Pinsker and Company in Granite Bay, California.

■ **Business Mensch: Timeless Wisdom for Today's Entrepreneur** (Wolfeboro Press) says, in a warm and wry way, that what's good for the soul is good for business, too. And its author, **(Norman) Noah Alper '69** of Berkeley, California, should know: he founded the Noah's New York Bagels and Bread & Circus natural-foods chains.

■ **Thoughts of a Scientist, Citizen, and Grandpa on Climate Change: Bridging the Gap between Scientific and Public Opinion** (iUniverse) warns forcefully against backsliding in environmental improvement efforts due to the difficulties they'll cause. It's the work of **Eric Grimsrud PhD'71** of Kalispell, Montana.

■ **Sweet and Sour Pie: A Wisconsin Boyhood** (University of Wisconsin Press) evokes, as one reviewer wrote, an “enviable Wisconsin childhood.” The teller of the tale, a former spokesperson for the state's DNR, is **Dave Crehore MA'72** of Green Bay.

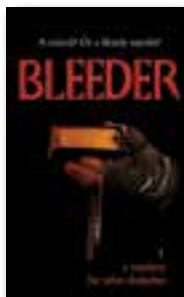


■ **Tango: The Tale of an Island Dog** (Bloomsbury) is the debut novel of **Eileen Larsen Kittelsen Beha '72, MS'75, PhD'79** of Minneapolis. Intended for tween readers, it's the story of a brave little dog who “risks all to find his way back home” after a shipwreck on Prince Edward Island.



■ **“I'll Remember This Trip”: Fifty Years of Study Abroad at UW-Madison** (UW Division of International Studies) chronicles the program's faculty champions, student pioneers, and direction over a half-century. “It was a great project to have as my ‘swan song,’ ” says Madisonian **Joan Raducha '72, MA'76, PhD'82** about writing the book before her 2008 retirement from the UW.

■ When a stigmatic priest bleeds to death on Good Friday in front of his parishioners in **Bleeder** (Sophia Institute Press), is it a miracle — or murder? Author **John Desjarlais '76** teaches English and journalism at Kishwaukee College in Malta, Illinois, and recently re-released his medieval thriller, *Relics* (Thomas Nelson).



■ **Healing Parties** (Xulon Press) begins with a trip that **Gail Mosley Conner '82** took to Africa in 2006, but then it takes the reader on a longer, more intimate journey through the author's life. Its message is one of healing and hope through reconciliation, no matter how readers or their ancestors arrived in America. Conner is the president of G&C Environmental Services in Newtown Square, Pennsylvania.

■ **Radio's Hidden Voice: The Origins of Public Broadcasting in the United States** (University of Illinois Press) fills in what most histories of the medium leave out: public radio's early development during the 1920s and '30s. Author **Hugh Richard Slotten MS'85, MA'86, PhD'91** is a senior lecturer at the University of Otago in New Zealand.

■ **The Prometheus Project: Trapped** and **The Prometheus Project: Captured** (both DNA Press) are fast-paced, science-fiction thrillers for tweens that offer accurate science to boot. They're written by San Diego, California, biotech executive **Douglas Richards MS'87**, who also writes science pieces for *National Geographic Kids*.

■ **World War II: 365 Days** (Library of Congress/Harry Abrams) is drawn from the vast collections of the Library of Congress, and picture editor **Athena Angelos '88** of Washington, D.C., has drawn them all together. More than five hundred images — action shots, editorial cartoons, posters, maps, combat art, and more — blend with a timeline and excerpts from letters, diaries, speeches, and memoirs to create a “vivid mosaic of the battlefield and home-front experiences.”

■ **A Taste of Heaven: A Guide to Food and Drink Made by Monks and Nuns** (Tarcher) by Madison journalist **Madeline Scherb '89** is part travel guide and part cookbook: a survey of delicious consumables made by Catholic religious orders in America and Europe; a sense of the spirit, work, and history that go into them; and recipes from notable chefs incorporating the products.

■ **Called to Account: Fourteen Financial Frauds that Shaped the American Accounting Profession** (Routledge Publishing) chronicles some of the most egregious financial frauds in an entertaining (yes!) and educational way. Author **Paul Clikeman PhD'95** is an associate professor of accounting at the University of Richmond [Virginia].



■ Couldn't we all use a little more **Prudent Decision Making in an Imprudent World: Better Decisions at Home and Work** (Praeger)? This new work by **Patrick Gould PhD'06** combines research-based principles, practical advice, and many examples of good and bad decision-making. He's a retired U.S. Marine Corps officer, former UW educational researcher, and founder of Major Decision Consulting in Middleton, Wisconsin.

## Grow Your Own Security

By Justin Mog MS'99, PhD'03

Like so many of our fellow Badgers who finish Peace Corps service each year, my wife, Amanda Fuller MS'02, and I were traveling home in late 2008. But instead of exploring foreign lands on our way back to U.S. soil, we traveled America by rail in an effort to rediscover what felt like a very different country from the one we left in 2005. In the midst of considerable apprehension about the economy and climate change, we found an amazing amount of hope and interest in sustainable re-localization — especially when it comes to food.

In November 2008, at the close of three years working in agriculture and nutrition in Paraguay, we thought it would be fitting to send a letter to President-elect Obama, urging him to plant an organic kitchen garden on the White House lawn as a model of sustainable living and healthy eating. To our delight, we weren't the only ones who thought this was a good idea, including the Obamas themselves, who broke ground on their garden in March 2009, as well as the new Secretary of Agriculture, Tom Vilsack, who's creating a People's Garden at the USDA.

And it's not just happening in Washington. Around the country community gardens and farmers' markets are sprouting like weeds, seed companies are reporting record sales, and we've seen inspiring efforts by groups such as Growing Power in Milwaukee, the New Agrarian Center in Cleveland, and The Greening of Detroit, all of which are helping to transform vacant lots, urban blight, and food deserts into highly productive gardens and nurseries.

It's as though our country has taken a lesson from the Paraguayans we had been sent to help.

Peace Corps volunteers often conclude that, in the end, they learned more than their hosts. As someone who studied sustainable development at UW-Madison, one of the most striking lessons of my service was that being "poor" can mean a dizzying array of things in today's world; and, thus, helping people get out of "poverty" requires the opposite of the all-too-common, one-size-fits-all development strategy. But, thankfully, one thing was universal in my Paraguayan community: no matter how poor, no one goes hungry.

This realization highlighted for me the importance of something I'd learned about during my UW days, and a concern which now seems to be sweeping the nation. I sat down with my Paraguayan neighbor, Don Hermosa, and did some basic calculations about this. We found that a typical Paraguayan family of eight could achieve food security on a surprisingly small amount of land by growing a year's worth of basic foodstuffs on little more than a hectare (2.5 acres) and by feeding their animals off another two hectares. They also have the potential to meet many other needs on their land, including *yerba mate* (a bitter iced green tea made from this native plant is the undisputed national beverage), medicinal herbs (popular and well known throughout the country), sponges (loofahs are native to the region), bamboo, sugar, honey, green manures, lumber, firewood, and a bounty of fruit.



SPENCER WALTZ

And in an age when we are becoming acutely aware of the problems of oil addiction, imagine a world in which draft animals are still used to work the land and transport goods. When I'd wave to Hermosa rambling down the red earth road on an oxcart, I often felt as though I'd stepped back in time; but in a post-peak-oil world, perhaps he's rambling on *ahead* of us, like the tortoise overtaking the hare.

The simple fact that Hermosa's family is capable of producing most of what they need means that they are living much more sustainably than the vast majority of us in the "developed" world. While we typically measure success and progress by how much farther we can detach ourselves from the land, many of us are starting to realize that — from a sustainability perspective — the measures run in the opposite direction. This is why I have tremendous hope for societies like Paraguay's, and I believe that the corner we're finally turning in the U.S. is such an important milestone. Fortunately, there's still time for us to learn from one another.

*Justin Mog and his wife are proud graduates of the Gaylord Nelson Institute for Environmental Studies, and he now works at the University of Louisville as the first-ever assistant to the provost for sustainability initiatives.*

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](mailto:onwisconsin@uwalumni.com).

## Hillel

Continued from page 41

The result was a Hillel that was intellectually challenging. Dolores Adler Erlebacher '62 says that Hillel "was the place where I first heard about the Holocaust — I mean really heard about it. They had a survivor come and talk to us."

And Kiekhofer's Wall? The Hillel Center offered to give the wall to students so that it could be restored elsewhere, but the gesture failed. Souvenir hunters took so many of the stones that the wall was doomed. When workers examined the remaining bricks, they determined that somewhere between twenty-six and thirty layers of paint covered each one.

## A menu from the new Hillel Café

When Sharon Byer x'10 and her mother made their first visit to Madison in 2006, Mom made sure they took the brief journey up Langdon Street to Hillel.

"She was familiar with Hillel from its chapter at the University of Maryland," says Byer, a Silver Spring native. "They've got one of the largest and most active chapters, and we'd heard that the Wisconsin chapter is very active, too."

Finding a thriving Jewish student center was, Byer felt, an important element for feeling comfortable in Madison; she had never spent much time away from the East Coast before and was then getting ready to graduate from the Jewish Day School in Rockville, Maryland.

"The Jewish theme is big in my life," she says.

Greg Steinberger, the current director of the Madison Hillel Center, knows that making Jewish students — and their parents — comfortable with Madison is

still one of his organization's most important purposes. But making students feel welcome is becoming increasingly complex, as "the Jewish theme" can mean very different things to the UW's large and diverse Jewish population.

Steinberger came to Madison in 1999, having previously worked with Hillel at Ohio State University in Columbus. There, he says, most of the Jewish students came from within Ohio, making them a fairly homogenous group, but he quickly realized that this wasn't true at the UW, where most of the Jewish students come from out of state. "This means that they bring a wide variety of experiences and expectations," he says. This university, he came to understand, would require more physical space than the center then offered.

When the previous Hillel House was built in 1953, the UW's student body numbered fewer than 14,000, and its Jewish population was around 1,200. Currently, UW-Madison has more than 40,000 students, and Steinberger estimates that 5,000 of them are Jewish.

"It's not uncommon for many of them to say that their only contact with Hillel is at the High Holidays," Steinberger says. And this is something he understands — when he was a graduate student at the University of Michigan, he didn't see much of that campus's Hillel center until his last year. "That's when I discovered it was a pretty good place to study," he says.

In light of this and of his understanding of UW-Madison, Steinberger has developed Hillel's new home to appeal to students in new ways. The lead donors — Ricky Sandler '91 and Larry Hochberg '58 (whose first wife, Barbara, is the building's namesake) — typify holidays-only Hillel patrons.

"I didn't spend a lot of time at Hillel when I was a student," says Hochberg. "I could get all the Jewishness I wanted within my fraternity."

And so when creating the new building, Steinberger and his colleagues tried to design it to offer students the opportunity to create their own experience. "Eighteen- to twenty-one-year olds, they're just beginning to figure the world out, to find out what it means to think independently," Steinberger says. "We want to help them do that, to create a space that helps them figure out how they want to be. We're a big tent."

Which, of course, is not literally true — Hillel's new Barbara Hochberg Center is four stories and 40,000 square feet of stone, steel, glass, wood, and concrete. It's one of the largest Hillel centers in the country, and it's also working to earn LEED (Leadership in Energy and Environmental Design) certification, making it one of the greenest structures in the campus area. It includes not only spaces for Reform, Conservative, and Orthodox services every week, but also room for student groups; study areas equipped with wireless Internet access; a gym; and a street-front kosher café that Steinberger hopes will appeal not only to Jewish students, but also to the crowds that walk up and down Langdon Street every day.

The new building may embody what Steinberger sees as Hillel's future, but it's also working to fill the organization's original mission of preserving Jewish identity.

"For five thousand years, people have chosen to participate in this heritage," he says. "If we're doing our job well, we're using our presence to make this campus a richer, better place." ■

*On Wisconsin senior editor John Allen wishes he had witnessed the destruction of Kiekhofer's Wall by, evidently, a team of showgirls.*



## Quotes

Continued from page 31

oral contraceptive was synthesized by Carl Djerassi PhD'45. Howard Aiken '22's Mark I machine is often said to have ushered in the computer age. Yet it was another UW graduate, John V. Atanasoff, who in 1973 was adjudged by a United States District Court to be the inventor of the first automatic electronic digital computer, which he created in 1939.

The Pill is a four-letter word, but it's both a pejorative word and complimentary. In the beginning, an explosion of litigation went on for ten years, while women concerned about side effects demanded, "Why do you use us as guinea pigs?" But then when women saw that it empowered them, it was a quantum jump — from diaphragms and condoms to the Pill — with nothing at all in between.

*Carl Djerassi PhD'45 (chemist),  
San Francisco Chronicle (March 16, 1992)*

At the present time there exist problems beyond our ability to solve, not because of theoretical difficulties, but because of insufficient means of mechanical computation.

*Howard Aiken '23 (computer scientist), "Proposed Automatic Calculating Machine" (1937)*

It was at an evening of scotch and one-hundred-miles-per-hour car rides when the concept came, for an electronically operated machine, that would use base-two (binary) numbers instead of the traditional base-ten numbers, condensers for memory, and a regenerative process to preclude loss of memory from electrical failure.

*John Atanasoff PhD'30 (computer scientist), Bristol Evening Post (February 8, 2001)*

## More Space Cowboys

UW alums have made their explorations not just in the laboratory, but also in the skies. In addition to Jim Lovell, another famous alumnus made his mark in the world of aerospace:

We (that's my ship and I) took off rather suddenly. We had a report somewhere around four o'clock in the afternoon before



CHARLES LINDBERGH, JR.

that the weather would be fine, so we thought we would try it. I saw a fleet of fishing boats. ... I flew down almost touching the craft and yelled at them, asking if I was on the right road to Ireland. They just stared. Maybe they didn't hear me. Maybe I didn't hear them. Or maybe they thought I was just a crazy fool. An hour later I saw land.

*Charles Lindbergh, Jr. x'22 (aviator),  
New York Times (May 23, 1927)*

I conclude this romp through UW quotation history with the lighter areas of sports and popular culture, where Bud Selig issued a carefully

ambiguous commemoration of a baseball feat and Steve Miller achieved a lasting niche in musical trivia with a cryptic phraseology:

I congratulate Barry Bonds for establishing a new career home-run record. Barry's achievement is noteworthy and remarkable. While the issues which have swirled around this record will continue to work themselves toward resolution, today is a day for congratulations on a truly remarkable achievement.

*Bud Selig '56 (commissioner of baseball) (August 7, 2007)*

Some people call me the space cowboy.

Yeah! Some call me the gangster of love.

Some people call me Maurice,

'Cause I speak of the pompatus of love.

*Steve Miller x'65 (musician), "The Joker" (1973)*

There has been endless speculation about the meaning of Miller's "pompatus of love" — it has been referenced, for example, on television's *The Simpsons*, in a novel by Michael Ondaatje, and in a 1996 movie whose title was actually *The Pompatus of Love*. The best guess is that Miller adapted the words from a 1954 rhythm-and-blues song by the Medallions, whose lyrics included "Oh my darling, let me ... discuss the puppetutes of love." Unfortunately, the definition of "puppetutes" is way beyond the scope of this article. ■

*In addition to being an expert on quotations, Fred Shapiro is the associate librarian and a lecturer in legal research at Yale Law School.*

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## Floating in Furs

Residents from Ann Emery Hall, then a private women's dormitory, set sail on their lawn as part of a Homecoming tableau in November 1931. The display, which involved a boat, a stormy sea, and a lighthouse, won first prize among dorm entries that year.

The 1931 Homecoming was a rough one for the Badgers, who lost 6 to 0 to Ohio State, and the Emery women's display turned out to be surprisingly apropos. Although meteorologists forecast perfect weather for game day, Madison instead received a deluge. Twelve hours of rain turned Camp Randall into a swamp, and the sun never made an appearance. Fans were frustrated by a heavy fog that blanketed the field in the third and fourth quarters, and few managed to see the lone

score, when Ohio State blocked a Wisconsin punt and recovered it in the end zone.

It seemed all of campus was descending into chaos that weekend. Homecoming festivities turned into a riot when some five hundred student revelers stormed the Orpheum Theatre. The *Capital Times* covered the riot like a sporting event, giving it a tally in injuries and arrests. The police, they wrote, "scored two knock-downs and three POW."

In 2009, Ann Emery still stands at 265 Langdon Street, though it's now an apartment building. And Homecoming was considerably calmer, with no call for lifeboats.

John Allen



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