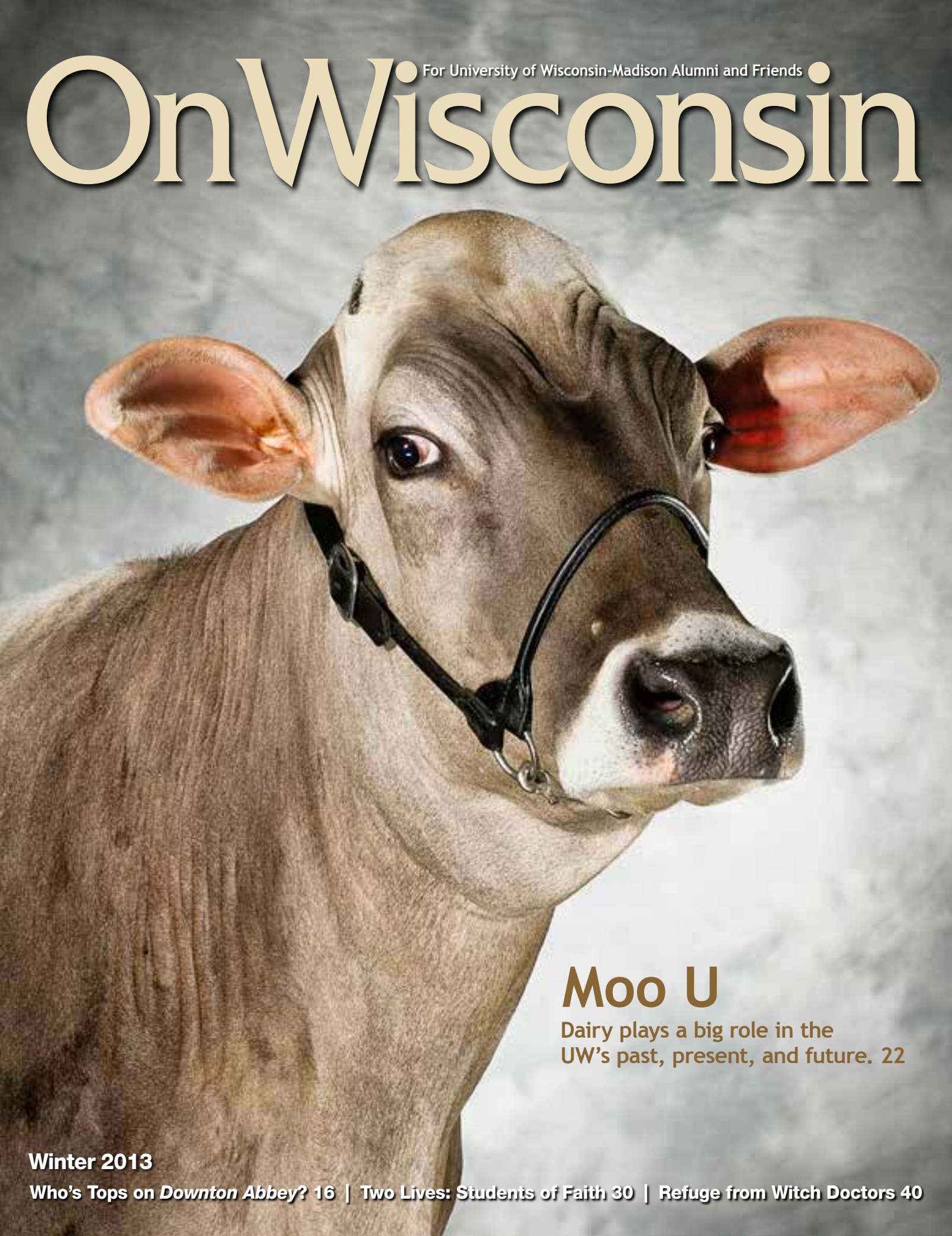
# On Wisconsin

For University of Wisconsin-Madison Alumni and Friends



## Moo U

Dairy plays a big role in the UW's past, present, and future. 22

Winter 2013

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WINTER 2013
VOLUME 114, NUMBER 4

## Features






## Departments



**Cover**
A Brown Swiss named UW Wonderment Taylor is one of more than 1,100 cows in the UW's herd.
Photo by Bryce Richter
Photo Illustration by Earl Madden

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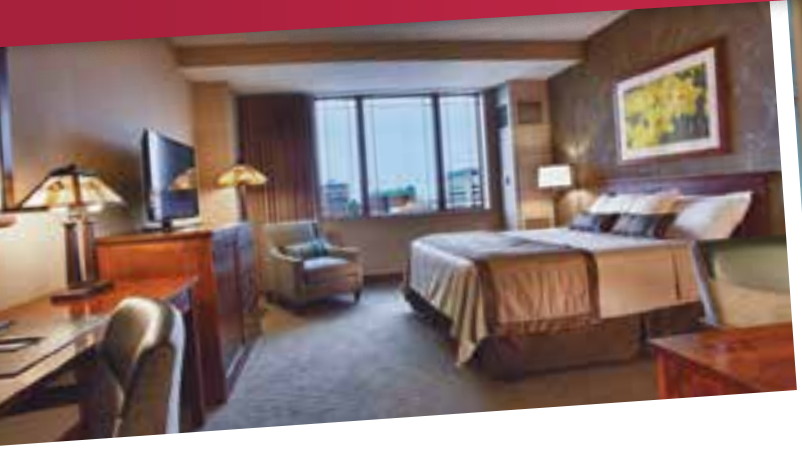

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# KEEP ON

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As long as Badgers keep on doing what we do—so uniquely, so passionately, so astoundingly and so joyfully—we will continue to change the world.

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# On Wisconsin
WINTER 2013

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## Brown Swiss are divas.

JEFF MILLER

**From left: Elizabeth Binversie, Anuj Modi, Taylor, Ted Halbach, Kathryn Ruh, Sarah Witt, and photographer Bryce Richter. Pity poor Modi.**

They're lovely cows, but as dairy breeds go, they're high-maintenance and kind of temperamental.

"Brown Swiss do what they want, when they want," says Sarah Witt x'17, a member of the Badger Dairy Club who helped *On Wisconsin* stage its cover shoot for this issue. And we needed a lot of help.

Although the UW is the flagship university of America's Dairyland, we haven't covered milk studies in a feature-length article in many years, so we wanted to give cows their due. We held a cattle call to select the best cover girl, which led us to UW Wonderment Taylor, the 1,500-pound, three-year-old beauty you see here.

But choosing the right cow is the easy part. Getting her photo? Now, that's hard.

Ted Halbach, who teaches dairy cattle evaluation, was there to assist. Whenever UW cattle make a public appearance — which they were doing a bit of this week; it was World Dairy Expo — Halbach's the guy to see. He can get our mooing models ready for a runway show or photo shoot. And he assembled the entourage that prepped and managed Taylor.

First Witt and a few fellow students — Kathryn Ruh x'14, Elizabeth Binversie x'15, and Anuj Modi x'17 — had to get Taylor primped and polished. They washed her, brushed her coat, combed out her tail, and brightened up her hooves. Normally this last task is done with a product called Black Magic — or with shoe polish or even spray paint if Black Magic isn't available. On our day, the team had none of the above, so instead they shined up her tootsies with spray oil. Then they brought Taylor — a very skeptical Taylor — into the Stock Pavilion, where we'd set up a makeshift photo studio.

Ruh and Binversie coaxed her into position, while Witt convinced her to look in the right direction by hooting like a howler monkey. As for Modi, he was on bucket duty. Don't ask.

And Taylor? We eventually got her picture, but she made it clear that she didn't like clicking cameras. She liked popping flashes even less. She threw a tantrum, threatened to kick over a few thousand dollars' worth of lights, and generally huffed and sulked.

Diva.

*John Allen*

# posts

### Great Issue

The cover scared me (that woman looks intense!) ["Scripts and the City," Fall 2013 *On Wisconsin*], but the issue as a whole was great! I, too, will someday name my first daughter Madison ["Naming Rights"]. [It's] been decided for a while now, and my future wife will have to be good with that, ha ha. Looking forward to James White [Team Player], miss my Juston Stix [Traditions], and can't *believe* a UW alum is *buying* the NYSE ["The Big Board, in One Big Gulp"]!

*Dan Beardmore '08*
*Chicago*

### Don't Blame Pain Docs

I am writing in regard to the article on Special Narcotics Prosecutor Bridget Brennan ["Scripts and the City, Fall 2013]. There is a war against pain-medicine physicians and pain-medication prescriptions, and this should be changed.

[According to the Institute of Medicine], there are 116 million Americans with chronic pain, and some estimates state that 50 percent of suicides are related to chronic pain. Primary-care physicians are treated like criminals now for trying to treat chronic-pain patients, and that makes it hard for the approximately one-third of the population with chronic pain to get treated. We need major changes in pain management in the United States.

*Tad Taylor PhD'83 (also an MD)*
*Plano, Texas*

**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.**

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We welcome your tweets and comments.

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### Got Raw Milk?

Now I can boast that the UW is not just about beer, but vitamins, too ["The Birth of Vitamin A," Fall 2013]! However, writer Kate Prengaman fails to link [the story of] McCollum's mother destroying vitamin C by boiling milk with modern-day pasteurization. The "quart of milk a day" that was so healthy one hundred years ago was undoubtedly raw milk! Heating milk also destroys beneficial bacteria and enzymes and makes much of the calcium insoluble. And isn't it sad that the alcohol in beer hinders the absorption of its many B vitamins?

*Jeffrey Skinner '63*
*Northridge, California*

### What's in a Name?

I appreciated Jason Wilde's article on naming your child Madison ["Naming Rights," Fall 2013]. My husband [Jeffrey Leverich '83, MA'89, MA'97, PhD'04] and I are both UW-Madison alumni and named our daughter Madison in 1985, and his roommate from college followed our lead in 1986. It is a wonderful name, and all the children I have met named Madison are strong, intelligent, creative, and mindful individuals — is it the name or the parents behind the naming?

*Leigh Ellen Caro-Leverich '81*
*Stoughton, Wisconsin*

### Inoculated against Ayn Rand

I appreciated Marilyn Leys' Sifting & Winnowing column about her role in covering an Ayn Rand lecture on campus in the early 1960s ["Reporting on Rand"]. As a photographer for the *Badger* yearbook, I attended the novelist-philosopher's seminar the next day.

Rand arrived with the unfortunate haircut and ill-fitting suit that marked her public image. She wore a huge silver pin that was a dollar sign and commenced to chain-smoke in the tiny room, even though the space was posted as No Smoking and someone mentioned that. She couldn't be bothered, and the space quickly filled with her smoke. I took several pictures and hoped to duck out, but there were too many people crowded in to let me escape.

Having experienced her belief in individualism, selfish materialism, and in her own narcissist genius firsthand, I was forever inoculated against her fiction or essays when I came across them later in life.

*Chuck Kleinhans '64*
*Eugene, Oregon*

### Thanks for the Puzzle

Thanks for the crossword puzzle in the Fall [2013] issue ["Badger Foodies"]. It's good to see what possession of a Wisconsin degree can do for one's crossword puzzle-creating skills. When I was a graduate student in philosophy in the 1980s, I made up a couple of crossword puzzles for my fellow students and the faculty, but they weren't nearly so professional as the one you included.

*Thomas Drucker MA'83*
*Whitewater, Wisconsin*

### Online Comments

[In regard to "Scripts and the City," Fall 2013]: "According to Brennan, the prescription-drug problem differs from previous drug epidemics in several ways. The addicts tend to be members of the middle class, for instance, and those selling the drugs often aren't street dealers but physicians."

Now that the addicts are white and middle-class, I'm wondering if they will now end up in jail and be forced to serve excessive time in prison for minor drug offenses like so many poor, black, and brown addicts do.

The "war on drugs" was and is a war on poor people of color. I hope that this new concern for the addicted will result in an effort that treats drug addiction as a public-health problem, and will provide addicts, especially addicts of color, with treatment instead of criminalizing them and throwing them in jail.

*Jane Pegues*

[Regarding "The Birth of Vitamin A," Fall 2013]: There was apparently another, nasty side to [Elmer] McCollum. According to vitamin A researcher Richard Semba of the Johns Hopkins University School of Medicine, McCollum left the University of Wisconsin for Johns Hopkins "under a cloud of ethical impropriety and academic misconduct."

According to Semba, McCollum stole the research notebooks of his colleagues, including Steenbock's, published their data without their consent or acknowledgment, and purposely sabotaged their animal experiments. In his subsequent writings, Semba says, McCollum attacked his rivals at Wisconsin, often by giving a deliberately distorted or false presentation of their achievements. Semba makes it clear that McCollum was not liked by his peers.

*David Schardt*

## instagram

#uwmadison

aedelman95

hanzond

mengyz31

mariisophie

emzz987

pajntaubyajhawj

## tweets

**@misserynmarie**
Rowing practice on the lake, hearing the band playing 'On Wisconsin' and looking at the capitol #Badgerpride #feelingfestive

**@shfrpeters**
Totally blown away by citizenship of women's soccer squad @UWMadison — hung out after game v. UW–M to meet with kids and sign autographs

**@kendellmowery**
Just teared up during a @UWMadison commercial. I love being an alumnus, but I really miss being in Madison. #OnWisconsin

**@likeSanchiKong**
The new @UWMadison commercial just brought our group of alumni to tears #badgers

**@hannah_ski**
The farmers' market at Union South is one of the best ideas this campus has ever had @UWMadison

**@alex_anania**
**@BeckyBlank** thank you for your great ice cream. It is my favorite ice cream on campus now.

**@rshill37**
I have the bestest friend ever. We still thank @UWMadison housing.

**@tim_hadick**
Physics professor is now putting on rollerblades. OMG @UWMadison

# scene

Commencement for UW-Madison's College of Letters & Science in the Kohl Center, May 19, 2013; winter commencement will take place December 22.
Photo by Bryce Richter

# news & notes

## Serious Business

### As flu season begins, UW researchers work to stay a step ahead.

For public health officials, few things are more worrisome than the prospect of an avian influenza pandemic.

As the winter flu season begins in earnest, the strain of greatest concern to researchers and those who track the disease is H7N9, which emerged in China in April, infecting at least one hundred and thirty people and killing forty-four. Those infected, according to the U.S. Centers for Disease Control's working hypothesis, most likely became sick after being in close contact with infected poultry or contaminated environments, as the virus has no recognized ability to transmit between people.

But bird flu is an opportunistic organism. When it infects humans and other animals, it can blend with seasonal flu viruses or otherwise mutate to adapt and jump from one host species to another. Thus, the possibility of H7N9 becoming a human pathogen and sparking a global outbreak of influenza is to be taken with the utmost seriousness, explains **Yoshihiro Kawaoka,** a UW professor of pathobiological sciences.

"We need to know whether the virus has the capacity to adapt fully to humans so that it could become as transmissible as seasonal influenza," says Kawaoka, a world-renowned expert on influenza.

Kawaoka has proposed studies to identify genetic mutations that could enable the H7N9 virus to make the jump from birds to mammals. "These studies will enable us to assess how many mutations are necessary for these viruses to become transmissible in mammals, and give us a sense of their pandemic potential," he says.

If the studies are approved by the U.S. Department of Health and Human Services, they will be conducted in UW-Madison's Influenza Research Institute, a state-of-the-art, high-containment facility designed expressly for such work.

Knowing the mutations required by the virus to make the jump from birds to mammals arms the global flu surveillance network, giving public health workers some idea of the mutations to look out for in naturally circulating viruses. That information, says Kawaoka, can buy precious time to assess and plan the strategic deployment of life-saving countermeasures.

The work also informs efforts to develop a vaccine for the virus and devise other tactics. This may be especially important for H7N9; research published by Kawaoka's group earlier this year showed that

## quick takes

**As the cold and flu season settles in,** UW students have an opportunity to help researchers track how the flu spreads. Using a smart phone app downloaded from outsmartflu.org, students can help crowd-source data for associate professor Ajay Sethi of population health sciences and graduate student Christine Muganda. Their work is appropriate, as crowd-sourcing is also the best way to catch the flu.

**The UW's newest residence hall has** been named in honor of Aldo Leopold. The former professor was the author of pioneering works in the field of conservation, such as *A Sand County Almanac.* The res hall, formerly known as "32 Hall," is located next to the Allen Centennial Gardens and Kronshage Residence Hall.

***Time* magazine's Harry McCracken has** named journalism professor Deb Blum one of the top twenty-five bloggers in the country for 2013. Blum's blog, which can be found on the site wiredscience.com, is called *Elemental.*

**Anxiety makes you think everything** stinks — literally, it turns out. A team of UW researchers led by Wen Li conducted a study in which they discovered that stress and anxiety temporarily rewire the brain so that people perceive even neutral smells as malodorous.

JEFF MILLER; BELOW, LEFT TO RIGHT UW HOUSING, ANDREW BERNARD, MATTHEW JENSEN

**A researcher splits and redistributes cells at the Influenza Research Institute at UW-Madison.**

the virus is quick to circumvent the few antiviral drugs available to treat patients who become infected.

"The virus readily acquires antiviral resistance in individuals treated with these drugs," Kawaoka notes.

His group is already at work developing a candidate virus that could be used to help develop a new vaccine against H7N9.

*Terry Devitt '78, MA'85*

# Fee Dodger

## This library book is 27,000 days overdue.


UW LIBRARIES

Let's hope the book wasn't reserved.

In July, the UW Libraries received a returned book — *Selected Papers on Philosophy* by William James — from an anonymous source. The book had been checked out in January 1938 by one of the source's parents (who had met as students in the '30s), but never returned. When it arrived, it was seventy-five years, five months, and three weeks overdue.

"I am not sure which of my parents is the scofflaw," the source wrote in a note to the library, "but it seems appropriate to return [the book]. I hope that the absence of this work has not had adverse consequences for the intellectual life of the university."

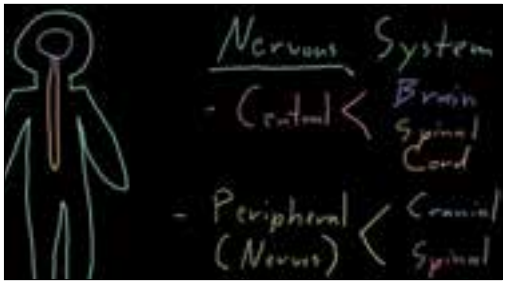
In general, the UW is fairly forgiving on overdue library books. In many cases, there's no fine at all, as long as the book is returned. But if a book is on reserve, the current fine is $5 per day. For the 27,566 days that this book was late, that would add up to $137,830. But, then, knowledge is priceless.

*John Allen*

**Tony Goldberg** discovered a new tick species where he could not have wanted to: in his own nose. The veterinary medicine professor was studying chimps in Uganda when his guest latched on. DNA sequencing showed it was previously unknown. The discovery was serendipitous at best. "When you first realize you have a tick up your nose, it takes a lot of willpower not to claw your face off," he says.

**The UW has created the nation's** first tenure-track faculty position in Hmong-American studies. Yang Sao Xiong will fill the assistant professorship and teach within the School of Social Work's Asian American program. Xiong's work will focus on contemporary Hmong topics such as race relations, education, health, gender, oral and family history, and religious adaptations since the Hmong arrived in the United States.

**Matthew Jensen, an assistant** professor of neurology, was one of 15 winners of a video-creating competition sponsored by the Association of American Medical Colleges and the Khan Academy. Jensen's ten-minute video explains the basics of the nervous system. It can be seen at http://www.youtube.com/watch?v=FOWMWYPzKfI.



# Badger Tracking

## Counting the state animal proves to be a tricky endeavor.

ISTOCK

Badgers are notoriously difficult to study. Not only do they spend all day in underground dens, emerging only by night to hunt — they can't even be tracked using radio collars. The devices slip right off of their heads, which taper from shoulder to nose.

Badgers are so hard to work with, in fact, that researchers aren't sure how many of them live in Wisconsin, even though the badger is our state animal.

"We don't have a clue. We just don't know much about badgers in Wisconsin," says **Jimmy Doyle x'14,** a forest and wildlife ecology graduate student who has studied the reclusive carnivores as part of a joint UW-Madison project with the Wisconsin Department of Natural Resources (DNR).

The Wisconsin Badger Study represents the first big effort in the state to better understand these animals. The project relies on surgically implanted radio transmitters to monitor the movements of badgers living in the southwestern part of the state and shed light on the landscapes where badgers prefer to live, where they prefer to hunt, how far they roam, whether their territories overlap, and much more.

But first, Doyle has to find and catch them.

Working with DNR research scientist **David Sample MS'89,** he has walked through scores of miles of grassland over the past two seasons looking for dens, setting traps, and then coaxing badgers into travel crates. The effort yielded three badgers in 2011, twelve in 2012, and four in 2013.

Once caught, the badgers are driven to Madison for a health exam and to have a small radio transmitter implanted just below the skin at the scruff of their necks. Doyle and his DNR collaborators can then track their movements at night from the comfort of an antenna-equipped truck — without ever needing to get near the animals again.

"They tend to be pretty feisty," Doyle says. "There's lots of snarling and snapping."

*Nicole Miller MS'06*

## by the numbers

# $6.8 BILLION

**What binge-drinking costs Wisconsin each year in lost worker productivity, premature death, health care costs, criminal justice system costs, and motor vehicle crashes, according to a report produced by researchers at the UW's Population Health Institute.**

ISTOCK

# It's the Little Things

## A Badger's neuron research leads to a major honor.

An early interest in chemistry and an unwavering commitment to basic research has earned a Badger a prestigious award that's often called "the American Nobel."

**Richard Scheller '74** has been chosen to share the 2013 Albert Lasker Award for Basic Medical Research. Among Lasker recipients, eighty-three have gone on to win a coveted Nobel Prize.

Scheller, executive vice president of Genentech in California, has studied how messenger chemicals move between neurons (a type of nerve cell), focusing on the tiny containers that hold neurotransmitters and release them to signal a neighboring neuron. Communication between cells is essential in our nervous systems, allowing us to, say, throw a ball, hear a string quartet, or remember a face.

As a student at the UW, Scheller recalls, "There were tremendous opportunities … to do individual research and an honors undergraduate thesis. I have had a little more experience with different universities now and can look back and say … [the UW] is an absolutely terrific, first-rate institution. I owe a lot to them for the education that I received there."

UW chemistry professor Bassam Shakhashiri says Scheller "stood out right away in Chemistry 104, a second-semester course. What he has done is a great tribute to the ingenuity of the human brain."

*Staff*

# Dangerous Minds

## A UW researcher's work with psychopaths inspires a new novel.

In the opening chapters of the new novel *The Cure*, scientist Erin Palmer is at a prison, conducting brain research on vicious murderers who are known psychopaths. She is alone inside a mobile MRI trailer with an inmate who is unguarded and unrestrained.

The technothriller is a work of fiction, but author **Douglas E. Richards MS'87** found his inspiration in the research of **Michael Koenigs '02,** an assistant professor of psychiatry in the UW School of Medicine and Public Health. (Koenigs was featured in the article "(Mis)Guided Light" in the Fall 2012 issue of *On Wisconsin.*) Richards tracked down Koenigs after reading about his work documenting differences between the brains of people with psychopathy and the general population.

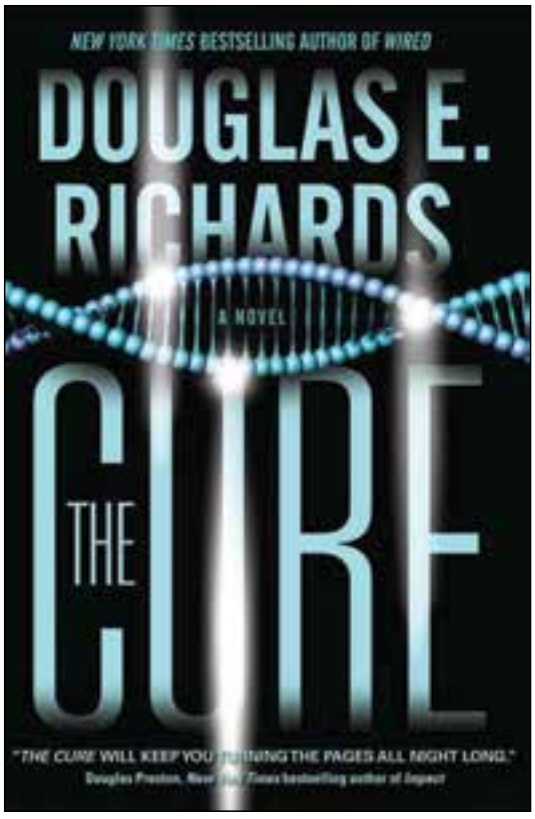
Koenigs studies the ventromedial prefrontal cortex, located above and between the eyes, and how damage to it affects social behavior, emotion regulation, and decision-making. He talked Richards through the nuts and bolts of going into prisons to study psychopaths. "I was fascinated when he described how it was done," Richards says. "I kept stopping him. 'Wait a minute — you just go into a small, enclosed room with these people? *Alone*?' "

That conversation with Koenigs convinced Richards that he wanted to write about studying psychopaths. Though he initially had no idea what the plot would be, Richards crafted an action-packed thriller about a scientist who might be able to cure psychopathy.

Koenigs says Richards's portrayal of the condition is the most accurate he has seen in any book, movie, or television show. "To me, the truth about psychopathy is even more interesting than the coarse sensationalisms that you typically see, and I think Richards did a great job of communicating the essence," he says.

Richards is quick to give thanks to Koenigs, writing in the book's dedication, "You're a braver man than I."

*Jenny Price '96*




SHUTTERSTOCK

CARNIVAL FILM & TELEVISION LIMITED 2012 FOR *MASTERPIECE*

# Abbey Rules

## Who steals the show? A UW prof nominates ...

***Downton Abbey,*** **a television show that takes place in 1910s and '20s Great Britain, has a devoted American following. As the period-costume drama returns to *Masterpiece* on PBS for its fourth season in January, Michele Hilmes, a UW communication arts professor, is in the United Kingdom studying television programs made for both British and American audiences. She received a Fulbright Award to research a follow-up to her 2011 book, *Network Nations: A Transnational History of British and American Broadcasting.* Need to catch up on the *Downton Abbey* phenomenon? The show's third season repeats on PBS in December.**

***On Wisconsin*** **asked Hilmes to name her favorite *Downton* character.**

"I most enjoy the characters who express some of the conflicts that go into this kind of transnational period drama. As a British/American co-production — a joint project of ITV in Britain and PBS in the U.S. — its characters have to appeal to both national publics and to reflect their many different cultures and sensibilities.

"In the first season, I thought the most interesting character in this regard was Tom Branson, the Irish revolutionary who had taken a job as the Grantham family's chauffeur and who fell in love with Lady Sybil. His strongly anti-aristocratic political stance seems clearly intended to appeal especially to American audiences, given the Irish Catholic heritage of this country and our resistance to the idea of class privilege — while, of course, catering to our obsession with the entire tradition of stately homes, titles, and pomp and circumstance. Later seasons toned down Tom's revolutionary qualities quite a bit, however, and since Lady Sybil's death, his 'caught between classes and nationalities' role has had most of its edges rubbed off.

"So I've switched my loyalties to Daisy, the petite and much-abused scullery maid who has managed not only to get promoted in the kitchen, but to put herself in the way of inheriting her father-in-law's farm. Will Daisy become such a successful landowner that she'll eventually buy out the Grantham family and take over Downton Abbey? Probably not, but stay tuned. Meantime, I'll content myself with the next-best thing: Lady Violet's caustic zingers, which neatly allow us to laugh at a bygone way of viewing the world, even as we immerse ourselves in it."

*Jenny Price '96*

GARY MOYES/CARNIVAL FILM & TELEVISION LIMITED 2012 FOR *MASTERPIECE*

GILES KEYTE/CARNIVAL FILM & TELEVISION LIMITED 2012 FOR *MASTERPIECE*

***Downton Abbey*'s Lady Violet (above), kitchen maid Daisy (left), and Tom (right), a chauffeur who marries the earl's daughter, are TV characters who appeal to American audiences.**

# Location! Location! Location!

## Spinoff Locomatix becomes part of Twitter.

**Jignesh Patel MS'93, PhD'98** sees the world in motion. People and things are rarely static, and four years ago, Patel, a UW-Madison professor of computer sciences, set out to devise "location aware" technology for smartphones. His work will help people to pinpoint the whereabouts of the things they want to find, such as friends traveling through the same airport, products in transit, or the bus that carries them home from work.

The upshot of Patel's endeavor is Locomatix, a Silicon Valley company founded with **Karthik Ramasamy PhD'01** that recently became part of Twitter. Locomatix technology actively trolls the "cloud" for the masses of data generated by computers, smartphones, RFID chips, and GPS receivers. Plugging into such publicly accessible information underpins the "mobile commerce" phenomenon, a market already estimated in the billions of dollars.

"The signals you tap into are proxies for what is happening in the real world," Patel says.

"For me, this is really exciting," adds the UW-Madison computer scientist. "In the last five years, if you think of companies that have changed the world, near the top of the list is Twitter."

*Terry Devitt '78, MA'85*

JEFF MILLER

**UW Professor Jignesh Patel's invention helps people find everything from the location of friends to a bus ride home from work.**

# A Badger Tale

## Go Big Read novel spans the globe via two characters.

*A Tale for the Time Being* is the powerful story of the right book falling into the right readers' hands.

Ruth Ozeki's novel hooked Go Big Read selection committee members with an inventive narrative that alternates between two characters: a Canadian novelist and a Japanese teenager. Now on its fifth book, UW-Madison's common-reading program this year is focused on a theme of global connections, and *A Tale for the Time Being* seemed a perfect fit.

The story begins when a diary washes up on a remote Canadian island following the 2011 earthquake and tsunami in Japan. Ozeki, who is also a documentary filmmaker and Zen Buddhist priest, draws on history, myth, quantum physics, and Zen philosophy as the diary's author and its reader try to find meaning in their lives.

Ozeki relied on the work of UW anthropology professor **Emiko Ohnuki-Tierney** to help create one of her characters, a kamikaze pilot who is the great uncle of the book's teenage narrator. Ohnuki-Tierney has written two books about the letters and diaries of the kamikaze pilots who were conscripted from Japan's top universities to fight in World War II.

The author, who visited campus in October to meet with students and give a public talk, has another connection to Madison that she says made the selection of her novel this year "extra special."

Her father, **Floyd Lounsbury '41, MA'46,** was a linguist who studied at the UW before and after serving in World War II. He led a research effort funded by the Work Projects Administration that produced detailed accounts of Oneida life and developed a nineteen-letter written alphabet of the tribe's language.

*J.P.*

PENGUIN GROUP

**Author Ruth Ozeki's father attended the UW in the 1940s.**

# Beetlemania

## The Young Coleoptera Collection brings the UW bunches of beetles.

You know who really bugs the UW? **Daniel Young** bugs the UW. And he's been bugging the UW for years, largely with his own bugs.

Young is a professor of entomology, and he's also the director of the university's Wisconsin Insect Research Collection (WIRC). Over the course of seventeen decades, the collection has brought together nearly 3 million curated insect specimens — and nearly 5 million more un-curated specimens and project samples. But Young is also an avid bug collector himself. For the past several years, he's been donating his own collection to the university: the Daniel Young Coleoptera Collection.

Coleoptera are beetles, the largest order of animals on the globe. (But they don't include "true bugs" — those are in the order Hemiptera. So Young may bug the UW, but he doesn't *truly* bug it.)

"There are more than 300,000 species of beetles," Young says. "By comparison, there are only about 4,000 species of mammals, and yet that's what most people think of when they think of animals."

Young began collecting insects when he was an undergraduate at Michigan State University. "I'd always been interested in them," he says. "I grew up in Michigan, and I did a lot of fishing — a lot of fly-fishing. That got me interested in taxonomy, in learning what various insects are."

While still an undergraduate, he worked one summer for a graduate student, who gave him the challenge of organizing a collection of beetle specimens. From there, he just kept collecting. Over the course of his four-decade career, he's accumulated more than 200,000 specimens of his own. He began donating them to UW-Madison in part to provide an added dimension of worldwide diversity to the WIRC.

"If you're a Sherlock Holmes-type who likes investigating, insects are perfect," Young says. "That whole world of the Victorian era, where new species and new genera were being discovered — it's still available in beetles."

The Young Coleoptera Collection, as well as the rest of the Wisconsin Insect Research Collection, is housed in two locations: with the Department of Entomology in Russell Laboratories and an annex on the third floor of the Stock Pavilion.

*John Allen*

ANDY MANIS

**Steven Krauth, curator of the Wisconsin Insect Research Collection, holds a ghost walker ground beetle, one of the larger specimens in the Young Coleoptera Collection. (The ghost walker ground beetle is native to Sumatra, so no, you didn't see one in your room in Barnard.)**

History 201

# Gladiators in Rome and the Roman Empire

In the 2000 film *Gladiator*, starring Russell Crowe, there's a fleeting scene during which the Coliseum gate opens, unveiling a gladiator urinating out of fear. "He wouldn't make it in Rome," says **Marc Kleijwegt,** a UW professor of history who should know — after all, he teaches a course about Roman gladiators, the trained combatants who engaged in fighting as a means of public entertainment.

Covering one of the most captivating topics in ancient history, the class draws students pursuing majors across the academic spectrum, including sociology, economics, science, and, naturally, history. The course is also part of the Historian's Craft, a new requirement for history majors that features unique topics each semester and helps prepare students for a capstone seminar.

GETTY

**The hit movie *Gladiator*, starring Russell Crowe, helped fuel misconceptions about ancient Rome.**

## Combating misconceptions

Along with improving students' writing, research, and critical-thinking skills, Kleijwegt is eager to strike down common misconceptions of gladiators. For one, the notion that gladiatorial games involved major bloodshed or slaughter — though intriguing for Hollywood — is simply inaccurate.

"I'm not arguing that it was completely absent from Roman perception of gladiators," he says, "but it's quite evident that when gladiators were paired with one another, there was some thinking behind that. They were evenly matched, but differently equipped."

Several other factors took precedence over fighting to the death: the parity of matchups, the kinship among gladiators, the expense of training them, and their ability to injure rather than kill. Defeated gladiators could even be spared if they showed courage in the face of death.

"[Observers] found it highly interesting and very important that even people who have no value and no status can show courage in the arena," Kleijwegt says.

## Avoiding a modern lens

It's a natural instinct for people to draw comparisons between historical and current events. However, Kleijwegt cautions, it's nearly impossible to accomplish with a subject that is more than fifteen hundred years old.

"I think there's no way in which we can identify with what the Romans felt about gladiators," he says. "Let's imagine someone is really enthusiastic about them and wants to see bloodshed — and those people must have been there as well — but we have nothing to compare it to."

Although American football is a popular comparison, Kleijwegt says it's valid only up to a limited point. "Do we really want Brett Favre to die on the field?" he asked rhetorically during his first lecture.

## Shifting morals

Evidence suggests that Roman society had varying moral opinions of the gladiatorial games. Even the enthusiasts had to deal with cognitive dissonance — being able to cheer gladiators as heroes within the coliseum, while recognizing their role in society as disqualified citizens with a degrading profession.

"I like diversity and complexity, rather than uniform visions, of a particular concept or a particular event in ancient society," Kleijwegt says.

## Highly overrated truth

Academics like to emphasize the importance of *why* and *how* things happened, not just *what*.

That concept becomes a provocative phrase in Kleijwegt's syllabus and lectures: "The truth in history is highly overrated."

He means that aside from indisputable facts — such as the date of a key battle or assassination — there will always be differing, evolving perspectives and understanding of historical events.

"Students come up to me and say, 'I'm really interested in history. I want to know what happened,' " he says. "Well, what happened is only one [aspect] of history. What happened before that and after that — those are things that are always open to different interpretations."

*Preston Schmitt x'14*

TEAM PLAYER:

# Lauren Carlini

On **Lauren Carlini x'17**'s desk sits a homemade lamp that reminds her of more than home. Under its black shade, its base is a Gatorade bottle filled with red beads.

"My grandma made it for me," she says. "It means a lot."

What it means is more than light and more than grandma. Carlini's picture is on the bottle's label, along with the photos of other high school athletes: the 2012 Gatorade National Players of the Year in several sports. During her senior year at West Aurora [Illinois] High School, Carlini was chosen the best volleyball player in the country. Now the freshman is one of the stars of new UW coach **Kelly Sheffield**'s first recruiting class. As a setter/outside hitter, Carlini acts as something of the quarterback of the volleyball team, organizing how the squad will play each volley.

"You've got to be vocal, a leader on the court," she says. "When chaos happens, you've got to keep the team calm and lead them."

Carlini, who's been playing volleyball since she was five years old, has the game in her genes. Not only is she six-foot-two, but her mother, Gale, played for Appalachian State and then continued playing club volleyball in the Chicago area. Carlini came to the UW to follow in the footsteps of former Badger volleyballer **Maria Carlini '08,** though the two aren't bound by blood.

"I don't think we're related at all," Lauren Carlini says. "But you don't see the name Carlini all that often. And Madison is close to Aurora. We'd come up to watch her play, and I just fell in love with the campus."

If she can replicate her high school success, campus will fall in love with her, as well. In addition to the Gatorade honor, Carlini was ranked by PrepVolleyball.com as the number-one recruit, by the American Volleyball Coaches Association as a first-team All-American, and by the *Chicago Sun-Times* as the Player of the Year.

*John Allen*

***"You've got to be vocal, a leader on the court. When chaos happens, you've got to keep the team calm and lead them."***


UW ATHLETIC COMMUNICATIONS

# A New Niche on the Ice

## Carla MacLeod's love of hockey helped her evolve from player to coach.

JEFF MILLER

**Former Badger hockey player Carla MacLeod (right) credits part of her success as a player and a coach to the UW's Mark Johnson.**

Former UW hockey defenseman **Carla MacLeod '06** is heading back to the Olympics in February for a third time — but this trip will be a little different from her first two gold medal–winning journeys. Instead of skating as a player for Team Canada, she will now stand behind the bench, serving as an assistant coach for the Sochi-bound Japan National Team.

"Just the way that I played the game — the way I loved to learn about the game — I think it was somewhat inevitable that I would transition from playing to coaching," MacLeod says.

Her Wisconsin career extended from 2001 to 2005, during which she served as team captain, received a Big Ten Medal of Honor, and was named national Defensive Player of the Year by U.S. College Hockey Online. MacLeod returned to Madison after the Turin 2006 Olympics to finish her legal studies degree. At the same time, she jumped at the chance to work as an undergraduate assistant for her previous team — an experience that provided a glimpse into the world of coaching.

MacLeod hung up her skates for good after the Vancouver 2010 Olympics and immediately moved into coaching, assisting with Mount Royal University's program in Calgary, where she now resides. She began an additional opportunity with the Japan National Team in 2012, and she has commuted once a month over the Pacific Ocean ever since.

"I'll be honest with you," she says, reflecting on the past three years. "I enjoy coaching more [than playing]. And I loved to play, but I absolutely, completely love coaching."

MacLeod credits part of her success as both a player and a coach to **Mark Johnson '94,** UW's head coach, whom she played under during her final three collegiate seasons.

"The great thing Mark taught me was simply balance," she says. "He is such an even-keeled guy, he has his priorities right, and he understands my opinions on what is important in life."

Johnson, who is familiar with the Olympics himself (he played for the 1980 "Miracle on Ice" team and coached the 2010 U.S. Women's National Team), always saw MacLeod as a natural leader on the ice, likening her awareness to that of a quarterback in football or a point guard in basketball.

"She was one of those players who was a coach on the ice — one of your players who understood the game, how it was supposed to be played, and could break it down," Johnson says. "I always felt that if she decided to go into coaching, she would be very good at it."

MacLeod met head-to-head with her former coach and mentor in September, when the Japanese National Team made a stop at the UW on its five-game North American exhibition tour. Team Japan fell 3-0 (although it won an added shootout, 2-0), but MacLeod and Johnson viewed the game as a win-win experience for the teams.

The match also served as a homecoming of sorts for MacLeod, who still cherishes her time in Madison. Despite not experiencing a national championship while at the UW — a feat the program achieved in four of the six seasons that followed — MacLeod is proud to have been part of the building effort.

"When I do some public speaking now," she says, "I always tell people, 'If I could relive four years of my career, it would be the four years at Wisconsin — not the four years with two Olympics in them.' "

*Preston Schmitt x'14*

# Badger Sports Ticker

**First-year football coach Gary Andersen was honored** in an unusual way before the season started: a corn maze. Farmer Don Schuster '86, MS'94 (a Badger football fan since the 1970s) cut down rows of corn in the shape of Andersen's face and a football with a Motion W.

**Badger fan Bella Lund received a surprise** before the UW football game against Purdue in September. Her mother, U.S. Army Capt. Jane Renee "J.R." Lund, was on the field to meet her. Captain Lund had been on a tour of duty in Afghanistan and not scheduled to return until October. Instead, they shared their surprise reunion with 80,000 spectators.

**The Badger volleyball team is making its mark.** The squad set a school record for the number of digs — 70 — in a three-set match when it played against Colgate in September. A "dig" is a hit that prevents an opponent's shot from scoring, keeping a volley alive. The previous record, 69, had been set by the 2011 team against Minnesota.

**After a fast start in nonconference play,** the women's soccer team began the Big Ten portion of its season ranked number 18 in the country. The Badgers were undefeated in six away games during the early part of the season.

# Milk Matters

## Dairy science is no longer the field of straw hats and bib overalls. The UW's future is as thoroughly milk-soaked as its past.

By John Allen
Illustrations by Joyce Hesselberth

Last March, the UW's dairy science department held an open house for the grand re-opening of one of its newest facilities — the Dairy Cattle Center.

Don't feel bad if you missed it. A lot of people did. Although the College of Agricultural & Life Sciences sent out a press release, only local media picked it up — the *Daily Cardinal* had a brief story, for instance, as did a local TV station.

But then the Dairy Cattle Center isn't entirely new. It was originally built in 1954, replacing the function of the old Dairy Barn, which had opened in 1898. To refurbish the six-decade-old Linden Drive structure, the UW spent ten months and $3.5 million, which aren't huge numbers nowadays. More surprising was that the university bothered to refurbish it at all. The UW is the school of stem cells and satellite imaging, the institution that harnessed the computer power to help find the Higgs boson. And yet it still keeps eighty-four cows on campus — which isn't even its largest herd. The UW has another 550 or so cattle at a farm in Arlington, Wisconsin, and 530 heifers in Marshfield.

The UW is the flagship university for America's Dairyland, but somehow dairy science seems like a relic of its nineteenth-century heritage. Agriculture is deeply traditional, and milk seldom produces the sexy headlines that medicine and engineering create. Very few of UW-Madison's students have spent enough time on a farm to learn how to tell a Jersey from a Brown Swiss.

"Today, only a small number of the university's students have any experience in farming or agriculture," says Kent Weigel, chair of the dairy science department. By contrast, the majority of students in his department — typically up to eighty-five undergraduates and some forty-five grad students — grew up on farms. "The only opportunity [their classmates may have] to see an operating dairy farm is to visit one on our campus."

But Wisconsin is still heavily invested in dairy, an industry worth $26 billion a year to the state. And that means that milk matters to the UW, where dairy draws large grants from government and industry and researchers have patented inventions worth millions in revenues.

BRYCE RICHTER PHOTO ILLUSTRATION EARL MADDEN

**Preparing for her close-up: a member of the UW's dairy herd poses in the Stock Pavilion. The UW's cows are star performers for both research and education.**

The field is far less traditional and far more scientific than you might think.

"It's a very information-intensive field," Weigel says. "We're using modern technology to monitor diet and activity and rumination and the composition of milk. We're learning how to do what we do better and more usefully, and that requires more understanding of DNA and management of big data. Using information is the future of dairy farming. It's not a straw-hats-and-bib-overalls thing anymore."

The UW's dairy science department is perhaps the best in the nation — in 2012, the firm Academic Analytics ranked it first among all animal science departments at American universities, based on the number of faculty publications, awards, patents, grants, and outreach efforts.

And that's just one department. The UW also dips into moo juice in the food science department, which operates the Babcock Hall Dairy Store. Biological systems engineering (ag engineers) covers dairy housing, forage harvesting equipment, and manure management, among other topics. Agronomy focuses heavily on dairy feed and forage crops, and soil science studies how to keep manure out of streams and groundwater. UW-Extension and UW-Madison experts offer dairy short courses and field days on campus and around the state (eighteen next year on dairy foods alone) for Wisconsin farmers and firms. And there are units conducting studies and outreach, such as the Center for Dairy Research and the Center for Dairy Profitability.

"If you're going to do dairy," says Lou Armentano, a professor of dairy nutrition who studied at Cornell, North Carolina State, and Iowa State, "this is the place you'd most like to be."

UW-Madison milks dairy for all it's worth, and for the university's past, present, and future, milk is worth a lot. Within the following pages, you'll see snapshots of some of the many ways that the university is making the most of milk.

## UW-Mammary

**There's no other way to look at it:** Laura Hernandez is obsessed with udders.

"I've always found mammary glands to be fascinating," says the assistant professor. "Ever since I was an eight-year-old kid, I was intrigued by this organ. It's what defines mammals. Physiologically, it's amazing — that it's evolved to make milk and devote so much energy to producing food for another creature."

Hernandez isn't a traditional faculty member in the UW's dairy science department. For one thing, she didn't grow up on a dairy farm. A native of El Paso, Texas, she had little connection with dairying, other than the milk she put on her morning cereal. And while she finds milk scientifically interesting, she's not fond of it as a food.

But more unusual still, she's a she. Though the university has offered classes in dairy science for 120 years, it had, until recently, hired almost no women to teach them. The first female dairy professor, Margaret Dentine, joined the faculty in the 1980s and left in the 1990s. The second, Pam Ruegg, joined in 1998. Hernandez is the third. She was hired in 2010, the first of a series of women who now account for nearly a third of the department's faculty.

"Actually," says her department chair, Kent Weigel, "more than half of our undergraduates are female now. It's a good thing to have the faculty look a bit more like the student body."

Hernandez is a lactation specialist, and her research focuses on the role of the chemical serotonin. Animals need calcium in their blood to make a variety of cellular processes work properly, but this can be a problem for dairy cattle, due to the high volumes of milk they produce. Cows move a lot of calcium into milk — much more than they take in. This leads to a condition called hypocalcemia, or "milk fever." To overcome milk fever, cows must increase calcium mobilization — that is, free up calcium ions from their bones into their blood. Serotonin seems to help speed this process. Hernandez has filed for two patents for serotonin-based drugs to help dairy farmers prevent milk fever in their herds by shortening the time it takes for a cow to transition from "milking state" to "dry state," giving the cow's body time to recover.

If anything, lactation has become only more interesting to Hernandez since she joined the UW's faculty, and not just because of her research. She's also the first woman to give birth while on the dairy science faculty, meaning she's the department's first professor to experience the phenomenon they all study firsthand.

"Dairy has traditionally been a male field," Hernandez says. "But that's changing. Overall, animal science students are nearly 90 percent women. Dairy science is something like 65 percent women in undergraduate courses. It's not just old white men anymore."

## The Road to Babcock Hall

**The milk from the UW's herd** doesn't go directly from the Dairy Cattle Center to Babcock Hall to be made into ice cream and cheese — though some of it (as much as 3,000 pounds a day) does get there eventually. It's first shipped off to Foremost Farms, a local cooperative. Why? Chiefly because the herd's production is fairly constant, but the Dairy Store's demand fluctuates. Here's how the Dairy Store's milk use breaks down:

- 2 million: pounds of milk that Babcock Hall requires a year
- 10,000 to 15,000: pounds of milk needed every day when the plant is running
- 60 percent: amount of milk that is bottled for drinking
- 35,000 to 40,000: pounds of cheese made each year
- 21: varieties of cheese (six Cheddars alone)
- 75,000: gallons of ice cream made each year

## The Center of the Milky Way

**Eau Claire, Wisconsin, is the center of the milk universe.** Everyone in the dairy industry knows this, but then everyone, dairy economist Mark Stephenson contends, is wrong.

"We have urban myths, and we have rural myths," he says. "Eau Claire is a rural myth."

The myth goes like this: when the U.S. Department of Agriculture (USDA) sets its target price for milk, it does so for milk produced in Eau Claire. Every other dairy in the country then calculates its mileage from Eau Claire, puts that number into an equation, and comes up with the price it should charge, the price rising the farther away the dairy.

"It's like people think there's some big obelisk up there, and a tape measure," Stephenson says. But "you will never find anything in the USDA's federal [milk] order language that says Eau Claire."

The myth is probably the result of a couple of factors. First, in the 1920s, agricultural economists did a study on the cost of milk, and discovered that the lowest prices were generally in America's upper Midwest and higher on the coasts. "They decided to put a pin in the map in the center of the low-price region," Stephenson says, "and Eau Claire is where they decided to stick that pin."

Second, in the 1930s, when the federal government created Milk Marketing Orders to regulate the quality and price of milk, it called its basic formula price "the Minnesota-Wisconsin price." This was a number based on a survey of milk prices at dairies in the two most productive dairy states, Wisconsin and Minnesota. The USDA dropped the Minnesota-Wisconsin price system in 2000.

# Feed the Future

**Lou Armentano looks the part.** With a barrel chest and large, calloused hands that seem genetically designed for the pulling of teats, his appearance says he should have spent his entire life on a dairy farm.

You'd never guess he was born and raised in Brooklyn, New York.

"I suppose it has as many dairy cows as anywhere else in New York City," he says. But that's only supposition. He didn't spend much time seeking dairy in his youth. In many ways, Armentano isn't really a milk guy. "I'm lactose intolerant," he admits.

But if milk isn't a big part of his own diet, he's deeply interested in what makes a good diet for milk producers. Armentano is a dairy nutritionist, and he serves as the principal investigator on one of the UW's bigger milk research projects, a multi-million-dollar, multi-disciplinary, multi-university, multi-national inquiry into whether a cow's genetic makeup plays a significant role in what's called *feed efficiency* — its ability to turn a significant amount of the food it eats into milk.

"Feed is one of the largest costs a dairy has," Armentano says. "And as the cost of feed goes up, dairy farmers are increasingly interested in finding ways to make sure that they get the most for their investment."

Improving dairy output is one of the UW's oldest concerns. In the early twentieth century, Stephen Babcock — he for whom the dairy store is named — designed the "single-grain experiment" to determine, in part, what diet to feed dairy cattle to produce the best results. (See "The Birth of Vitamin A" in the Fall 2013 issue.) Over five years, researchers took four groups of heifers, three of which received a diet consisting of a single type of feed: corn, wheat, or bran. The fourth ate a mixture. The results proved not only applicable to cattle, but to humans as well, ushering in the modern study of nutrition.

Armantano's study leaps beyond the record-keeping of Babcock's time. Using today's vastly expanded knowledge of bovine genetics — the cow's genome was sequenced in 2009 — Armentano and his colleagues are looking into whether one or more of a cow's roughly 22,000 genes governs feed efficiency.

What's meant by *feed efficiency*? A cow needs a certain amount of food just to maintain its size and health. Pretty much everything it eats beyond that goes into the production of milk — up to a certain point, after which it's just processed out as waste. The higher that point is, the more feed-efficient the cow.

But what governs that limit of feed efficiency? Is it genes? Environment? Some quality of the food?

"We know that inheritance accounts for about 50 percent of size in cows," Armentano says, "and that genes account for about 28 percent of milk production. We don't know about feed efficiency. We think [genetics] accounts for something, but we really don't know what."

Armentano's group is in the third year of a five-year study, and the answers so far are unclear. But irrespective of the result, the study itself indicates that the future of dairy management lies in an increasing understanding of data and science.

"Kids come in here [to the UW] at eighteen, nineteen years old," Armentano says. "Their goal is to do as well as the best people in the business right now. And we tell them no — you've got to be as good as the best in this business will be in twenty years. This is a very technological industry, and we've got to prepare students for that world."

# Milk Money

**Mark Stephenson's breaking point came in the ice cream aisle.**

He's a big fan of ice cream (his favorite flavor is peppermint stick). In winter 2012, he was shopping for a half-gallon. He looked at how much the price had risen, and how the size of containers had begun to shrink, and his mind screamed in protest.

"I thought, 'I'm going off the grid,' " he says. And so he went out and bought his own ice cream maker.

Stephenson is more attuned to the price of dairy than the average shopper. He's the director of the UW's Center for Dairy Profitability, and he's perhaps the nation's leading authority on the wholesale and retail prices for milk and milk products.

The center has been part of campus since the 1987–88 academic year, at a time when the state had 42,000 dairy farms, 325 cheese plants, 36 butter plants, and 40 ice cream manufacturers. Dairy was then a $10 billion industry in the state, and the legislature worried about its future, much as it does today. "Well-managed competition from California, New York, Arizona, and Texas is increasing rapidly," reads the state budget bill from 1987.

And that's why the legislature ordered the creation of the center as part of UW-Extension, the arm of the university tasked with using educational and research assets to help citizens — especially farmers — improve their daily lives.

"The thing that I really appreciate and enjoy about Wisconsin," Stephenson says, "is that you're completely unconflicted about whether you're interested in dairy. Biofuels and other [new technologies] may look a lot more interesting than traditional agriculture to the general public, but traditional agriculture is still of great importance."

Trained as an agricultural economist, Stephenson started getting familiar with the arcane process of forecasting milk prices when he was on the faculty at Cornell. He built a mathematical model to predict the price that milk would fetch at market. It takes into account the number of cows in the country, the production per cow, the costs of feed and fuel, and the demand overseas. Stephenson then fine-tunes his prediction with judgments about the potential impact of drought and guesses about rises and falls in consumer demand.

"Like any good economist, I sat down and I built the best milk-price forecasting model that had ever been created," he says. "And for the very first month, I was right on the penny. That was probably the last time [the model] was right. There's about this much science to it," he says, holding his fingers an inch apart; then he spreads his hands wide, "and this much art."

Twenty years since creating that model, Stephenson continues to refine it. There's high demand for his forecasts, which dairy farms and plants consider when they make their business decisions. The center also works with farmers to provide management tools, analysis, and advice to help them navigate what can be a difficult business. Farmers have a hard time making their milk stand out from the competition. The product is bulky and perishable, and farmers can't easily increase or slow production to match the variations in market demand — cows produce what they produce, irrespective of business plans.

"It's a very competitive industry," Stephenson says, "and economics will punish anybody who tries to do what the market doesn't want."

## Dairy Dollars

**How big is milk for Wisconsin?** In 2012, dairy accounted for $26.5 billion, about a tenth of the state's gross domestic product.

Here's how that breaks down:

- 11,490 dairy cow farms
- 1.27 million cows (an average of 111 per farm)
- 27.2 billion pounds of milk
- 21,436 pounds of milk per cow
- 90 percent of the state's milk is made into cheese
- 26 percent of America's cheese comes from Wisconsin
- And dairy's favorite vitamin, vitamin D, has been worth approximately $20 million in patent funds for UW-Madison — thanks to the licensing fees from Stephen Babcock's process for irradiating foods.

## Warm Milk?

**Cows don't actually belch much carbon dioxide.** Rather, the gas they produce includes a lot of methane — which, from a greenhouse perspective, is worse. According to Matt Ruark, methane has about seventy-two times the greenhouse potency of carbon dioxide, meaning that an ounce of methane is worth four and a half pounds of $CO_2$. $CO_2$-equivalent is the scale that scientists use to measure greenhouse gases. Using that standard, a gallon of milk produces about 17.38 pounds of $CO_2$-equivalent. Here's how that breaks down:

- 4.42 enteric gases (that's cows belching and breaking wind)
- 4.02 manure management
- 3.33 fuel
- 3.15 electricity
- 1.38 feed production
- 0.67 refrigerant
- 0.41 packaging


## Cows or Cattle?

**The plural term for cow is a complicated issue.** The word *cow* comes from Old English: *cu*. The word *cattle* comes originally from Latin, *caput*, meaning head. Through a similar process to the word *capital*, meaning property, cattle came to mean livestock. So the traditional plural of *cow* is *cows*, and the traditional singular of *cattle* doesn't exist. And yet many elementary school teachers across the land insist that the plural of cow is cattle.

Here are some other bovine terms that are helpful to know:

- *Cow* refers to an adult female bovine; *bull* is male.
- A *steer* is a castrated bull. If kept as a draft animal, we Americans call it an *ox*. If not, we call it beef or leather.
- An *intact* bull hasn't been castrated. Its job prospects are much brighter.
- A *heifer* is a cow that hasn't yet had a calf, and so doesn't yet produce milk.
- And *calves* are young bovines of either sex that haven't yet been weaned off of milk.

## Glasses of Gases

**Pardon their rudeness, but cows burp — a lot.**

It's the price of being ruminants. All that cud going up and down the esophagus results in the expulsion of a lot of gas right out of the mouth.

How much is a lot? According to assistant professor Matt Ruark, a dairy cow will belch out the equivalent of 4.42 pounds of carbon dioxide for every gallon of milk it produces.

This is important because the world is getting warmer, and all those burps aren't helping. Dairy farms contribute about 2 percent of U.S. greenhouse gas emissions. That's why Ruark is directing a research project — funded by a $10 million grant from the U.S. Department of Agriculture (USDA) — to investigate how dairies can help mitigate and adapt to climate change.

The five-year study was launched in spring 2013, and it includes contributions from a variety of different disciplines. (Ruark himself is a soil scientist, although he does describe himself as a big milk drinker.) Project participants include seven different universities, as well as several government facilities.

The study's funding comes from a USDA CAP grant — that's a Coordinated Agricultural Projects grant — a program that looks at farming as a unified process, rather than as a series of discrete activities.

"We're looking at the entire milk cycle — cows, manure, land, crops, and back," Ruark says.

He believes that one of the key reasons why his research project won its

CAP grant was because it will actively involve working farmers and has the support of the dairy industry.

"The USDA project not only includes research activities, but also funds education and outreach," Ruark says. "My Extension appointment puts me in a unique position to integrate all these activities."

The UW's relationship with the dairy industry dates at least back to 1886, when it began offering educational outreach programs called farmers' institutes. The Dairymen's Association sponsored the bill that created them.

More than a century later, the UW is still working to help the dairy industry deal with the leading problems of the era. These days, that's climate change. Dairy farms produce the equivalent of 49,000 teragrams — that's 49 million billion grams — of carbon dioxide every year, and yet dairy production shows no sign of decline.

"Milk is actually one of the few foods that nutritionists say we should consume more of," says Molly Jahn, the co-director of the climate project and former dean of the College of Agricultural & Life Sciences. But the dairy industry has signed a memorandum of understanding with the USDA, agreeing to reduce emissions 25 percent by 2020. That's why the industry — through its trade organization, Dairy Management Incorporated, and its scientific arm, the Innovation Center for U.S. Dairy — is so interested in this study. It needs Ruark, Jahn, and their team to help prepare dairy farmers for a changing world.

"Our main goal is to promote dairy sustainability," Ruark says, "which has both economic and environmental aspects. We want to work with the industry and provide them with tools to mitigate greenhouse gas emissions and adapt to future changes in climate."

## A Case for Queso

**"It's you people who are the mutants,"** says dairy science professor Lou Armentano, addressing all of the lactose-tolerant people of the world. "You know that, right?"

He's referring to the fact that most mammals are lactose intolerant. While they can digest milk in infancy, they are unable to as adults. About 10,000 years ago, some human populations developed a mutation (to the MCM6 gene, if you want to get specific) that allowed them to digest lactose throughout their lives.

As a lactose-intolerant person, Armentano knows that he will never comfortably enjoy a white Russian, or cream in his coffee, or genuine ice cream, or the snap, crackle and pop of Rice Krispies. But there's one dairy treat he eats with gusto and generally without consequence: cheese.

"Lactose is in whey," Armentano says. "Almost all of it is removed in the cheese-making process. So lactose-intolerant people, in general, can eat cheese, without discomfort to themselves or those around them."

He notes that this is particularly true for the harder cheeses — the harder the cheese, the less whey remains, and so the less lactose.

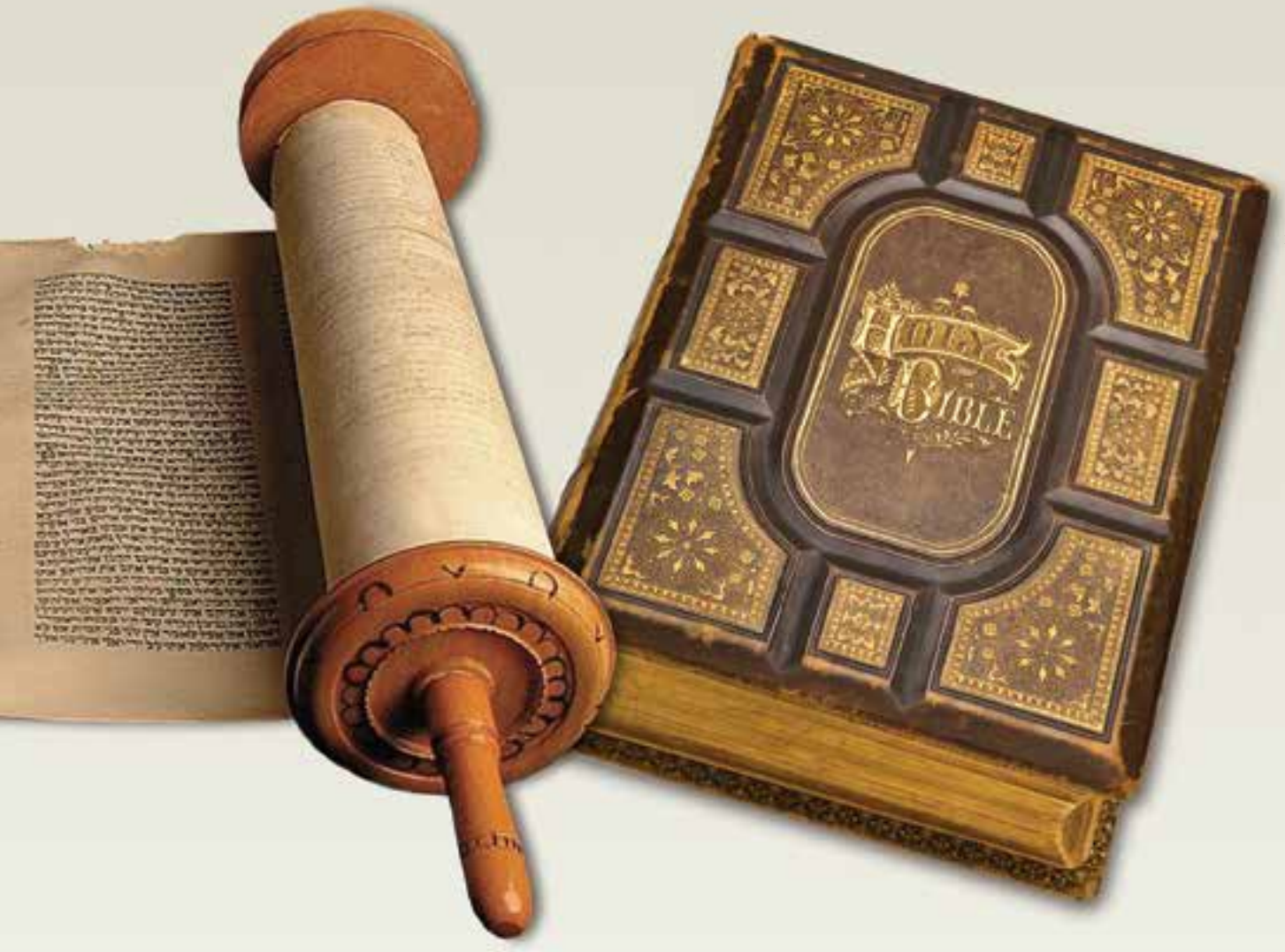
"Most lactose-intolerant people think they have to avoid all dairy products, but that's not true," he says. "They can eat cheese. That's something to put in a magazine article." ■

*John Allen is senior editor of* On Wisconsin. *He drinks two glasses of milk a day, and his bones are adamantine.*

# A Leap of Faith

## With 9/11 as a catalyst, a campus institute encourages students to let down their guard and talk about religion.

By Jenny Price '96




ISTOCK (3)

We grow up being told that certain topics aren't considered polite conversation at the dinner table. But each month, a group of UW students gathers to take a calculated risk. ***They talk about religion.***

People may avoid discussing religion for fear of offending others or because they are wary of defending their beliefs in the face of skepticism or outright ignorance. But the students involved in these conversations — raised in different faiths, coming from diverse cultures, and following different academic paths — share a hunger for something that has been hard to find on campus: a chance to talk with others their age who also regard their faith as an essential part of who they are.

These interfaith discussions are central to the work and mission of the UW's Lubar Institute for the Study of the Abrahamic Religions, established to promote mutual understanding and civility among Jews, Christians, and Muslims after tensions arose following 9/11.

"I have always viewed [the institute] as a safe space to ask the hard questions," says Laura Partain '13, a Christian who was an undergraduate fellow with the institute as a sophomore and continued to attend its interfaith forums while studying Arabic, Biblical Hebrew, and Rabbinic Hebrew, and earning a degree in religious studies and a certificate in Middle East studies.

The phrase *safe space* comes up frequently when participants describe these forums. Students demonstrate their methods of prayer, talk about why they wear certain articles of clothing, and even discuss aspects of their religion that they don't like. Students within the same faith sometimes have fundamental disagreements about controversial issues such as abortion and homosexuality.

"Whenever I would talk about faith before joining Lubar, it would always be among other Muslims," says Lamin

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Much of this year has been a reflection on what it means to be a Catholic living in a religiously diverse world. How does my Catholic identity shape the way I view other religions, and how does that affect my interactions with them? How am I being called to live out my faith in ways that respect others while also presenting my own views boldly? … I now know the importance of bridge-building and actually getting to know other people. I know the importance of friends who challenge my deeply rooted assumptions about my faith and my beliefs. Though I'm still a committed Catholic, I know the importance of interfaith as a vital antidote to the tendency to retreat into what is familiar and comfortable in my own faith.

**Stephen Buting x'14, Catholic from Brookfield, Wisconsin**

Manneh '13, who came to the UW from The Gambia. "I would never get a chance to really sit down and ask a Christian, 'What do you think?' You're shy, you're wondering, 'Are they going to be insulted?' "

## A Part of Civil Life

Each year the Lubar Institute accepts eight or nine undergraduate fellows who organize the forums, which draw about two dozen students, and take part in interfaith service projects in the Madison community. They also advise house fellows in campus residence halls about how to talk with students who have questions about faith-related topics such as their roommates' unfamiliar religious rituals or dress.

"These aren't deep theological questions, but they're the kinds of personal interactions that occur all the time," says Charles Cohen, a professor of history and religious studies and the institute's director.

During the past summer, the institute staffed a table alongside other student organizations at SOAR (Student Orientation, Advising, and Registration), and handed out lists of both religious studies courses and the more than two dozen student organizations connected to religion, including the campus chapter of Atheists, Humanists and Agnostics. They also offered M&Ms printed with images of a cross, a star and crescent, and the Star of David.

Christianity, Islam, and Judaism share common origins and values, and their histories have been intertwined for thirteen hundred years, but avoiding these connections creates little chance of peace in a world riddled with conflict that often springs from religious differences.

"We no longer have the luxury of being isolated from each other. … We had better learn how to navigate and negotiate those differences, because otherwise, we're going to be in a lot of trouble," Cohen says. "9/11 drove that insight home in one way, and I think it's being repeated in lots of other less dramatic ways all the time."

But what role can religion play at a public university?

"We are obviously not proselytizing. We have no interest in that; we shouldn't be doing that," Cohen says. "But religion is certainly an important part of American civil life, and so, I think it should be part of the civil life of a major campus."

## Two Lives

Some students of faith describe their UW existence as one of living two lives: their campus life and their religious life.

"If you're not part of a religious community on campus, you will probably never talk about religion, unless it's to do with politics," says Stephen Buting x'14, a Catholic who served as an institute fellow last year and sees a future role for himself in the Catholic Church — either as a layperson or in the priesthood.

The notion that college students' faith identities should not be ignored is expressed often by Eboo Patel, the founder and executive director of the Chicago-based Interfaith Youth Core, who spoke on campus last year as part of the UW's involvement in a White House initiative to foster interfaith dialogue and service at colleges and universities.

"In the most religiously diverse nation in human history and the most religiously devout nation in the West, at a time of global religious conflict, how people from different faith backgrounds get along and what they do together is a crucial question," Patel wrote recently in the *Chronicle of Higher Education*. "And so it must be a central question for our public universities as well."

While there are no data on the faith practices or religious beliefs of UW students, during the last decade, UCLA's Higher Education Research Institute has explored how students change during the college years and what role college plays in facilitating the development of their spiritual and religious qualities. More than half of the students in the nationwide survey rated integrating spirituality into their lives as very important or essential, a level not seen since the 1950s. Nearly 75 percent said they believed in God, and two-thirds said they prayed.

## Based on Trust

Ulrich Rosenhagen, a lecturer in religious studies and history and assistant director of the Lubar Institute, leads its weekly forums and advises the student fellows. Rosenhagen is an ordained Lutheran minister from Germany and his wife is

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A wonderfully kind Catholic girl named Sonia sat beside me and asked me, with wide and curious eyes, things about what it means to be a Muslim and what I believe. A small moment turned into a friendship for life. A year later, I sat with tears streaming down my face as I watched Sonia walking down the aisle on her wedding day. Another friend that I made that year recently asked me to become some sort of a Muslim godmother in his baby daughter's life so that, if she ever wondered about Islam, she would have a friend to turn to for questions.

**Meghan Walker '13, Muslim from Janesville, Wisconsin**

Jewish, a biography that makes him feel right at home in Wisconsin with its rich German heritage, and as a mentor to students learning how to have interfaith discussions. With his seminary training and PhD, he has two titles: *reverend* and *doctor*. But, he was quick to say at the start of one forum, "The reverend is more important than the doctor."

During a forum, you are just as likely to hear someone passionately discuss why St. Francis of Assisi is his favorite saint as you are to hear someone else quote a Morgan Freeman line from *Evan Almighty*, a movie comedy in which he plays God. But the students tackle some tough and tense topics in the forum, too.

"The more interesting ones are the ones where people actually get real — where there isn't just everyone saying, 'Oh, that's nice,' " Buting says.

In recent years, the group watched the movie *A Jihad for Love*, a controversial documentary about Islam and homosexuality. Another forum held in a previous year discussed the battle over a cartoon of Mohammed that appeared in a Danish newspaper. An agnostic student argued for free speech, while Muslim students "appealed to a sense of sacredness," Rosenhagen says.

"We had kind of a nice clash," he adds. "But you can have these conflicts — you can have these issues and these clashes — as long as you know you can trust each other. Students sense this right from the start: the forum works only because it's based on trust."

The trust among the students solidifies during the forum's annual weekend of prayer, when the students attend one another's worship services: a Muslim prayer service on Friday night at a mosque, a Saturday Jewish Shabbat service at a synagogue, and a Sunday morning service at a Christian church.

Buting likens the intense experience to bringing someone into your home. "It makes it much more personal and intimate," he says. "Bring them into your world; then you have a point of reference. People's worldview makes a whole lot more sense."

In some cases, students become visibly uncomfortable, but others are struck by the things that seem very familiar in a faith they had perceived as very different from their own.

"All of the specifics were different — different languages, different leaders of services — but they're all, boiled down to it, very similar," says Ben Agatston x'15, a Jewish junior who joined the institute hoping to form a more diverse group of friends. "And I think that until you go to all three, you don't really realize the similarities."

Manneh, the Gambia native, started attending the forums during his sophomore year after two friends from the Muslim Students Association invited him to attend a Catholic Mass with them. He was hooked and was accepted as a fellow during his junior year. He graduated in May with degrees in history and political science and is making plans to study African history in graduate school, but he hopes to start a similar forum for children in his country, where there is a Muslim majority and a Christian minority.

"We don't have tensions — it's very peaceful between the two groups, and we share the same culture — but when we talk about each other's religions, it's not talked about positively at all," he says. "You don't understand it; you don't know why they do it. You don't see the essence of it, so you can't appreciate it."

## Giving Credit

At the UW, the monthly discussions give students the opportunity to explore more of those connections — and where they diverge.

Last year's final forum, for example, focused on the relationship between religion and the environment. Rosenhagen ceded much of that session to the students, with representatives from each of the three faiths highlighting how their religious traditions are tied to environmentalism. Buting took the lead on Christianity and discussed Franciscan spirituality, which focuses on living in poverty and renouncing worldly goods, as a potential means to protect the earth. At St. Paul's Catholic Church, located on the UW's Library Mall, that concept sparked a student group, Vita Pura, which encourages students to live more simply. Carly Braun x'15, a Catholic student who helped found the group, says it's focused on small steps to help the planet, such as taking one cold shower a week. She jokes that she can't get into that shower unless she reminds herself, "This is for Jesus."

Rachel Lerman '13 explained Earth-based Jewish holidays, including one she called "Israeli Arbor Day" [Tu Bishvat]. She also recounted spending the previous summer on a three-month fellowship at

Continued on page 65

# Spotlight on innovation

LED spotlights are tested for their staying power at company headquarters for Electronic Theatre Controls in Middleton, Wisconsin, ensuring that they'll soon be ready for installation in a client's performance space.

Fred Foster knew that he could **build better lighting** for the theater — so he built a global company from the ground up.

**By David J. Tenenbaum MA'86**
**Photos by Jeff Miller**

No actors are on stage, but the show has already begun for Fred Foster x'79, chief executive officer of Electronic Theatre Controls (ETC) in Middleton, Wisconsin. From a cramped lighting booth at American Players Theatre (APT), he watches the audience begin to trickle in for tonight's performance of Shakespeare's *The Two Gentlemen of Verona*.

As he awaits showtime at the outdoor playhouse in the Spring Green hills, Foster is schmoozing with Eliot Garfield, APT's head electrician. The palaver seamlessly blends chitchat and casual market research: "How is this working out?" "Did you hear that so-and-so is working for us now?"

It's a commonplace that leaders of successful corporations love the figurative spotlight. But here's Foster, whose company has become the go-to source of actual spotlights and controls for the theater and live-performance industry since he left the UW-Madison theater department in the 1970s — and he's happiest behind the scenes.

Focusing on the nuts and bolts of live performance has fertilized a remarkable success story. Since 1975, when Fred Foster, his brother Bill '76, and two fellow undergraduates made their first computerized lighting console, ETC has grown into a privately held behemoth of the theatrical-lighting industry, with offices and service centers in Orlando, Hollywood, London, Rome, Germany, the Netherlands, and Hong Kong. And it continues growing. ETC is doubling the size of its New York office and outfitting an eight-acre building in Mazomanie, Wisconsin, to ramp up the manufacture of stage rigging, its newest product line.

DAVID J. TENENBAUM

**As the seats begin to fill at American Players Theatre, Fred Foster is where he loves to be: behind the scenes in the control booth, knowing that his company's lighting will play a lead role in focusing the audience's attention and creating a mood on the stage.**

Foster knows that in a performance, lighting creates the mood and focuses attention. But in the booth tonight, the spotlight is on technology, and that suits him just fine. Indeed, for many years, Foster tended to shun live theater. "I wanted to be backstage — [I] could not relax and concentrate on the show. I would be looking at what kind of lighting it was, or thinking about the action backstage," he says.

Later, as he settles into a seat in the audience at American Players, Foster knows that many of the spotlights above the stage have been donated by his company — and they are just some of the more than 3 million Source Four light fixtures that ETC has made.

As with almost all of ETC's output, the spotlights are produced in Middleton, where about six hundred people design, test, manufacture, and sell lights, dimmers, and controls to markets worldwide. A company that spent years building components in a garage has a comprehensive brag sheet that includes a system installed during the complete refurbishment of Moscow's historic Bolshoi Theatre.

**With his background in the sometimes-nerve-wracking business of live theater, Foster honors the adage *the show must go on*, saying, "When you have two thousand people in the seats, the lighting has to perform."**

THEATER has been Foster's passion since his student days at Madison's Memorial High School. During his two years at UW-Madison, his fascination with stagecraft was further inspired by Gilbert Hemsley, a nationally renowned lighting designer who taught during the 1970s. "He was a dynamic, exciting professor who drew moths to the flame of his intensity," Foster remembers.

Trips with Hemsley, including one in 1975 to design lighting for two Metropolitan Opera productions, cemented a lifelong interest in the work of the behind-the-scenes people who make theater happen.

In the 1970s, computer technology was coming of age, and Mitchell Theatre in the newly built Vilas Hall sported expensive electronic lighting controls. But Fred and Bill, a UW physics student, were appalled by the clunky apparatus. The brothers claimed — with equal parts youthful chutzpah and technical insight — that they could make a better control console for $5,000.

With help from fellow students Gary Bewick '77 and James Bradley

’77, the brothers produced a new control console a year later. A key step in proving the invention’s legitimacy almost backfired, however. In early 1977, the foursome wangled their way into the Wisconsin Union Theater for a big gig: controlling lights for an opera that was to be simulcast in color on public television and in stereo on public radio. But at the dress rehearsal, when Bewick and Bill Foster plugged in their revolutionary console, the entire theater instantly went black.

“We were thinking, ‘What a coincidence! It couldn’t possibly be us; we are drawing almost no electricity. How could *we* blow the circuit breakers?’ ” Bewick recalls.

But he and Bill quickly discovered that they were indeed the culprits. After a hasty workaround, the show went on.

As passionate members of the Hoofer Sailing Club who made it clear that they would rather be sailing, the four became known in the theater world as “the flakes from Wisconsin.” Bewick says that he and Bill, but not Fred, “wanted to sell the concept to someone and get rich quick. We did not want to do it ourselves.”

Although nobody wanted to buy the design outright, ETC sold about one hundred and fifty consoles to another company, which sold them under its own label.

In 1982, a major contract with Disney World gave ETC, by then selling under its own name, a much-needed shot of credibility. By 1990, Bewick says, Fred Foster had “mortgaged the company” to buy a much larger maker of dimmers for stage lights and moved about twenty-five employees from New York state to Middleton. Since then, ETC has expanded into event and architectural lighting, and the company has grown into a global powerhouse with hundreds of products and customer service that’s available 24/7.

**At ETC’s company headquarters in Middleton, a workforce of some 600 people designs, tests, manufactures, and sells lights, dimmers, and controls to theater and performance spaces around the world.**

WITH his background in the sometimes-nerve-racking business of live theater, Foster honors the adage “the show must go on,” saying, “When you have two thousand people in the seats, the lighting has to perform.”

Garfield of APT says Foster’s company always comes through. “[ETC] operates the best help desk I have ever dealt with,” he says. “After-hours help is not just somebody eating pizza in front of the TV. They know showtime is showtime.”

One summer, Garfield notes, mice destroyed a critical dimmer component. An ETC employee met someone from APT in Cross Plains to hand off a replacement part — a delivery that allowed the actors to take their places on the Spring Green stage just in time. (At APT, those components are now housed in a mouse-proof fortress.)

**ETC's Middleton headquarters will house the people and equipment needed to build LED spotlights, fulfilling Fred Foster's commitment to keep his workforce stateside.**

Presumably, mice will not be a problem in the new Fredric March Play Circle in Memorial Union, which will be outfitted with a donated ETC system, on the proviso that the company can use the house as a test bed for its newest innovations.

ETC's exhaustive UW-Madison pedigree started long before the company was born. Fred's father, G.W. (Bill) Foster, was a law professor, and his mother, Jeanette, was an academic staff member. Fred has fond memories of his childhood. "[The] UW was such a nice environment to grow up in," he says. "It would drive my mother crazy, but Dad would call up at five [o'clock] and say, 'Can we have so-and-so for dinner?' It might be a professor or a colleague from my father's civil rights days. We kids and our friends were encouraged to participate. One afternoon, Pat Lucey '46 — when he was governor — [came by boat] across the lake for a beer."

ETC hires graduates from UW-Madison's engineering and theater departments whenever possible, along with other veterans of the theater. "If you've been in theater," Foster says, "you can deal with labor, you can deal with transporting too much stuff in too little space in too little time."

In 1983, Foster married Susan Titus '74, and she served as ETC's production manager until 1990, when she left the company to devote more time to their two children. After years in the computer industry, Bewick recently returned to ETC to work on technology development. Bill Foster represents the 11th Congressional District in Illinois. And the fourth co-founder, Bradley, is a managing director of a business consulting firm in New York City.

TODAY, ETC, a company birthed on technological innovation, is finding its way during an industry transition to energy-efficient, light-emitting diode (LED) spotlights. Foster prefers the full-spectrum photons emitted by the glowing metal filament in an incandescent bulb to the tight wavelengths of LEDs, which create unpleasant flesh tones. He had to be "dragged kicking and screaming" into making the change, he says.

But now, having acquired a technology that blends multiple colors of LED in a single spotlight, the company is refining software to combine light quality and speed of setup with energy efficiency.

The company's new LED spotlights will be locally grown. The metal stamping, bending, assembly, and painting of the lights — like their predecessors — will be done at ETC's Middleton headquarters, which was completed in 2004, and significantly increased in square footage in 2008. "We could get them produced, in good quality, from China, just for what we pay for the parts, but … to potentially put a few pennies in our pocket at the expense of our workforce is not the kind of business we want to be in," Foster says.

His rules for business start and end with people. "I think the biggest part of our success is people who are incredibly good at what they do," he says. "If you concentrate on getting and keeping the best people, all the things that business sages say you *should* do will happen."

Others account for ETC's success by pointing to Foster himself. "It's Fred's passion," says Bewick. "Theater was Fred's first love — the business acumen was an afterthought. ETC was never about making money at all costs. Fred and ETC are essentially indistinguishable."

Mark Stanley MFA'86, who worked at ETC with a crew of fewer than one dozen in the early 1980s, agrees. "He did not come at it from the business or manufacturer's point of view; he is first and foremost a theater practitioner. ... As ETC grew, Fred never lost touch with the theater world," he says.

Stanley, today an associate professor of lighting design at Boston University, says ETC's "seamless operation" paid off last spring while lighting an opera at

the refurbished Mariinsky Theatre in St. Petersburg, Russia. "I was able to program the whole show on a laptop and put it on a memory stick and plug it in. It's not that the design did not need revision — all designs do — but this gave us the format and saved a huge amount of time on location," he says.

FRED FOSTER is so proud of his roots in a garage that he enters his windowless office at ETC's fancy headquarters through a garage door. But over time, this guy who would rather be sailing has evolved into an industry leader.

In 1990, after space was added at a previous Middleton location to consolidate the company following an acquisition, Foster recalls seeing all of his employees' cars in one place for the first time. "By the time I got to the office, I felt sick to my stomach," he says. "Up until this point, if ETC had blown up, I'd have gone back to school or gotten a real job. Now I realized that ETC was responsible for all of those car payments. Instantaneously, it changed my attitude — from taking any risk and not caring, to realizing that more is at stake. Now we have families with children and grandchildren."

Another breakthrough occurred years later, when, leery of growth for its own sake, Foster discussed his company with legendary Madison builder Marshall Erdman '48. "We were growing really quickly, putting every penny back in, living hand-to-mouth," he says, and some in the company wanted to slow down. "I told Marshall, 'It's really about the people.' He stopped me and said, 'Then you can't stop growing, because if you stop, they will become complacent, or get bored, and go off on their own and take everything you have taught them.' "

As Foster recounts the story on the late-night drive home from Spring Green, he says the conversation left him with two violently contradictory images: "One was a mushroom cloud that would keep expanding, creating challenges, drawing people up into the vortex. The other image was a treadmill that you can never get off of."

**"I think the biggest part of our success is people who are incredibly good at what they do. If you concentrate on getting and keeping the best people, all the things that business sages say you *should* do will happen."**

**With a nod to his company's modest — but plucky — roots, Fred Foster enters his Middleton office through a garage door.**

Both images apply to a company that is going further into other markets, including stage rigging and architectural lighting, and developing that factory in Mazomanie. Foster can't avoid contrasting the reality of a company with offices on three continents with the vision of the young sailboat racers who founded it.

"We did not start the company with the idea that it would last for thirty-eight years," he says. "It was really a lark." ■

*David J. Tenenbaum MA'86 writes for The Why Files (whyfiles.org) and covers research for University Communications.*

# Pigment Prejudice

## Two UW alumni are helping children with albinism in Tanzania, where superstition threatens their lives at every turn.

By Nicole Sweeney Etter
Photos by Liron Shimoni

***The children feel safe here.***

In this simple, six-bedroom center in a village near Lake Victoria in Tanzania, they are not alone. Here a nun and two armed guards watch over the thirty children who share skin as light as their potential fates are dark. Cast off by society and often their own families, these albino children live in dread of bounty hunters and witch doctors, of mutilation and death.

And in their nightly prayers, they include Eric JD'02, LLM'03 and Karene JD'03 Boos. They hope that this Wisconsin couple more than eight thousand miles away can find a way to help them and others like them.

"Dr. Eric and Karene are very compassionate and inspirational people," says Sister Helena Ntambulwa, who cares for the children. "They normally go and work where other people would not want to go."

**Children with albinism are sometimes hunted in Tanzania and other countries because of superstition that their body parts bring good luck. This father was fortunate to find a job at the government shelter where his son lives, thus allowing him to remain close to the boy.**

**Many children in East Africa, where albinism is most prevalent, endure social isolation, living in secrecy for their own safety.**

Eric, a philosophy professor at UW-Fond du Lac, and Karene, a physical therapist, have spent nearly twenty years dividing their time between their organic farm outside of Elkhart Lake, Wisconsin, and various service projects in Tanzania. In fact, the sole reason they earned law degrees from UW-Madison was so they could help start a law school in Tanzania.

Their latest mission: working with Ntambulwa to turn a ten-acre site on the edge of the Serengeti into a refuge for up to two hundred children with albinism, a genetic condition that affects the pigment of the skin, hair, and eyes. Although it's difficult to know the exact numbers because so many live in secrecy, albinism is more prevalent in East Africa than anywhere else in the world. As many as 150,000 albinos may live in Tanzania.

Karene describes albinism as Tanzania's modern-day leprosy because of the stigma attached — but while albinos are hated and feared, their flesh comes with a grisly price tag. According to Eric's research, a single finger from an albino can fetch the equivalent of about $1,300 U.S. dollars, while a complete set of male genitals sells for $32,000.

"To be clear, albinos are hunted and killed," Eric explains. "There is a network. Witch doctors put a bounty on them, dead or alive, and they cut off their fingers, hands, feet, and genitals. They also take out their internal organs to make potions and medicines. On some occasions, their bodies are skinned, and the skin is used to make talismans that people wear for strength."

Now Eric and Karene are trying to raise funds for the children's safe haven in the village of Lamadi. Eric was also recently appointed as advisory counsel to the African Union's Commission on International Law by the group's president, Adelardus Kilangi, who is dean of the Tanzanian law school where Eric teaches a few times a year. One of Eric's first research projects for the commission focuses on developing a context for human rights advances for people with albinism.

"We want to get albinism labeled as a human rights issue," Eric says. "Then it gets written into the law; then you can write criminal law and statutes and enforcement." He hopes the African Union will vote on a proposal by January 2014.

## From Tanzania to Bascom Hill

The Booses first moved to East Africa on a lark. They were newly wed and fresh out of Milwaukee's Marquette University, where Karene earned a physical therapy degree and Eric got his doctorate in philosophy. One of Eric's former teachers invited them to help build a new college in Morogoro, Tanzania, and the offer was too intriguing to resist. It was 1995, a pivotal time in the country's history, and Eric and Karene watched in awe as Tanzanians waited for days in the rain to cast their votes in the country's first democratic, multiparty election. Even after the couple returned to their native Wisconsin, they remained entrenched in various projects, ranging from orphanages to a physical therapy clinic to women's co-ops, dedicating all of the profits from their farm to support the work in Tanzania.

Sometimes people ask why they don't focus their volunteer efforts closer to home, but Eric and Karene feel an undeniable pull to Tanzania. Their religious faith is an integral part of their lives, and they believe that their work in Africa is a spiritual calling.

And so they do whatever it takes to answer that call. While in law school at UW-Madison, Eric and Karene juggled work, courses, and their young children, with one often passing off a child to the other before racing across campus to make it to class. They stayed up until

2 a.m. studying every night. The university's strong African Studies program was a bonus, and they both won Foreign Language and Area Studies Fellowships so they could learn Swahili.

While they were on campus, Heinz Klug, a native South African and professor of law, was a key mentor. Klug was impressed with the couple's maturity and commitment to Tanzania.

"To decide to commit to three years to get a JD in order to begin a law school — that's an extraordinary thing," Klug says. "You couldn't do that in the United States, but they understood the conditions in Tanzania."

## A call for help

After their fourth child was born, the couple thought about taking a step back from their volunteer work in Tanzania. Eric started working for a large law firm in Madison, but he quit after a year to resume teaching.

"I realized it just wasn't who I am," he says of that experience. "And we couldn't get Africa out of our blood."

Then in January 2012, an email arrived from Sister Ntambulwa, whom the Booses had met during their previous work in Africa. She was caring for albino children and other kids with disabilities in the village of Lamadi, she said, and she shared a BBC report that described in gruesome detail the plight of Tanzanians with albinism. The Booses were stunned.

"We had been working in Tanzania for fifteen years and had seen albinos, [but] we had no idea that they were slaughtered," Eric says.

Eric and Karene launched into action. They worked with Ntambulwa on the project proposal to win aid from the Tanzanian government, pledging to build a support network in the United States. Karene set up a 501(c) organization, ZeruZeru, which means *albino* in Swahili, to help with fundraising for the ten-year, $450,000 project. They also recruited a Tanzanian colleague to draft the project's construction plans, and Eric helped sink a well and put in a foundation for a dormitory that will house thirty children. Eventually, they hope the campus will be able to accommodate two hundred children.

"It has been a blessing to have this center for the children," Ntambulwa says. "Still [there are] many, many albino children in the remote villages who need help."

On Eric's first visit to the center, he and a fellow professor from Tanzania took breaks from the construction work to visit with the children, chatting with them in Swahili and English.

"We were overwhelmed by their trust and openness," Eric says. "They talked about what it is like to fear walking down the road, and they never go out alone or at night. They talked about friends they knew who had been abducted and mutilated. They talked about the pain of being rejected and avoided by family and friends ... and they also talked about their dreams and goals and love of life."

At the center, the children receive sunscreen, hats, medicine, nutritious food, education, and physical therapy for those with disabilities. But the greatest benefit is protection.

"It is extremely dangerous to work with albinos," Karene says, "but justice demands it."

The danger is one reason why families often feel they cannot care for a child with albinism, Ntambulwa says.

"The albino children live under the threat of being killed at any time by their fellow money-monger Tanzanians," she

ANDY MANIS

**Before heading to Tanzania this winter, the Boos family poses in a field of sudan grass at their farm near Elkhart Lake, Wisconsin. From left are Eric, Zeke, Lauren, Zeb, Meredith, and Karene. Eric and Karene are helping to create a refuge for up to 200 children in Tanzania.**

says. "So the parents also live with the same fate. … Parents cannot work or do anything productive for their families; they have to stay watching their dear ones not to be killed. Sometimes the killer can kill both the child and a parent."

Like rabbits' feet, albino body parts are thought to bring luck in gold mining, fishing, or political elections, Ntambulwa says, adding, "That is why the killing [is] still going on, because it touches some government leaders."

In the spring, a seven-month-old baby boy narrowly escaped death after villagers chased away attackers and surrounded the house to protect him. The boy and his mother immediately went into hiding, but Ntambulwa hopes to take them in as soon as she can find the room.

Still, she cannot save them all. "In 2011, I turned away a three-year-old boy. He went back with his parents [to] the remote village, and I heard he was killed after a month," she says. "It was a nightmare, and I felt guilt that I cannot explain."

The goal of the center in Lamadi is not to segregate children with albinism, but to improve their quality of life until they are no longer so vulnerable.

"We don't want them to stay there forever," Eric says. "We need to provide them with a safe haven long enough so they can get an education and integrate into society at higher levels. If you get albino people in the upper echelons of civil service, attitudes will change."

One Saturday in May, Ntambulwa and the children hosted "Albino Day." More than one hundred people with albinism, along with local teachers, government officials, and church leaders turned out for a day of festivities and educational speakers. Ntambulwa hoped the event would raise awareness of the issues facing those with albinism.

**A child with albinism enjoys a tender moment with her mother. The child's father left home immediately after her birth, telling the mother, "You have given birth to a monster."**

## An ongoing commitment

Eric also tries to raise awareness at St. Augustine University in Mwanza, where he is a visiting professor and teaches during his breaks from UW-Fond du Lac. He started bringing up violence against albinos in his law classes, passing out news articles about the atrocities and talking about it in the context of the U.N.'s Universal Declaration of Human Rights.

"The first night I brought it up [there] was just drop-dead silence," he says. "It was like nobody wanted to talk about it. And all it took was one student to say, 'There was this one case in my village' — and all of a sudden, the floodgates were opened."

On a recent visit to Tanzania, Eric sought out an interview with Bonifice, a six-foot-five albino business student at St. Augustine. Over lunch at an open-air, thatched-roof restaurant on campus, Bonifice sketched on napkins the genetic permutations that cause albinism and shared his life story. Eric marveled at Bonifice's deep knowledge of topics ranging from history to economic theories to sustainable farming. "When you cannot go outside in the sun and play with other children," Bonifice told him humbly, "you tend to read a lot."

The son of a psychiatrist, Bonifice received a better education than most and didn't initially realize why his parents never let him go out alone.

"My schools had a lot of white children, so I never felt out of place," Bonifice

**Above: This six-year-old child lives separately from her family in a secured shelter built by the government in north Tanzania.**

**Left: In addition to being vulnerable to sunburn and skin cancer, those with albinism can also suffer vision problems due to a lack of pigment in their eyes. Sunglasses are a much-needed commodity.**

told Eric. "It wasn't until I noticed that my mother was constantly lathering me up in sunscreen that I became aware of my condition. Then when I took biology in school, I locked on to what it was I had."

Eric hopes that Bonifice can serve as a role model for younger children with albinism, including those just thirty-five miles away at Ntambulwa's center. "He has a passion to prove that albinos are no different than anyone else, aside from some little blip in the genetic code, which is inspiring," Eric says.

In the meantime, Eric and Karene continue to do their own work from afar. Karene and her daughters recently met with renowned scientist and activist Jane Goodall while she was in Madison and she agreed to accept the albino refuge into her Roots & Shoots program, a youth network that promotes causes such as environmental awareness and cultural understanding among diverse groups.

Eric and Karene are also looking forward to taking their four children to Tanzania for a two-month stay this winter, when they will help Ntambulwa and the children set up an organic farm that will include chickens, pigs, goats, and a couple of dairy cows. Although their own farm keeps them rooted in Wisconsin, they've considered selling it and moving their family to Tanzania semi-permanently. "We are always prepared to move on short notice," Eric says.

Karene loves the peace and simplicity of life in Tanzania. "When we brought our kids over there, it was a major life lesson," she says. "That we can get by on beans and rice for two meals a day, with no major toys, no technology, no electricity after 6 p.m. — I loved that simple lifestyle."

And there's another reason that pulls her back. "When I'm over there," she says, "it feels like I'm actually making a difference in the world." ■

*Nicole Sweeney Etter is a freelance writer and editor in Milwaukee.*

## Walking on the Lake

***Summer gets all the glory where Lake Mendota is concerned.***

Posters of sunbaked chairs at the Memorial Union Terrace capture its idyllic splendor, and it's the time of year when usage of a certain word shifts from a noun (*Terrace*) to a verb (*terrace*).

It's enough to make one forget that for several months each year, the lake is not sun-dappled and shimmering. Once its palette fades from vibrant blue to shades of gray and white, it is frozen and placid.

But there is a sense of peace and a quiet, stunning beauty to being on the lake in the dead of winter. Those who venture out onto the ice find solitude that can be scarce on a campus of forty thousand-plus students in the thick of a busy semester.

David Tolkin '80 often walked out on the lake wearing hiking boots that his friends from Wisconsin called "wafflestompers," named for the pattern the lug soles made in the snow. He lived nearby in Tralfamadore, a co-op on Langdon Street, and he recalls visiting the much-adored sculpture of the Statue of Liberty on the ice.

The co-op is gone now, and Lady Liberty has been in storage since 2011, when she was severely damaged by weather and vandalism, but the ice always returns. And based on the ski tracks and slushy footprints in the snow that cover the lake's icy surface in the winter, plenty of people on campus appreciate the season's serenity and count the days until the open water turns to ice.

The paths they take don't necessarily go anywhere. Some tracks seem to travel just far enough to take in a chilly sunset; other tracks appear to stretch from the foot of the Terrace to as far away as Picnic Point, but only the hardiest of souls know that for sure.

Last winter, Lake Mendota froze on January 14. It won't be long now.

*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.**

***Based on the ski tracks and slushy footprints in the snow that cover the lake's icy surface in the winter, plenty of people on campus appreciate the season's serenity.***

JEFF MILLER

BARRY ROAL CARLSEN

# Still a Member after All These Years

By Julie A. Jacob '84

"If I lose this, is my name in a database so I could get it replaced?"

I held out the now-wrinkled Memorial Union membership card that I had bought in 1988 in a burst of optimism about how often I would return to Madison.

"Of course it is," said the polite young woman at the Wisconsin Union information desk. "When I graduated, computers weren't used a lot yet," I explained, "so I may not be in the database."

Oh, goodness, I was babbling, acting like a Goofy Alumna, instead of a Cool Alumna, but it was suddenly important to me that my name was listed, somewhere, as a Wisconsin Union member.

That summer in 2011, when I attended UW-Madison Continuing Studies' Write-by-the-Lake writer's workshop, I reveled in spending a week in Madison for the first time in twenty-five years. In addition to attending a fantastic writing class and enjoying many scoops of Babcock Hall ice cream, I gained a bit of perspective on what it means to be a Badger.

My first afternoon on campus, I poked my head into Memorial Library. The transformation since the 1980s was stunning. In place of the harsh lighting, battered wooden tables, smoking lounge, and vending machines that I remembered, I stepped into a serene, softly lit vestibule featuring a magnificent information desk made of curved wood and green stone.

"Can I help you?" asked the smiling woman behind the desk.

"This looks wonderful!" I said. "When I went here, you just walked in, and it was kind of seedy late at night, and — wow! — it's so different."

She kindly gave me a day pass to explore the library. I wandered around, marveling at the arts-and-crafts chairs, tabletop lamps with frosted glass shades, and the sleek, flat-screened computers.

Then I took a walk along Observatory Drive. The sailboats gliding on Lake Mendota were just as I remembered, as were the College Library in Helen C. White Hall, Bascom Hall, the Washburn Observatory, and the Carillon Tower. But the classy red-and-white signs identifying the buildings, the upgraded landscaping with glorious bursts of prairie flowers, the gazebo tucked behind Lathrop Hall — that was all new.

*I would have loved to have gone here*. That thought unexpectedly popped into my head. But, wait: I *did* go here. And yet — I didn't go here, not really, not to this UW-Madison, a campus with Wi-Fi, an eco-friendly Union, a coed Chadbourne Hall, a Starbucks on State Street, and that peculiar blend of innovation and anxiety that has defined the 2000s.

No, I went to a different UW-Madison, the 1980s edition, the campus with boxy beige computers, a Memorial Library a bit worn at the edges, a women-only Chadbourne Hall, bad vending-machine coffee, and an atmosphere that mixed the faint haze of 1960s idealism with 1980s pragmatism.

And my father, well, *he* went to a different UW altogether in 1955, a school with a primitive computer the size of a room, quaint dorms nestled along the lake, coffee percolating on stovetops, and students who had lived through the Great Depression and World War II, and simply yearned for ordinary, stable lives.

As I gazed at the lake, I mused that it was like exploring three separate campuses, layered on top of one another like colors in an oil painting. There was the UW-Madison that existed on this perfect summer day in 2011, blended with my memory of the UW of the 1980s, and the university of 1955 that I knew only through my father's reminiscences and photographs. If every generation of students experiences a different UW, I reflected, then what on earth ties us together?

The next day, as I asked about my Union membership, the young woman at the desk looked at me with the bemused patience of a polite young adult speaking to an elderly aunt.

"Yes, our databases go back a long way," she assured me. "You're in there."

"That's good to know," I said.

Sitting on the Terrace later that day, I noticed that the colorful sunburst chairs were the same, as was the comforting aroma of sizzling brats. At the other tables, incoming students attending summer orientation chatted with their parents, current students relaxed with friends, and professors animatedly talked with colleagues. And, most likely, other alumni were there with me, quietly taking it all in. The Terrace is big, and there was room for us all. *You're in there*.

I realized that it didn't matter if UW-Madison was slightly different for each of us. What bound us together was that we were *all* part of it — the new and the old, all members of this school that we had chosen, this ever-changing place we loved, this campus we called home.

*Julie A. Jacob '84 resides in Racine, Wisconsin.*

# Badger connections

ANDY MANIS




## Letter Women: Give Me a W!

Members of the Delta Sigma Theta Sorority's Zeta Xi core chapter celebrated their reunion at a multicultural reception at the Fluno Center on Homecoming Weekend. They were among the 110 alumni who attended the UW Multicultural activities in October. The events were just a few of the many festivities that made it one of WAA's most successful Homecoming Weekends ever.

# Class of ’63 Celebrates Fiftieth Reunion

## Alumni enjoy a rousing good time and rally record support for the UW.

Was there something in the water … or in the fudge-bottom pie? Whatever it was, the Class of 1963 produced an impressive list of accomplished graduates — and the most generous alumni in class-gift history.

Some six hundred members of the class made a gift or returned for their fiftieth reunion in September, and many did both. Just a few of the notable grads who joined them included **Pat Richter ’63,** former UW-Madison athletic director and storied student-athlete; **Tommy Thompson ’63, JD’66,** former Wisconsin governor and former secretary of the U.S. Department of Health and Human Services; and UW-Madison Chancellor Emeritus **David Ward MS’62, PhD’63.**

The three joined other alumni and faculty experts on several panels during a special Day of Learning. A panel on immigration and health care was moderated by **Carol Skornicka ’63, MA’64, JD’77,** board member of Regal Beloit; and featured **Doris Borst Meissner ’63, MA’69,** senior fellow and director of the U.S. Immigration Policy Program, as well as Thompson. Other panels discussed trends in higher education and research and innovation at UW-Madison.

Chancellor **Rebecca Blank** welcomed alumni to the Half Century Club and awarded commemorative pins at a time-honored dinner event. Class president **Tom Aycock ’63** delivered remarks, and three former cheerleaders from the class led the guests in cheers and a heartfelt rendition of “Varsity.”

The class’s record-setting reunion gift of more than $700,000 will support Alumni Park, a new greenspace on the shore of Lake Mendota. Part of the East Campus Gateway, the park is a gift from WAA to campus to mark the association’s 150th anniversary.

“That’s more than any UW-Madison class has ever raised by almost two times,” said **Jere Fluno ’63** of Lake Forest, Illinois, who presented the class gift during the reunion weekend.

ANDY MANIS

**Against a backdrop of a nostalgic slide show, former cheerleaders (from left) Nancy Hayden Field ’63, Barbara Sundene Wood ’63, MS’64, PhD’66, and Renee Cohen Epstein ’63 led their classmates in some present-day cheers at the group’s fiftieth reunion.**

Along with Alumni Park, a portion of the gift will go toward the Gold Star Honor Roll. This memorial, the first dedicated to UW alumni who served in the military since World War II, will be included as part of the Memorial Union Reinvestment building renovation project.

The reunion also included boat tours of Lake Mendota and a special tailgate party for class members. **Don Meier ’63** of Kohler, Wisconsin, a member of the reunion-planning committee, attended with his wife, **Jeannie Jonakait Meier ’64.** Don reunited with his former roommate **George Froming ’63, MS’65** of Spring, Texas, for the first time in more than forty years. “We had a very nice time together — we spent the better part of three days on and off, talking and reminiscing,” Meier says.

Overall, the reunion was “awesome,” says Fluno, who also served on the reunion committee. “I think we knocked the socks off of prior class reunions, and I don’t just mean that from the standpoint of the class gift, but the fact that people were really delighted with the programs. … It was a complete success.”

Note to members of the Class of ’64: be sure to save the dates of October 9–11, 2014, for your own fifty-year reunion.

# WAA Chapters Host Chancellor on the Road

## Building ties with alumni is key for Rebecca Blank.

JOHN VON DORN

**Chancellor Rebecca Blank met with alumni in Green Bay in September. From left are Jamie Stockwell Schnurer '04, Nathaniel Jones '03, Sarah Higgins '03, Blank, and WAA President and CEO Paula Bonner.**

UW-Madison Chancellor Rebecca Blank has a message for alumni: for her to be successful, she needs their help. Brown County and Fox Valley alumni heard those words at a special reception at Lambeau Field in September, and the chancellor will have the chance to reinforce that call as she continues to visit other cities around the state and the nation during her inaugural year. A top priority for Blank is strengthening relationships with UW System colleagues, the governor and state legislators, community leaders, and alumni.

"Alumni are a vital part of that vision, so WAA was delighted to bring alumni together with the chancellor," says **Paula Bonner MS'78,** WAA president and CEO. Blank's Green Bay visit continued a theme kicked off by the WAA: Washington, D.C., Chapter when it hosted a sendoff party for Blank in August.

"I was really impressed with the energy the chancellor has," says **Ryan Kuehn '06,** president of the WAA: Brown County Chapter. "She's got a phenomenal background. The fact that, with all the chaos of starting a new job, she took the time to come up to Green Bay really showed that outreach is going to be important in embracing the alumni. Just having an in-person appearance was important to the members of my group."

How can alumni support the chancellor and the university's mission? Through volunteering, legislative advocacy, financial gifts, and student recruitment. Longtime Brown County chapter member **Pat Finder-Stone MS'75,** who attended the event at Lambeau Field, had a reaction to that message that any leader could love: "You can count on me. Absolutely. … I will continue my support."

# Badger Tracks

**Help shape Alumni Park,** a future greenspace that will occupy the area between the Below Alumni Center and Memorial Union (see back cover). The park will be a tribute to UW graduates, and WAA would like your suggestions for those who best exemplify the Wisconsin Idea. Would you suggest scientists such as dual-Nobel-laureate John Bardeen '28, MS'29? Giants of literature such as Joyce Carol Oates MA'61? Or one of the university's other 400,000 accomplished alumni? Share your ideas at WisconsinIdea@uwalumni.com — it's your chance to make your mark on the park!

**Parents' Weekend attracted a record number of participants,** with 3,616 attendees representing 1,095 families. New this year: the Wisconsin Alumni Student Board hosted younger siblings of UW students whose parents were visiting campus for the September event. The student group wowed the potential Badgers with tours of the Kohl Center and the Wisconsin Institutes for Discovery, bowling at Union South, and, of course, some Babcock ice cream.

**The Homecoming Committee reached out to alumni** in a big way this year, inviting them to events such as a campus cleanup, a blood drive, and the Wisconsin Rewind lecture, which featured Ben Relles '97, head of programming strategy at YouTube. Some 10,000 people enjoyed the Homecoming parade, and off-campus Badgers were able to engage through everything from live-streaming of the Rewind lecture to game-watch parties and social media. WAA also hosted a post-parade Spirit Stop, serving refreshments and good cheer for some 800 parade-watchers.

**More than 6,500 alumni and friends made Badger-to-Badger connections at BADGER HUDDLE®** tailgates around the country this fall, including events at Arizona State, Purdue, Ohio State, Camp Randall, and Illinois. The association sponsored trips to Arizona State and Illinois, and the WAA: Valley of the Sun Chapter held a kickoff party the evening before the Arizona game that drew 1,200 fans.

***News, news, who has some news?***
*You do? Just forward the (brief, please) details of your latest achievements, transitions, changes of mind, and other important life events by email to classnotes@uwalumni.com; by mail to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. It would be bliss to publish all of the submissions that we receive, but alas … space limitations are what they are. We do want to hear from you, though, so keep sharing that news.*

*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).*

*The great majority of obituary listings of Wisconsin Alumni Association members and friends appears in our triannual member magazine, the* Badger Insider. *If you're not already a WAA member, won't you consider joining our merry band at 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

**Hazel Holden Stauffacher '45** wrote to praise the latest book by classmate **Jean Durgin Harlan '45:** *Landing Right Side Up in Nehru's India: Field Notes from a Punjab Sojourn* (iUniverse). Stauffacher lives in Darlington, Wisconsin; Harlan resides in Columbus, Ohio.

**Andrew Johnson '47** — whose college career was "interrupted by three years in the army air force" — writes, "I am the founder of the Andrew B. Johnson Great People Scholarship Fund. In the year 2013, it will provide scholarships to needy engineering students." We salute you, Mr. Johnson! The Mesa, Arizona, resident was a chief engineer at Caterpillar.

*"I credit the University of Wisconsin with instilling in me the value of lifelong learning." — Michael Selch '73*

The alumnae association of **Elinor Miller Greenberg MA'54**'s undergraduate institution, Mount Holyoke College, has lauded her with its Kennan Award for her outstanding contributions to education. Greenberg, of Centennial, Colorado, has been the founding director of innovative programs for adult students and is currently the president and CEO of EMG and Associates. She was inducted into the Colorado Women's Hall of Fame in 2010.

Recognizing his distinction in medical practice, academic activities, and research, UW-Madison's School of Medicine and Public Health has bestowed its Medical Alumni Citation Award on **Leslie Klevay, Jr. '56, MD'60** of Grand Forks, North Dakota. He has published widely on the health benefits of dietary copper.

**Don Lindgren '57, MBA'59, PhD'68** has concluded a ten-year stint as chair of the board of La Mesa, California's Challenge Center: an award-winning nonprofit that has served clients with long-term physical challenges in greater San Diego for more than a quarter-century.

The Milwaukee Bar Association's Lifetime Achievement Award has gone to attorney **Robert Habush '59, LLB'61** of Habush Habush & Rottier, both for his legal accomplishments and for his service to the community. His five-decade-plus career has immersed him in many significant state and federal cases, including serving as Wisconsin's lead attorney in the state's lawsuit against the tobacco industry, resulting in a $6 billion settlement. The American Association of Justice's endowment is also named after Habush.

## 60s

The National Federation of State Poetry Societies has honored **Kaye Bache-Snyder PhD'64** with its Founder's Award for her poem "International Harvesters," about migrant workers in the U.S. She earned the same award five years ago for "Midnight in Disneyland," which describes the work of crews after the park closes. Bache-Snyder, of Longmont, Colorado, has published widely, earned awards in many writing fields, and garnered a Pushcart Prize nomination for her chapbook, *Pinnacles and Plains* (Finishing Line Press).

The UW's philosophy department is the owner of an unusual gift from **Mel Nusbaum '65** of Tenafly, New Jersey: it's a work of art that looks like a giant book about philosopher Baruch Spinoza on the outside, but on the inside contains a 3D collage summarizing Nusbaum's experiences as a philosophy major fifty years ago. Department chair **Russ Shafer-Landau** placed the work on display in the department's Helen C. White Hall office. "Donating art is my way of thanking the UW and giving back," Nusbaum says.

When *Florida Super Lawyers* listed **Joel Hirschhorn JD'67** again this year, it was the eighth year in a row for the partner at Hirschhorn & Bieber in Coral Gables, Florida. He's also a past president of the American Board of Criminal Lawyers and a fellow of the International Academy of Trial Lawyers; he's been named to *Best Lawyers of America* for twenty-seven consecutive years; he's been published in *Forbes*, *People*, the *Wall Street Journal*, and the *New York Times*; and he's made guest appearances on *Oprah*, *60 Minutes*, *Today*, and *Good Morning America*. Super indeed!

**M.L. (Mary Lou) "Candi" Corbin Sicoli MS'67** presented her research findings about the founders of animal-welfare and animal-rights organizations at the annual meeting of the Southern Sociological Society in April. Psi Chi, the international honor society in psychology, has also honored her as a platinum-level research reviewer for her contributions to its awards and grants programs. A Cabrini College professor emerita of psychology, Sicoli is currently a psychologist in the West Chester, Pennsylvania, area, where she specializes in diagnosing students who have learning challenges.

When a group of UW alumni and friends embarked on a Wisconsin Alumni Association (WAA) tour to Istanbul in June with **Kathy Ayers Dwyer Southern '68, MA'72** and her husband, Hugh Southern, as hosts, they could not have

imagined that they'd witness history being made as Turkish citizens protested in support of free speech and their nation's secular traditions. "Wisconsin is a progressive place and should be proud of its strength," says Dwyer Southern. "My experience in Turkey really reinforced all of that and made me proud." You can view her trip video at uwalumni.com/travel. The couple lives in McLean, Virginia, and Dwyer Southern is chairing the Content and Design Committee for WAA's new Alumni Park.

## 70s

**Mary Lou Ballweg '71** has been a steadfast champion for women who live with endometriosis: she founded and has led the international Endometriosis Association, based in Milwaukee, for three decades as its president and executive director. Her work has garnered many honors, including the Sacagawea Award from Professional Dimensions, the Champion in Women's Health honor from the Wisconsin Women's Health Foundation, and the *Milwaukee Business Journal*'s Woman of Influence Award. Ballweg has also been appointed to the Public Interest Partners of the National Institute of Environmental Health Sciences, the Scientific Advisory Council of the Boston Center for Endometriosis, and ORReady, an operating-room safety initiative of the Society of Laparoendoscopic Surgeons.

**Steven Eggland PhD'71** taught vocational and adult-education classes at the University of Nebraska-Lincoln for thirty years and served as a department chair, and he also comes from a long family tradition of altruism and philanthropy. That has included donating a farm to support life-science education and funding a Habitat for Humanity home, and in 2012, Eggland created the Viking Foundation in Lincoln. His goal is to give at least fifty thousand dollars annually to nonprofits that improve the lives of children and families in need.

A comprehensive landlord-tenant commercial lease deskbook recently published by the American Bar Association features a chapter titled "Impact of Subleasing and Assignment Clauses on Transfers of Businesses" by **Jack Levey '72.** He's a senior real estate attorney in Plunkett Cooney's Columbus, Ohio, office.

Writes **Jackie (Mary Jacqueline) Nytes '73, MA'75,** "I am now the CEO of the Indianapolis-Marion County Public Library System here in Indianapolis. Served twelve years on the city council here as well, so clearly both of my degrees [political science and library science] were put to good use! My husband, **Michael O'Brien '77,** served in the Peace Corps in India and now owns a business, Printing Partners." They're also great supporters of WAA's Indianapolis alumni chapter.

"After thirty-one years on the faculty of the UCLA Department

## D. Wayne Lukas '57, MS'60: Still Racing Strong

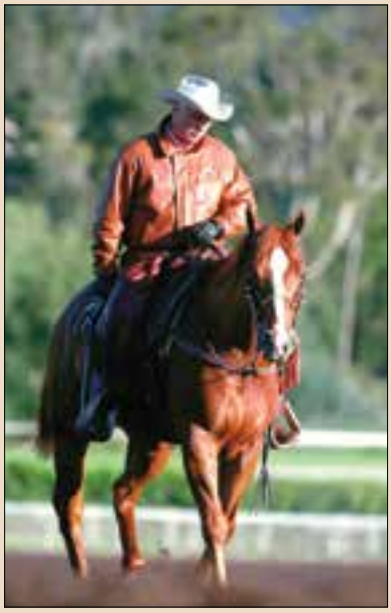
In May, **D. Wayne Lukas '57, MS'60** did it again. At seventy-seven, the Hall of Fame trainer won the Preakness Stakes, one of horse racing's biggest competitions. And while some might find that surprising due to his age, he sees his years as an advantage.

"There's no how-to book in thoroughbred racing," says Lukas, "so experience is paramount. The trial-and-error in making mistakes, then correcting them, then observing these horses on a daily basis is such a learning process."

The win marked his sixth Preakness victory overall. He's also logged four wins at the Kentucky Derby and four at the Belmont. One of America's most respected trainers, Lukas is the only person to be inducted into both the Thoroughbred and Quarter Horse Halls of Fame.

Despite his success, he still follows the same rigorous schedule that he has for years.

"I always believed if you were going to achieve anything, you had to get up and get going. So, I wake up every morning at 3:30 — no matter where I am in the country, no matter what time zone. I try to get to the track somewhere around 4:30," he says.



COURTESY OF LUKAS ENTERPRISES

**Winning horse trainer D. Wayne Lukas has become a legend in the thoroughbred racing world.**

During racing meets at his home track at Churchill Downs in Louisville, Kentucky, he's easy to spot as one of a handful of trainers who still mounts a horse and rides onto the track. He pays close attention, maintaining a hands-on approach with the horses and the operation.

"I demand a lot and it's pretty intense, but that has probably allowed me to achieve some records we wouldn't have, had we not had that work ethic or intensity," he says.

While working on his master's in education at Wisconsin, Lukas was a freshman basketball coach under head coach John Erickson. The lessons he learned — the importance of strong observation skills and the fact that good coaches are also good teachers — were invaluable. Lukas uses those same principles when training horses.

"You try to evaluate clearly what their capabilities, strengths, and weaknesses are," he says. "It takes a lot of observation and gut reaction to determine what a horse is capable of doing and what he isn't."

After so many years, Lukas now finds himself competing against some of the very trainers he trained. Many, such as 2010 Kentucky Derby winner Todd Pletcher, served as assistants under Lukas. He's pleased with their success.

"It's like the fine, proud father. I feel like the Manning [football] family with Peyton and Eli," he laughs, referring to the NFL-quarterback sons of Archie Manning, himself a former quarterback. "It's probably the thing I am most proud of — much more than, say, winning a great race somewhere."

And yet, Lukas is not yet finished winning races.

"I told some people the other day, I'll ride out there on my saddle horse one morning and just fall off, and that'll be the end of it. I don't have any intention of retiring in any way, shape, or form."

*Pam Windsor*

of Radiation Oncology, I have retired," writes **Michael Selch '73,** though he will continue teaching in his new, emeritus role. Selch received the first Langdon Excellence in Teaching Award from the UCLA School of Medicine and was named the Outstanding Educator of 2012–13 by the Association of Residents in Radiation Oncology. "I credit the University of Wisconsin with instilling in me the value of lifelong learning," Selch says. That appreciation for learning has extended to his daughter, **Hayley Selch '13,** as well: she's a proud graduate of the UW's Wisconsin School of Business.

*Chambers USA: America's Leading Lawyers for Business* has ranked Foley & Lardner law firm partners **Nancy Santelle Sennett '73; Mark Kassel '87, MS'95;** and **Jeff Simmons '89, JD'98** as leading lawyers in their fields. Sennett specializes in commercial litigation in the firm's Milwaukee office, while Kassel and Simmons work in the intellectual-property area in Madison.

Having called former U.S. Senator **Russ Feingold '75** the Senate's "leading advocate and expert on Africa" during his service as chair of its foreign-relations Africa subcommittee, Secretary of State John Kerry has appointed him as a special envoy to the crisis-ridden Great Lakes region of Africa. Since leaving the Senate in 2010, Feingold has written *While America Sleeps: A Wake-up Call for the Post-9/11 Era* (Crown); served as a visiting professor at Marquette, Stanford, and Lawrence Universities; and founded Progressives United to "stand up to the exploding corporate influence in our political system."

To address the underrepresentation of women in STEM (science, technology, engineering, and math) fields, the U.S. Department of Energy has launched the Women @ Energy series: profiles of some of the agency's highly talented female staff members. **Michelle Vaughan Buchanan PhD'78** is one of them. She's the associate laboratory director for physical sciences at the Oak Ridge [Tennessee] National Laboratory, the program manager of its Basic Energy Sciences Program, and an adjunct professor at the University of Tennessee. "Energy affects everyone's lives," she says. "The fact that our research can have such a lasting impact is quite exciting and lends urgency to our work."

*"Energy affects everyone's lives. The fact that our research can have such a lasting impact is quite exciting and lends urgency to our work."*
*— Michelle Vaughan Buchanan PhD'78*

Congratulations to two Badgers who have been promoted to full professor at Beloit [Wisconsin] College: **Darrah Chavey MA'78, PhD'84, MS'90** teaches math and computer science, and **Sue Swanson MS'96, PhD'01** teaches geology.

**Timothy Spies '78** wrote to us about "a martial-arts-based cancer program that I teach in the Chicago area and several Gilda's Clubs in the U.S., including Madison. Cut the Cancer is a program that uses a wooden sword (called a *bokken*) in the physical exercises — paired with Aikido philosophy and Zen meditation on the

## Geraldine Hines JD'71: Defending Justice

**Geraldine Hines JD'71** took her seat this year as the first African-American woman to serve on the Massachusetts Appeals Court. She traces her path to the judge's bench directly back to her experience as one of four black students in the UW Law School's Class of 1971, arriving on a campus convulsed by opposition to racism and the Vietnam War.

Soon after her arrival in 1969, Hines participated in the black student strike, which sought to focus the university's attention on the needs of African-American students.

"I got right into activism my very first year," Hines says. "It was a tumult. I … became very involved with the black student movement and politics in general. More importantly, Professor **James Jones,** the first black law professor at the Law School, taught me how law could be a tool for racial and social justice."

That set the pattern that Hines has followed throughout her career: carrying on the struggle for racial justice through the law. "I took on all kinds of unpopular cases, never thinking, 'I shouldn't do this because I want to be a judge one day.' I didn't realize I was establishing a record of the kind of person that a governor would want to have on the bench."

GEORGE PEET

**Geraldine Hines first learned how the law could be a tool for racial and social justice at the University of Wisconsin Law School. George Peet.**

It was a challenge being a black woman lawyer in the late 1970s, when Hines worked on a highly publicized case of a black man accused of raping eight women that was tried in Brighton, Massachusetts. "The judge in that case would not accept me as an equal partner on the defense team," says Hines. "He refused to allow me to participate in the conferences on the case."

Hines turned the tables with a motion that led to the judge being disqualified from the case and replaced by another judge. When Hines was appointed to the Superior Court in 2001, she took the seat of the very judge who had been disqualified.

"People pay attention to the history of their seat around here," she says. "He was a white, male product of his time who refused to accept a black woman as a legitimate participant in a case. Almost thirty years later, I was appointed to his seat. It shows you how things change."

During those thirty years, Hines litigated civil-rights cases relating to discrimination in education as a staff attorney at the Harvard University Center for Law and Education, and then entered private practice, where she continued to litigate civil-rights cases as a founding partner in New England's first law firm of women of color.

Hines admits that moving to the other side of the bench was a challenge. "I had always considered myself a zealous advocate," she says. "But the judge, too, has an important role to play. At sixty-five, I'm still reaching for new opportunities to defend justice, and I'm happy about that."

*Denise Thornton '82, MA'08*

philosophical side — to help the cancer patient get beyond cancer." He's also president of Spies & Associates, a civil-engineering firm in Arlington Heights, Illinois.

International honors were rolling in this summer for **Tim Young '79, MS'83:** he's been selected as a Fulbright scholar for a fall 2014 exchange with the Salzburg [Austria] University of Applied Sciences, where he'll conduct research on cross-laminated timber and teach graduate courses; and he's also stepped up to the presidency of the Forest Products Society. Young is a professor in the University of Tennessee (UT)'s Department of Forestry, Wildlife, and Fisheries, as well as a scientist with the UT Institute of Agriculture's Center for Renewable Carbon.

## 80s

The American College of Radiology has bestowed one of its highest honors — fellowship — on **Ann Swinford '80.** She's a diagnostic radiologist at William Beaumont Hospital in Royal Oak, Michigan.

Here's excellent news about former Microsoft executive **Joseph Williams MA'80:** he's the new dean of the School of Business and Economics at Seattle Pacific University, as well as a professor of management and information systems. Williams has also been appointed to the education committee of IEEE's Technology Management Council and serves on BDP International's Technical Advisory Board.

And speaking of new deans, here's another: **Babatunde Ogunnaike MS'81, PhD'81** is the new dean of the University of Delaware's (UD) College of Engineering. He was previously the Friend Chaired Professor of Chemical and Biomolecular Engineering at UD, a deputy dean, and an interim dean. Ogunnaike was elected to the National Academy of Engineering and the Nigerian Academy of Engineering in 2012.

The inaugural Trans 100 list — an overview of the work being done nationally in, by, and for the transgender community — carries the name of **Pauline Park (Paul Hagland) '82.** Inclusion on this list honors her leadership as chair of the New York Association for Gender Rights Advocacy, which she co-founded in 1998; as president of the board and acting executive director of Queens Pride House, which she co-founded in 1997; and in other organizations. Park led the campaign for passage of the transgender-rights law enacted by the New York City Council in 2002.

Milwaukeean **John Kissinger MS'83** is the CEO of Graef, a Wisconsin-based engineering firm that earned the National Recognition Award from the American Council of Engineering Companies for its "exceptional achievement in engineering" of the UW's new Union South facility. Kissinger said that the redevelopment "presented a great opportunity to create a unique design to meet the twenty-first-century needs of the campus and its students." Graef has also elected **Andrew Hoffman '01,** a structural engineer in its Madison

office, to serve as an associate of the firm, and it's added transportation engineer **Joe Calliari '04** and structural engineer **Greg Walker MS'13** to its Madison office as well.

The outstanding volunteerism and community leadership demonstrated by **Renée Huehns Ramirez '83** took center stage in May when she was honored by the Women and Girls Fund of Waukesha [Wisconsin] County. Ramirez is the executive director of the Waukesha County Community Dental Clinic and a former Wisconsin Alumni Association board chair. In the role of good-news bearer was her "proud husband," **Ralph Ramirez '81, JD'84,** who's a circuit court judge in Waukesha County.

Western Illinois University art professor **Bruce Walters MA'83, MFA'84** has certainly been busy of late. He created an installation called *Exploring NASA* that was projected 110 feet wide on the exterior of the Figge Art Museum in Davenport, Iowa — and seen by hundreds of thousands of people. His work has also appeared in solo and group exhibitions in Davenport; Peoria and Moline, Illinois; Memphis, Tennessee; and London. In addition, Walters has begun work on an animation video about the *Explorer 1* satellite, a video about Belgian relief during World War I, and a documentary on jazz musician Bix Beiderbecke.

Being called a loser is a good thing pretty much only when it refers to weight loss, which is the specialty of **Larry Bond '84** and **Howard Cohl '84.** They grew up together in Milwaukee, but these days they're in Los Angeles, running the Biggest Loser Resort chain (a brand similar to the TV series) and related corporate-wellness programs through Fitness Ridge Worldwide, of which Bond is the CEO and Cohl is the chief marketing officer. Bond is also the chair of Bond Companies and — unrelated, but cool — a co-founder of the Giffoni Hollywood Children's Film Festival. Formerly a corporate attorney, Cohl transitioned to the media field and has written three books. We appreciate receiving this update from loyal UW supporter **Iris Shaffer '85** of Flossmoor, Ilinois.

For his seminal work with transition metal hydrides,

## Viveca Chan '76: Ad Agency Pioneer

When **Viveca Chan '76** stepped onto campus in 1973, it was her first visit to the United States. A young woman from a Hong Kong banking family, she had no idea what she wanted to do with her life — only that she wanted a U.S. education.

Today she's the founder, chair, and CEO of WE Marketing Group, China's first international advertising agency based in that country. WE represents global power brands such as Estée Lauder, Mercedes-Benz, and Lufthansa with a staff of two hundred and offices in Shanghai, Beijing, Nanjing, and Hong Kong.

Chan says that UW-Madison "let me explore who I am and what I like," as she wandered through majors such as French and business before stumbling into a marketing course her third year. From there, her trajectory was swift and certain — even though her father had hoped she'd become a doctor or a lawyer, or, at least, another banker.

COURTESY OF VIVECA CHAN

**Viveca Chan co-founded WE Marketing Group, China's first international ad agency. The company, with offices in Shanghai, Beijing, Nanjing, and Hong Kong, helps global marketers represent their products to the Chinese market.**

"When I told him I wanted to get into advertising, he said, 'You must be kidding,' " Chan recalls. " 'I paid for all this U.S. education, and you want to be a walking salesman?' "

Undeterred, Chan dove into her coursework and other opportunities. She cut her cold-calling teeth as an advertising sales representative at the *Badger Herald* before signing on at the UW Press in customer relations. She also knocked on the door of the International House of Pancakes on campus and offered to put her newfound marketing skills to good use — for free.

Armed with a business degree and a glowing resume, Chan returned to Hong Kong and landed her first ad agency job. Within three years, she was working for the agency that eventually became industry leader Grey Global Group. In the mid-1980s, she emigrated to Canada to hone her skills with multinational clients, then returned to China in 1989 just as that market was opening up. Chan found herself perfectly positioned to help U.S., U.K., and European brands represent their products to the Chinese market. But she couldn't help wondering, "How come China is one of the world's biggest ad markets, but there is no kind of global agency there?"

In 2005, Chan and six partners co-founded WE, the name derived from the first letters of *West* and *East*. She thrives on challenges such as the cross-cultural social-media problem. Because YouTube, Facebook, and Twitter are blocked in China, Chan must help global advertisers to harness such Chinese platforms as Weibo and Wechat to get in front of the country's half-billion Internet users. Today, her long list of professional accolades includes a spot on *Ad Age Global*'s 2012 100 Most Influential Women in Advertising list, alongside Oprah Winfrey and Coco Chanel. She's used her UW experience "countless" times, she says, even busting out her old marketing textbooks while creating WE's business plan.

"At Wisconsin, I really did learn things that help me today in terms of marketing and advertising," says Chan. "But more importantly than the content itself is the way that it was taught: that nothing is going to be spoon-fed to you; you've got to take the extra step to learn and be inquisitive. I learned the approach to learning."

*Maggie Ginsberg-Schutz '97*

homogeneous catalysis, and molecular electrocatalysis, **R. (Ronald) Morris Bullock PhD'84** has been selected as a fellow of the Royal Society of Chemistry — the largest organization in Europe devoted to advancing the chemical sciences — and has garnered its 2013 Homogeneous Catalysis Award. This honor includes a medal and a two-thousand-pound honorarium, and Bullock will lecture at four United Kingdom universities. He's a laboratory fellow at the Department of Energy's (DOE) Pacific Northwest National Laboratory in Richland, Washington, and director of the DOE's Center for Molecular Electrocatalysis.

A promotion was in the wind at Broadwind Energy this spring for **David Fell '84:** he's risen to general counsel and secretary of the Cicero, Illinois, firm, which works with customers in the energy and infrastructure markets.

The FOX Sports 1 network premiered in August with **Bill Dallman '86** as its vice president and news director. The longtime FOX executive will manage the news-gathering operation and oversee the editorial format of *FOX Sports Live*, the new network's signature, three-hour program of news, opinion, and highlights. Dallman's last post was VP and news director of *KMSP FOX 9 News* in the Twin Cities, and he's also worked for FOX in Colorado, Michigan, and California.

Twenty-six members of Congress lived on a food-stamp budget — which translates, on average, to $4.50 per day for food and drink — for a week in June to draw attention to cuts in the Supplemental Nutrition Assistance Program (SNAP). U.S. Representative **Mark Pocan '86** (D-WI) of Monona was among those who took the "SNAP Challenge" to show support for the 47 million Americans, including more than eight hundred thousand in Wisconsin, who rely on the program.

Where can you find hayrides, a pumpkin patch, a corn maze, pig races, barnyard animals, bonfires, a haunted forest, gemstone mining, and more to entertain kids and host adults on a farm with a historic round barn? The UW-centric answer to that question is Schuster's Play-Time Farm in Deerfield, Wisconsin, operated by proprietors **Don Schuster '86, MS'94** and **Theresa Brogan Schuster '87.**

The University of San Francisco has presented an honorary doctorate in humane letters to **Margaret Trost (Tanaka) MA'87,** founder of the What If? Foundation. The Berkeley, California-based organization works in conjunction with Haitian partners to fund programs in Port-au-Prince that provide a summer camp, an after-school program, more than two hundred school scholarships per year, and six thousand meals per week.

**Becky Kraemer Loy '89** of Stevens Point, Wisconsin, understands mourning very well after losing her infant daughter twenty-five years ago. She began looking for ways to feel less alone and discovered that few services exist for children experiencing grief, so she and her husband founded Camp HOPE (Help Others' Pain End), modeling it after a program in Iowa. The free camp's three annual sessions, staffed by volunteer counselors and therapy dogs, offer children outdoor activities, drumming, focused grief work, fun, and togetherness. An affiliated adult camp nearby provides catharsis in the form of drumming, journaling, yoga, survivor-skills training, and a candlelight memory ceremony.

## 90s

After twenty years of legal practice representing mortgage lenders, **Michael Fisher '90** — also a 1990 UW men's crew alumnus — has started his own eponymous law firm in downtown Chicago, where he'll continue to focus on real-estate-owned closings and evictions.

*"Great things come from Madison!" — Sarah Moran Beckman '92*

"Great things come from Madison!" says **Sarah Moran Beckman '92,** reflecting on the romance that bloomed after meeting **Craig Beckman '92** on the UW's Homecoming Court, and on celebrating their twenty years of marriage. The Beckmans have formed Salt and Clay Ministries, through which Sarah delivers Christian presentations to audiences large and small. Craig is the president and CEO of MIOX, an Albuquerque company that's expanding its municipal and commercial water-purification systems to apply green technology to the fracking industry.

As the co-founder and education director of the Madison nonprofit Community GroundWorks, **Nathan Larson '95, MS'05** is at the helm of its new Wisconsin School Garden Initiative, funded by the UW School of Medicine and Public Health's Wisconsin Partnership Program. Larson has also served as a senior outreach associate in the UW's Department of Landscape Architecture for the past three years.

Indiana Humanities, a statewide nonprofit that encourages Hoosiers to "think, read, and talk" by participating in humanities programs, has added a Badger to its board: he's **Edward Frantz MA'97, PhD'02,** director of the

Institute of Civic Leadership and Mayoral Archives and an associate professor of history at the University of Indianapolis.

**Sarah Roberts '97, MA'09** has been completing her PhD in library and information science at the University of Illinois at Urbana-Champaign and began work in July as a new assistant professor on the University of Western Ontario's information and media studies faculty.

**Matthew Beck '98** has joined the law office of Wolff & Samson in West Orange, New Jersey. He was previously an assistant U.S. attorney and chief of the General Crimes Unit for the United States Attorney's Office in the District of New Jersey.

The new senior associate athletics director for external relations at George Washington University is **Garrett Klassy '98.** He arrives in Washington, D.C., from a nine-year stint at the University of Oregon, where he served as assistant athletic director and director of the Duck Athletic Fund.

Naturopathic medicine seeks to treat disease using botanicals, nutrition, physical medicine, and other modalities — and it's the field in which **Carrie Decker '99, MS'10** has completed her doctorate degree through the National College of Natural Medicine. She's planning to establish a practice at Blessed Thistle, headquartered in Madison; offer visits elsewhere in Wisconsin; and utilize Blessed Thistle's telemedicine resources to care for patients in remote areas.

## 2000s

Doing what you love and getting paid for it? **Marisa Menzel '00** is living this enviable blend. She says that her new position as a financial adviser with Wisconsin Financial Group in Madison allows her to combine her passions for helping people and working with numbers.

Who are the young, Jewish movers and shakers in the Chicagoland area? According to the Jewish United Fund/Jewish Federation of Metropolitan Chicago's Young Leadership Division and Oy!Chicago, five Badgers are worthy of the second annual "Double Chai in the Chi: 36 Under 36" list: **Naomi Shapiro '01, Adam Tarantur '05, Marc Levy '07, Logan Zinman '09,** and **Steven Dyme '11.** These young professionals were recognized for "making a difference through their work, giving back in their free time, and earning notoriety in the Jewish community and beyond." You can read their profiles at oychicago.com/double-chai.

In the opinion of *Utah Business*'s May issue, one of that state's "30 Women to Watch" is **Lisa Vander Zanden Stewart '01,** an inventory and quality-control manager at Wilson Electronics in St. George. She suspects that she was chosen because of the lean-manufacturing techniques that she's implemented to improve processing time, output, and accuracy in inventory, quality control, and scheduling. Stewart says that her (obviously successful) innovations were "based on the concepts, tools, and problem-solving skills that I learned and developed at UW-Madison!"

For excellence in pharmacy practice, **James Hoffman MS'04** has been named a fellow of the American Society of Health-System Pharmacists. He's a medication outcomes and safety officer at St. Jude Children's Research Hospital in Memphis, and he shared his expertise on national drug shortages recently as a presenter at a public workshop sponsored by the Food and Drug Administration's Center for Drug Evaluation and Research.

Congress established the Mansfield Fellowship Program in 1994 to build a corps of U.S. government officials who have expertise about Japan, and in July, it welcomed Major **Phillip Dobberfuhl ME'05** and nine other federal employees to one-year stays in Japan. Dobberfuhl, a U.S. Air Force astronautical developmental engineer, will gain an in-depth understanding of his host nation through a home stay, an intensive language program, and ten months of government placements in Tokyo.

Congratulations to a new member of the National Registry of Certified Microbiologists: **Brad Slominski '05, MS'10,** a quality-control supervisor at Becton Dickinson in Madison, is now certified as a specialist microbiologist in pharmaceutical and medical device microbiology.

"I am passionate about the art and science of GIS [geographic information systems]," says **Danielle McIntosh Lee '08.** She's certainly arrived at the right place: she's a new GIS specialist at Advanced Engineering and Environmental Services, working remotely from Madison for its Bismarck, North Dakota, office. She's also progressing toward becoming a certified GIS professional. Lee was a co-winner of the 2012 Student Dynamic Map Competition sponsored by the North American Cartographic Information Society.

**John Oliver '08** is a marketing and safety specialist with West Bend Mutual Insurance Company in Middleton, Wisconsin, and the editor of its CultureOfSafety.com website. Recently, his thought leadership on Internet safety garnered him a spot as a cyber-safety expert panelist for the Safe Sound Family website, where Oliver's advice for parents became part of a comprehensive guide called *Internet Safety for Kids*.

*"Call me a 'proud father,' but I think the projects I've helped shape have the potential [to become] some serious green-tech eye candy!"*
*— R. (Robert) Steve Sellers MS'12*

## 2010s

Soprano **Kristin Schwecke MMusic'10** of North Prairie, Wisconsin, must be very talented indeed to have earned a place this past summer in the Young Artist apprenticeship program of the Chautauqua [New York] Opera — the oldest continually producing summer opera company in the nation. Between seven hundred and eight hundred applicants vie annually for the twenty-six coveted spots. Schwecke sang the role of Niece 2 in *Peter Grimes*, part of a season whose works explored the theme of crime and punishment in opera and included a lecture by U.S. Supreme Court Justice Ruth Bader Ginsburg.

**Ariel Arnson '11** is helping others while living her childhood dream. She's the owner of the Aeva Couture bridal shop in Wales, Wisconsin — the dream part — and has joined with Brides Across America to participate in Operation Wedding Gown, a national event through which she gives as many as eighty free wedding dresses to military brides. Seeing the thanks bestowed upon her WWII-veteran grandfather when he took an honor flight inspired Arnson to get involved

with Operation Wedding Gown.

When the Andy Warhol Museum hosted the National Society of Arts and Letters' 2013 National Printmaking Competition and awards banquet in May, attendees had the pleasure of viewing works of art that were produced by first-place winners from sixteen state contests. The *national* first-place prize then went to Madisonian **Douglas Bosley MA'11, MFA'12,** who earned $15,000 and the praise of the museum's director, who said that Bosley's winning piece was "the finest mezzotint that has been hung at the Warhol Museum."

Perrigo — the world's largest manufacturer of over-the-counter pharmaceutical products for the store-brand market — has a Badger on board: he's **Thomas Diezi PhD'11,** a new senior scientist on its pharmaceutical product development/formulation team. He was previously a formulation scientist at Covidien/Mallinckrodt. Perrigo is based in Allegan, Michigan.

**John Brunner MFS'12** has been working in Paris as the international communications assistant for the Bureau Export de la Musique Française — a nonprofit that provides market research, networking, and promotional and financial support for international projects involving the French music industry. Brunner was a contact for French music-industry professionals who manage their information on french-music.org, as well as a coordinator of the organization's twenty-year-anniversary press conference featuring French singer Mina Tindle and the duo Air.

It's been a big year for **Kristina Meissen Navarro PhD'12:** she's earned the 2013 Research Award from the National Association of Academic Advisors for Athletics, as well as the Distinguished Scholar Award from the American College Personnel Association's Commission for Recreation and Athletics, *and* the Commission for Career Development's Innovation Award. (Wow!) Navarro is an assistant professor of adult and higher education and the director of the Intercollegiate Athletics Administration Graduate Program at the University of Oklahoma in Norman.

While working as a research assistant in the UW's Thermal Hydraulic Lab in the Department of Engineering Physics, **R. (Robert) Steve Sellers MS'12** became very familiar with a specialized coolant — molten salt — that's used in nuclear reactors and solar power plants. He now puts his molten-salt knowledge to work in Mountain View, California, at the renewable-energy firm Areva Solar, where he's been helping to develop a first-of-its-kind pilot plant in the New Mexico desert that heats molten salt to nearly six hundred degrees Celsius. "Call me a 'proud father,' " Sellers says, "but I think the projects I've helped shape have the potential [to become] some serious green-tech eye candy!"

## obituaries

It was **Signe Skott Cooper '48**'s goal to see the completion of Signe Skott Cooper Hall — the new home of the UW's School of Nursing — but she did witness the groundbreaking and the placement of the top beam before she died in July in Madison. "She will be there in memory and spirit for everyone who walks through the building for years to come," says nursing school Dean **Katharyn May** about "one of nursing's greatest national resources." Cooper's monetary contribution to the new hall was the largest individual gift received during its fund-raising campaign. Cooper served in the Army Nurse Corps during World War II; taught at the UW's nursing school and for the UW-Extension; pioneered innovative programs in death and dying, care of the elderly, and distance education; wrote and edited nursing textbooks; and, after her 1983 retirement, became the School of Nursing's resident historian. Among Cooper's many honors were the President's Award from the American Association for the History of Nursing, induction into the American Nurses Association's Hall of Fame, and being named a Living Legend by the American Academy of Nursing.

Wisconsin's first female state senator, **Kate (Kathryn) Morrison '64, MBA'65** of Madison, died in June. She lived by a simple ethic: pick a problem, then do something. This was true on January 6, 1975, when she received cheers, over and over again, upon taking the oath of office to begin her senate term representing the 17th District, following service as a UW-Platteville associate professor of economics. In the legislature, Morrison championed medical malpractice limits, the Farmland Preservation Act, reducing inheritance taxes for widows and widowers, gender equality, and no-fault divorce. And, her ethic remained true throughout a career devoted to developing policies and practices that improved lives — at the U.S. Department of Health and Human Services and the Wisconsin Regional Geriatrics Center, as the administrator of Wisconsin's Division of Health, as the CFO for the New York City Health and Hospitals Corporation, at the national March of Dimes headquarters, and, in retirement, as treasurer of the Transition Network, a resource for women shifting to post-career lives. Morrison was also a loyal and generous UW-Madison supporter.

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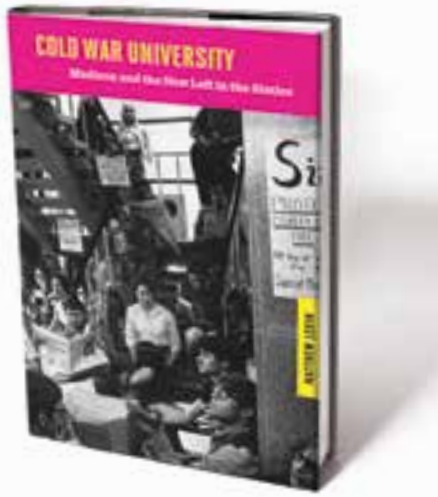
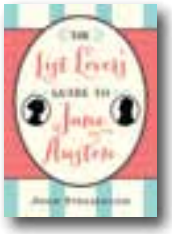
*Class Notes compiler Paula Wagner Apfelbach '83 dresses slightly better than a mime.*




As the Cold War escalated in the 1950s and '60s, the federal government directed billions of dollars to American universities to promote higher enrollments, studies of foreign languages, and especially scientific research. In ***Cold War University: Madison and the New Left in the Sixties*** (University of Wisconsin Press), **Matthew Levin MA'01, PhD'09** traces the resulting paradox: higher education became increasingly enmeshed in the Cold War struggle, while college campuses became centers of opposition to Cold War policies. The author examines how the UW tolerated political dissent, even at the height of McCarthyism, and charts the emergence of an intellectual community that encouraged new directions in radical politics. He notes that the 1966 draft protests, the 1967 demonstrations against Dow Chemical, and the 1970 Sterling Hall bombing are Wisconsin threads that have been woven into the fabric of the 1960s. Levin teaches high school social studies in McFarland, Wisconsin.

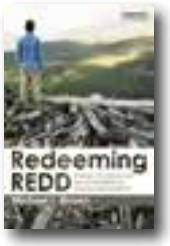

From **James Bradley '70,** the Mosley Professor of Science and Humanities emeritus at Auburn [Alabama] University and the former director of the Human Odyssey Program, comes ***Brutes or Angels: Human Possibility in the Age of Technology*** (University of Alabama Press). He contends that the thoughtfulness — or lack of it — that humankind brings to decisions rendered necessary by technology will "determine the future character of the living world." Bradley's book enables informed choice-making about ten biotechnologies that greatly affect humans, and it assists in the formation of public policies governing their development and use.


As a veteran reporter and editor, **Mary Papenfuss '75** has been praised for her impeccable reporting and first-class writing and has now applied these strengths to a subject — true crime — that she knows very well. In ***Killer Dads: The Twisted Drives That Compel Fathers to Murder Their Own Kids*** (Prometheus Books), Papenfuss adds motivational analyses and sociological context to the gripping and heartbreaking stories that she reports in depth, and explores solutions to prevent future horrific acts. "While the motives range from flaming rage to belief in possession," she observes, "all the outcomes are tragic." Papenfuss has worked for the *New York Daily News*, the *New York Post*, the Associated Press, *People* magazine's London bureau, and *Salon*, and is currently an editor at KCET Link TV in Burbank, California.



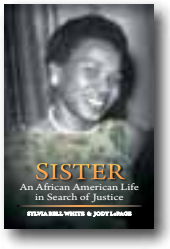
Do you love Jane Austen? Are you an organized list-maker? If your answers are yes, then ***The List Lover's Guide to Jane Austen*** (Sourcebooks) will be more heavenly to you than a buttered scone. Author **Joan Strasbaugh '75** arranges the well-known facts, little-known minutiae, and surprising details of Austen's life into tidy lists within one handy, fun, and (if we may be so bold) pretty reference guide. Janeites are almost certain to learn something new about their favorite "sassy literary genius" (and may win Austen trivia contests as a result). Strasbaugh, a senior editor at Abbeville Press in New York City, has edited and published four previous titles on — in her opinion — the greatest novelist of all time.


***Breaking the Line: The Season in Black College Football That Transformed the Sport and Changed the Course of Civil Rights*** (Simon & Schuster) chronicles events in September 1967, when Louisiana's Grambling College and Florida A&M — led by two legendary coaches and two star quarterbacks — battled for the black college championship. In his seventh book, author **Samuel Freedman '77** traces the rise of these four leaders and their teams as they helped to compel the segregated colleges of the South to integrate their teams and redefine who could play quarterback in the NFL, be a head coach, and run a franchise as general manager. Freedman is a *New York Times* columnist and a professor at Columbia University's Graduate School of Journalism.




Addressing deforestation as a key source of greenhouse gas emissions and climate change, policy-makers have endorsed public and private initiatives for reducing emissions from deforestation and forest degradation (REDD). **Michael Brown MA'78**'s new book, ***Redeeming REDD: Policies, Incentives and Social Feasibility for Avoided Deforestation*** (Routledge), critiques the aims and policies of REDD as they stand now, contends that they are unrealistic and implausible, and provides a roadmap for developing a new social contract that puts people first. Brown is president of Satya Development International in Washington, D.C.

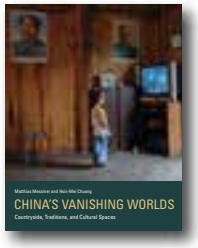
If you've had young children in your home, you know the vigilance it takes to ensure that metal forks and electrical outlets don't make each other's acquaintance. Keeping kids safe is also the goal of **Louie Delaware (Louis Delahuerga, Luis De La Huerga) '83,** who's written ***The Home Safety Guru's Definitive Guide On How To Childproof Your Home: Making Your Home Safe And Secure For Little Ones*** (Blue Indigo Publishing). He discusses which products to use, how to install them properly, and what not to overlook. Following a career in research and development of medical and analytical devices (for which he earned many patents and awards), Delaware, of Louisville, Colorado, is now an Advanced Certified Professional Childproofer and the founder of US Safety Pros.



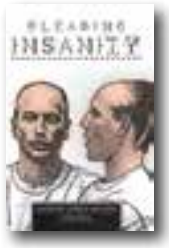

**Jody (Jo Anne) Filipczak LePage MA'91, PhD'98** met Sylvia Bell White in 1973 when both were selling vegetables at a farmers' market in Madison. Out of the friendship that developed, independent historian LePage teamed up with

White to write ***Sister: An African American Life in Search of Justice*** (University of Wisconsin Press). It's the story of the White family's move to Milwaukee from Louisiana in the 1940s with hopes of escaping racism as well as White's dreams of a nursing career. When a Milwaukee police officer killed her brother Daniel in 1958, the family suspected a racial murder but could not prove it until twenty years later, when one of the two officers involved came forward. The family filed and won a four-year civil-rights lawsuit, with Sylvia Bell White as the driving force behind its quest for justice.


***The Leaving of Things:*** the title of the debut novel by **Jay (Jaidev) Antani '93** has a lovely ring to it, and it was a quarterfinalist in this year's Amazon Breakthrough Novel contest. Set in the late '80s, it follows an Indian-American teenager living in Madison whose family moves back to India. Culture shock and teen angst result, along with the revelation that "while India is his soul, America is his heart, the land of his destiny." *The Leaving of Things* began as Antani's thesis in the graduate writing program at USC, and now he's published it via his own indie imprint, Bandwagon Press. The author is a Culver City, California-based fiction writer and film critic.




For **Hsin-Mei (Evelyn) Chuang MA'02** of Tainan, Taiwan, the culmination of seven years of extensive travel, exploration, and documentation of rural China was a book called ***China's Vanishing Worlds: Countryside, Traditions, and Cultural Spaces*** (MIT Press), which she co-authored. It captures "modernization's effect on traditional ways of life" and offers "a sympathetic portrait of lives burdened by hardship but blessed by simplicity and tranquility" — one that is changing, as the next twenty years will see an estimated 280 million Chinese villagers become city dwellers. Chuang is a researcher, cultural manager, and writer.




**Andrew Archer '05, MSW'09** of Mankato, Minnesota, has written ***Pleading Insanity*** (Archway Publishing/Simon & Schuster), a poignant memoir about how, as a twenty-year-old college student, he seemed to have it all — sitting atop the dean's list with a beautiful girlfriend by his side. Below the surface, however, he was actually living "inside a hellish prism" of bipolar disorder, which led to substance abuse, depression, suicidal thoughts, mania, and delusions, and put him in a psychiatric unit. Now, following treatment, Archer aspires to correct common misperceptions, build awareness, and provide hope to others. UW professor of psychology **Lyn Abramson** has endorsed *Pleading Insanity*.

What's it like to be the sole Jewish family in a tiny Wisconsin town in the 1930s? **Ed Semon '49** offers his perspective and his recollections of the challenges in *Athens, WI: The Place Where Time Stood Still* (CreateSpace).

**Leap of Faith**
Continued from page 33

## REFLECTIONS

My rabbi emphasizes the importance of growth … whether it occurs in one's own faith, in regard to one's relationships with others, or just in one's general progress in life, growth is key to maintaining a fulfilling life. As I look back to September 2012, I remember walking into the first [forum] with high expectations and even higher nerves. Compared to where I am now, it is almost comical to remember how nervous I was to discuss interfaith issues. … I was constantly engaged, challenged, and forced to reconsider my views on religion and the world. Unlike any other student organization I am involved with, the Lubar Institute has forced me to think globally.

**Ben Agatston x'15, Jewish from Monroe, Connecticut**

a center focused on Judaism and environmentalism. There, Lerman connected her Jewish faith with those concerns, living in a tent and working on an organic farm to grow the food she needed.

"It's consciously thinking about what we really need to live," she said.

Saad Siddiqui '13 presented from the Islamic perspective, telling the group that the concept of stewardship is inherent in the Qur'an and referencing a verse that he cited as, "We offered the trust unto the heavens and earth and the hills."

The sessions are what alumni Sheldon '51, LLB '53 and Marianne x'55 Lubar had in mind when they established the institute to promote mutual understanding and civility among Christians, Jews, and Muslims.

Although the student fellows do not receive academic credit for their participation, at the end of their yearlong experience, they *give* credit — by writing reflections (see sidebars) about how the forums helped them learn about their own beliefs and those of others, and how they've grown as people and critical thinkers.

"I originally went in kind of with the wrong idea, because I had come to this campus and had to defend my faith so many times [when asked], 'What do you believe? Why do you believe this?' " says Partain, who today is at the University of Texas at Austin, studying conflict and conflict resolution with a focus on the role of religious identities. "I grew into just really wanting to hear other people's stories and to hear where they came from." ■

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

# flashback

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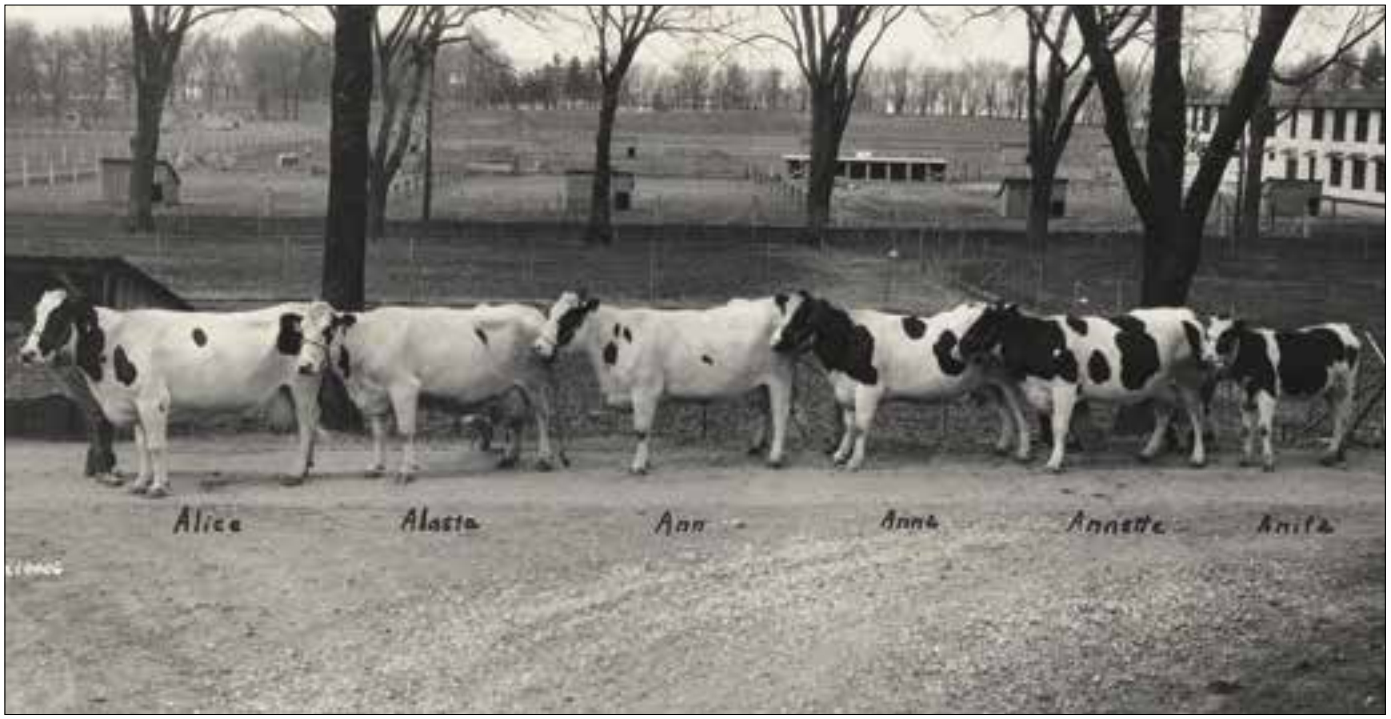


## Many Moos

This line-up of Holsteins represents a family portrait of sorts: six generations of cows in the UW's dairy herd, photographed in the spring of 1928.

How can we tell they're six generations of the same family? The names are one hint. Convention dictates that a cow's name should begin with the same letter as her mother's. (Her full name would also include the name of her sire and her herd.)

Another hint is that it said so on the back of the photograph. But never mind that.

The UW has owned cattle since at least the 1860s, when it established its Experimental Farm. And though specific instruction in dairying didn't begin until 1890, the university was already conducting experiments in breeding before it offered its first short course.

In 1950, the university pushed the science of dairy breeding forward when it produced the world's first calf born through egg transplant. It's just one example of the seminal research done at the UW. (Ovular, too!)

*John Allen*


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WHERE BADGERS BELONG

**The Wisconsin Alumni Association is creating Alumni Park** in the space between the Union Terrace and Library Mall to celebrate the accomplishments of UW-Madison and its graduates.

The park will represent the five pillars of the Wisconsin Idea: service, discovery, tradition, progress, and leadership. But we want your help in suggesting who or what would best illustrate these principles.

**Share your ideas at WisconsinIdea@uwalumni.com.**