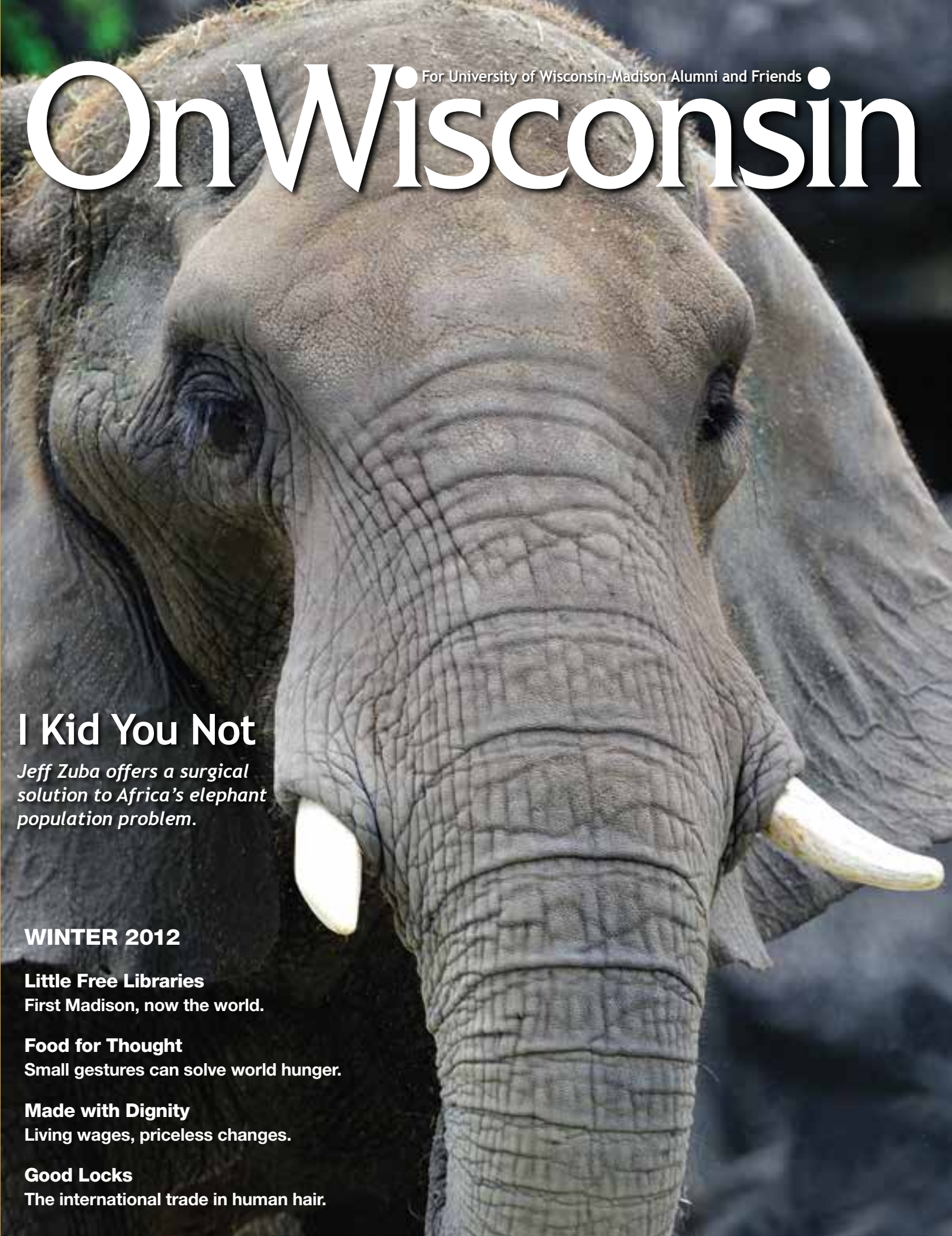


OnWisconsin

For University of Wisconsin-Madison Alumni and Friends

I Kid You Not

Jeff Zuba offers a surgical solution to Africa's elephant population problem.

WINTER 2012

Little Free Libraries
First Madison, now the world.

Food for Thought
Small gestures can solve world hunger.

Made with Dignity
Living wages, priceless changes.

Good Locks
The international trade in human hair.


YOUR
LEGACY.
THEIR
FUTURE.
We can shape how we're remembered. Remembering the University of Wisconsin-Madison in your will is an investment in the future. For our children. For our university. For the world.
To discuss your legacy, contact Scott McKinney in the Office of Gift Planning at the University of Wisconsin Foundation at scott.mckinney@supportuw.org or 608-262-6241.
supportuw.org/gift-planning
UNIVERSITY OF WISCONSIN
FOUNDATION

contents

WINTER 2012
VOLUME 113, NUMBER 4

Features

Departments

Cover
Elephant overpopulation can be a big problem — but Jeff Zuba has the answer. Photo by Acon Cheng/Shutterstock

INNOVATION

BRYCE RICHTER

UW–MADISON ARCHIVES

At UW–Madison, innovation grows.

Whether in climate studies under way in a stand of hardwood trees in the Northwoods of Wisconsin, or in the observations and journals of ecologist Aldo Leopold — the past, present and future are linked in a commitment to discovery, learning and contribution. Join UW–Madison in celebrating the Year of Innovation.

YEAR OF INNOVATION

yearofinnovation.wisc.edu

On Wisconsin
WINTER 2012

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

Co-Editors
Niki Denison, Wisconsin Alumni Association
Cindy Foss, University Communications

Senior Editor
John Allen, Wisconsin Alumni Association

Senior Writer
Jenny Price '96, University Communications

Art Director
Earl J. Madden MFA'82,
University Communications

Production Editor
Eileen Fitzgerald '79,
University Communications

Class Notes Editor
Paula Apfelbach '83, Wisconsin Alumni Association; **Editorial Intern:** Aimee Katz x'13

Design, Layout, and Production
Barry Carlsen MFA'83; Toni Good '76, MA'89; Kent Hamele '78, University Communications

Campus Advisers
Paula Bonner MS'78, President and CEO, and Mary DeNiro MBA'11, Executive Vice President and COO, Wisconsin Alumni Association • Amy E. Toburen '80, Executive Director, University Communications and Marketing • Lynne Johnson, Senior Director of Communications, UW Foundation

Advertising Representatives
Madison Magazine: (608) 270-3600

Big Ten Alumni Alliance
National Accounts Manager
Susan Tauster: (630) 858-1558

Alumni Name, Address, Phone, and Email Changes • Death Notices
Madison area: (608) 262-9648
Toll-free: (888) 947-2586
Email: alumnichanges@uwalumni.com

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

Printed on recycled paper.

Please remember to recycle this magazine.

MIX Paper from responsible sources FSC® C104484

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

ANDY MANIS

A Little Free Library at the corner of Blackhawk Avenue and Regent Street in Madison sports a miniature windmill.

For the last year or so,

I've noticed what look like overgrown mailboxes with books inside popping up around Madison. It took a while for them to break through all the competing distractions of busy days, until I got curious enough to take a look inside. Then I learned that this wasn't just a Madison phenomenon — these Little Free Libraries, a neighborly means of exchanging books, are actually sprouting all over the world. And the global phenomenon was started by the university's own Rick Brooks (of the Division of Continuing Studies) and his friend Todd Bol. Neither had any idea that this simple concept would take off the way it did.

But, as writer Erika Janik points out in this issue, there is something so charming about the homemade book houses that many people find them hard to resist. This past summer, I made daily rounds in my neighborhood, where there are three within blocks, and discovered a book called *Mrs. Whaley's Charleston Garden.* Serendipitously, I was just about to visit family in Charleston, South Carolina. So while I was there, we visited this delightful, free garden tucked away on the city's historic Church Street. We'd never have found it otherwise.

A copy of *In a Sunburned Country*, Bill Bryson's entertaining travelogue of Australia, became my beach reading, and after my return, I snapped up a brand new copy of *Born to Run: A Hidden Tribe, Superathletes, and the Greatest Race the World Has Never Seen* by Christopher McDougall, which I had been planning to buy. This was a bonus day that also yielded Christian Lander's *Stuff White People Like,* which has provided a hilarious window into American culture for my Thai student boarder.

Since thinning my own book collection was on my to-do list, I placed a dozen titles in various little libraries, and found that speculating about who might read them was just as satisfying as scouting for my own reads. One selection was *The Fluoride Deception* by former BBC reporter Christopher Bryson. I checked regularly to see if someone had taken it, but after four weeks, it was still there.

Maybe I should move it to another free library. I just know that someone will read it!

Niki Denison
Co-Editor

Helping invent a better world.

Photos courtesy of UW–Madison and WARF.

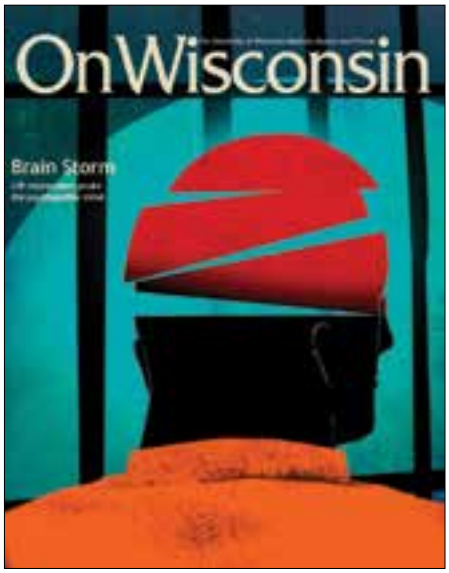
WARF
Wisconsin Alumni Research Foundation

Protecting and licensing University of Wisconsin–Madison technologies since 1925.

warf.org

WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

letters



Treating Psychopaths

Thank you for publishing that groundbreaking article on psychopathy! ["(Mis)guided Light," Fall 2012 *On Wisconsin*]. Jenny Price, you'll have my undying thanks for writing about people we fear and hope will stay in prison forever. The combination of neuroscience, valid research studies, and promising treatment modalities gives me hope that this will be regularly implemented in our Wisconsin prison system. I dearly wish a man I've known for years could get access to this treatment, as he presents some of the symptoms you describe, and his release date is expected within one to two years. What also is so striking is that if you flipped a coin, these inmates often have all the qualities of a CEO or top leader. I hope all will be enlightened by your cutting-edge article.

Lynn Griebling MMusic'69
Green Bay, Wisconsin

Fundraising Info Hits Home

I just donated to the annual fund because of the excellent article in *On Wisconsin* ["Madison Calling," Fall 2010]. This article was the first time I learned of the university's finances and poor donation record. I graduated in 1987 and have never donated before. Please use the information in this article to appeal to other alumni.

Robert Steffeck '87
Chicago

Not Bananas about Research

Like many taxpayers, I have often fumed over money wasted on dumb and useless scientific research at universities and government agencies. I was pleased to finally see a report on a study that offers all of us some real-life practical benefit ["Say What?," Fall 2012 News & Notes]. The next time I'm in the supermarket produce section, I'll keep repeating, "Banana … banana … banana." If that research report is correct, I'll get to those ripe fruits one-tenth of a second before the other shoppers.

Jim Bie '50
La Jolla, California

All in the Family

Badger Sports Ticker [Fall 2012, about former hockey player Ryan Suter x'07] mentioned Bob and Gary Suter as hockey stars for the Badgers, but omitted John Suter, Ryan Suter's uncle, who played for the Badgers from '73 to '77. He played on one of Bob Johnson's national championship teams. John was a great player and deserves mentioning along with his brother Bobby. My brother Gary and I played together [on the hockey team] in the early '70s.

Tom Kuklinski '73
Hayward, Wisconsin

There I proposed to her, telling her I'd throw her in the water if she said no. She could not swim, so she immediately answered yes.

Pier Pressure

My dream came true on the end of the UW Union pier [Traditions, Summer 2012]. During the 1956 summer school session, my friend and I took a moonlight walk on the pier. There I proposed to her, telling her I'd throw her in the water if she said no. She could not swim, so she immediately answered yes. After summer school, we eloped and have just celebrated our fifty-sixth anniversary. Dreams do come true.

James Davis '50, MS'56
Oshkosh, Wisconsin

Disturbed by Sifting Topic

I was disturbed to see that *On Wisconsin* [Fall 2012 Sifting & Winnowing] printed a nostalgic piece about the late Stephen Ambrose, who plagiarized not one, but several of his books. For the full story on this discredited historian, I suggest readers turn to Peter Hoffer's book *Past Imperfect.* Ethics and careful analysis — not fame — are at the heart of good historical writing.

Nancy Isenberg MA'83, PhD'90
Professor of History, Louisiana State University
Baton Rouge, Louisiana

From the Web

What a valuable piece of information! ["(Mis)guided Light"]. There is so much more work to be done on the workings of the frontal lobe. I see it in my spouse with a frontotemporal degeneration diagnosis, who was standing next to a choking woman and said, "Well, let's go now." I see it in my autistic grandson who says, "Is this an angry face?" And I see it in my adopted niece, who has begun punching teachers in school when frustrated. With more study on the workings of the brain, there may yet be hope.

Christine Meulemans

I'm thinking that sometimes being beaten could lead to this kind of problem [psychopathy], too, because the head is often where people hit others, and if it's a child who is hit, then it could lead to this. In some ways, [psychopathy] sounds like it's somewhat the opposite of ADHD, and possibly related to obsessive compulsive disorder.

splashy

If you'd like to comment on the magazine, send an e-mail to onwisconsin@uwalumni.com; mail a letter to *On Wisconsin,* 650 North Lake Street, Madison, WI 53706; or send a fax to (608) 265-2771. We reserve the right to edit letters for length or clarity.

Be Social

Connect with us on your favorite social media sites for more frequent updates from *On Wisconsin* and UW-Madison.

We welcome your tweets and comments.

Facebook
Facebook.com/OnWisconsinMagazine

Twitter
@OnWisMag

scene

Matthew Mella x'11 of the Madison Area Jugglers performs for the Helen C. House Party, held at College Library, September 13, 2012.
Photo by Jeff Miller

news & notes

Big Red Landing

For **Adam Steltzner PhD'99,** nearly ten years of work came down to the moment *Curiosity* landed safely on the surface of Mars.

He was the public face of NASA's Jet Propulsion Laboratory, which used a complex system involving a one hundred-pound parachute and rockets to land the one-ton mobile laboratory at the planet's Gale Crater. The August event was broadcast live in Times Square and had people around the country chanting, "USA! USA!" — along with the ebullient team at mission control.

Steltzner's first reaction approached disbelief. "We had worked so hard for so many years," he says. "I had personally worried so much [that I thought] it could not just happen with so little drama. It could not be that simple."

The California native's path to NASA included a stop in Madison in the 1990s, when he was a popular teaching assistant in engineering physics who also moonlighted as a drummer and percussionist for Jewbacca, an eleven-piece Afro-Cuban-Klezmer orchestra. During that time, he says, he learned many things, including "how a great PhD adviser can make your graduate years enjoyable" and "how genuinely kind and friendly Wisconsinites are."

In the wake of the landing, Steltzner received a congratulatory phone call from President Barack Obama and a shoutout from *Esquire* magazine celebrating his hair style — an "adult, not-at-all punk, take on the pompadour" — along with his accomplishments in space exploration.

Curiosity continues to send breathtaking photos of the planet from its seventeen cameras, but Steltzner's favorite is the first image from the Hazcam mounted on the rear of the rover. Taken the night it landed, the photo shows the descent-stage impact cloud in the distance. "Murky, dust covered, but priceless nonetheless," he says.

Jenny Price '96

This Martian scene, a mosaic that includes images NASA's *Curiosity* rover took in August, shows a 360-degree view of the landing site with the rover's shadow visible in the foreground.

quick takes

In September, the Wisconsin Law School's Latino Law Student Association launched the state's first Immigration Law Clinic. The organization's goal is to provide low-cost legal services to immigrants.

The UW's Odyssey Project is the subject of a documentary for the Big Ten Network. Now in its tenth year, the Odyssey Project offers economically disadvantaged Madisonians an opportunity to take evening courses and earn college credits studying literature, history, philosophy, art, and writing. Check local listings for when the Big Ten Network program will air.

Students had a blast from the past when plastic pink flamingos returned to Bascom Hill at the start of the fall semester. Echoing a classic prank by the 1970s Pail and Shovel Party, students placed 400 flamingos on the hill to promote Flamingo Run, a convenience store located in the campus's new Dejope Residence Hall.

BRYCE RICHTER

The School of Human Ecology named Soyeon Shim as its new dean, succeeding Robin Douthitt. Shim was previously the director of the School of Family and Consumer Sciences at the University of Arizona. Also coming from Arizona is Paul Robbins '89, who has been appointed director of the Gaylord Nelson Institute for Environmental Studies. The School of Veterinary Medicine named Mark Markel as its third dean, following Daryl Buss MS'74, PhD'75 and Barney Easterday MS'58, PhD'61.

NASA/JPL-CALTECH/MSSS

Bullies Exposed

Social media reveals bad behavior offline.

Hundreds of millions of daily posts on the social networking service Twitter are providing a new window into bullying — a tough nut to crack for researchers.

"Kids are pretty savvy about keeping bullying outside of adult supervision, and bullying victims are very reluctant to tell adults about it happening to them," says **Amy Bellmore,** a UW educational psychology professor. "They don't want to look like a tattletale, or they think an adult might not do anything about it."

Typical bullying research methods rely on the kids — victims and bullies alike — to describe their experiences in self-reporting surveys. So Bellmore teamed up with **Jerry Zhu,** a UW computer sciences professor who studies machine learning, to teach computers to scour the endless feed of Twitter posts for mentions of bullying events.

Their findings? There are more than 15,000 bullying-related tweets per day. "The computers are seeing the aftermath, the discussion of a real-world bullying episode," Zhu says.

Computers also developed an eye for the social media roles played by Twitter users who are wrapped up in bullying events, learning ways to identify bullies, victims, accusers, and defenders. As the researchers dug into the tweets selected by computers, they identified a new role: the reporter. It's just like it sounds: a child who witnessed or found out about, but wasn't participating in, a bullying encounter.

In the long run, these methods could be used to help identify children in need of an intervention and to show those who are being bullied that they are not alone.

"A way victims often make sense of their bullying is by internalizing it," Bellmore says. "They decide that there's something bad about themselves — not that these other people are jerks. When they're exposed to the idea that other people are bullied, actually it has some benefit. It doesn't completely eliminate the depression or humiliation or embarrassment they might be feeling, but it can decrease it."

Chris Barncard

HERSCHEL KISSINGER

As Memorial Union's reconstruction continues, workers removed the James Watrous murals that decorate the Paul Bunyan Room. The murals were painted in the 1930s and depict the Paul Bunyan legend. They will be returned in 2014. Similarly, murals in the Stiftskeller and the collection of steins that decorate the Rathskeller have been put into storage until the renovation is complete.

Hiring a new UW-Madison chancellor took a step forward in September when the UW System formed a search committee. The group includes thirteen faculty members and twelve staff, students, administrators, and community representatives. Its charge is to form a short list of five candidates for the board of regents to evaluate to succeed Interim Chancellor David Ward MS'62, PhD'63.

Engineering Professor John Moskwa is the first university professor to earn the Cole Award for Automotive Engineering Innovation from the Society of Automotive Engineers International. It lauds his work in high-bandwidth engine transient test systems.

Victory Media named UW-Madison among the top 15 percent of military-friendly colleges and universities in America. The UW enrolls some 600 military and veteran students.

JEFF MILLER

Math, Mentoring, and Motherhood

Dove soap selects math prof as role model.

COURTESY OF DOVE

When **Melanie Matchett Wood** was in seventh grade, she was surprised to win a citywide math competition in her native Indianapolis. Then she won a state competition, and in eighth grade, the well-rounded student, who was also active in cheerleading and theater, placed tenth in the country. She often found herself in situations where she was the only girl in the room, but she overcame her sense of isolation and became the first woman to represent the United States at the International Math Olympiad, where she earned two silver medals (in 1998 and 1999). Since then, she's won dozens of additional math awards and earned her PhD in math at Princeton.

It's no wonder that the UW-Madison assistant professor has been named a role model for young girls. The Dove Movement for Self-Esteem, sponsored by the soap company, chose her as one of four "real woman role models," kicking off the initiative in Washington, D.C., at a Girl Scouts event on the National Mall in June. "It was so much fun to see all these girls excited about self-esteem and to [be there] supporting their goals," she says.

The mathematician and her spouse, **Philip Matchett Wood,** joined the UW-Madison faculty in 2011 because — among other reasons — it offered them 60 percent appointments, allowing them to take turns at home, caring for their young children. They enjoy living in Madison, describing the endless stream of warm-weather Capitol Square activities as "a party, all summer."

On campus, Matchett Wood has mentored women through university research programs, and she focuses on getting undergrads involved in math research. She is also assistant director of the Wisconsin Mathemathics, Engineering, and Science Talent Search, a UW initiative to identify and recruit exceptional high school students.

If math is her first love, mentoring is a close second. "For young people, knowing what's possible, and what's out there, and what they can dream of is really important for their path in life," she says.

Niki Denison

STUDENT WATCH

Finding friends during the first year of college takes time, but it got much easier for the students in the UW's newest residential learning community — Creative Arts and Design in Sellery Hall.

The timing for the community couldn't have been better: soon after the idea was hatched, developing a new space for the group was folded into evolving plans for Sellery Hall, says Jim Franzone of University Housing. The community's sixty-four students now have access to new art studios, a black-box theater, and renovated music practice rooms.

BRYCE RICHTER

As with the campus's other learning communities, students, faculty, and staff have a specific focus, and students are enrolled in a class together — in this case, tackling social justice issues and their relationship to the arts. "The biggest value to studying the arts is that [students] can discover themselves and interpret the world around them," says Justin Barney x'13, the community's house fellow.

This interdisciplinary approach to interacting with the arts will encourage students to truly explore their creativity. A few residents have already formed a band; others are working on art to display on Sellery's walls. "We are so encouraged by the positivity and creativity of these students," says Franzone. "We want to see this carry through year by year, adding arts as another great talent of UW students."

Aimee Katz x'13

Finding Your Inner Neanderthal

Modern scientific tools provide clues to an ancient species.

Neanderthals are long extinct, but there's a surprising amount of their DNA still around — and it's in each of us.

On average, about 2 to 3 percent of our DNA is made up of Neanderthal genes, which is approximately the same amount as from one great-great-great-grandparent. UW anthropologist **John Hawks** is working to understand which genes, what they're doing in us, and why they've stuck around for tens of thousands of years.

And no, it's not just about hairy backs and prominent brow ridges. In fact, some of the most interesting clues right now relate to immunity and metabolism.

The extent of Neanderthal ancestry varies around the world, but not as much as you might think. People of European and Asian descent have remarkably similar percentages — though not necessarily the same sequences — while those with primarily African ancestry tend to have a bit less.

Six undergraduates from Hawks's Introduction to Biological Anthropology class recently explored this in a project sponsored by the public television series *Nova*. Selected to represent a range of ethnicities and ancestries, the six submitted DNA samples for sequencing and analysis of their Neanderthal roots, with the results to be revealed in a new *Nova* documentary.

The project is just one example of how genetic information is now permeating modern culture, from popular media to personalized medicine, Hawks says. As tools improve, potential applications multiply, and costs go down, it's likely that genetic sequencing will become even more commonplace.

"This is the world that students are going into," he says. "As an educator, I'm looking for ways to make this relevant and find ways to educate students about what the future holds for them."

Jill Sakai PhD'06

PASCAL GOETGHELUCK / SCIENCE SOURCE

Genes from Neanderthals (skull at left) make up about 2 to 3 percent of DNA in humans (skull at right), approximately the same amount as from one great-great-great grandparent. Six students from Professor John Hawks's introductory anthropology class recently had their DNA tested to sequence and analyze their Neanderthal roots. The results will be revealed in a new *Nova* documentary.

Out with the Old, in with the Older

.Newly discovered documents shed light on the Union Theater's history

In June, after jazz singer Mary Stallings finished her last tune, the stage crew at Union Theater lowered the curtain on the seventy-three-year-old hall for the last time — or at least the last time in the venue's current form. With much fanfare, the theater closed until 2014, as part of Memorial Union's renovations and improvements.

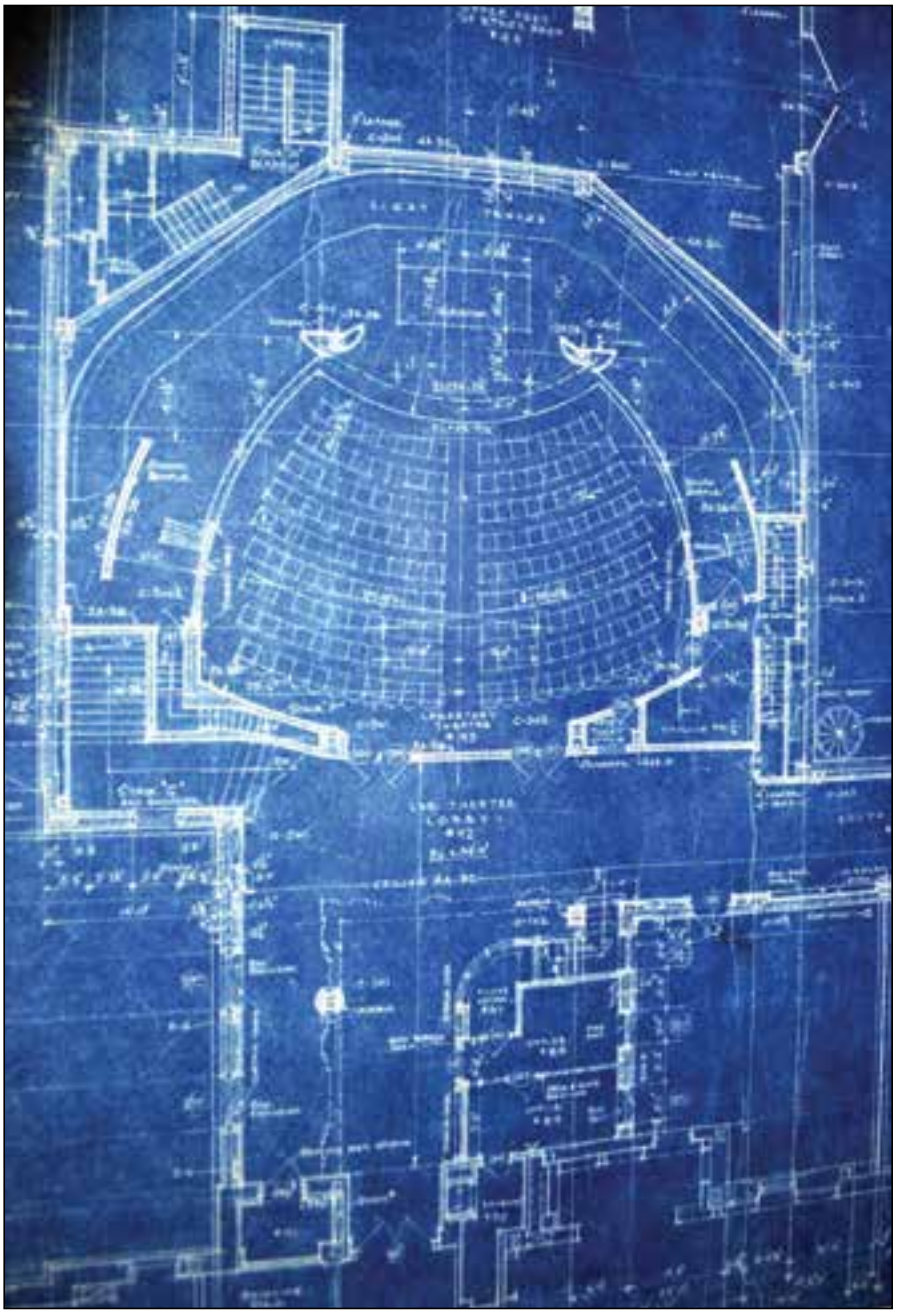
But as staff members were clearing out in preparation for the theater's takeover by construction crews, they made a surprising discovery: among the old props and scenery was a box containing mementos related to the theater's construction in 1939.

The cache, which includes documents, photos, blueprints, and fabric swatches, seems to have been created for a display in 1949, as part of the UW's centennial celebration, but records have yet to confirm that. The materials appear to tell the story of the theater's design and construction, including the decision process behind its architecture and interior decoration.

"It's exciting for us," says **Wendy von Below,** project manager for the Memorial Union Reinvestment. "It's very rare to find documentation of a whole, sequential design process [for a building], and we have this exhibit that we think was provided by a student group. But we had some luck and some 'unluck' with it. We were fortunate in that it was tucked in a corner, hidden from light and preserved. But it was unlucky in that it doesn't record who made it or exactly why."

The Union sent the materials to the Wisconsin Historical Society for preservation, and von Below hopes that they can be displayed when the theater reopens.

John Allen



COURTESY OF THE WISCONSIN UNION

This blueprint shows the Union Theater as it was originally designed in the 1930s. Along with other materials from the theater's development, the blueprint was included in a display in the 1940s, then forgotten for six decades. Those materials were rediscovered

See Spot Itch

And see Spot stop itching, thanks to a new method to ease dog allergies.

In dogs, allergies to dust, pollen, and mold cause itchy skin inflammation. One treatment is familiar to people suffering these allergies: daily shots to reduce the allergic reaction.

Dogs are not always fond of regular injections. It would be much nicer if somebody would show that a tasty liquid works just as well. And that's what **Douglas DeBoer,** a professor of dermatology at the School of Veterinary Medicine, has done, with major assistance from two alumni of the School of Medicine and Public Health.

In tests on 217 allergic dogs in Wisconsin, DeBoer found that placing allergy drops under a dog's tongue was just as effective as allergy injections. Sixty percent of the dogs improved significantly, about as many as would benefit from shots. Intriguingly, the drops even helped some dogs that did not benefit from shots.

Both shots and drops for treating allergies are old technology, but shots are more common in the United States. In the 1960s, **David Morris MD'54,** a physician in La Crosse, Wisconsin, began using drops with farmers who had severe mold allergies, but had experienced severe aching and swelling from allergy shots. In 2006, his daughter, **Mary Morris MD'83,** tested allergy drops on what she calls a "poor little golden retriever that was losing most of its coat, scratching uncontrollably."

COURTESY OF DOUGLAS DEBOER

The drops were successful, and Mary Morris contacted DeBoer, a respected veterinary dermatologist. "He was extremely skeptical, and he basically told me, 'No,' " she says. "But much to his surprise, it actually worked."

And what do the dogs think? "The drops have a slightly sweet flavor," DeBoer says. "Owners say their dogs run toward them when they hear the bottle being opened. With the needle, they learn to run away."

David J. Tenenbaum

Hot Enough for You?

Statistics indicate heat waves are the deadliest weather.

Blizzards are bad. Hurricanes are worse. But when it comes to killing power, no weather packs the punch of a heat wave, according to the numbers that **Richard Keller** has crunched.

Keller, an associate professor in the School of Medicine and Public Health, has been counting the dead from the heat wave that struck France in August 2003. That month, high temperatures in Paris climbed above 100 degrees Fahrenheit, with lows in the eighties. During that stretch, the nation saw its mortality rate shoot up by nearly 15,000 deaths.

"In terms of mortality, this is probably the worst natural disaster in the modern history of France," Keller says, though he admits, "there may have been some droughts in the Middle Ages — accurate numbers are very hard to get from pre-modern times."

Accurate numbers are difficult to get in modern times, as well, Keller notes. When some natural disasters hit, the death toll is fairly easy to count: bodies drowned in a flood, for instance, or crushed by falling buildings in an earthquake. But heat is a more insidious killer.

"You can only tell if a person dies of heat stroke if you're actually there when they die," Keller says. "Plus, during a heat wave, more people die of things like drowning — the warmer it is, the more people go swimming, and when more people swim, more people drown."

Keller used numbers that French demographers came up with to measure *excess deaths* — that is, the total number of people who died in France in August 2003, as compared to the average number of deaths in the same month in 2000, 2001, and 2002. The result was an increase of 14,802. "It's a crude measurement, extremely blunt," he says, but it's the best overall calculation. Across Europe, the heat wave may have accounted for 70,000 excess deaths.

It wasn't the daytime highs that seemed to be most deadly, Keller believes, but rather the low temperatures — which were actually very high, meaning that people who suffered all day found no relief at night.

"The houses in France, made of stone and brick, just retain heat," he says. "People had no chance to recover."

Today, France — as well as communities across the United States and elsewhere — pay greater attention to the danger of heat waves, mandating air conditioning in nursing homes and senior living facilities, and setting up "cooling centers" where the public can have access to air-conditioning. But Keller notes that such measures may have little effect.

"The people who were most affected by the heat were the socially vulnerable: the elderly, the poor, and those who live alone," he says. "They often don't take advantage of cooling centers or have people to look in on them and encourage them to seek relief."

J.A.

Hanky Panky

You may think it's funny, when your nose is runny, but it's snot — unless, that is, you're visiting the Helen Louise Allen Textile Collection (HLATC) and its novelty handkerchief holdings.

Part of the School of Human Ecology's Center for Integrative Design, the HLATC holds around 13,000 pieces, of which nearly 1,100 are hankies. But only forty-one of those are novelty handkerchiefs, created as souvenirs, party games, historical mementos, or humorous gifts.

Most of the handkerchiefs were donated to the university twenty years ago by **Josephine Pollock,** longtime home economics professor, UW-Extension education specialist, and author of *Handkerchiefs and History.* And while they may seem like nothing more than pocket oddities, the nose-rags present insight into the culture of the twentieth century: jokes, maps, election slogans, sports cars, and more. They've been included in several exhibitions, including *Political Textiles* and *Nothing to Sneeze At* (an all-hanky exhibit).

In October, the Helen Louise Allen Textile Collection moved into Nancy Nicholas Hall (a newly opened, expanded renovation of the Human Ecology building). But you don't have to come to Madison to see the novelty handkerchiefs. They're included in a digital collection, which can be found online.

John Allen

COURTESY OF THE HELEN LOUISE ALLEN TEXTILE COLLECTION

Manufactured in 1949 by the Hermann Handkerchief Company, this pocket map won't be much help in navigating roads, but it highlights the cities, industries, and recreational activities of the Great Lakes region. Most of the UW's handkerchiefs were collected by former professor Josephine Pollock, who was a hanky historian as well as an influential figure in home economics in Wisconsin.

Being Neighborly

Students discover there's much to savor in south Madison.

JEFF MILLER

Scott Mendlinger x'14 records video at Mercado Marimar, a Mexican market and deli on Madison's south side, for his class with Young Mie Kim (wearing red hat), an assistant professor of journalism.

For centuries, food has brought unlikely groups of people together. But along with this custom comes the challenge of trying new things and fostering connections between communities that otherwise may never cross paths.

The students enrolled in Journalism 676: Technology for Social Change are building on that tradition with Savor South Madison, a class that celebrates the rich culture of the area and promotes its greatest assets: a variety of ethnic foods and a tight-knit community.

The service-learning course has students adopt social media technologies such as Facebook, Foursquare, and Twitter to forge a new identity for a community hit hard by the recent economic recession. With these tools, students encourage Madison residents to visit that part of the city.

The product of their efforts is an interactive website linked to Savor South Madison's social media accounts, as well as a recipe database, reviews of restaurants, and student-produced videos. These short clips highlight local food establishments and personalities to help promote south Madison events and gastronomic options.

Last spring, the class sponsored a scavenger hunt to encourage the student body and community to share the experiences they had at the variety of ethnic eating places in south Madison. Restaurants gave competitors free food for participating, allowing them to taste the flavors of the neighborhood.

Anna Bukowski '12, a member of the online content development team, says she loved going beyond University Avenue to meet and talk with south Madison residents. Part of her job was interviewing restaurant and business owners to gather content for the class website. She encountered grandfather figures, entrepreneurs, and patrol officers.

"Outside of the UW bubble in Madison," she says, "there is a whole world happening [in] an entirely unique community."

As the semester progressed, students shared the flavor of the area through Facebook posts, tweets, and videos, while taking into account that not everyone has the same level of access to technology as those on the UW campus. **Young Mie Kim,** an assistant professor of journalism who has taught the course for the past year, tells her students to be aware of those limitations.

"It blew my mind," Bukowski says, "because I sit in class and see everyone on a smartphone, constantly online, yet it never crossed my mind that when you exit this campus community, you learn of people who visit the public library to browse the web."

Savor South Madison challenges students to call upon different ways to communicate using different media, allowing them to target the right people.

"These students are highly motivated," says Kim. "They see and work with people beyond the classroom and continually learn from each other." This engagement is helpful for both the people of south Madison and the students. Though they are working for academic credit, class members get to apply the concepts they learn about the effects of social media while fulfilling a mission of public service.

George Fabian, a resident of south Madison, is featured on the website in a video about his Italian heritage and how food shapes his sense of community. "Around here, there are genuine people," he says.

Bukowski echoes this sentiment after her experience in south Madison. "Part of advocacy and journalism is putting yourself in the shoes of your audience," she says. "Getting to talk to people and learn about their stories is why I got into journalism in the first place."

Aimee Katz x'13

TEAM PLAYER

Ruby Martin

During the past fourteen years, **Ruby Martin x'13** has evolved from swimming laps at the country club to setting pool records at national competitions and testing her skills among the best athletes in the world at the Olympic Trials. This dedicated Badger competes with a positive and competitive attitude.

Though she grew up in Madison, Martin never envisioned swimming for the UW. But she was at the pool open to close during the summer months, and she perfected her strokes on a club team at Madison's East High School. Once she got to know the UW's coaches and swimmers, she was ready to take the plunge.

Training for the 50-yard freestyle, 100-yard freestyle, and 100-yard backstroke — in addition to studying psychology and sociology — keeps Martin busy. She loves being an athlete at the UW, she says, noting that she feels supported both as a swimmer and as a student.

In a unique circumstance, Martin's younger sister, **Ivy x'15,** swims right alongside her. "It's crazy that we both swim at the level to be on this team," she says. "We practice together every day and experience something a lot of people don't." Ruby and Ivy, a UW sophomore, were half the Badger foursome that made it to the finals in the 200-yard freestyle relay last year at the NCAA championships, an accomplishment they hope to repeat.

Martin believes she's ready for the competition she faces this year. Under head coach **Whitney Hite,** the Badger women will swim against some of the best teams in the country. "In order to be the best, we have to go against the best," Martin says. "Being a swimmer at the UW is both an honor and the best way to do what I love doing."

Aimee Katz x'13

"Being a swimmer at the UW is both an honor and the best way to do what I love doing."

UW SPORTS INFORMATION

Instant Replay

Joe Krabbenhoft returns to UW men's basketball as team's video coordinator.

UW SPORTS INFORMATION

Krabbenhoft, in the film room, breaks down opponents for Coach Bo Ryan.

Always look to what you can do next. It's a **Bo Ryan** strategy straight out of the UW-Madison men's basketball playbook. But the last time former All-Big Ten Badger basketball player **Joe Krabbenhoft '09** took that advice to heart, he wasn't thinking about how to follow up a three-pointer or a missed defensive assignment. He was contemplating his future off the court.

"Coming to grips with no longer playing was tough," says Krabbenhoft. "I love the competitiveness and the camaraderie of being a part of a team." But his physical style of play took a toll on his body, and after three years of playing professionally, Krabbenhoft knew it was time to consider what he could do next.

He had wanted to get into coaching since his high school days. And when he heard there was an opening on the UW's staff, Krabbenhoft knew this was his shot.

"I let Coach Ryan and the staff know that someday I might come calling for a job," he says. So now Krabbenhoft, who played at the UW from 2005 to 2009 and still shares the Badger record for most career games played at 136, is the program's video coordinator.

A student of the game, Krabbenhoft is no stranger to the film room. But now, instead of hunkering down to find weaknesses he could exploit as a player, he is immersed in breaking down both opposing squads and the current Badger team to pick apart their offenses and defenses. "I also make sure the laser pointer batteries don't go dead … so Coach Ryan can point out all the mistakes [after a game]," he jokes.

In all seriousness, Krabbenhoft knows his education has just begun. "The things I'm going to learn are endless," he says. "For a young guy like me pursuing a coaching career, this is an important first step, because video really teaches you what to look for in preparing players and teaching them how to improve. To be a part of this program is an unbelievable opportunity."

Just don't call him Coach Krabbenhoft — at least not yet. While he's an important member of the UW men's staff, under NCAA regulations, video coordinators are not allowed to participate in any on-the-court coaching. And even though he is just a few years removed from being a Badger player himself, he can't even scrimmage with the team.

Krabbenhoft's professional career included stints with the NBA Development League as well as with teams in South Korea, Greece, and, most recently, Spain in 2011–12. After playing basketball at such a high level, he now has to find other ways to satisfy his competitive juices.

"I've talked to some [other former Badger players] who still live in town, like Charlie Wills and Mike Flowers," he says. "I'm sure we could put together a pretty good summer league team or get a little YMCA league action going on. That could be a lot of fun."

Badger Sports Ticker

Is Bucky the best mascot in the country? Of course! But to prove it, he'll have to win the 2012 Capitol One Mascot Challenge, a social-media-based popularity contest in which participants vote on Twitter. Polls close November 26. Bucky is one of sixteen competing university mascots, and the winner will be announced at the Capital One Bowl on New Year's Day.

Former UW sprinter Katie Duchow x'12 is using her athletic connections to fight cancer. She and Anne Lukach x'14 organized Students for MACC to raise funds for Midwest Athletes against Childhood Cancer. The group held its first event, Barbecue with the Badgers, on Library Mall in September.

The Badgers are cleaning up their act — and their fans. The athletic department has teamed with the UW's Office of Sustainability to create a program called Be the WE, with WE standing for Waste Eliminator. Through the first three home games in the Badgers' football season, the UW had recycled 18,920 pounds of plastic and cardboard, removing about 28 percent of the fan-generated garbage.

The women's golf team is raising funds for the Leukemia and Lymphoma Society, and attended that organization's Light the Night Walk in September. The cause is important to the squad — head coach Todd Oehrlein's mother suffers from lymphoma, and former assistant coach Lori Murphy's son survived a bout with Burkitt's lymphoma.

an elephant never begets

Delivering birth control to elephants is more difficult than you'd think — *and more important.*

By John Allen

Photos by Ann & Steve Toon

Jeff Zuba '81, DVM'87 is the Margaret Sanger of the elephant kingdom.

You remember Sanger — the founder of Planned Parenthood, coiner of the term *birth control*, advocate for people to live rich, healthy sex lives without the consequence of babies. That's Zuba, only for elephants.

Not many people would aspire to this role. But then, not many people have as much experience with these animals as Zuba does. With the possible exception of his colleagues Mark Stetter and Dean Hendrickson, Zuba has probably seen more elephants — their insides, at least — than anyone else in America.

Zuba is a veterinarian at the San Diego Zoo Safari Park, a facility with more than 2,600 animals representing 300 species. "Most of my practice is small animals, birds, and reptiles," he says, "but what we're really known for is the megavertebrates, the big guys — rhinos, hippos, giraffes, and elephants."

Through his work at the zoo, Zuba first became familiar with elephant anatomy, but that's not what made him one of the world's leading authorities on pachydermal contraception. That came through his avocation: along with Stetter and Hendrickson, he founded an organization called the Elephant Population Management Project (EPMP). Each year since 2004, the group has traveled to southern Africa to perform vasectomies on wild African elephants.

It's not concern with elephant sex that drives him. Rather, it's concern with elephant health — both saving individual animals now and preserving their environment for the future, as well as a drive to develop elephantine surgical tools and techniques so that veterinarians can better aid the species.

Jeff Zuba prepares a bull elephant for surgery in the bush country on a game reserve near Limpopo, South Africa. An elephant, Zuba notes, is "the largest and potentially most aggressive animal on earth," and so the veterinary team uses a narcotic called etorphine — many times more powerful than morphine — to keep the patient sedated.

numbers

When most people think of elephant populations, they tend to think there are too few, not too many. And in the global scheme of things, they'd be right. There are three species of elephant: the Indian (or Asian) elephant; the African forest elephant; and the African bush elephant, *Loxodonta africana*, which is the largest land animal in the world and the star of this particular story.

The World Wildlife Fund lists Indian elephants as "endangered" and the two African species as "vulnerable," which is a step better, but still pretty bad. Hunted for the ivory in its tusks and with its habitat shrinking, our friend *L. africana* has seen its population tumble by as much as 90 percent in less than a century, from around 5 million animals in the 1930s to about half a million today.

However, that decline hasn't been universal. While elephant numbers in eastern, western, and central Africa have plummeted, those in southern Africa are climbing. More than half of the wild African elephants live in just a few nations — including South Africa, Botswana, and Swaziland — where strict protection defends them from threats and park design fosters population growth.

However, elephants have few natural predators, so herds quickly expand to fill — and overfill — the space available to them. According to Hendrickson, some parks in southern Africa now have twice as many elephants as they can support. Kruger National Park, one of South Africa's largest game reserves, has a capacity of between 7,000 and 8,000 elephants and an estimated population of 16,000; the

For an elephant, a vasectomy is internal surgery, and so the veterinary team has to hoist him into a modified standing position. The team had to design or modify many of its instruments to be big enough, rugged enough, and battery operated. "Most of the stuff you see in a hospital just plugs into the wall," says Mark Stetter. But EPMP has to operate "in the middle of nowhere."

nation of Botswana has perhaps 60,000 more of the beasts than it can support.

In such numbers, the pachyderms quickly become a menace to the land they live on. During a recent trip to Africa, Zuba says he saw a small herd of elephants clear all the trees from an acre in two hours.

"These trees are four to six inches in diameter," he says. "[The elephants] headbutt them and knock them over, and they chew just the top buds. That's a brat with extra ketchup and sauerkraut to them. They'd chew the buds for about four minutes, and then they move on to the next [tree]."

As numbers climb, the animals turn forests into grassland, destroying the habitat used by many other animals — birds, monkeys, and insects, as well as the animals that prey on them.

"If you go to a place like Kruger, which is a gorgeous place, you'll see a thousand acres in which all the trees are knocked down," Hendrickson says. "Maybe that's not a major problem for the elephants, but it sure is a problem for the other species."

The parks and game reserves of southern Africa have tried a variety of methods for easing elephant overpopulation. Some have tried transmigrating elephants — that is, shipping them to other parks. But that's grown difficult as more of the region's parks have reached capacity. Many have tried culling — that is, killing — elephants. Until the mid-1990s, some parks would cull between 3 and 5 percent of their population each year, cutting out whole herds. But such slaughter caused political problems, and most parks have had a moratorium on culls over the last decade and a half. Since then, elephant numbers have doubled.

Enter birth control, perhaps the most common veterinary surgical procedure — think of all the cats and dogs that are spayed and neutered. "Why not?" asks

Zuba checks the elephant's endotracheal tube, a six-foot-long pipe that keeps air flowing into the lungs. The tube connects to a ventilator Zuba invented.

Zuba. "Contraception is used on pretty much every other species on earth. Why not elephants?"

Several parks have begun experimenting with a drug called porcine zona pellucida (PZP), a contraceptive that can be injected into female mammals — including elephants — in the wild to prevent pregnancies. However, PZP requires multiple injections over the course of months, and the effect of the drug on a wild animal's health and behavior is unknown.

Stetter and Zuba suggested that a surgical option would be effective immediately and permanently. "Vasectomy doesn't change hormones at all," Stetter says. "All the natural behaviors you would expect an animal to have, as far as social status and dominance — how they interact — should be the same. And that's the ideal way to go. We want everything to be the same, only with fewer babies."

punk

Zuba is well aware that his organization's plans run against conventional wisdom.

"It's outside the box," he says. "It had never been done before. You've got to be really dedicated to the cause to go through what we went through. People were like, 'That's typical of Zuba to be doing something like that, but what about Stetter and Hendrickson? They're smart guys.' "

But then Zuba has always been happy living outside the box. With his grizzled goatee and Sconnie accent, he's a self-professed "snotty-nosed punk from Milwaukee," who would sound more at home at the far end of a Packer bar, fabricating memories of the Ice Bowl or inventing feats of athletic glory, than working in a lab or operating room. And in fact, Zuba arrived on the Madison campus with his goals set only on sports.

"I had ambitions of wrestling at the UW," he says, "but the athletic stuff didn't work out."

Neither, initially, did the academic stuff. Zuba calls freshman year "the best four years of my life," and he spent much of that time partying. But his friends from the wrestling team guided him toward a calling.

"A lot of the good wrestlers in Wisconsin come from rural areas," he says. "I started taking classes with them, and that's how I ended up in the ag area and getting around animals, and I really enjoyed that. I saw people who were having fun and learning a lot at the same time, and it had never occurred to me that you could do that."

Under the influence of Professors Arlie Todd, Tom Yuill MS'62, PhD'64, and Barney Easterday MS'58, PhD'61, Zuba discovered animal science and wildlife ecology, two disciplines that led him into zoo medicine. He liked the challenges that he found while studying wildlife — the wide variety of creatures, the complexities of conservation and maintaining a diverse habitat. But more importantly, he liked examining animals, diagnosing diseases and injuries, and making his patients well again.

"If you're a wildlife veterinarian, you don't do a lot of clinical stuff," he says. "You think about herds and flocks and pods, not individuals. It's more research and epidemiology, and there's nothing wrong with that. It's just different. You wait [to see] the rewards of what you do in a year or two or five or ten. In clinics, you're fixing things right away."

Zuba's combination of clinical work and wildlife interest landed him a residency at the San Diego Zoo, and, with the exception of a two-year stint teaching at Colorado State University

"Vasectomy doesn't change the hormones at all. All the natural behaviors you would expect an animal to have, as far as social status and dominance — how they interact — should be the same. And that's the ideal way to go. We want everything to be the same, only with fewer babies."

in the 1990s, he's been there ever since. Within the small community of zoo veterinarians, he's made connections with others whose skills and experiences are unusual, including the veterinarians who would become his partners at EPMP, Hendrickson and Stetter.

An equine surgeon, Hendrickson was on the UW's clinical faculty in the

1990s, but he first crossed paths with Zuba over the innards of a white rhino. A wild animal preserve in Glennrose, Texas, had a rhinoceros with a suspicious tumor, and it called in Zuba and Hendrickson to investigate. Hendrickson is an expert in laparoscopy, a minimally invasive surgical technique that uses a remote-controlled camera and instruments. Zuba calls Hendrickson the world expert in large-animal laparoscopy — and the technique is an important one when it comes to operating on megavertebrates.

"It's outside the box. It had never been done before. You've got to be really dedicated to the cause to go through what we went through. People were like, 'That's typical of Zuba to be doing something like that, but what about Stetter and Hendrickson? They're smart guys.' "

"You have to make a big incision, and even in a zoo setting, that's a challenge," Hendrickson says. "You have to be very cautious that you don't end up with a major problem afterwards. If, however, you can do this with minimal exposure, you can limit morbidity and mortality."

Zuba has known Stetter since the two were veterinary residents, when they met at conferences. While Zuba was learning his trade at the San Diego Zoo, Stetter was at the Bronx Zoo in New York, a facility with more than 600 species, making it one of the largest zoos on the East Coast. Stetter subsequently worked for Disney's Animal Kingdom, though this past summer he left Disney to become the dean of Colorado State University's veterinary school, where Hendrickson serves as director of the veterinary teaching hospital.

"[Zuba and I] have been friends for a great many years," Stetter says, "and we'd actually both been thinking about how we could use laparoscopy to help some of our zoo animals. [Zuba] had been working on it on the West Coast, and I was working on it on the East Coast."

Disney's Animal Kingdom is devoted to animal conservation, and so Stetter's job put him in touch with wildlife researchers around the globe, learning about the challenges that they face.

"Part of my interest has always been how we can take new technologies and apply them to help people in the field," he says. "I had been working with folks in Africa for many years and basically hearing from them that the biggest wildlife conservation issue they had to deal with was elephant overpopulation."

The three brought together the interest and experience to try something that had never been done before: could they take the surgical techniques veterinarians use every day and translate them to the most massive of animals in a remote environment?

übersize

It may sound obvious, but the problem with elephants is that they're big.

Yes, you say. Clearly, you say. Thus we have adjectives such as *elephantine* and *elephantic* and *jumbo*, all of which are synonymous with size.

But the thing is, elephants are really, *really* big, and that presents difficulties from a medical perspective.

A dominant bull of the species *L. africana* can stand eleven feet tall and weigh in at 15,000 pounds. Imagine putting him on one side of a scale, then on the other putting all twenty-two starters for the UW football team. Then you could park a Buick Skylark next to the players — a big one, say a four-door from 1967. And then park a second Buick Skylark there, and a third. Only now would the scales tip in the Badgers' favor.

The laparoscopic instruments enter through an incision in the elephant's side. Early surgeries took as long as three hours, but as the team's expertise increased, they've cut the time to under an hour.

However, the largest veterinary instruments are designed for Hendrickson's usual patients — horses, which weigh in at 1,000 pounds. To complicate matters further, elephant anatomy is unique among land mammals in that the bulls do not have an exterior scrotum: an elephant's testes are in its torso, near the kidneys, so a vasectomy is internal surgery on the land animal with the largest interior. Pachydermal skin alone is an inch thick, and after a surgeon manages to cut through, he or she still has to thread a passage through three feet of fat and

Mark Stetter (in tan) inspects equipment while Dean Hendrickson (second from right) performs surgery. Stetter says that EPMP depends on teamwork. "Somebody's scrubbing the animal's side for surgery, at the same time that somebody's putting the IV in, at the same time that somebody's hooking up electronics," he says. "All of that stuff now works like clockwork so that we can do multiple animals in a day."

internal organs to find the testes. The laparoscopes designed for horses are only half that long.

"Everything has to be übersized, basically," Zuba says, "to make it long and strong enough."

Übersizing required research and development. Using seed-grant money from Disney and other organizations, Zuba and Stetter spent months traveling the United States and Canada, performing necropsies on any elephant that had died. They measured the animals' abdominal cavities, located the reproductive organs, and became perhaps the country's leading experts on elephantine anatomy. Then they had to find a partner to help them manufacture what they needed.

"Some people thought it would be impossible to create surgical equipment for these big guys," says Zuba. "But Mark and I think impossible is an opinion."

Through his work in San Diego, Zuba has developed a relationship with Karl Storz Endoskopy, a German firm that manufactures medical and veterinary equipment.

"Back in '97 or so, I had the opportunity to give a tour [of the zoo] to some dignitaries from Storz. I was doing a biopsy of a bird, and they were impressed. They said, 'What can we do to make this better for you, doing bird surgeries?' And I said what we really needed was to go in the other direction. We had everything we needed for bird surgeries, using the small tools that they created for eye-ear-nose doctors and wrist doctors. What we needed were tools for megavertebrates."

Working with Zuba, Stetter, and Hendrickson, the Storz company has developed the world's first set of laparoscopic surgical equipment designed for animals that weigh more than a ton. The

Dean Hendrickson notches the ear of an elephant that has been vasectomized to help keep track of the animal. EPMP monitors of all its patients long after the operation ends. "Nobody's ever done surgery on these animals out in the bush," says Zuba. "So we have to make sure we're doing the responsible thing."

market for such surgical tools is small — right now, the only people using them are at EPMP, though the group is working with the faculty at South Africa's University of Pretoria to train local veterinarians.

In addition, Zuba has had to invent some of his own tools, including a ventilator that ensures that his elephantine patients continue breathing through a surgical procedure that could take several hours. An elephant's lung capacity is eight to ten gallons of air, sixty to eighty times as much as a human takes in. Zuba created a ventilator to pump high volumes of oxygen into the elephant's lungs — a design he's working to patent.

And one final complication: the tools must use only batteries or generators. In the African bush, the surgical team would be far from electrical outlets.

"Most of the stuff you see in a hospital just plugs into the wall," says Stetter. "Our stuff — light source, camera, monitor — all has to run off batteries. Plus, everything needs to be very rugged, so that you can haul it to faraway places in the back of a chopper or a pickup truck to the middle of nowhere."

EPMP has been going to the middle of nowhere in Africa nearly every year since 2004, and performing vasectomies since 2005. It's operated on some fifty elephants, successfully sterilizing all but five. However, the team would not call any of the surgeries a failure, either, in that at the end of every procedure, the patient got up and rejoined its herd. Over seven years, the group has become increasingly efficient, cutting down the time an operation takes from three hours to close to forty-five minutes. On the last trip to South Africa, they managed to snip sixteen bulls in three days.

The procedure goes, basically, like this. When the EPMP team — which includes not only Zuba, Stetter, and Hendrickson, but also veterinary nurses, wildlife experts, local veterinarians, pilots,

Deena Brenner of EPMP checks anesthesia. After the operation, the team gives the elephant a drug to reverse the etorphine, and then, Zuba says, "everybody backs off."

drivers, and park rangers, adding up to a group of between twelve and thirty people — assembles, it consults with local wildlife biologists to determine which bulls are likely to be the dominant, breeding males. These are the largest of the bulls, typically, but they're also the only ones that matter. In a typical herd, only three or four males will service all the females, chasing off any other males.

One crew boards a helicopter to target and corner the bull they wish to vasectomize. They shoot him with a dart laced with etorphine, a narcotic that's between three thousand and eight thousand times as potent as morphine. As the bull falls under the influence of the drug, the chopper crew herds it into a clearing, keeping radio contact with a second crew that follows in a flatbed truck equipped with a crane that's strong enough to lift twenty-two football players and three Buicks. When the elephant is down, the truck crew hauls it to another clearing, where a third crew, the surgical team, has set up its instruments.

"We put shackles on his wrists and feet and pick him up by his feet and lay him down on the back of the crane truck," says Zuba. "Then, when we get [to where the surgical team has set up], we reverse the process. We put a sling under each arm pit and leg pit and lift him into a modified standing position."

From here, Zuba and Hendrickson take over. Zuba oversees the insertion of IV lines into the elephant's ear, where its veins are close to the skin's surface, so that he can monitor blood-oxygen levels and administer more etorphine if the animal seems to be coming around — too much, he notes, and the animal will stop breathing; too little, and he would leave the surgical team at the mercy of several tons of angry patient. Zuba also inserts a six-foot endotracheal tube down the elephant's throat and begins ventilation. It's dicey work.

"If you've ever been part of a procedure where an animal dies under anesthesia, it's very terrible," Zuba says. "It sticks with you."

Meanwhile, Hendrickson makes an incision in the elephant's side, about eight to ten inches long. "It sounds large," says Zuba, "but for an elephant, it isn't. It's basically like putting a one-and-a-half centimeter incision in a person's side."

Using an air pump called an insufflator, Hendrickson inflates the animal's abdominal cavity, so that he can move his surgical instruments inside and see where he's going. He inserts the laparoscope, with its camera and light, as well as scissors and grabbing tools and blunt-edged probes, to move the elephant's internal organs out of his way.

From there it becomes a treasure hunt: find the testes, then snip the vas deferens, the plumbing through which semen passes to the outside world. In most animals, the vas deferens is a single tube, but in an elephant, it's a complex of twenty. "We basically look for the kidney," says Zuba. "Find that, and the testes, and then the vas deferens, and cut out an eight- to ten-centimeter section so that, obviously, the piping is shut down."

After that, the team takes a series of samples from the patient: DNA, so that they can test it against any baby elephants that may show up in the bull's herd in the future (just to be certain that they haven't made any mistakes), and blood, to note nutrient levels.

"We're hoping to create a frozen zoo back in Africa. And if we could transport that sperm over to the United States and artificially inseminate a female over here, we could introduce new genetics into family lines in America that we couldn't otherwise get. That's what Darwin preaches, right?"

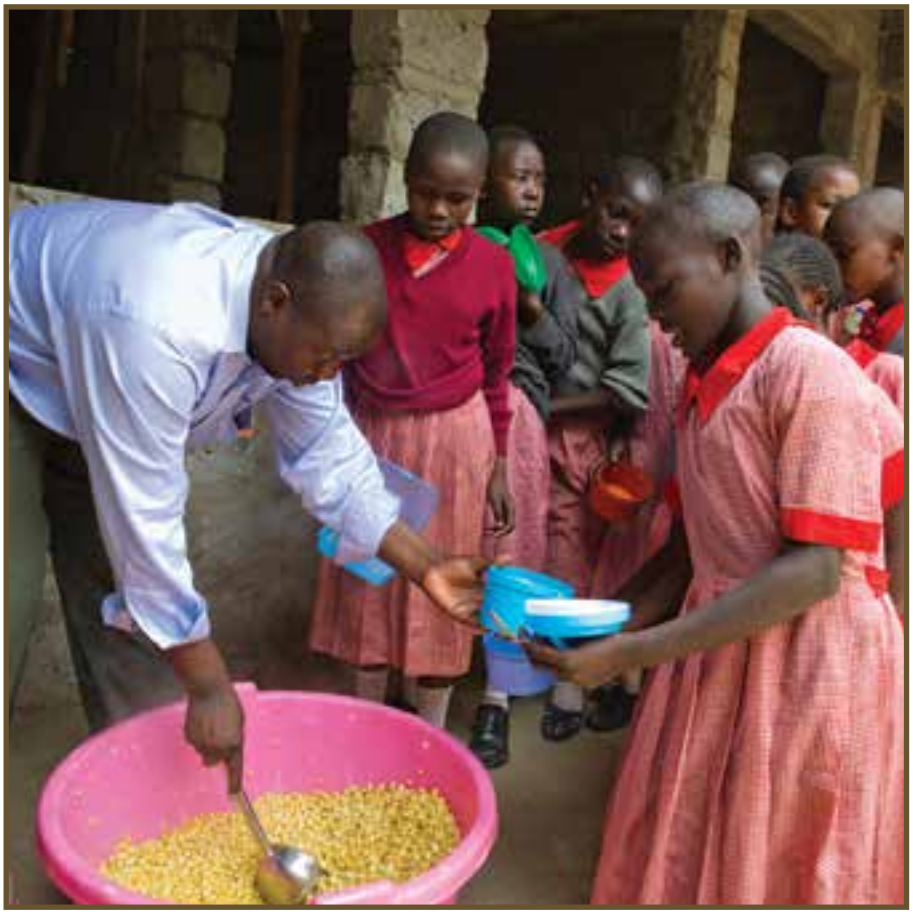
"We routinely take vitamin samples," Stetter says. "It's less about whether the animals in Africa are doing well, but more about animals back in the States. We've got hundreds of elephants, and we want to make sure that, nutritionally, we're giving them the right components. So we measure serum levels of vitamin A or vitamin E, and now we have reference levels [for] what normals are in the wild."

Also, after each bull is knocked out and before the vasectomy begins, the team takes one more sample. Using an electric probe, the team forces one last ejaculation from the bull, and collects and freezes its semen.

"We're hoping to create a frozen zoo back in Africa," Zuba says. "And if

Continued on page 63

Mission Possible



WFP/REIN SKULLERUD

Think that world hunger can't be overcome? Bettina Luescher *begs to differ.*

Hunger kills more people than AIDS, malaria, and tuberculosis combined. But Bettina Luescher MA'85 keeps her message about hunger simple: it's a problem that can be solved, and people can help.

For $10, you can feed a child in a Kenyan refugee camp for three weeks. Or, for the price of two lattes, you can buy enough lifesaving biscuits to feed an earthquake survivor for sixteen days.

As chief spokesperson and celebrity coordinator in North America for the United Nations World Food Programme (WFP), the largest humanitarian agency fighting hunger worldwide, Luescher seamlessly drops these statistics into conversation.

Her job has taken the former CNN anchor to Sudan with rapper 50 Cent and into the guest chair on David Letterman's late-night talk show to discuss drought in the Horn of Africa and the humanitarian crisis in the wake of the Haiti earthquake.

In an interview with *On Wisconsin* during a recent visit to campus from New York, Luescher said none of the steps in her career would have taken place without the Fulbright scholarship that brought her to the United States from her native Germany. And she said that coming to UW-Madison, where she lived at Rochdale International Co-op on West Gilman Street, was like landing in "heaven."

It costs just $50 a year to provide a daily meal to a Kenyan school child such as Molly (left with blue bowl). As chief spokesperson for the World Food Programme in North America, Bettina Luescher MA'85 (above right) uses simple messages to emphasize that hunger is a problem that can be solved.

JEFF MILLER

You mentioned that coming to UW-Madison really changed your life. What is something you learned or experienced here that you still carry with you today?

[Living at] Rochdale was one thing. There were thirteen students from all over the world, and we had rules and regulations and bylaws. It was like a little predecessor to now working for the United Nations. The other really big thing that happened was I got my first anchoring experience here in Wisconsin. Geraldine Ferraro back then was running [for vice president] with [presidential candidate Walter] Mondale, and they one day came to Madison, Wisconsin, and I covered that for campus TV. Those tapes later helped me to get an internship with CNN.

It's a very hands-on organization with really wonderful work in so many places, over seventy countries, helping over 90 million people every year. The stories are just amazing.

How did you first become aware of the World Food Programme and what it does?

As a journalist, especially if you're a TV anchor, you always look for what you're going to do once you get too wrinkly. I always wanted to be a foreign correspondent, but at a certain point, I thought it would be really wonderful to work for the

WFP/REIN SKULLERUD (2)

WFP's school meals help increase enrollment and promote regular attendance, especially for girls such as Molly (left). "You can make a huge impact with something small," Luescher says.

We were in this camp with thousands of women and children, and many of these women had walked sometimes for three weeks with their children on their backs, and sometimes they had to leave children behind somewhere along the road — just trying to flee violence and drought and hunger.

United Nations, and I wasn't quite sure how. I suddenly heard there were jobs [at WFP]. I got in touch with them, and we just fell in love with each other. It's a very hands-on organization with really wonderful work in so many places, over seventy countries, [helping] over 90 million people every year. The stories are just amazing.

How much do you travel?

I get the chance a few times a year to go to what I call strange places. I was just in Somalia three weeks ago, and Kenya — I went with 50 Cent, which was a hoot. Last year he had traveled to Africa. He saw poverty like he had never seen before, and he decided to do something about it. He has this goal of raising enough funds for 1 billion meals for Africa, and that's a lot of meals. He has this energy drink called Street King, and for every drink, one meal goes to the World Food Programme. When he saw Somalia, he literally was speechless. We were in this camp with thousands of women and children, and many of these women had walked sometimes for three weeks with their children on their backs, and sometimes they had to leave children behind somewhere along the road — just trying to flee violence and drought and hunger. When you see something like that for the first time, it's really life-changing, and I think that's what it was for him, to see misery of that scale and need on that scale.

Is there anything that really sticks with you if you're having a bad day at work? Is there something you go back to and remind yourself, "This is why we do this work"?

One of the stories I always tell is about when I was in Darfur and I first joined WFP. I brought a BBC reporter, and there was this woman with her children. She had fled from one of the villages and had taken shelter in one of our camps. And she talks about all this misery, [explaining that] the village got burned and what relatives were killed. I'm standing outside of this little piece of shelter, standing in the glaring sun in really hot weather, and she gets out a little stool … and gives me the stool, so I wouldn't have to stand in the sun. She took care of me and was worried about me, and that was, I think, one of the most amazing moments. It's just a coincidence that you and I are sitting here now, or in the Western world, being well taken care of. We might as well be women sitting in some camp somewhere around the world.

You always give really simple, tangible examples of how people can help. How much has your broadcast journalism background helped you deliver the message in a way that people understand what they can do?

When I was writing or editing at CNN or for German television, I always tried to make it simple because in television, you learn that people — since it's verbal communication — can't remember more than two or three numbers. You're toast after two or three numbers.

You once said, "It's not a guilt trip, it's a power trip," in terms of how you appeal to the public on behalf of WFP. What did you mean by that?

You can't just show misery and disaster and despair. People turn off — we can't cope with it. [My message is] you *can* do something. You're really powerful. Your boss might be nasty, and your boyfriend might not be nice, and maybe your parents' house was foreclosed, but you can make a huge impact with something small.

You've talked about how hard it is to get on traditional media, and you've been on the other side. Why do you think that is? Do they just become numb to the story?

Foreign coverage has just been cut down so much. When the Haiti quake happened, it was an incredible outpouring of support and donations and publicity. We were so helped by George Clooney and MTV and Christina Aguilera and Drew Barrymore when they put that MTV telethon together. And then there are other disasters — like those floods in Pakistan — where there's not much of a response. Are there political issues behind it? Do we like to help [some] more than others? That, I'm sure, sometimes plays a role with it. But it is fascinating to see how some stories become big stories and others don't, and what triggers it and what doesn't trigger it.

*You can't just show misery and disaster and despair. People turn off — we can't cope with it. My message is you **can** do something. You're really powerful.*

What do you think is going to change about your job going forward?

Like in all of communications, it's just faster and quicker and much more immediate, and you have to react. But the important thing is, you have to make it all so positive, and you have to let people know that this is an issue that can be solved. It's important for us, too. It's not just important for those people. If we would eliminate hunger, we would live in a much safer and secure world, and a much more prosperous world. ■

Interview conducted and edited by Jenny Price '96.

Last year, WFP gave Molly (left) a small video camera and asked her to record her daily life in the Nairobi, Kenya, slum where she lives. The result was not sad or depressing — it was vibrant and full of hope. "I think the amazing thing is often what grace even people in need have, what dignity they have, what spirit they have," Luescher says.

It's a Mailbox…
It's a Bird House…
No, Wait, It's a Library!

A simple idea to house free books in quirky little buildings on posts is bringing neighborhoods together and enhancing literacy around the world.

By Erika Janik MA'04, MA'06

Rick Brooks, above left, and Todd Bol show off a new library outside of Madison's Neighborhood House.

When Todd Bol placed a homemade wooden box on a pole in his front yard in Hudson, Wisconsin, in 2009, he had no idea it would launch a movement.

Decorated to resemble a one-room schoolhouse, it contained a dozen or more books free for the taking. The box was a tribute to Bol's mother, a former teacher and book lover who had died several years earlier.

The small library literally stopped traffic.

"Everyone loved it! They stopped to look at it and said, 'This is so cute; this is such a neat idea,' " recalls Rick Brooks.

Brooks knew the feeling. He loved the library the moment he heard about it. An instructor specializing in youth and community development at the UW-Madison Division of Continuing Studies, Brooks recognized the potential of the little house of books to promote literacy and to build community. A thin man with neatly cropped white hair and a nonstop smile, he had previously raised funds for village libraries in Sri Lanka and several other countries. Given his enthusiasm about neighborhood projects both professional and personal, Brooks jumped at the chance to put his passion into action.

"I'm always looking for manageable projects that connect people on a personal level to where they live," says Brooks, who also co-founded Madison's Community Food and Gardening Network and Dane Buy Local. "What's better than books?"

Bol and Brooks joined forces to build several more of the eye-catching boxes. Calling their project the Little Free Library, they placed their first one beside a bike path behind Absolutely Art Gallery and Café Zoma on Madison's east side. The spot proved ideal for spreading the word.

"Thousands of people saw it as they whizzed by on the path," says Brooks.

People not only saw it. They wanted one of their own.

With a roof and plexiglass windows and doors, Little Free Libraries look like dollhouses for books. The concept is simple: take a book, leave a book. There are no due dates, late fees, or library cards required, and the doors are open every day of the week, twenty-four hours a day.

While some coffee shops and stores have offered book-exchange shelves for years, there's something about the books inside a creative and self-contained box that inspires a completely different feeling of devotion among users.

"People support what they help to create," says Brooks. "People have to want a library — and as soon as it comes and people bring their books, it's theirs and they love it."

At a time when digital technology is changing the way people find and consume words, it's surprising how many people have fallen in love with such a low-tech, old-fashioned system of book circulation. As proof, you need

only look at how quickly and in how many places these Little Free Libraries have found homes.

There are more than three thousand Little Free Libraries around the world, scattered in all fifty states and some thirty-two countries. And those are just the ones that Brooks and Bol know about. For every documented library, Brooks estimates there are anywhere from two to four that they don't know about. The two were on a quest to break Andrew Carnegie's record of funding 2,509 free libraries a century ago. But they surpassed that goal a year and half ahead of schedule.

In Accra, Ghana, elementary school headmistress Antoinette Ashong struggled to find a way to improve literacy among her students. She wanted a library at her school, but the cost of construction was prohibitive. One day, while searching the Internet for ideas, she discovered the Little Free Library. She contacted Brooks and Bol, and with their encouragement, Ashong built her first library in December 2011, filling it with books supplied by Accra's Abraham Lincoln International School.

There are more than three thousand Little Free Libraries around the world, scattered in all fifty states and some thirty-two countries. And those are just the ones that Brooks and Bol know about. For every documented library, Brooks estimates there are anywhere from two to four that they don't know about.

"In Ghana, it's difficult to teach kids and to instill a love of reading without books," Ashong says. "Most schools here have no libraries of their own."

Ashong planned activities to build awareness of the new resource. Each weekday, for example, students gather around the miniature book repository as a teacher reads a work from its collection. She didn't just stop at her own school, though. Ashong contacted other teachers in the area and started distributing libraries, including one to a friend in Nigeria. By spring 2012, Ashong had built nearly forty of the structures, with plans for more. "Everyone is reading every day because of the library. The children are so excited," she says. "We can promote a love of reading in Africa through the Little Free Library."

Shisir Khanal MIPA'05 hopes to do something similar in Asia. The executive director of Sarvodaya USA, an organization that facilitates grassroots community development, Khanal plans to bring some of the diminutive libraries to Nepal and Sri Lanka.

Khanal, who also founded Teach for Nepal, notes that four in ten adults in Nepal can't read or write, but the country has seen a huge growth in

school enrollment in recent years. "There's much demand for knowledge and information," he says. "But we have not been able to provide adequate resources to support education." Khanal believes the little libraries can help fill that resources gap.

Closer to home, Lisa Lopez's two Little Free Libraries at Zavala Elementary School in El Paso, Texas, have been a hit. One sits outside on a post in the playground, while the other travels from classroom to classroom each month. "It's like a prize for them to get the library in their classroom, so the kids are really enthusiastic and excited," she says. "[It's] been a blessing, to say the least."

For Lopez, the Little Free Libraries serve a different function than the school library. Kids can keep these books forever, which helps to promote literacy and reading at home.

"Libraries are facing more and more budget cuts, and this is one way to supplement access to books, especially for my low-income students," she says. The boxes are always full, and Lopez has been gratified to see kids bringing and sharing favorites such as the ever-popular Harry Potter and Goosebumps books, rather than just the volumes they don't like.

Many communities that have lost their library — or never had one — have enthusiastically embraced the project. ... It's not a replacement for a public library, says Brooks, but it's a good way to "get people in the book habit and to feed a love of reading."

The libraries also have the potential to reach the elderly. AARP recently announced a two-year grant of $70,000 to install Little Free Libraries for low-income senior citizens who live alone, encouraging the recipients to read aloud to others or have friends read aloud to them.

The Lilliputian libraries come in all shapes, sizes, and materials. Bol found an Amish carpenter near Cashton, Wisconsin, who is willing to make them, often using recycled wood from barns blown down by tornadoes. Bol and Brooks also developed a library kit for purchase.

Boy Scouts, Girl Scouts, high school students, and woodworkers have begun building libraries. Inmates at Wisconsin's Prairie du Chien Correctional Institution are also building them as a way to contribute to their communities.

Many people prefer to design and build their own book depots, though. Some look like barns, houses, a classic red London phone booth, and even a canoe. They are made from cranberry crates, old newsstand boxes, and microwaves. In New Orleans, debris from Hurricane Katrina is going toward library construction. In short, there are no rules. Anything goes, as long as it

holds books. The variety of styles is a big part of the project's appeal and makes the libraries local tourist attractions.

What's inside the libraries is a persistent question. Some specialize in children's books or subjects such as gardening. Most are free form, though, attracting an eclectic mix of titles that can change completely from day to day.

The Wallace Stegner paperback spotted late one afternoon in the library across from Madison's Essen Haus restaurant was gone by morning. In its place were three science fiction books, several worn romance novels, two Updike works, a dozen picture books, and a stack of comics. "Take a book; return a book" may be the program's motto, but users should be advised to take their selections when they can, because they may not be there tomorrow.

The libraries are mapped on Google so users can find them easily. Some owners have set up Facebook pages and blogs to promote their biblio-boxes and to connect to other "librarians." The bond of library ownership is so great that some of them even plan their vacations so that they can visit all the other Little Free Libraries en route to their destinations.

"We all have a stake in our communities, but I think it can be hard for people to figure out how to get involved. Books are an entry point for people to start a conversation about who we are and who we want to be."

The strong sense of connection that has formed around the charming structures has both surprised and delighted Brooks.

"We suspected — and hoped — that community would form in caring for these libraries, but we had no idea that the visual and emotional appeal of a little box of books would be as strong as it is," explains Brooks. "It's what you hope for, but can never predict."

Gabrielle Ratte Smith MA'92 helped place a Little Free Library at the Amtrak Station in Essex Junction, Vermont. Its location at a railroad station inspired the library's design, an homage to Dr. Seuss's beloved title, *Oh, the Places You'll Go!*

"It's been such a fun project, both to design and to see how excited everyone is about it," she says. "We all have a stake in our communities, but I think it can be hard for people to figure out how to get involved. Books are an entry point for people to start a conversation about who we are and who we want to be."

Jennifer Hoffman's Little Free Library has become a focal point of her neighborhood in Waukesha, Wisconsin.

"I love the idea of this little gathering area on my front lawn where people can come by, browse, take a book if they'd like, leave a book, and

just enjoy," she says.

The idea of books in a box isn't new. More than a century ago, Wisconsin's Lutie Stearns took thousands of volumes to isolated Wisconsin communities. Although many cities had libraries by the end of the nineteenth century, most farm families had little, if any, access to books. To remedy the problem, the Wisconsin Free Library Commission, led by Stearns, decided to take the written word to rural areas. By the time Stearns left the commission in 1914, she'd established 1,400 traveling libraries — actually just boxes of reading matter — that she often delivered herself, traveling first by horse and buggy, and later by automobile.

Brooks calls Stearns his hero, and a portion of the Little Free Library website is dedicated to her story.

Stearns's mission to take books to underserved areas has remained a remarkably potent factor in the spread of Little Free Libraries. Many communities that have lost their library — or never had one — have enthusiastically embraced the project. Ten miles from the nearest bricks-and-mortar library, the small town of Boaz, Wisconsin, recently got its first Little Free Library. It's not a replacement for a public library, says Brooks, but it's a good way to "get people in the book habit and to feed a love of reading."

By the time Stearns left the commission in 1914, she'd established 1,400 traveling libraries — actually just boxes of reading matter — that she often delivered herself, traveling first by horse and buggy, and later by automobile.

Requests for new libraries come in daily. For those who can't afford to build their own, Brooks and Bol have established a Give It Forward Team (G.I.F.T.) initiative to fund libraries worldwide. The libraries are also the subject of two short documentaries. "A Small Wooden Box," was created by Minnesota producer Gwen Briesemeister, and Madison's Marc Kornblatt has produced "The Little Library on the Corner." Both have been entered in film festivals across the country. For information on showings, see www.littlefreelibrary.org.

Brooks has been gratified, if a little overwhelmed, by the response to this simple and quirky concept.

"Our short-term dream is to get in a car and pull a wagon full of libraries from small town to small town throughout the summer," he says. "We'll have a potluck, tell stories, install a library, and hit the road for the next town." ■

Erika Janik MA'04, MA'06 is constantly checking the Little Free Library for a copy of Elizabeth Irvin Ross's How to Write While You Sleep.

A Thread of Hope

At a factory in Latin America, workers are sewing UW apparel, providing for their families, and spreading hope that the global textile industry can change.

Story and photos by
Jacob Kushner '10

Putting a human face on the living-wage issue, tags on Alta Gracia Apparel items feature the stories of workers at the plant.

With the busy factory floor behind her, Maritza Vargas gives visitors a tour of Alta Gracia Apparel. Describing how conditions and wages have changed for the better, Vargas, a worker and a union leader, says of the previous factory owners, "They didn't value us."

Passing through the black iron gate into the industrial zone of Villa Alta Gracia in the Dominican Republic, you might expect to hear the clank of tools and the noise of diesel-powered generators that make its factories run.

Instead, the blaring horns of merengue music drift from the door of a small warehouse, where one hundred and thirty workers talk and joke as they stitch together thousands of colorful T-shirts.

During an age in which nearly all clothing sold in the United States is made in developing countries by workers who are paid just pennies an hour, Alta Gracia Apparel is not your typical textile factory: its employees earn three times the nation's minimum wage of $150 per month. They get health insurance, a pension, vacation days, and maternity leave. They sit in ergonomic chairs and drink water that they themselves have quality-tested for pathogens.

It's hard to fathom that a decade ago, many of these same people produced hats for a company that paid them just eighty-four cents an hour, forced them to work overtime without extra pay, and sometimes verbally and physically abused them.

Elvira Juan Chale proudly shows off the second floor of a house under construction for herself, her husband, and their two children. Her wages at the Alta Gracia factory are making it possible for her family to own a home for the first time, she says.

"There are so many people suffering from mistreatment in the workplace, as we did before," says Maritza Vargas, secretary general of the Alta Gracia workers' union, as she shows me around the factory on a day in late June. She recalls her experience during her seven years at BJ&B, the previous, Korean-owned factory. "Some of us were hit, forced to work until ten at night. They didn't value us. They even locked the gate so people couldn't leave until the work was done."

Such conditions are all too commonplace today in a global textile industry that depends upon dirt-cheap production, says Lydia Zepeda, a UW professor of consumer science in the School of Human Ecology who chairs the university's Labor Licensing Policy Committee.

"The only thing factories can really cut is labor, so they're bidding against one another for the cost of labor," she says, explaining that thousands of factories are competing to win contracts with the comparatively few apparel brands.

Until the late 1960s, most of the clothing Americans bought was made in the United States, mostly by unionized employees. But in the 1970s and '80s, companies began moving their factories overseas to employ primarily non-unionized workers at lower wages.

Vargas and the other workers at the BJ&B factory in Villa Alta Gracia formed a union to demand better conditions and higher pay. But their modest victories caused the factory's cost of production to increase ever so slightly, and some brands, including Nike, moved their orders to places where labor was cheaper still. After losing customers, BJ&B closed its doors in 2007, leaving Vargas and 3,500 other employees without work.

Their cause would become the focus of a national coalition of college students — a movement that first gained traction in Madison in 1994. It began when a group of UW students

The wages that Chale and her co-workers earn for sewing T-shirts and other clothing items are three times the minimum wage in the Dominican Republic.

The central goal of the Workers Rights Consortium audit was calculating a "living wage" that would ensure that employees, such as those at Alta Gracia, would earn enough to live with dignity, taking into account the cost of everything from food and clothing to transportation and health care.

watched a film in their sociology class about protests at a corn-processing plant in Decatur, Illinois, and then traveled there to protest in solidarity with the workers. Upon their return to campus, they formed the Student Labor Action Coalition to advocate for safe working conditions and decent pay for workers in the United States and around the world.

In time, the Workers Rights Consortium (WRC), established in 2001 and now representing nearly two hundred colleges and universities, audited factories in the Dominican Republic where college apparel is made. The central goal was calculating a "living wage" that would ensure that employees, such as those at Alta Gracia, would earn enough to live with dignity, taking into account the cost of everything from food and clothing to transportation and health care.

Enter Knights Apparel, Inc., now the nation's largest supplier in a collegiate clothing market estimated at $4 billion annually. Donnie Hodge, president and chief operating officer, says the company took note of this growing movement toward responsible manufacturing, led by some of Knights' core customers: students.

"On these college campuses, that's where you get these great, innovative ideas," he says. "The passion is there for doing good … [and we view it] as a growing percent of the population that, if educated, will support socially responsible causes."

In 2010, Knights opened the Alta Gracia Apparel factory and began marketing itself as a socially responsible brand. The UW was among the first universities to sign Alta Gracia as a licensee. In 2011, Dawn Crim, then special assistant to the chancellor, visited the factory. "It was like watching hope in action," says Crim, who serves on the WRC board. "The factory was not only life changing for the workers, but it also restored businesses around the factory and in the town."

Each clothing item manufactured by Alta Gracia is tagged with the picture and story of a Dominican worker. Vargas, whose profile appears

Nelson, Chale's seventeen-year-old son, works to construct pillars for his family's new home. From bags of cement to beans and rice, the purchases made by workers earning a "living wage" are already helping to fuel economic growth in the Villa Alta Gracia community.

on many of the tags, gives weekly tours of the factory to visiting students, both Dominican and foreign, who are eager to explore what may be the first living-wage apparel factory in the world. I joined students from a UW-sponsored study-abroad program who are from some of the 450 colleges and universities whose bookstores now carry Alta Gracia clothing.

Sitting at a sewing machine, her fingers guiding pieces of fabric through an oscillating needle, was Elvira Juan Chale. After she was laid off from BJ&B, Chale says she shifted among different clothing factories, working for a minimum wage that barely kept her two children fed and paid the family's rent. Now earning three times that amount, she invites us to come with her after work to see the five-bedroom home she's building. It sits on a plot of land she bought using her Alta Gracia income. She grins as she walks across the concrete platform that will become the second floor of her house.

"With the money I used to earn, I never could have done this," says Chale. "I never even thought of having my own land. I figured I'd rent forever. Now, I plan, I calculate, and I invest in my house."

The seeds of her ability to do so were sown in 1999, when UW-Madison became one of the first universities to require that clothing made under its name must come from factories that comply with labor laws. The UW requires licensees to adhere to the Collegiate Licensing Company's code of conduct, which addresses wages, overtime, safety, and more.

"We don't see the boundaries of this university being limited to the campus — it's really part of the world," explains UW professor Zepeda. "As such, we need to be cognizant of the effects of our actions."

Aracelis Upia Montero, a single mother of three, threads a sewing machine. She's grateful for her job, noting that her previous employer had stopped paying wages for two months.

"Less than one dollar added to the price of a hoodie could be the difference that allows families to live in their own houses and have food to eat. I'm pretty sure that most consumers, if they really understood what it means, would be willing to pay that."

It's an idea Zepeda thinks most Wisconsinites, when shopping for the latest Bucky T-shirt or Wisconsin hoodie, would get behind.

"Less than one dollar [added to the price of a hoodie] could be the difference that allows families to live in their own houses and have food to eat," she says. "I'm pretty sure that most consumers, if they really understood what it means, would be willing to pay that."

Many already are. The University Book Store is one of Alta Gracia Apparel's three largest collegiate buyers, having purchased at least $350,000 worth of goods since the factory opened. The clothes stand out for their soft, strong fabric, and "the story behind the line helps sell it as well," says Angie Maniaci '99, who helps select merchandise for the store. "People like [the fact] that they are helping."

Back in Villa Alta Gracia, Santos Guerrero Diroche leans over a table draped in layers of rectangular fabric. With slow, precise movements, he traces a sharp blade along pencil markings that outline the sleeves and collars of T-shirts-to-be.

"Every day, more universities are joining this movement," says Diroche, who feels that his job is secure at last. Without work for four years after the BJ&B factory closed, he's now found steady employment as a technician at Alta Gracia, earning a respectable living on which he sustains his wife and five children.

I ask Diroche about his own childhood — about being pulled out of school in the first grade to work on his family's farm. He says his job at Alta Gracia guarantees his children a privilege he never dreamed of: attending a university, where he hopes his kids will adopt the same values as the thousands of American college students and families who buy Alta Gracia apparel.

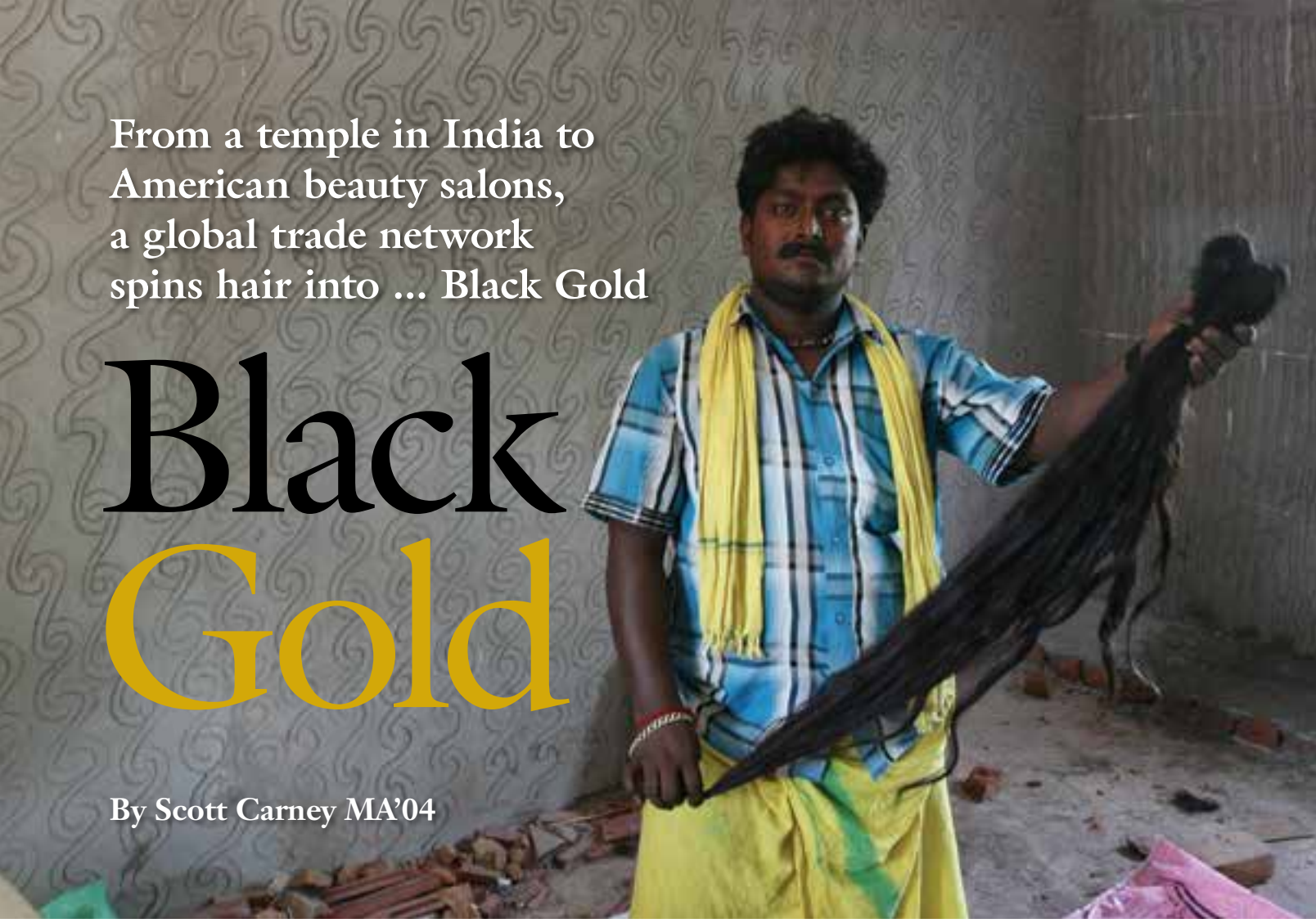
"That's something powerful — when someone is able to think of the well-being of someone they don't even know," he says. "It takes humility to think this way." ■

Jacob Kushner '10, who has reported from the Dominican Republic and Haiti, is pursuing a master's degree in journalism at Columbia University.

From a temple in India to American beauty salons, a global trade network spins hair into ... Black Gold

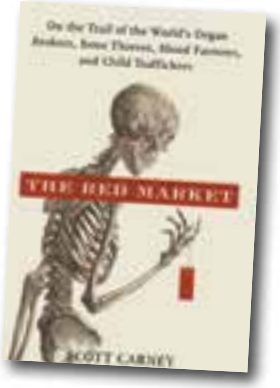
Black Gold

By Scott Carney MA'04



In Chennai, India, a man gathers hair. India is the origin of much of the world's superior-quality remy hair, which is in high demand for wigs and extensions. Remy is considered the highest quality human hair because it is harvested in a single cut, preserving the original orientation and giving hairpieces a natural look.

Investigative journalist Scott Carney MA'04 spent five years researching *The Red Market: On the Trail of the World's Organ Brokers, Bone Thieves, Blood Farmers, and Child Traffickers*. The book sheds light on the little-known and sometimes macabre trade in human body parts — from an Indian village where most of the impoverished residents have sold their kidneys, to body snatchers who steal bones from graves for use in medical schools and labs. This excerpt, one of the book's chapters, deals with the demand for human hair — a global market that brings in $900 million annually. Carney, who lives in Long Beach, California, is a senior fellow at the Schuster Institute for Investigative Journalism. His work has appeared on NPR, BBC, and National Geographic TV, and in *Mother Jones*, *Fast Company*, *Discover*, and the *New York Times Magazine*.



An attendant peeping out of an old-fashioned bank-teller window stashes my shoes in a giant pile with a thousand other pairs. From here there is no way out. A ripe throng of humanity presses me through a series of wrought-iron gates, and I trip along crumbling bits of concrete. As we make the transition from the entranceway to the inner sanctum, cool white ceramic tiles replace the broken flooring. It takes fifteen minutes to inch my way forward through the herd of people pressed together like cattle to where a uniformed man in a booth hands me a paper token imprinted with a bar code and a picture of Venkateswara — an incarnation of the Hindu god Vishnu. The next official I meet a few feet away, clad in a stained brown shirt, hands over two razor blades: one for my head, the other for my face.

The crowd of men and women proceed down a wide staircase, whose landing is covered in a soggy mixture of tepid water and black hairballs. The air is moist and smells of rancid coconut oil. The stairs end at a vast, tiled chamber resembling a neglected Olympic

SCOTT CARNEY (2)

swimming facility where long lines of men face tiled benches running along the walls. (Women are herded into a separate room.) In the center are four massive steel vats.

I match my token code — MH1293 — to a sign on the wall and then take my place in a queue of about fifty bare-chested men in black sarongs. The pilgrim at the head of the line bows low as a man with a straight razor makes swift work of his curls. Satisfied, the barber looks up, spots me, and beckons me forward. He has a ragged cloth tied around his waist over white striped boxer shorts. No high priest, clearly. Just a worker bee for the holy hive.

I assume the position as he fixes my blades to the razor handle. "Start praying," he says. I try to remember the god's face, but there's no time to contemplate: the man forces my head downward and runs the blade down from the top of my head with the practiced efficiency of a sheep-herder. Satisfied, he grabs my chin, sticking a thumb in my mouth as he prepares to dispense with my beard. I watch the brown hair fall away in clumps, joining the dark, wet mash underfoot.

The curly-haired guy who was ahead of me is also now bald, with small nicks in his scalp and pink streaks of blood dripping down his back. He meets my eyes and smiles broadly.

"Venkateswara will be pleased." His wife is offering her hair in the other room. Together they will return to their village bearing a symbol of humility and devotion that all will recognize. A woman in a blue sari flashes by and scoops my hair from the gutter into a bucket. Each time her bucket fills, she stands on her tiptoes and empties it into one of the tall vats. By day's end all four will be filled with hair destined for the auction block.

Welcome to the Kalyana Katta hair-tonsuring center at the Sri Tirumala Temple in Andhra Pradesh, India: the genesis point for the world's most lucrative trade in human detritus. Hair collected here feeds into the half-billion-dollar beauty industry that weaves real "premium grade" Indian hair onto the heads of mostly African-American women who want long straight hair. The global market for human hair tops out at almost $900 million in sales, and that doesn't include the installation costs that salons charge.

Women seeking a high-end look know what to ask for. It's called "remy" hair, which is more or less synonymous with hair from India. Top salons prize it for the way it's collected, in a single cut, which preserves the orientation of the hair's shingle-like outer layer, and thus its strength, luster, and feel. That's what defines remy, and that's the reason it commands a premium price. The hair's journey, shorn from the heads of the devout and sewn onto the skulls of America's new glamouratti, is a supply chain unlike any other: altruism, transparency, and commercialism are perfectly balanced.

Name-dropped in the ancient Hindu epic the *Mahabharata*, Tirumala is holy ground for fifty thousand annual pilgrims who arrive daily from across South Asia to seek favors from their god. In addition to monetary donations, about one in four offers their hair, which will then be offered to the gods of the marketplace, reaping a reported $10 million to $15 million each year. Including donations, the temple boasts that it takes in more money than the Vatican — a dubious claim. In any case, temple leaders announced a plan to plate the walls of the inner sanctum with gold. Profits from the hair are used to support temple programs and feed the needy.

Indian hair is sold to two distinct markets. The bulk of it, some five hundred tons per year from short-haired men like me, is purchased by chemical companies that use it to make fertilizer or L-cystine, an amino acid that gives hair its strength, but also makes an excellent additive for baked goods and other products. The more lucrative hair of

Indian women sort hair for market. Good-quality human hair can fetch more than $100 a pound at auction.

SCOTT CARNEY (2)

The Sri Tirumala Temple in Andhra Pradesh is the starting point for the half-billion-dollar global hair industry. Pilgrims at the temple allow their heads to be shaved as a sign of humility. Hair sales fund the temple and programs to feed the needy.

female pilgrims — temple employees call it "black gold" — is tied in individual bundles and brought to the tonsuring center's top floor, where women in cheap flower-print saris labor over small heaps of the stuff, sorting it by length. An armed guard frisks all who exit. There's no way anyone is going to get past him with a single precious strand.

The reincarnation of temple hair as a beauty accessory started out as a relatively humble affair. Until the early 1960s, the temple simply burned the hair it collected. Citing pollution, the government banned the practice during the 1990s, but by then the temple had already found a more profitable way to get rid of the waste. Wig makers began seeking raw materials at Tirumala. At the temple's first auction, in 1962, the hair sold for 16 rupees a kilo — about $24.50 in today's dollars. Now it fetches up to ten times as much, and the auctions have become cutthroat affairs.

To see for myself, I drive a few miles to the bustling town of Tirupati, where the temple's marketing unit operates out of a string of warehouses filled with drying hair. In a large boardroom, Indian traders representing forty-four companies are crowded around tables, prepared to drop millions of dollars in a complicated process of backroom negotiations. "The hair business is unlike any other," says Vijay, who owns a hair-exporting house called Shabanesa, and like many South Indians, goes by a single name. "In any other business, buying a commodity is easy; it's the selling it to retailers that is difficult. Here it's all reversed. It's simple to sell hair, just difficult to buy it."

When sold in bulk, hair is the only human tissue that can be treated like an ordinary commodity, bought and sold by the pound. It's the only case of pure altruism actually working in a market for human materials. But that doesn't mean hair sellers don't squabble over the profits.

I can see the tensions at the auction. The temple is pressing for a better price than last year's, and traders are worried that the global economic recession will batter the extensions market. Halfway through the evening, India's largest hair reseller — K. K. Gupta, whose Gupta Enterprises did a brisk $49 million in sales in 2008 — accuses the temple directors of trying to set an inflated price and walks out. After an hour, which Gupta spends in the parking lot making calls and threatening to go to the papers, the price is set slightly lower. Then another reseller loudly charges that Gupta is trying to corner the market. A muscular bidder has to step in to prevent fisticuffs.

Another three hours and it's approaching midnight. The price for the longest and most durable product hovers around $193 per kilo ($70 less than the previous year, I'm told). Over the next few days, trucks will deliver the hair to the distributors' factories, where the alchemy of transforming human waste into a luxury product takes place.

Some eighty-five miles from the auction site, in an industrial lot on the outskirts of the coastal metropolis of Chennai, George Cherian, chairman of Raj Impex, one of India's largest hair-export houses, awaits his delivery. The hair must be checked for lice, painstakingly untangled, washed in vats of detergent, and combed until it's of export quality. "The real value of what we do is right here, when we grade the hair and transform it from waste into something beautiful," Cherian says. He pulls out a handful of smoothed hair the size of a riding crop, noting that it will fetch $15 on the international market.

The bulk of hair sold in India isn't tonsured, he notes — it comes from garbage bins, the floors of barbershops,

and the combs of long-haired women. Nomadic families and small businesses go door to door bartering hair clips, rubber bands, and trinkets for it. "This work supports tens of thousands of people across India in cottage sorting and collection industries," Cherian says. "The rule is simple: remy hair goes to the U.S., the rest goes to Africa."

In a storage room, he shows me 400 kilos of remy hair packed in boxes and bound for cities throughout the world. His warehouse contains several tons more, ready to ship. "The demand is huge," Cherian says, "but I don't think that anyone outside of India would ever be able to do this. We survive because of the cheap labor. No one in Italy, or California, could prepare the hair for less."

When I asked him about the nonremy industry, Cherian suggests that I contact a band of gypsies who live by the railroad tracks north of Chennai. He tells me, though, that I'll have to leave early if I want to catch them.

At eight in the morning, I'm behind the wheel of a black Hyundai Santro, dashing north through the city's narrow streets. Beside me is one of Cherian's agents, named Damodharan, who relays with gypsies and buys their product in bulk. He points me down a dirt road offshoot near a former colony for railroad workers and we turn into what looks like a barren field. But as I look closer, I can make out a group of people squatting in the shadows over a small open fire. Damodharan jumps out and pulls me over to meet Raj, a slender twenty-something man with a thick crop of black hair on his head. When I tell him I'm interested in knowing about hair selling, he smiles broadly and walks back to his encampment and fishes around inside a large pipe that looks like it is there to drain runoff. Then, with a flourish, he pulls out a giant plastic bag and brings it to me.

From Chennai, the best-quality hair travels to almost every beauty parlor and hair salon on the planet.

I look over curiously and he reveals a pillow-sized greasy black hairball. "You can find hair almost anywhere," he says. In the mornings, he shoulders a large canvas sack on his back and trolls the side streets looking in trash cans and along roadsides. "People just throw it out, or sometimes if they save it up for us, we will trade them," he says. Damodharan gives Raj 800 rupees ($20) for the full sack of cast-off nonremy hair that he has collected.

Back at the Raj Impex factory, workers will comb out literally thousands of similar dreaded hair balls. Once the hair is separated, workers will bundle it into batches and sew it onto cloth strips. Processing nonremy hair is extremely labor intensive, but only about a third as lucrative. If it's long enough, it goes into budget-priced wigs. Otherwise, it is transformed into mattress stuffing or boiled down into food additives. Still, with hundreds of thousands of tons of it available, the hair resellers can find a way to profit from it. Like any other commodities market, a plentiful supply of cheap hair means that someone will find a way to make use of it and spur demand somewhere.

From Chennai, the best-quality hair travels to almost every beauty parlor and hair salon on the planet, but, as mentioned earlier, finds its most profitable reception in predominantly African-American neighborhoods where customers value Indian hair for its dark, luxurious hues and straightness. One of those places, the Grooming Room on Brooklyn's Nostrand Avenue, a street so densely packed with beauty outlets that it almost seems zoned for that purpose,

A man in Chennai combs hair. There are two distinct markets for this human product: long, luxurious hair ends up in wigs; short hair (500 tons a year) becomes fertilizer and baking additives.

Continued on page 65

Paisan's

There appears to be a direct correlation between possessing a UW-Madison degree and having an affinity for Paisan's Italian Restaurant.

But there's more to that nostalgic connection than the iconic Madison restaurant's trademark Porta salads, Garibaldi sandwiches, and pitchers of sangria — though all are delicious.

The restaurant first opened its doors in 1950, and since then, it has been a chosen destination for graduation celebrations, first dates, and even some marriage proposals. Nancy Maki Berndt '65 recalls going to Paisan's for dinner on Sunday nights when residence hall cafeterias were closed. "[It] was not only cool," she recalls, "but a special treat, since pizza hadn't been around all that long."

Pizza is no longer a novelty, but Paisan's popularity remains steadfast in a city that has witnessed a restaurant boom during the last decade. In an era in which chefs follow trends such as molecular gastronomy, the menu is comfortingly consistent — even if the location isn't.

Paisan's current home in downtown Madison, overlooking Lake Monona, is actually one of five locations the restaurant has had, including where it first opened in a small building on Park Street between West Johnson Street and University Avenue. After its longest stay — thirty-two years at its University Square location along University Avenue — in 2007, Paisan's moved to West Wilson Street near the Capitol Square.

Despite the move from campus, professors still stop in for lunch now and then. And UW alumni still manage to track down the place when they return to Madison for football games or reunions — something that's much easier to do in the age of smartphones and GPS.

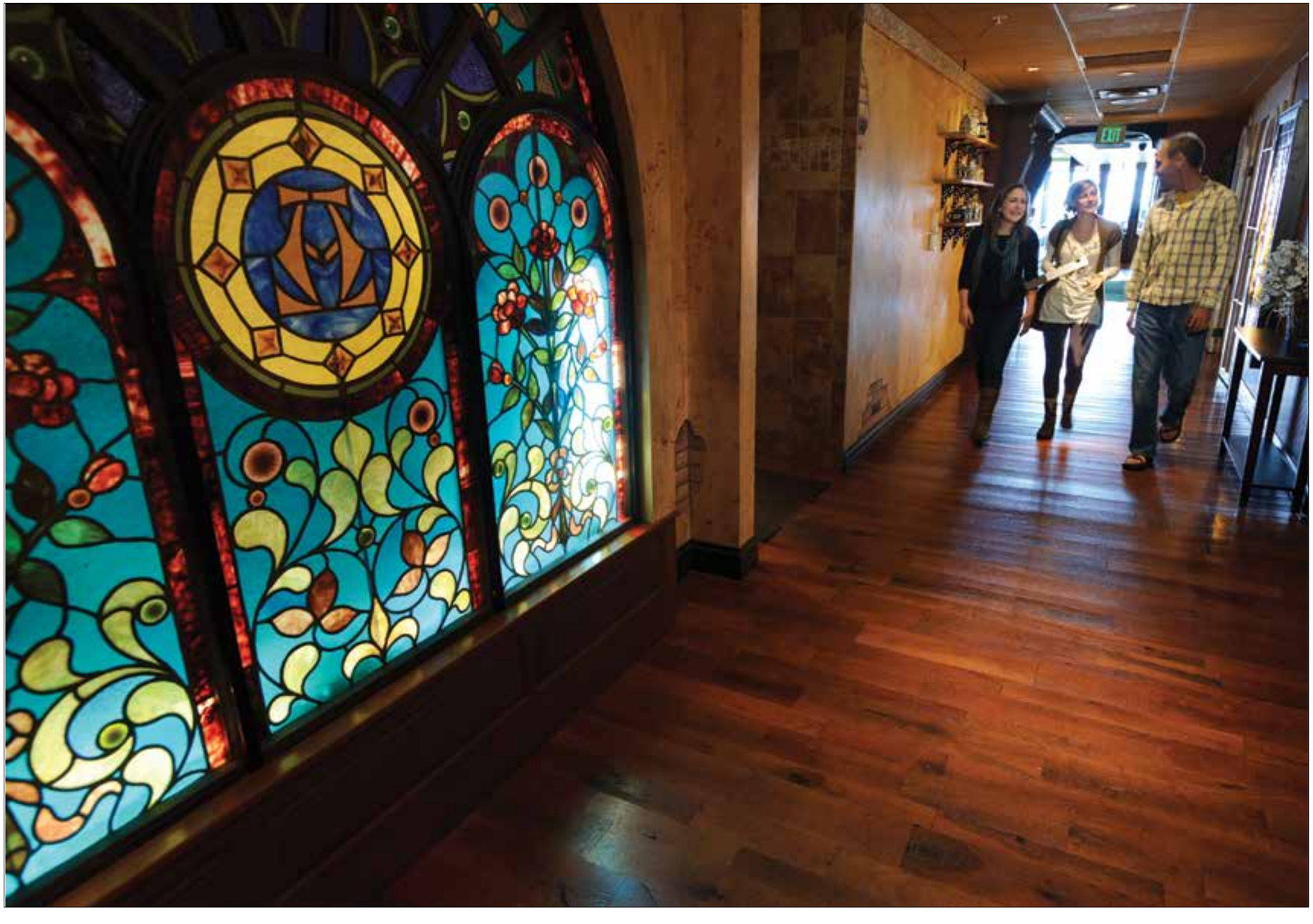
Once diners step inside, they feel at home among the familiar decorative touches that have long contributed to the restaurant's atmosphere. Rows of cozy, high-backed booths line wood-paneled walls. Stained-glass windows cast a warm glow, and a large chandelier hangs in the dining room overlooking the lake.

One tradition didn't make the trip to the new place: countless pairs of shoes hurled onto the roof at University Square, a long-standing tradition carried out by employees who had completed their final Paisan's shift.

Jenny Price '96

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

Multiple moves aside, Paisan's has been creating fond memories for Badgers since first opening in 1950.



JEFF MILLER

A Variation on Camelot

By Jackie Reid Dettloff MA'66

ILLUSTRATION : BARRY ROAL CARLSEN

Forty-three years ago, I came to the University of Wisconsin. I was a California girl who had come to study English in graduate school. Madison was like Berkeley, my friends told me, only people had more common sense. With a part-time job as a teaching assistant, I settled into a student house near State Street.

I knew nothing of cold when I arrived. Within my first month, I learned about days that were bright and clear, but could numb me by the time I arrived at the library. By winter, I marveled that people had babies in such a place. Seeing parents pushing strollers in the slushy streets made me think of Eskimos. How could human beings survive such killing cold?

But then came the spring, when I discovered the Arboretum. I would ride my bike there and wander among the lilac groves. "That is no country for old men," the poet Yeats wrote. "The young in one another's arms …" I was a lonely grad student, unwarmed by any other person's arms. Maybe because of that, I was moved to my soul by the intoxicating perfume of all those pale purple blooms.

Wisconsin wooed me all that first spring, softened me so that I fell hopelessly in love once the summer arrived. It was all so lush, such a burst of leafing, flowering, buzzing life. Green, green, green! I had never seen anything like the lushness of a Midwestern summer. It was like being in the tropics. The few times I was able to get out into the countryside surrounding Madison, I could smell the sweetness of clover alongside the roadway; I was stunned by the elegance of thistles and day lilies growing in the ditch.

And then came the fall, when I discovered the lakeside path to Picnic Point. Walking under the canopy of crimson maples, crunching in the rustle of coppery oak leaves, I experienced a whole new round of intoxication.

In the course of my first year in Madison, I fell in love with the place. I could sing the song of Lancelot in Lerner and Loewe's *Camelot*:

> If ever I would leave you, how could it be in spring-time?
> Knowing how in spring, I'm bewitched by you so?
> Oh, no! Not in spring-time! Summer, winter, or fall!
> No, never could I leave you at all!

What I know now, that I didn't understand as a young, transplanted graduate student, is the deadness of long winters: the deprivation of light, the preponderance of darkness, the blighting of my spirit that comes from too much time spent indoors. Wisconsin winters are hard.

Yet here I am, glad to be living here still — facing the coming snowfall and soaking in this afternoon's sun. The leaves have just begun to turn. None of the plants in our garden have been withered yet by frost. It is glorious to be alive in this place on this September day. My relatives in California think I am crazy to have settled here after my studies in Madison. But they do not know the rhythms, they do not know the scope, they do not know the splendor of this Wisconsin place. I do know it. After forty-three turns through the seasons, I have set down roots in this place, and those roots sustain me.

Jackie Reid Dettloff MA'66 currently enjoys watching the changing Wisconsin seasons from Milwaukee's Riverwest neighborhood.

Badger connections

JEFF MILLER

Give Peace a Chance (or Not)

Students battle with snowballs on Bascom Hill in February 2011. Though the colder months of 2011 and 2012 didn't provide much ice or snow, winter looms large in Wisconsin's legend. A blizzard in early 2011 led to canceled classes, and students responded with a mock war between residents of the Southeast Halls and those from the Lakeshore Halls. History does not record a victor in this chapter of the endless clash between those two irreconcilable civilizations.

Big Dreams, Big Change

The Class of ’62 returns after 50 years of transformation.

Half a century ago, the UW’s Class of ’62 walked across the stage at the Field House on a rainy June day, reflecting on a world in crisis. During the course of their senior year, those students saw the completion of the Berlin Wall, the arrival of the first U.S. military helicopters in Vietnam, rising tensions with Cuba, a demonstration against nuclear weapons testing, and Martin Luther King, Jr.’s first visit to campus.

“Our generation was really prepared, enthusiastic, and enabled to leave a mark on Madison and the world,” says **Dave Zweifel ’62.** “We had big dreams. We were optimistic. JFK was president, and there was a lot of enthusiasm for what we could do to help our fellow citizens.”

More than 150 members of the class returned to campus this September for their fifty-year class reunion, and they surveyed the change that their generation had wrought and witnessed.

“We were ready for change,” says **Shirley Schlanger Abrahamson DJS’62.** “We were ready for equal opportunity for all people, and as law students, we were especially committed to the constitution of equal protection and due process for all.”

The class made a deep impact on Wisconsin. For example, Zweifel, now editor emeritus of the *Capital Times,* has been associated with that Madison newspaper since one day after he graduated. Abrahamson was the first woman elected to Wisconsin’s Supreme Court and has served as chief justice since 1996. **David Ward MS’62, PhD’63** first led UW-Madison as chancellor from 1993 to 2001 before returning as interim chancellor in 2011. **Dennis Maki ’62, MS’64, MD’67,** now emeritus faculty at the UW School of Medicine and Public Health, is a world-renowned infectious-diseases expert.

“The people of the state of Wisconsin have historically recognized the value of education, as did my parents, who were immigrants,” Abrahamson says.

“Education is important for all of us to participate in a democratic government and in the economic lives of our communities.”

The Class of 1962 continues to make its mark on campus. A reunion gift of more than $140,000 from this class will support Alumni Park, the Wisconsin Alumni Association’s 150th anniversary gift to campus — a new greenspace on the shore of Lake Mendota. “The UW System is a tribute to the hard work of all the people of this state,” Abrahamson says. “And it’s my hope it will continue to be a world-class university system.”

Wendy Krause Hathaway ’04

COURTESY OF THE WISCONSIN UNION

Jim Ehrman ’62, committee member of the Wisconsin Union Directorate Forum, with Martin Luther King, Jr. after King’s lecture at the Union on March 30, 1962. A wrong turn at Chicago’s O’Hare Airport nearly caused King to miss the lecture, but he arrived in time to deliver his speech to a capacity crowd, calling for increased federal support of the civil-rights movement and telling the audience, “We’ve come a long, long way, but we’ve got a long, long way to go.”

WENDY KRAUSE HATHAWAY

In late summer, construction crews removed Alumni Pier and began to reshape the Mendota shoreline between the Memorial Union and the Alumni Center. The Wisconsin Department of Natural Resources is funding the $4 million shoreline restoration.

Can You Dig It?

Campus gets a new-look lakeshore.

Construction on UW-Madison's Lakefront Gateway began in August, as workers demolished the old Alumni Pier and began to reshape the Lake Mendota shoreline.

The gateway combines three projects at the northeast end of campus: a rehabilitation of the crumbling lakeshore, Memorial Union's reinvestment program, and the creation of Alumni Park, a gift to campus from WAA. The shoreline area is the first section of the plan to go under the shovel, as the state's Department of Natural Resources aims to clean up the water along the pedestrian path.

The former Alumni Pier, and the squared-off boat launch that served the old UW boathouse (removed in the 1960s), blocked water flow along the shore and created a polluted area near Union Terrace. Eventually, Alumni Park will add a new pier, friendly for both boaters and water currents, as well as an outdoor classroom, an arbor commemorating the Wisconsin Idea, and a walk honoring UW graduates.

The lakeshore restoration is the first phase in the construction of Alumni Park. For more information about the project, or to make a donation, visit uwalumni.com/alumnipark.

John Allen

Badger Tracks

As part of its continuing efforts to welcome the University of Nebraska to the Big Ten, WAA led a tour to Lincoln for the Badgers' first conference game there since the Cornhuskers joined the league. More than 600 alumni attended WAA's pregame Badger HUDDLE® tailgate party.

WAA held its annual Alumni for Wisconsin Advocacy Fall Forum on October 6. A networking event for Wisconsin alumni and others who are interested in building support for the UW, the forum offered participants an in-depth look at the UW's progress in educational innovation, an update on legislative issues and the university's budget, and information about changes to the campus human resources system.

Students and alumni celebrated Homecoming 2012 with a week of nostalgia and tradition from October 21 to 27, culminating in a football game against Michigan State. The game occurred after press time; keeping with Homecoming tradition, fans no doubt "Yelled like Hell."

Chicago alumni got a broad view of 2012 election issues at a panel discussion in October. WAA and UW faculty created the "Wisconsin Ideas" dialogue with alumni. Panelists included John Coleman, chair of the political science department; Karl Scholz, chair of economics; Paul Robbins, director of the Nelson Institute for Environmental Studies; and Pam Herd of the LaFollette School of Public Affairs.

How about some news?
If you have it, please send it! We'd appreciate receiving the (brief, please) details of your latest accomplishments, major goings-on, and life transitions by email to papfelbach@waastaff.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. In an ideal world, we'd have space to publish all of the submissions that we receive, but … well, you know.

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

Most obituary listings of Wisconsin Alumni Association (WAA) members and friends appear in our triannual publication for members, the Badger Insider. *To become a WAA member, visit uwalumni.com/membership.*

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

40s–50s

John Erickson '40 called to say that he's still alive. The ninety-four-year-old resident of St. Cloud, Minnesota, adds that he has "not done much of anything recently." Erickson is a retired professor of chemical engineering at St. Cloud State University.

Stephen Thiermann LLB'42's *Always Loving: A Life in Five Worlds Unknown* (Lulu) is the inspiring and enlightening story of a twentieth-century Quaker woman who became a feminist religious seeker — Thiermann's late wife, Mildred. He's a retired public-interest lawyer who served the American Friends Service Committee and lives in State College, Pennsylvania.

Yellow Submarine, the classic 1968 Beatles film, began its journey when TV and movie producer **Al Brodax '48** — who had produced many episodes of ABC's animated Beatles TV series — approached the band's manager with his vision for a full-length animated feature. The film that Brodax produced and co-wrote was shown in its digitally (and painstakingly) restored form in May in select theaters; and was released on DVD and Blu-ray, and as a CD soundtrack in June. Brodax lives in Weston, Connecticut.

Madisonian **Signe Skott Cooper '48** has completed *The Life of a Living Legend: A 20th Century Nursing Odyssey*. The title refers to being named a Living Legend by the American Academy of Nursing in 2003; Cooper was also inducted into the American Nurses Association Hall of Fame in 2000. A trailblazing educator, nursing historian, and generous donor, she was further honored in April when construction began on the UW's new School of Nursing facility — Signe Skott Cooper Hall — which is scheduled to open in 2014. Cooper writes in her memoir that her goal is "to live long enough to see the completion of the new Nursing Sciences Center. What a thrill that will be!"

The Alumni Association of the Massachusetts Institute of Technology (MIT) selected **Allyn Ziegenhagen '57, PhD'62** to receive one of its 2011 Lobdell Distinguished Service Awards. After earning his master's degree at MIT, he's been an engaged volunteer and leader, first with the MIT Club of Princeton and now that he lives in Pewaukee, with the MIT Club of Wisconsin.

Karen Hemphill Pace '63, you inspire us! The Cleveland resident has made four hundred and fifty scuba dives since 1997 and sent an underwater photo of herself — and her Flat Bucky paper doll protected in a waterproof case — diving this summer in the Dutch Caribbean. At age seventy, and after thirty-eight years in education, Pace says that "it's now fun to be the student and keep learning. Make bubbles, Bucky!"

If you're browsing the American Society for Theatre Research's website, astr.org, be sure to look for "The Development of a Theatre Historian: An Interview with **Glenda E. Gill [MA'64].**" She taught for forty years at numerous colleges, retired in 2006 as a Michigan Tech professor emerita, and now lives in Huntsville, Alabama. In the interview, Gill discusses theater at historically black colleges and the influence of a "major mentor," Madisonian **Fannie Ella Frazier Hicklin PhD'65.**

"Make bubbles, Bucky!"
— Karen Hemphill Pace '63

60s

In June, Madison pediatrician **Conrad Andringa '60, MD'63** invited us to join him and his extended family — eighty-five strong, ranging in age from five weeks to eighty-one years — at State Street Brats to share in their family-reunion festivities. The assembled Andringas descended from a Dutch immigrant couple; a remarkable number are UW-Madison or UW System grads; many are accomplished athletes; and, naturally, they love the Badgers.

Among those inducted in August as the inaugural class of the Wisconsin Intercollegiate Athletic Conference's Hall of Fame was **Patricia Collins MS'60.** She established women's athletics at UW-Platteville in 1966, served as the school's first women's athletic director, and was the head coach for several sports. UW-Madison's head men's basketball coach, **Bo Ryan,** was also inducted.

The May 2012 commencement marked the end of college for many, including **David Musolf '66,** who began his retirement shortly afterward. He's worked on campus in many roles for the last fifty years, and in his final, nineteen-year post as secretary of the faculty, Musolf was the organizer and lead marshal of commencement ceremonies (he estimates that he's worked at 137 of them), assisted the executive committee of the Faculty Senate, and orchestrated search-and-screen processes for UW administrators. His institutional knowledge and love of the university will be greatly missed.

You know about the astounding creations produced by glass artist **Dale Chihuly MS'67** and his disciples, but did you know about his latest tribute? The forty-five-thousand-square-foot Chihuly Garden and Glass museum opened in May in the Seattle Center, at the base of his home community's iconic Space Needle. It includes an exhibition hall, glasshouse, gardens, theater, bookstore, and café, which houses many of Chihuly's playful personal collections.

The Alaska Anthropological Association's highest accolade — the Professional Achievement Award — has gone to **Christy Turner II PhD'67** of Tempe, Arizona, for his fifty years of research in Alaska, Siberia, Canada, and Greenland.

Ultratec CEO **Rob Engelke '68** received an honorary doctorate at UW-Madison's May 2012 commencement ceremony for his advances in enabling deaf and hard-of-hearing people to communicate via telephone. Engelke founded Ultratec in 1977 and began building teletype-writers that plugged into phone lines. Then he invented captioned telephony, which has grown into the firm CapTel. Both based in Madison's University Research Park, his companies' missions are to do well *and* to do good. Engelke shared the ceremony platform with commencement speaker and former Yahoo! CEO **Carol Bartz '71** of Atherton, California.

The Milwaukee City Clerk's office must seem very empty following the April retirement of **Ronald Leonhardt '69, JD'75:** he served a record twenty-two years as clerk.

70s

Being listed in the annual *Chambers USA* directory is a mark of excellence for attorneys, and you'll find these Badgers in the 2012 edition: **Linda Bochert '71, MS'73, JD'74; J. (John) Donald Best MA'87, JD'89; Alexander Fraser '90, MBA'91;** and **Jeffrey Brown MBA'94, JD'94,** all of Michael Best & Friedrich; as well as **Nancy Peterson '77, JD'83; Daniel Conley '81, JD'85;** and **Scott Langlois '83, JD'86** of Quarles & Brady.

Tamara Koop '72 of Waukesha, Wisconsin, just may be the first Badger we've heard of who's been inducted into the National 4-H Hall of Fame. The Waukesha County 4-H youth development educator for nearly thirty years, Koop is also an emerita professor of the UW-Extension's Department of Youth Development.

After growing up in a family of eleven children who took music lessons seriously and listened to weekly Metropolitan Opera radio broadcasts, soprano **Christine Noll Seitz '73, MMusic'76** just kept going: she's taught and performed widely, and is now settled with her composer husband, **Paul Seitz '73, MMusic'76, DMA'97,** in Columbia, Missouri, where she's an assistant teaching professor of voice and director of the Show-Me Opera at the University of Missouri.

Frederick Marini '74 will be tough to replace in the Melrose-Mindoro [Wisconsin] Area School District following his retirement after thirty-four years as its district media director and pre-K–12 librarian. In 2011, Marini and Melrose-Mindoro's library services were the Department of Public Instruction's award winner for community library services.

Hearty congratulations go to **David Russell '74, JD'79** for earning a 2012 Jefferson Award for public service. He founded and manages a free legal-advice clinic in La Crosse, Wisconsin, where he's also involved with the Boys & Girls Clubs and a winter warming center for people without homes.

As the new dean of the University of California-Berkeley's School of Social Welfare, **Jeffrey Edleson MS'75, PhD'79** has gone full circle. A Berkeley undergrad, he returns as a leading scholar in domestic violence after twenty-nine years at the University of Minnesota's School of Social Work.

This is a little hard to fathom, but **Denny Long '75** began biking the 2,983 miles from Mukilteo, Washington, to the UW on June 17, and sent us a "victory photo" of himself and his trusty steed in front of the Abe Lincoln statue on Bascom Hill on July 26 (trackmytour.com/Vdgx0). It was "a feat I doubt I can ever surpass," says Long, and turning sixty shortly afterward made it all the sweeter.

"The outpouring of love and support from all over the country … has been amazing."
— David Bernstein '97

Susan Lucas-Conwell '75 has been on the job as the CEO of Great Place to Work US — part of a global consulting and management-training firm — since September 2011, and now she's joined the Great Place to Work Institute's board as well. In the U.S., her firm produces the annual *FORTUNE 100 Best Companies to Work For* list. Lucas-Conwell has also held executive posts with SVForum, Cartier International, Ray-Ban, and General Mills.

Rob Lever '76 is the new media and technology correspondent in the Washington, D.C., bureau of Agence France Presse — a move from his previous role as the Americas-desk editor.

James Trainham MS'77 of Chapel Hill, North Carolina, is an amazing guy. He serves as vice president of strategic energy initiatives at RTI International, as executive director of the Research Triangle Solar Fuels Institute, and as an adjunct professor at North Carolina State University; and he's known internationally for his expertise in technology commercialization. The American Institute of Chemical Engineers named him one of the "one hundred chemical engineers of the modern era" in 2008 and recently inducted him

as an institute fellow as well.

University of Wyoming Professor **Gary Franc '78** has devoted his career to studying plant pathology in crops, but now he's looking at the sky instead of the ground. Franc is searching the clouds for ice-nucleating bacteria, which may play a role in creating precipitation, influencing weather patterns, and affecting the relationship between climate change and atmospheric and oceanic ecosystems. "There's so much that's unknown," Franc says. "There's a lot of potential."

80s

Leslie Wegener '80 made an excellent point when she asked, "How many people get to name an island that becomes part of the official USGS map registry?" The founder and principal of the Juniper Hill Partners communications firm in Stoddard, Wisconsin, submitted a winning entry in the Upper Mississippi River National Wildlife and Fish Refuge's "Name That Island" contest, and now Little Hoot is one of twenty-two new river islands built as part of a habitat-restoration project.

The Women's Basketball Hall of Fame was notably enriched in June with the induction of **Nancy Fahey '81,** head coach at Washington University in St. Louis, Missouri, for the past twenty-six seasons. She's the only coach in NCAA Division III history to win five national championships; she led the second-longest winning streak in NCAA women's basketball history at eighty-one games; and she ranks third among all active NCAA coaches, with a .846 career winning percentage.

The Maine Technology Institute has welcomed **Peter Frankwicz '81, PhD'93,** a staff process engineer at Texas Instruments in South Portland, to its Precision Manufacturing Technical Board. He's also "carrying on the Badger hockey tradition" as a Level 3 USA Hockey national development coach.

John Boyer MS'82 was honored at the White House in May as a Champion of Change for his pioneering work in making science, technology, engineering, and math (STEM) materials available in Braille. He's the founder and president of Abilitiessoft, a Madison company that develops open-source and contract Braille-translation software and is working to create tactile graphics as well. Boyer is especially noteworthy because he was born blind and lost his hearing as a child due to ear infections.

Membership in the National Academy of Sciences is one of the highest honors in American science and engineering, and **Louis Ptacek, Jr. '82, MD'86** has earned it for his research involving families worldwide whose members share specific disease-related genetic traits. The Coleman Distinguished Professor of Neurology leads the Division of Neurogenetics at the University of California-San Francisco School of Medicine.

The 1983 Alice in Dairyland — **Barbara Ward McCrory '83, JD'92** of Janesville, Wisconsin — was sworn in as a Seventh Circuit Court judge in Rock County in August. We thank **Anne Bouffard Bern '83** of Thousand Oaks, California, for telling us about her "amazing friend."

Sheldon Woldt '83 holds the newly created title of head of the Middle East at Northern Trust and will oversee the asset-management firm's evolution and expansion in the region. Woldt has been with Northern Trust since 1983, most recently as head of its U.S. insurance-client business. He's relocated from Chicago to Abu Dhabi.

In June, President Obama nominated U.S. magistrate **Sheri Polster Chappell '84** of Fort Myers, Florida, to a judgeship in the state's middle district. She was a judge in Lee County, Florida, and an assistant state attorney before ascending to the federal bench.

The School of Environmental and Forest Sciences at the University of Washington is now under the capable command of its new director, soils and ecosystem scientist **Thomas DeLuca '84.** He was most recently a professor of natural resources and geography at Bangor University in Wales, serves on the advisory board to the U.K.'s Centre for Ecology and Hydrology, and is a founding member of the Institute for Subarctic Landscape Research in Sweden.

We're cheering for former Wisconsin Alumni Association staffer **Marianne Benforado '85,** who can now add L.Ac. and Dipl. O.M. after her name. That's because she's completed a four-year master's program in Oriental Medicine (acupuncture and herbology) at Five Branches University, added an orthopedic specialization, earned her license, and opened her own practice in Santa Cruz, California. She's also doing a residency to focus on musculoskeletal issues.

New to the eighteen-member UW System Board of Regents are Madisonian **Regina Speichinger**

Millner JD'85, MS'91, a former Wisconsin Alumni Association national board chair; and **John Behling JD'00,** a vice president at the Eau Claire, Wisconsin, law firm of Weld, Riley, Prenn & Ricci.

Felicitations to the new director of the University of Dayton [Ohio]'s international studies program: she's **Marybeth Colbert Carlson MA'86, PhD'93.**

In 1989, poker legend **Phil Hellmuth, Jr. x'86** became the youngest person ever to win the World Series of Poker's (WSOP) Main Event, and in June, he took home his record-setting twelfth WSOP championship bracelet. (He's given away all of his bracelets except the first.) Hellmuth embraces his "Poker Brat" nickname by offering merchandise on his Poker Brat Clothing Company website, but he's also known for his "large heart and word of gold": he's raised more than $17.5 million for charitable causes thus far, with a lifetime goal of $100 million.

David Rugendorf '87, a partner and immigration attorney at Mitchell Silberberg & Knupp's L.A. office, was profiled as part of a *Los Angeles Daily Journal* cover story in May. It described how the firm's immigration practice frequently works at breakneck speed to shepherd its Hollywood clients through the complex process of acquiring short-notice travel visas for celebrities and their entourages.

Microbrews aren't exactly novel anymore, but **Page Buchanan '88, MS'97** has blended them with the community-supported agriculture (CSA) model: his new, Madison-based business, House of Brews, is a community-supported brewery, or CSB. Customers "subscribe" to his business, pay up front, participate in ongoing discussions and events related to the product, and receive their beer later.

Heading up annual giving, donor relations, and engagement at Milwaukee's Mount Mary College is **Susan Berse Nieberle '88,** the school's new senior director of alumnae and constituent relations.

If you've never met someone with the title of vice president of triathlon events, then you should meet **(Margaret) Molly Quinn '88,** who now holds it in Washington, D.C., at the Competitor Group — an "active lifestyle sports media and event entertainment company." Quinn has the chops, too: she's a USA Triathlon Level I race director; she received the 2011 Presidential

John Schmitt '80: The Long Road

For years, **John Schmitt '80** had heard that many of the world's people live without access to clean, safe water, but he never really knew what that meant until he'd walked a mile — or rather, three miles and 564 feet — in their shoes.

In May 2011, Schmitt organized what he called a Walk for Water, a five-kilometer trek in which participants walked half the distance with empty containers, then filled them with water and returned, trying to slosh as little of the precious liquid as they could.

"There are 884 million people in the world without access to clean water," Schmitt says. "This is a huge issue for health and hygiene — really every part of their lives is far more difficult than it is for those of us who take water for granted."

A school administrator in Wisconsin's Verona Area School District, Schmitt conceived of the idea in part to educate people about how difficult life in developing countries is, and in part as a fundraiser to help an organization called Living Waters International. The Walk for Water attracted more than one hundred participants and helped to generate $5,000 to construct a well for the residents of Carlos Canales, a slum near León, Guatemala. Schmitt and eleven of his fellow walkers even traveled there to assist with the well-digging.

PHOTO COURTESY OF JOHN SCHMITT

John Schmitt, right, is helping to provide vital water resources for the residents of La Maquina, Guatemala, where he went on the second of three well-drilling trips to Central America.

In May 2012, Schmitt held a second Walk for Water, in which one hundred participants raised money to dig a well for another community in Guatemala — this time, in the village of La Maquina. His walks have been so successful, in fact, that Living Waters has asked him to help consult on a handbook for other groups that would like to hold similar events.

John Allen

Community Leadership Award from the President's Council on Fitness, Sports, and Nutrition; she serves as the executive director of the nonprofit ACHIEVE Kids Tri; and she's a lifelong competitive swimmer who also rowed on the UW's varsity crew.

90s

Jeff Anderson '90, MBA'94 is new to the president's office at Precision Paper Converters in Kaukauna, Wisconsin, a company that specializes in facial-tissue converting. He was previously a founding partner and vice president of OPS America.

Two Badgers are making their marks on the Kohler Company, a kitchen and bath fixtures (and more!) firm in Kohler, Wisconsin: **Brian Christensen '90** has been promoted to director of insurance and risk management, while **James Sandora '03** has joined Kohler's corporate communications department from Booz & Company; he's its new director of content strategy and integration.

Kenny Dichter '90 of Livingston, New Jersey, is the founder of Marquis Jet and a co-founder of Tequila Avion; his name is on a UW campus athletic facility, the Dichter-Deutsch Conference Center; and he's one of WAA's Forward under 40 award winners. Now the entrepreneur is partnering with former Badger football player **Blake Sorensen '11** to tackle the "globesity epidemic" through their venture Cirrus Fitness, a company that customizes Cybex-brand fitness equipment with the UW's colors and logo for home use and sends a portion of each sale to the university.

Following a series of positions at Aetna, **Hugh Scallon '91** of Darien, Connecticut, is now an executive vice president and managing director at PHD Media, where he leads the agency's health-media practice. A former *Badger Herald* and *Badger* yearbook sports editor, Scallon is glad to return to the media world.

Tom Vlach '91 really knows his grass. And he *should:* he's a certified golf course superintendent and the director of agronomy at TPC Sawgrass in Ponte Vedra Beach, Florida, which hosted the Players Championship in May. Considered to be golf's "unofficial fifth major" tournament, it has the largest purse on the PGA Tour.

Erin Hawker '92 has the coasts well covered through the new public relations firm that she's founded: Agentry PR has offices in both New York City and Los Angeles. With a background in marketing and PR in the fashion and lifestyle industries, Hawker represents such brands as UNIQLO, Joseph Abboud, Mavi, Prps, and United Nude.

After leadership stints at 10gen, VMware, and Oracle, **Vishy (Vishwanath) Karra MS'92** is the new VP of engineering at Electric Cloud, a development/operations automation firm in Sunnyvale, California.

Virginia Woods Roberts MA'92, MA'94 had a busy spring and summer presenting at conferences, winning the Fyan Outstanding Small/Rural Librarian Award for the state of Michigan for her work in Suttons Bay, and moving to Wisconsin to direct the Chippewa Falls Public Library.

It's been a banner year for **Krishna Ella PhD'93** of Hyderabad, India — the chair and managing director of Bharat Biotech, and the co-founder of the Ella Foundation, an independent scientific and industrial research organization. In May, the Bill and Melinda Gates Foundation awarded the Ella Foundation a $100,000 grant for polio-vaccine research as part of its Grand Challenges Explorations initiative. In June, Ella went to Mumbai to accept — on behalf of the UW's School of Pharmacy — the World Education Congress's Award for Best Educational Institute in Pharmacy. Is it any wonder that he was also one of the Wisconsin Alumni Association's 2011 Distinguished Alumni Award winners?

Among the ten individuals inducted as fellows of the American Society of Agricultural and Biological Engineers in July was **Kasiviswanathan Muthukumarappan PhD'93,** a professor in the Department of Agricultural and Biosystems Engineering at South Dakota State University in Brookings. He's one of the world's leading researchers in developing novel pretreatment strategies for converting lignocellulosic biomass into bioethanol.

Class of 1994, who among you is the co-founder and general director of Greenville [South Carolina] Light Opera Words, a professional operetta company? You'd be right if you said **(Albert) Christian Elser '94.** He's also an assistant professor of music at Presbyterian College in Clinton, South Carolina, and has performed in operas nationally.

Do you recall the news in July of an amazing dog rescue in Miami? The rescuer was **David Bernstein '97,** who saw a dog fall from the Brickell Avenue drawbridge as it rose, and he raced to save her. He searched for her at length over two days and finally found her eighteen hours later on a concrete landing

beneath the bridge. Despite the thirty-foot plunge, "Brickell, the miracle dog" had sustained only scrapes and bruises. Bernstein says that "the outpouring of love and support from all over the country … has been amazing."

Don Schneider '97 of Miami Beach, Florida, is the founder of Relive Research & Development Corporation, a sports-nutrition company that seeks to improve human performance, health, and longevity through natural products; and to educate through the events that it develops and sponsors.

The new curator at the Pulitzer Foundation for the Arts in St. Louis, Missouri, is **Gretchen Wagner '98,** previously the assistant curator in the Department of Prints and Illustrated Books at New York's Museum of Modern Art. Her background also includes extensive research in Europe on modern and contemporary visual art, performance, and music. Wagner joins **Tamara Huremovic Schenkenberg MA'05** at the foundation; she's an assistant curator for special projects and a UW-Madison PhD candidate in art history.

2000s

Luther College in Decorah, Iowa, has appointed **Evgenia Fotiou MA'01, PhD'10** of Athens, Greece, to serve as the Associated Colleges of the Midwest–Mellon Postdoctoral Fellow of Indigenous Religious Traditions for 2012–14. She's a former associate lecturer and TA at the UW, as well as a guest editor for the journal *Anthropology of Consciousness*.

Parham Eftekhari '02 has a good friend in **Keri Fitzgerald '01:** she wrote glowingly about his entrepreneurial flair and what

Bob Wills MS'81, PhD'83, JD'91: Urban Cheesemaker

When night settles on Milwaukee's near south side, Clock Shadow Creamery starts humming, as fresh milk sloshes through pipes to giant, gleaming metal vats and the next day's cheese starts to take shape. By morning, one thousand pounds of the stuff — including cheddar cheese curds, ricotta, and queso blanco — will be on its way to restaurants and shops across the city.

KAT SCHLEICHER

Cheese factories have traditionally been located in rural Wisconsin, but Bob Wills has started the state's first urban cheese factory and is hoping that it can become a national model. Photo: Kat Schleicher

Clock Shadow is the state's first urban cheese factory, and founder and head cheesemaster **Bob Wills MS'81, PhD'83, JD'91** is determined to see if this new style of city cheesemaking can become a national model. "It kind of shocked me to learn that there had never been a cheese factory in Milwaukee," he says, "and it seemed like it was about time."

After earning his doctorate in economics and his law degree, Wills worked as an economist in Washington, D.C., and Chicago. Then he heard the call to a different "whey" of life when he married the daughter of a cheesemaker and decided to become, as he puts it, "a Wisconsin stereotype." Wills and his wife took over Cedar Grove Cheese in Plain, Wisconsin, more than two decades ago, and they opened Clock Shadow Creamery in June.

Historically, cheese factories have stayed close to the dairy farms that dot the Badger State's countryside. Although a handful of them operate in Seattle, New York City, and other urban areas, says Wills, "What we're doing is really different from what everyone else is doing. Those other ones are very tourist oriented, and they're not very production oriented. … We built this with the intention of serving the community. It's designed to create jobs in this neighborhood and to make cheese suited for the neighborhood — not yuppie cheese."

One of the creamery's specialties is quark, a smooth and creamy concoction that is a staple in Europe. "It seemed like it fit in with the Milwaukee heritage," Wills says. "It's an extremely versatile cheese that hasn't been available for people here to play with, so the chefs are having a lot of fun with it. … There's really nothing like it in most of the country."

The creamery also offers tours, incubator space, and an apprenticeship program for aspiring dairy entrepreneurs. It's housed in a new, ultra-green building that uses geothermal heating and cooling, recycled rainwater, and a power-generating elevator. Wills, who once worked for Earth Day founder **Gaylord Nelson LLB'42,** is known for his commitment to environmental practices.

"We've taken stands on some issues that we think are really important, like not having genetically modified ingredients in our food and supporting organic production and urban agriculture," Wills says. "We've been able to use our business to blaze trails on important social issues and show [that they] are not in conflict with business — that [they] are really *part* of doing business. And people are committed to our products not only because they taste good, but because they stand for something that they believe in."

Nicole Sweeney Etter

he's done with it. Eftekhari is the co-founder and director of research for the Government Technology Research Alliance; co-founder of GOVTek, a professional-services company that helps clients to "strategically engage stakeholders in the U.S. government"; and founder of CamPatch, a company that produces webcam covers and educates the public about webcam security.

Milwaukeeans **Erica** and **Jamie '02 Zdroik** have long been refining their sangria recipe and, at the suggestion of family, friends, and fans, finally decided to bottle it. The result is Sangria by Lovino (a combination of *love* and *vino*): a new, ready-to-drink, bottled beverage that's made at an environmentally friendly winery in Algoma, Wisconsin. Jamie is also a manufacturing manager for Nelson Container.

It had to be an exciting summer for **Katie Kaschub '05:** as the medical manager and head certified athletic trainer for the USA Field Hockey National Team, she was chosen to be a member of the U.S. Olympic Committee's medical staff for the Summer Games in London.

Recent research has found that female athletes are two to ten times more likely to sustain damage to a knee ligament than male athletes in the same sports. **Ann Turner '05** is working on the front lines of prevention and post-injury support for these injuries and others as the athletic trainer for the University of Kansas's Jayhawks women's basketball team in Lawrence.

Urban dance competitors from around the world converged on Madison in May for the ninth annual International Festival of Urban Movement, founded by Chicagoans **Henry Gomez '07** and performing artist **Jarius King '09** as a challenge to the status quo. Today King and UW grad student **Katrina Flores '07** direct its exponential growth as a grassroots effort that includes workshops, panels, films, and dance competitions. The festival draws upwards of three thousand participants and benefits from the resources and diversity of many campus and other organizations.

We salute **Ryan Sarafolean '07** of St. Paul, Minnesota, as one of two winners of the 2012 Segal Entrepreneurship Award from AmeriCorps Alums, Point of Light's national network for alumni of AmeriCorps service. He also contributed a blog post to the White House's website in June titled, "For the Win: The Building Blocks of Service." The Wisconsin Alumni Association honored Sarafolean in 2011 with a Forward under 40 award for helping to establish the Kibera [Kenya] Girls Soccer Academy to provide free education to young women.

Imagine a space filled with soft lights and lustrous, red fabrics cascading from the ceiling down to cushiony seats. This is a Red Tent: an intimate, radiant domain where women gather to rest, rejuvenate, and share the powerful stories of their lives. It's also the movement that transformed the UW School of Human Ecology's Design Gallery into a Red Tent in November and hosted the premiere of Madisonian **Isadora Gabrielle Leidenfrost MS'08, PhD'12**'s new documentary, *Things We Don't Talk About*. The film chronicles the healing narratives that have come out of Red Tent experiences.

Hazel-Bush Flap Flower — a Holstein cow owned by **Beth Nelson ag short course '09 and '10** — took the Holstein Association USA's 2011 Star of the Breed prize in May. The honor recognizes the "total package of the animal," who must excel in both the show ring and the milking barn. Nelson works with her parents on their dairy farm in Blair, Wisconsin.

2010s

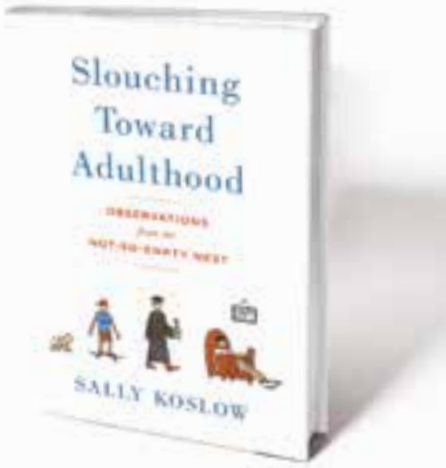
April Bautista '10 held a launch party in August to premiere Paz Felis — the new, Milwaukee-based swimsuit and apparel brand that she's co-founded — and to celebrate "the beginning of what will surely be an amazing journey." Stay tuned!

Rachel Carlisle '11 is an account coordinator at Ketchum in Los Angeles, a public relations firm that works with TOMS — the shoe company whose Campus Classics line now includes canvas footwear in Badger red and white. Through the One for One program, TOMS donates a pair of new shoes to a child in need for every pair that's purchased.

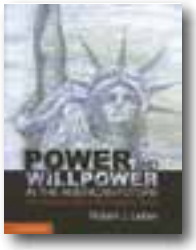
Congratulations to **Michael Avery MS'12:** he's received his commission as a naval officer after completing the thirteen-week Officer Candidate School. And navy seamen — seapersons? — **Amanda Girard '09, Trevor Wetselaar '09,** and **Kelsey O'Brien '11** have all completed eight weeks of basic training, where the capstone event, Battle Stations, is intended to "galvanize the basic warrior attributes of sacrifice, dedication, teamwork, and endurance."

Class Notes compiler Paula Wagner Apfelbach '83 is pleased that the Wisconsin Alumni Association is a velociraptor-free workplace.

bookshelf



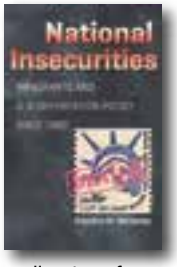
Witty, provocative, bracingly candid, painfully insightful, and *astute* have all been used to describe New Yorker **Sally Platkin Koslow '70**'s fourth book, ***Slouching Toward Adulthood: Observations from the Not-So-Empty Nest*** (Viking). In this partly hard-hitting investigation and partly hilarious, affectionate memoir, Koslow examines the complex reasons why so many "adultescents" live with their parents and helps families to navigate the sometimes-bewildering dynamics that result. A former magazine editor-in-chief who teaches at the Writing Institute of Sarah Lawrence College, Koslow and her spouse, **Robert Koslow '70,** are to be congratulated: their two sons have finally moved out.



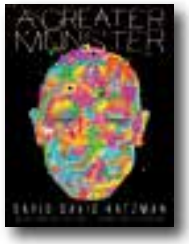
Robert Lieber '63 realizes that he's bucking a widely held viewpoint when he resists the notion of America's downturn — our problems are very real and serious, after all. But in taking the long view in ***Power and Willpower in the American Future: Why the United States Is Not Destined to Decline*** (Cambridge University Press), he reassures us of our deep strengths and track record of resilience. What will make the difference, he says, are policy, leadership, and political will. Lieber is a professor of government and international affairs at Georgetown University in Washington, D.C.

According to one estimate, nearly 21 percent of U.S. children aged nine to seventeen have a diagnosable mental or addictive disorder with some recognizable impairment. How do their parents cope? How can society help? **Craig Winston LeCroy PhD'83** offers resources, new perspectives, and understanding in ***Parenting Mentally Ill Children: Faith, Caring, Support, and Surviving the System*** (Praeger Publishing). He's a professor in Arizona State University's School of Social Work.

With the election season still fresh in our minds, **Lamont Colucci '88, MA'89, MS'98** has provided a timely, two-volume work: ***The National Security Doctrines of the American Presidency: How They Shape Our Present and Future*** (Praeger). It examines the foreign and national-security priorities of key presidents from Washington to Obama, providing background on the sources behind their views. Colucci is an associate professor of politics and government at Ripon [Wisconsin] College, a Fulbright Scholar, and a former U.S. State Department diplomat.

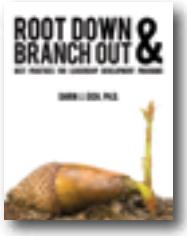


Deirdre Moloney MA'89, PhD'95 is adding a broad historical analysis to the ongoing national conversation about immigration with ***National Insecurities: Immigrants and U.S. Deportation Policy since 1882*** (University of North Carolina Press). She's the director of fellowships advising at Princeton [New Jersey] University.



Out of 5,023 submissions to the Independent Publisher Book Awards, ***A Greater Monster*** (Bedhead Books) was chosen as one of a dozen Outstanding Books of the Year for 2012. Called *brain-singeing, astonishing, brilliant, insane,* and *explosive,* Chicagoan **David David Katzman MA'91**'s "psychedelic fairy tale for the modern age" incorporates exotic prose, illustrations, visual text poetry, graphic design, and links to original music and animation. A one-thousand-copy print run was funded through Kickstarter. Katzman is also an actor, improviser, painter, and the author of *Death by Zamboni*.

Your Guide to the National Parks: The Complete Guide to All 58 National Parks (Stone Road Press) is, quite frankly, amazing. **Mike Oswald '03** of Whitelaw, Wisconsin, wrote, designed, and published this volume of gorgeous photos, commentary, maps, hiking tables, and thoroughly researched details. Oswald spent two years exploring and photographing the parks; logged thousands of miles hiking, paddling, and pedaling; and lived almost exclusively in a tent while doing so. It became "a communion with life and land," he says, "as I learned to immerse myself in nature."



As leadership skills become ever more crucial to professional success, higher education has responded with a proliferation of offerings to teach them. In ***Root Down & Branch Out: Best Practices for Leadership Development Programs*** (CreateSpace), **Darin Eich PhD'07** — the creator of the Grounded Theory Model of High-Quality Leadership Programs — explores how the best programs influence students, and offers program developers forty ways in which they can make a positive impact. Eich, of Madison, also assesses and develops leadership programs and founds innovation-based start-ups.

In ***Sorrows Revisited: Personal Histories, France 1940–1944*** (Wooster Book Company), **Erwin Riedner '64** preserves the experiences of people who lived through the German occupation of France and asks, "Do we who look back truly know how any one of us would have acted, or what we would have done to save ourselves?" A former university educator and former pediatric audiologist, Riedner lives in Wooster, Ohio.

Hey, bibliophiles! You'll find so much more news about books by impressive Badger authors at onwisconsin.uwalumni.com.

Elephant
Continued from page 27

could transport that sperm over to the United States and artificially inseminate a female over here, we could introduce new genetics [into family lines in America] that we couldn't otherwise get. That's what Darwin preaches, right? These are the strongest, biggest, most dominant males. We should be keeping those animals."

Once the operation is finished, they attach a radio collar so that local biologists can track the elephant and monitor his health and behavior.

"If we did all that right," Zuba says, "the big guy's back to normal, but shooting blanks."

controversy

One other superlative about *L. africana*: it has a gestation period of twenty-two months — the longest of any land animal. This makes the results of EPMP's work difficult to measure. Hendrickson estimates that it will take five years to begin to see whether they've made any significant impact.

"We're starting to get to those points now," he says. "So far, things look promising. We haven't been able to really pull data, but we're seeing a reduction in calving, so that's good. The behavior of the animals seems really good. Now we just have to see what the [population] growth rate becomes."

The plan has its detractors. By vasectomizing the dominant bulls, are they sabotaging a herd's genetics? By drastically cutting down on the number of babies, will they radically alter a herd's social dynamics?

"You seldom see female elephants by themselves," Zuba says. "If things are normal in their lives, they always have a calf at their feet."

These concerns make EPMP's work controversial. Then again, the team knows, that's the consequence of working with elephants. No matter what you want to do — vasectomize the males, inject PZP in the females, cull them, move them around, or even just leave them alone — if you say you want to do anything, you'll find someone who disagrees.

"It really caught me off guard, because [vasectomy] seems like such a practical thing to do, offering another [alternative] to either immuno-contraception or to culling," says Hendrickson. "The problem is that people get really emotionally responsive when you start talking about changing anything with elephants. There's a whole group of people out there that would have you do nothing — the elephants will respond as the elephants respond. If they starve to death, that's okay. … But most of these people, they've never been to Africa. They have no idea what it looks like, the deforestation that's occurring."

Zuba, too, feels the heat of controversy around his work, but he doesn't see many other paths to take.

"I'll be the first to say that if somebody wants to put us out of business, that's great," he says. "Because it's expensive, it's laborious. But it's really the only option we have right now." ■

John Allen, senior editor for On Wisconsin, *knows that vasectomizing elephants takes pretty big … ambitions.*

Black Gold

Continued from page 47

that it almost seems zoned for that purpose, is managed by Tiffany Brown, a high priestess of hairstyles. When I first meet her on a Friday, her face is framed by closely cropped bangs and long tresses that hang to her chin. On Saturday she looks altogether different, with hair pulled tight against her scalp into a ponytail just an inch long. By Sunday she might well wear glamorous locks cascading down her back. The secret of Brown's chameleon powers: remy hair from factories like Raj Impex.

TONY KURDZUK/STAR LEDGER/CORBIS

From India to the United States: at an American salon, remy hair is turned into a weave for a client.

It's "a necessary accessory, like earrings or a necklace," she says. "It lets me be whoever I want to be for a day." Her clients feel the same way; they spend about $400 a month maintaining their extensions, she says, though a few drop thousands. Between shops like hers and celebs who might shell out $10,000 or more for a single wig or weave, there is a near-constant demand for Indian locks. "If you want cheap hair," sniffs a supplier's blog called thelookhairandmakeup.com, "you're going to get a cheap-looking hairstyle."

"The only hair worth buying is remy," says one of Brown's clients, her hair wrapped around enormous curlers. "They say that it's cut from the heads of virgins." Though not strictly true, the hair woven onto her head went from being an act of humility and altruism in the name of God, to one of America's most recognizable glamour enhancers. ■

From the book The Red Market: On the Trail of the World's Organ Brokers, Bone Thieves, Blood Farmers, and Child Traffickers *by Scott Carney.*

WISCONSIN HISTORICAL SOCIETY, IMAGE ID 55447

Badger DNA

Recognize the face on the left? That, Badger fans, was your mascot, prior to Bucky. Named Regdab (for those unskilled at anagrams, that's *badger* spelled backward), he was described as a badger in a raccoon-fur coat, and he represented the UW for just a year. His friend is George Holmes '49, a member of the *Badger* yearbook staff.

The UW's sports teams have always been nicknamed the Badgers, evidently deriving from a derisive term for the lead-miners who were the region's first white residents. (They lived in holes in the ground, like wild badgers do.) In the early twentieth century, the university had a live badger (acquired from Eau Claire) attend games. But the critter was unsociable and liable to bite his handlers, cheerleaders, fans, athletes, or anyone else who crossed his path. The UW packed him off to Vilas Zoo.

In 1948, as the university was preparing to celebrate its centennial, the staff of the *Badger* yearbook offered Regdab as a replacement. The juvenile raccoon, in its red-and-white *W* sweater, was easier to control. But for all the cleverness that went into his creation, Regdab wasn't a badger. He didn't catch on. In 1949, Bill Sachse '50 came up with the idea for Bucky (see "Flashback" in the Fall 2012 issue), and Regdab, too, was retired.

John Allen

SHARE THE WONDERFUL

UNIVERSITY OF WISCONSIN ANNUAL CAMPAIGN

SHARETHEWONDERFUL.ORG

CONNECT

UW Foundation
Address Correction Department
1848 University Ave.
Madison, WI 53726-4090

Change Service Requested

Put an entire UW library in your home

(Study cages not included)

C&N PHOTOGRAPHY

You're overdue for becoming a WAA member.

Remember the UW's Memorial Library — its aisles of information leaving you in awe.

Now imagine tapping into that knowledge base from the comforts of your own home!

Members of the Wisconsin Alumni Association (WAA) receive exclusive access to the UW Libraries online database — great for business or pleasure. It's just one of the benefits members enjoy as part of this Badger community.

Join today at uwalumni.com/membership or call (888) 947-2586.

WISCONSIN ALUMNI ASSOCIATION

WHERE BADGERS BELONG