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On Wisconsin

The Cost of College

A Primer on Tuition 24

A Conversation about Debt 30

Winter 2014

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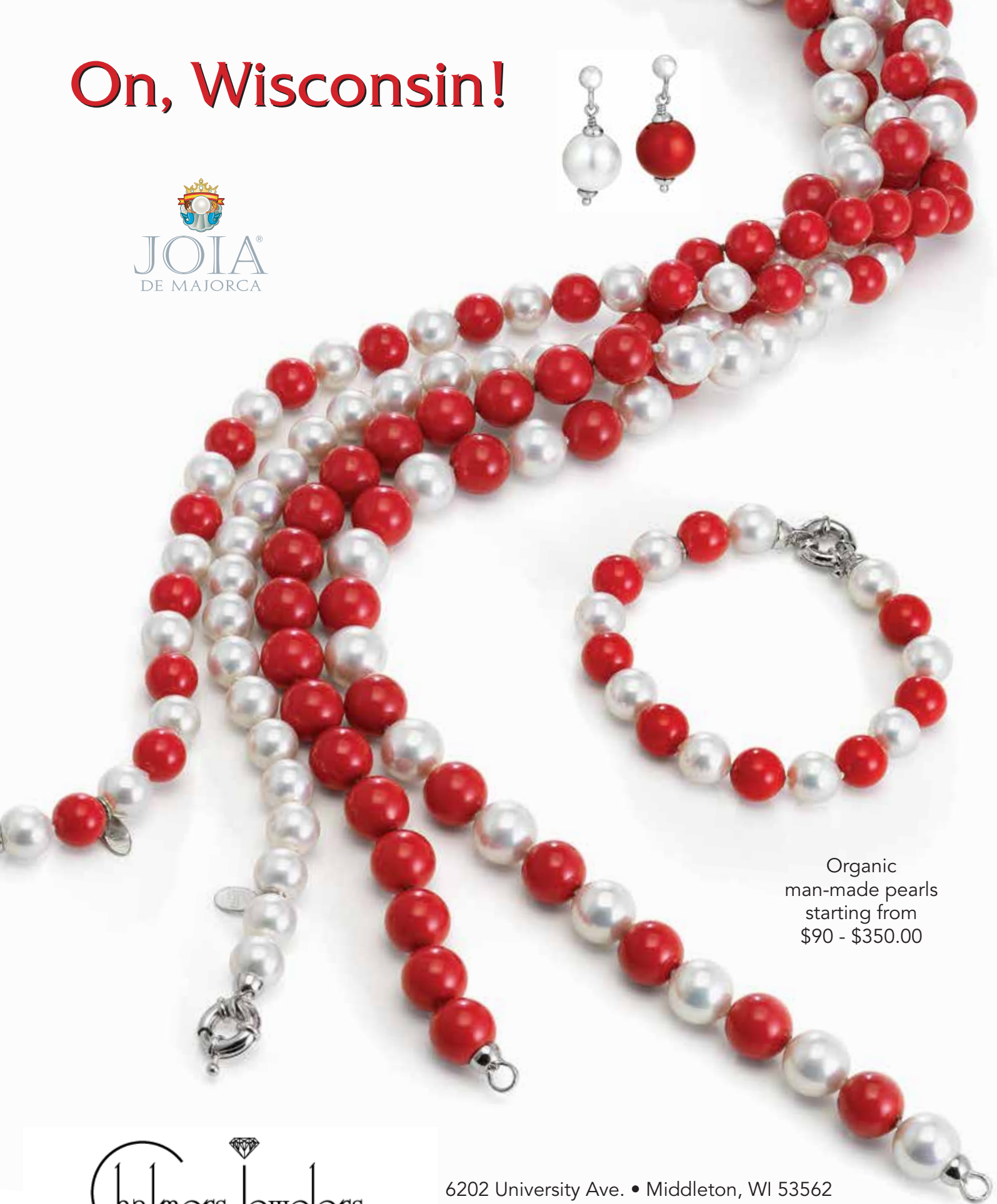
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Who sets tuition, and what does it cover, anyway? We look at the bottom line of attending college, steps to keep it affordable, and the reasons why it's well worth the investment.

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As the cost of a college education rises, so does the need for financial literacy. UW administrators and researchers are trying to find the best ways to educate students and parents about debt, value, and planning for the future.

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Take the tradition of storytelling and creativity within the humanities fields and blend it with a commitment to join the digital age, and you have the recipe for an exciting campus evolution.

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The Wisconsin National Guard, with Badgers among its members, is dismantling the massive amount of stuff that supported military efforts in Afghanistan. And a UW professor is playing a key role in bringing it home.

44 **It Was a Very Good Year** *By Stu Levitan JD'86*

In 1964, the university was marked by a rising interest in civil rights, a legendary live music scene, and such a large incoming class that officials considered banning student cars and bicycles and building a campus subway or monorail.



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Cover

Going to college pays off — and so does getting a grasp of finances.
Illustration by Alex Nabaum.

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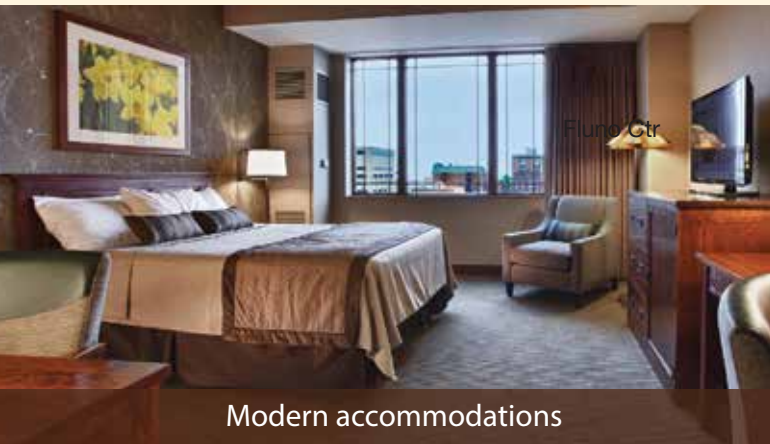
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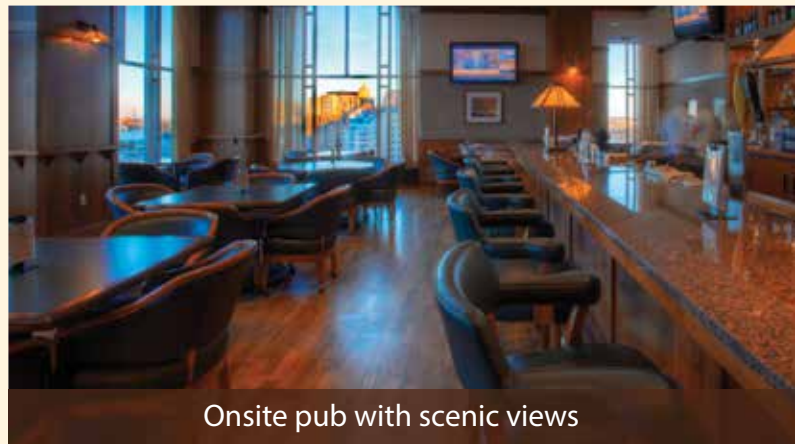
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Please remember to recycle this magazine.



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

Chances are good that you attended college.

After all, this is an alumni magazine. But readers of *On Wisconsin* span the decades, so the memories of how you paid for college — and how *much* you paid for college — no doubt vary widely.

Despite these sundry recollections of the bottom line (and whether or not ramen noodles were part of the equation), these days two things are certain: the cost of college has been climbing, and college involves finances, a subject many students are ill-equipped to handle.

Whether families are chatting about college applications at the dinner table or President Obama is talking about student loan debt from the East Room of the White House, these topics have become part of a national conversation. That level of interest motivated us to research and write about college as a value proposition.

One of our stories (*see page 24*) looks at many facets of tuition, including who sets it, what it does and doesn't cover, and why it's viewed as worth the investment. A second story (*page 30*) explores how much students know about taking on debt, whose responsibility it is to pay when the tuition bill comes due, and how that expectation, some believe, can change the composition of a school's student body. And a third story (*page 34*) describes a bold direction to ensure that humanities degrees show their value in a world immersed in technology.

A recent national survey of undergraduates and their parents conducted by Sallie Mae and Ipsos found that "98 percent of families agree that college is a worthwhile investment and more than eight in ten families indicate they are willing to stretch themselves financially to obtain the opportunities afforded by higher education."

The UW's financial aid experts make one point absolutely clear: no matter who is footing the bill, when it comes to talking about college, the earlier, the better. They advise making this national conversation a personal conversation.

Cindy Foss, Co-Editor



ALEX NABALUM

A Democratic Discussion

This well-written compilation of articles ["Can This Democracy Be Saved?" Fall 2014 *On Wisconsin*] explores how divided our country has become. Somewhere in my lifetime, we turned the word *compromise* into an epithet that has turned politics into a blood war. We seem, as a nation, to be intent on self-destruction waged upon ideologies of competing billionaires. On, Wisconsin! Perhaps some of us will sift and winnow, and in the process we might save us from ourselves.

John Cerniglia '66

As far as I can see, democracy is not perfect, but still good.

fei ma

The writer should note that although we certainly employ many democratic principles in the governance of our great nation, we were founded as a republic, not a democracy. This is evidenced in the words of our Pledge of Allegiance: "I pledge my allegiance to the United States of America, and to the republic for which it stands."

Kara Reishus '86

"Teaching Controversy" features a picture of President Lyndon

Please email magazine-related comments to onwisconsin@uwalumni.com; mail a letter to *On Wisconsin*, 650 North Lake Street, Madison, WI 53706; or fax us at 608-265-2771. We reserve the right to edit letters for length and/or clarity. We also welcome your tweets and comments:



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Johnson allegedly signing "into law" the Twenty-Fourth Amendment to the U.S. Constitution. Constitutional amendments

signature is not needed to make them binding. [They] require a super majority vote by both houses of Congress and ratification by the states — nothing else. Whatever LBJ was doing in this picture, he was not signing the Twenty-Fourth Amendment into law. My guess is that it was a publicity stunt.

*Edward J. Larson MA'76, PhD'84
Malibu, California*

Correcting Corrections

I work for the [Pennsylvania Department of Corrections] and I applaud this work ["Fulsome Prison Blues," Fall 2014]. Great, great job. We do need reform in the criminal justice system. We need to stop privatization of prison systems and various services in prisons. Trading stock and lobbying based on people who are incarcerated is outrageous. Please run more articles on reforming the field of corrections.

Tina Bloom

I just moved to Philadelphia to start my residency in pediatrics. My training is split between Einstein Medical Center and St. Christopher's Hospital for Children, both in North Philadelphia flanking Sixth Street. Living in Center City, I drive or take the subway through the neighborhood that Alice Goffman studied, and I take care of children from exactly this neighborhood. We know about the challenges these families face daily, from food insecurity to incarcerated parents, and I am glad that this issue is being made more common knowledge. Hopefully the support needed comes next.

*Dan Beardmore '09
Philadelphia*

MOOCs Heaven

Although, as pointed out in the article "Behind the Screens" [Fall 2014], there is some criticism of MOOCs, I have found them to

continue the process of lifelong learning.

Taking part in the Coursera program has allowed me to take challenging science courses online from such prestigious institutions as Cal Tech, Duke, the University of Tokyo, the University of Chicago, and the University of Edinburgh, and from professors who, in some cases, wrote the book on the subject. I feel like I have found philosopher's heaven, and I didn't have to die to get there.

*Tom Drolsum
New Berlin, Wisconsin*

Choked Up 1

Just saw the ultrasound of my first grandchild. Reminded me of the day I sat next to my wife and saw the smudgy images of my unborn daughter, now pregnant with my grandson. "Love at First Image" [News & Notes, Fall 2014] nails it in the bull's-eye: an upcoming father finally gets to see what the mother of his unborn child already knows. Wow.

The first rush is an unconditional, boundless love. The second is pure ego. The third is ... a horrific sense of responsibility not even remotely experienced before. If a picture is worth a thousand words, what is that ultrasound worth? There are no words.

*David Schneider '82
St. Augustine, Florida*

Choked Up 2

The photo [of the construction on Library Mall, "It's Time for a Change," News & Notes, Fall 2014] choked me up a bit yesterday. I was a member of the band Deyenasoar Feathers from 1987 to 1990 and am now an art professor at the University of Tennessee-Martin.

I saw my first band in Madison, Swamp Thing, [on the mall], and the band I was in played there at least four times. The mall embodied the DIY aesthetic that

and was the downtown nerve center from 10 a.m. until 6 p.m. Hopefully, it still is!

Lane Last

Fox Fan Club

Loved the article and photos of your red foxes ["Bucky, Beware!" Fall 2014]. Since moving from Wisconsin to Colorado six years ago, we have had the privilege of meeting many red foxes in our backyard. They are not only beautiful, but [they] don't cause any harm and interact with us with the right amount of caution and friendliness. They come and go, and, when they are in the mood, hang out on our deck for hours, hoping their cuteness will inspire me to toss them treats.

*Bonnie Sumner '65
Woodland Park, Colorado*

One Impressive Edition

[The Fall 2014 *On Wisconsin*] is one impressive edition. I'm glad to see that the UW still has professors of great caliber. The article by Michael W. Wagner ["Does Democracy Work?"] was excellent and thought provoking. This article will be scanned and sent to many friends. [As I live] in Australia, the article about Pat O'Dea ["The Kick that Captivated a Country"] also made my day.

Having reminders like *On Wisconsin* makes me feel like

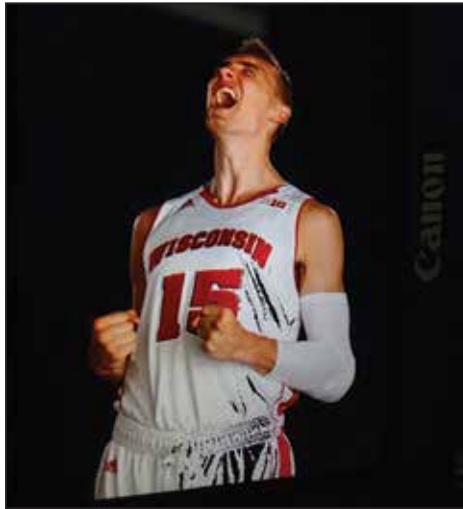
I am still a small part of the [campus] scene.

*Bob Otjen '72, MS'75
Brisbane, Australia*

kaylakreklow



samdek15



ascunn



claireeallen3



badgerrunner



blogdacarols



tweets

@thefoundrygirl

Fortunate enough to have seen two Sandhill Cranes cruising just outside of the observatory on the @UWMadison campus. Extraordinary.

@Claireabell115

Here's to casually yawning as I walk up Bascom in an attempt to cover the fact that I'm completely out of breath.

@JakeCurrent

I love watching the old movie Back to School and seeing the @UWMadison campus!! #badgers #ProudAlumnus #BestSchoolEver

@LindsayHiggins5

In my exercise physiology class at @UWMadison we learned that power is expressed in watts. Duh. @JJWatt

@raldagher

To the man singing on state street right now. Thank you for making this rainy day much more divine than it already is. @UWMadison

@ConnorELarsen

You may be a @UWMadison history major when: you have a favorite and least favorite floor of humanities.

@calibadger

mrs. @calibadger upon meeting (yet another) @UWMadison alum -- this time in napa: "my god. you people are everywhere."

@paulomauli

Dancing to Jump Around in 6-in heels at a @UWMadison Badger wedding was the best and worst idea I've ever had.

scene

West wing, Memorial Union

Bandaloop Aerial Dancers boogie their way down the wall during a dress rehearsal for the reopening of the Wisconsin Union Theater.
6:15 p.m., September 11, 2014. Photo by Jeff Miller



From Wisconsin Ideas to Global Products

A new effort guides entrepreneurs from campus to commercialization.

For UW faculty and students with innovative aspirations, a new gateway to the marketplace has opened in the heart of campus. In less than a year, Discovery to Product (D2P) has grown from an idea into an initiative dedicated to supporting tech transfer and turning UW research into marketable products.

"The goal is to develop scalable and sustainable business models that can either be the basis for forming licensing agreements around technologies or forming start-up companies and getting those companies funded," says D2P director **John Biondi**.

In August, D2P announced the first fifteen projects it will fund, and D2P staff will also work with two additional teams that have technologies already close to commercialization. The projects encompass a wide range of disciplines and topics, including technologies to enable affordable 3-D color printing, new tools for cancer detection and imaging, and a method for rapidly propagating billions of stem cells.

Each research team will receive a portion of D2P's \$2.4 million in UW funds earmarked by the State of Wisconsin for economic development. D2P will also help entrepre-

neurs learn how to match their products with customer realities. Biondi says performing this market de-risking before taking products out of the university can help put innovators in a stronger position to start companies or seek out licensing agreements.

"Hopefully by [allowing] these projects to progress within the boundaries of the university, we can mature them so that when they do become companies, their probability of success will be much higher and their path to success will be much faster," he says.

D2P is the culmination of three years of planning and development spearheaded by former Provost **Paul DeLuca** and **Carl Gulbrandsen PhD'78, JD'81**, managing director of the Wisconsin Alumni Research Foundation, along with a core team of university administrators. When Chancellor **Rebecca Blank** began her tenure in 2013, she expressed immediate interest in moving D2P forward.

Animal science professor and entrepreneur **Mark Cook**, who chairs the D2P advisory board and has been closely involved from the beginning, says the initiative helps

to close a gap in campus resources. "If you [came] up with a good idea, there was not a vehicle for really developing that innovation to a point where you could determine whether that idea was commercially viable," he says.

Though commercialization success will look different for each project, Biondi and Cook anticipate that D2P innovators will eventually establish several in-state companies.

"The fundamental notion here is that by taking projects from the university and then bringing them out to the commercial world here in Wisconsin, more of them will stay here in Wisconsin," says Biondi. "That's our hope."

Cook agrees, adding that start-up opportunities could also help Wisconsin retain the highly skilled workforce educated and trained at the UW. "If we're not creating the job opportunities to keep them in the state, not only are we losing the innovations, we're also losing the people," he says. "If the ability to transfer technology benefits the state and creates jobs, and there is some kind of return [to the university] in the form of patents, then we all benefit in the process."

Sandra Knisely '09, MA'13

quick takes

The UW's Games and Professional Simulations Research Consortium

received a \$3 million grant from the National Science Foundation to develop a system for virtual internships: the Internship-inator. David Williamson Shaffer, a professor of educational psychology, will lead the effort, which will enable content developers to create programs that are modeled on professional training and cultivate interest in science and engineering.

The opening of the fall semester also meant the opening of a new building for the UW's School of Nursing. Signe Skott Cooper



Hall, a five-story building located just south of the School of Pharmacy on the west campus, offers a high-tech training facility complete with simulated hospital suites.

UW football player Kyle Costigan x'15 discovered the power of the Badger community this summer. After his mother was

diagnosed with stage 4 kidney cancer, his family set up a fundraising site. Teammates and fans offered support, pledging nearly \$11,000 in just a month.

When members of the UW men's

basketball team went to the Final Four last spring, they earned their alma mater more than glory. The trip was also worth \$98,000 in royalties from the sale of related merchandise.





John Biondi, director of D2P, welcomes UW researchers to a workshop in September. D2P announced that it would support fifteen projects, helping researchers take their discoveries and inventions to the marketplace. Those projects include technologies to enable affordable 3-D color printing, tools for cancer detection and imaging, and a method for rapidly propagating stem cells.



The UW revealed its plans for the first phase of a new School of Music performance center (above) in September. The facility, which will include a 325-seat recital hall, will provide the school with a new home at the corner of Lake Street and University Avenue; it's currently housed in the Mosse Humanities Building. Anonymous donors provided \$22 million to fund construction of the new center.

This year, the UW was awarded a total of \$4 million for three nuclear power research projects. The largest, led by Michael Corradini, aims to develop advanced safety sensors.

Raise a glass for ophthalmology researcher Ronald Klein, who discovered that moderate alcohol consumption may prevent vision loss. Using data from the UW's long-running Beaver Dam longitudinal study, Klein found that 11 percent of abstainers developed visual impairment



over the course of twenty years, compared to only 4.8 percent of occasional drinkers. Regular drinkers did even better, scoring just 3.6 percent. Cheers!

At Loggerheads

Where do all the baby turtles go? According to research aided by UW zoologist Warren Porter, they spend most of their time on weed — seaweed. Specifically, baby loggerhead turtles float for years on mats of sargassum as they cross the Atlantic Ocean from their birthplace on Florida's coast to their reappearance as juveniles near the Canary Islands. Porter and colleagues at the University of Central Florida attached satellite transmitters to seventeen baby loggerheads and tracked their movements. They theorize several reasons why the turtles hide out in seaweed: sargassum seems to provide concealment to the vulnerable reptiles, as well as food and warmth.



JIM ABERNETHY

Malala's Story

This year's book program says go read — and then go *do*.

Malala Yousafzai became a household name for defying the Taliban and campaigning for girls in Pakistan to have the right to an education. Now readers across the campus and beyond are discovering the inspiration behind her mission and the rich and complicated history of her home country.

Her book, *I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban*, is this year's pick for Go Big Read, the university's common-reading program.

"Malala's story is about the value of doing something — anything, even when it's scary and even when you're not sure it's the exact right solution — rather than sitting around feeling hopeless," Chancellor **Rebecca Blank** told the more than five thousand students who attended convoca-

tion at the start of fall semester. "And it's about the power each one of us holds to make good things happen for ourselves and for those around us."

The seventeen-year-old Pakistani activist won this year's Nobel Peace Prize and was recently named by *TIME* as one of the one hundred most influential people in the world. She and her family now live in England, where she continues to go to school.

In October, Shiza Shahid, the CEO and co-founder of the Malala Fund, spoke on campus and met with groups of students. She grew up in Islamabad, Pakistan, three hours from the Swat Valley where Yousafzai lived. At age eighteen, Shahid left Pakistan to attend Stanford University on a scholarship, but she continued to follow devel-



BRUCE RICHTER

opments in her home country, especially the issues facing its girls and women. In 2009, she organized a summer camp in Islamabad for Yousafzai and about two dozen other girls with the goal of helping them advocate for their right to attend school.

The two were reunited three years later after Yousafzai was

shot and transported to Great Britain for treatment. Since then, Shahid and Yousafzai have teamed up to help the 600 million adolescent girls worldwide who are denied a formal education because of social, economic, legal, and political factors.

Jenny Price '96

Splash Mob

Citizen scientists provide clarity for lake researchers' big questions.

A massive new study of water clarity trends in midwestern lakes is sure to make some waves in scientific circles.

The study involved nearly a quarter of a million observations in 3,251 lakes spread across eight states, and data dating back seven decades. But it's where that data came from that's truly noteworthy. Each and every observation came from lakefront homeowners, boaters, anglers, or other interested members of the public wanting to know a little more about what's going on in "their" lake.

More and more, ecologists are looking at big picture issues, says **Noah Lottig**, a co-author of the study. Lottig, a scientist at the UW Center for Limnology's Trout Lake Station, says there aren't enough scientists in the world to collect data for these projects, but, thanks to citizen-scientists, "there's a lot of information out there and, really, citizen data have been underutilized."

In an attempt to start capitalizing on citizen-generated data, Lottig and a team of freshwater scientists from across the U.S. combed through state agency records and online databases full of water-clarity measurements. Over decades, lake associations and other citizen groups have documented conditions on their respective waters.

Previous studies have shown that citizen readings of water clarity are nearly as accurate as professional scientists' measurements, says Lottig. With a dataset covering more than three thousand lakes and stretching back to the late 1930s, his team decided to ask questions about large-scale and long-term change.

The authors found that, on an individual scale, some lakes were getting clearer while others were not. However, says Lottig, combining all that data indicates that there is a slightly increasing trend in water clarity at a regional scale. "Unfortunately," he says, "the data don't exist to explain those patterns."

Though the citizen-scientist dataset limited his team's ability to explain the patterns they observed, Lottig says it suggests that such information can play a role in shaping future research — a possibility that has some scientific organizations taking notice.

"This study highlights the research opportunities that are possible using data collected by citizens engaged in making important environmental measurements," says Elizabeth Blood, program director in the National Science Foundation's Directorate for Biological Sciences, which funded the work. "Their efforts provide scientists with data at space and time scales not available by any other means."

Adam Hinterthuer MA'07

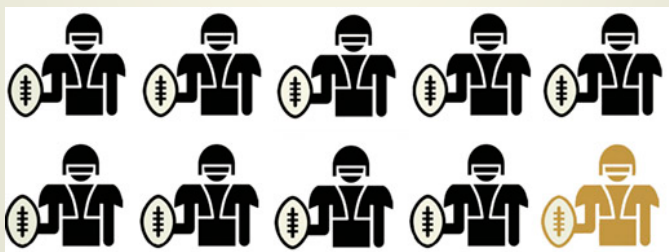
Football Helmets Do Models Matter?

One million high school athletes play football across the country each season. Companies that make the helmets players wear have introduced new models, claiming that laboratory tests show they reduce the risk of concussions.

UW-Madison researchers collected data from thirty-four public and private high schools in Wisconsin during the 2012 and 2013 football seasons. Players completed a preseason questionnaire about demographics and injuries, and athletic trainers kept track of sports-related concussions (SRC) and their severity throughout the year. Players in the study wore helmets from one of three manufacturers: Riddell, Schutt, and Xenith.



The researchers found **no differences** in the rate of SRC among helmet brands, the age of helmets, or reconditioned helmets.



Of the 2,081 high school athletes followed, **nearly 10 percent sustained concussions** during the two-year period.

Adopting History

A UW professor inspires students to honor WW II soldiers.

About one week before midterms last fall, **Mary Louise Roberts**, a UW history professor, adjusted her course plans for History 357: The Second World War.

Roberts had received an email from Joel Houot, one of dozens of French volunteers who “godfather,” or adopt, graves of American soldiers, tending to the Épinal American Cemetery in France. He wanted to know more about his soldier, Robert Kellett, a Wisconsin native who died in an area near Épinal during World War II.

Thinking she would assign the research as extra credit for a student who volunteered, Roberts presented the email, translated from French, to the class. “Everyone wanted to do it — literally every hand went up,” she says.

Two weeks after Roberts requested more names, the director of Épinal’s gravesite adoption program sent a list of thirty fallen Wisconsin soldiers. The students began their research by studying microfilm at the Wisconsin Historical Society, reaching out to other libraries and museums, and reading databases, old newspaper clippings, and Army files.

“When the students began to read these [files] — boom!” says Roberts, whose research focuses on World War II and France. “These were boys who grew up in a neighboring town or their own town. I think the war really hit home in a new way to them.”

Elizabeth Braunreuther x’16, a history major, was one of the students who researched Kellett. She learned that the



soldier was from Fond du Lac, Wisconsin, and according to newspaper clippings from that city’s public library, he was twenty-one when killed in combat. He had married less than a year before his death.

“It was all just very real [to me] because of how young he was,” she says.

The class assembled its research into a booklet, which now travels the nation with a U.S. Army representative for the Past Conflict Repatriations Branch,

UW history students researched Robert Kellett (at right) and other Wisconsin soldiers who died in France during World War II.

which invites citizens to honor soldiers who went missing in past wars.

Roberts visited the cemetery in Épinal earlier this year, and she emailed each student a photo of his or her soldier’s gravestone. She plans to continue the project when she teaches the course again next



fall, and, if funding allows, she hopes to take two students with the best entries to the cemetery. “There are a lot more boys from Wisconsin who are buried there,” she says.

Stephanie Awe x’15

COURTESY OF ÉPINAL AMERICAN CEMETERY, AMERICAN BATTLE MONUMENTS COMMISSION (2)

Buzzworthy Research

Who knew? Tagging bumblebees can help farmers with their crops.

With the precision of a surgeon, **Jeremy Hemberger '12** swiftly, but gently, situated the tiny radio frequency identification (RFID) tag on the fuzzy yellow collar — the pronotum — of the bumblebee.

The UW graduate student's adviser, entomology professor **Claudio Gratton**, then held the sedated bee steady until the glue securing the RFID tag dried. Then, the bumblebee returned to the colony, wearing her tag like a brand-new backpack.

The tags will help Hemberger learn what kind of landscape is best for bees. If they live in a prairie, do they spend less time searching for food than their counterparts in a cornfield? Do bees on woodlots have it better than those in grasslands? By using the tags to track their comings and goings from special colonies set up around the Madison area — from Arlington to Cross Plains to the roof of Russell Labs — Hemberger wants to measure how much time bumblebees spend foraging and resting, based on the resources in their environment. How well do they thrive?

Ultimately, he hopes to create a better world for bumblebees and farmers alike by developing models and tools to help farmers optimize both the habitat they provide for bees and the pollination potential of their crops. Unlike honeybees, which are not native to North America and are expensive for farmers to rent for pollination each year, bumblebees can be found across the U.S. and they don't cost farmers a thing.

"It's a basic science experiment to inform applied management," Hemberger says. "Seventy percent of crops



BRYCE RICHTER (3)



worldwide benefit from insect pollination, and bees are best."

This was a pilot year for the young scientist, who is interested in the intersection of ecology, conservation, and insects. His tagged bees logged four thousand trips from their nests this year, and he's optimistic, given

Top: An RFID tag fits a bumblebee like a backpack, allowing researchers to track its movements. Above left: UW graduate student Jeremy Hemberger (left) and entomology professor Claudio Gratton (right) attach a tag to a bumblebee, a process that requires delicate tools (above right).

the lessons he's learned, that he and his bees will do even better next year.

He does, after all, have a

tender view of the critical creatures he studies, saying, "They're like little flying teddy bears."

Kelly April Tyrrell MS'11

Irwin Goldman

Free the seeds, feed the future.

Last April, professors **Irwin Goldman** of horticulture and **Jack Kloppenburg** of sociology, as well as graduate student **Claire Luby**, mailed out packages and packages full of seeds. They weren't launching their own seed business — they were launching a movement. The Open Source Seed Initiative (OSSI) is an effort to create a common human property in plant DNA — in *germplasm* — one that's free from the restrictions of patents and licensing and available for farmers and gardeners to experiment with as they please. *On Wisconsin* sat down with Goldman to talk plants, patents, and the future of food production.

What's the inspiration for OSSI?

Well, it comes from open-source software. That was the real inspiration for it. Most of our germplasm now gets licensed and sometimes patented. We recognize that that's a tide that we can't change, but we thought that if everything goes this direction — if all germplasm gets licensed or generally restricted — there's a real danger. Several companies control more than half of the world's seeds.

You have patents on plants, right?

We have three patents — two patents on beets, one on carrots. We have probably fifteen different licenses on carrots and beets. They don't generate huge amounts of money — they're beets, right?

But I work for the University of Wisconsin, and all the new varieties that I develop have to go through a channel where I disclose them and then [the Wisconsin Alumni Research Foundation (WARF)] makes a decision as to whether they want to license or patent. And I have a great relationship with WARF. I love working with them. I am not against what they do. In fact, they're bringing in revenue that not only supports the university, but supports the kind of stuff I do. It supports our breeding program. And it supports graduate students.

Was WARF okay with OSSI?

They said, 'Sure, go for it.' It was fantastic. I felt so good. I felt so positive about working here. **Carl Gulbrandsen**, [the managing director of WARF], called me, and he wanted to talk about it, and I expected him to say, 'Well, we can't do this very often.' But what he said was, 'We should be doing this, and not only that, we should try to get funding from [the United States Agency for International Development] and other organizations to support this in the developing world.' There are plenty of farmers for whom the idea of even buying commercial seed is just completely out of the question.

What's the OSSI alternative?

The idea here, the phrase we use, is a *protected commons*. It's a commons, and anybody can get it. But they have to take the pledge — not to patent these seeds or anything produced from these seeds. Is it legally enforceable? Probably not. But it isn't about policing. It's about the moral economy, the social contract with seed.



BRYCE RICHTER; PACKAGE COURTESY OF IRWIN GOLDMAN

Irwin Goldman packages seeds for the Open Source Seed Initiative. Using envelopes such as the one below, OSSI sent material to 6,000 people in 16 countries.

How many kinds of seeds does OSSI offer?

We released thirty-seven varieties of fourteen different crops. And we put those out in an open-source framework, in these packets, to [First Lady] Michelle Obama and [author] Michael Pollan and the secretary of agriculture, and all sorts of people involved in the food movement and agriculture. We also sent these packets to people who requested them [from] all over the world, over six thousand to sixteen countries.

What are OSSI's goals?

We really want to foster the tinkering that's part of open-source software. If you get some code, you create something new with it. That's the beauty of that. To get some seeds and say, 'Here's this population — go and make seed of it and give it to your neighbors.' Now people send us pictures of their open-source lettuce growing on their patio, and people write to us and say, 'What do I do now? How do I make seed?' I love those conversations. It's really very exciting to think about — people who are, for the first time, thinking about this whole seed-to-seed process. I just love it all.

Interview conducted, condensed, and edited by John Allen



English 175: Frankenstein, Robocop, Google: Human Memory/Digital Memory

Mark Vareschi, an assistant professor of English, is exploring what it is that makes a life unique. Our memories, he believes, define who we are, but what defines our memories, especially in an age when the digital sphere keeps better track of our words and actions than our own minds do?

"I'm really interested in studying the relationship between memory and identity," he says. "There's a version of you that exists in your own mind. But human memory is fragile. We forget. At the same time, Amazon has a version of you, built out of your preferences and purchases. Google has a version of you. These versions are based on the things you've done, and the digital world doesn't forget."

A scholar of eighteenth-century literature, he found that the theme of memory and the individual dates back centuries, and so he built a course to study that relationship. (See more, page 34.) *Frankenstein*, *Robocop*, Google launched this fall, as a seminar for about twenty first-year students.

FIG-ure It Out

Vareschi's course is part of a FIG, a first-year interest group, and it combines his literary study with Philosophy 101 (intro) and Library and Information Science 351 (intro to digital information). "The fascinating thing," he says, "is that the students aren't all in the humanities. They're about half STEM [science, technology, engineering, and math] and business majors, and half in English and philosophy. We have students who are talking about the future

of human identity, and that's an exciting development."

Classics and Cinema

The course begins with a classical foundation: Plato, Aristotle, and Cicero all wrote about memory and the individual, and Vareschi takes his students through that deep background. But with the publication of Mary Shelley's *Frankenstein*, literature adds in the question of technology: can science create a person by assembling the right building blocks? That's a theme that writers — and, more recently movie-makers — have returned to again and again.

"When he made *Robocop*, Paul Verhoeven said he was making a new *Frankenstein*," Vareschi says. "But it's really quite different. *Frankenstein's* monster actually comes with no memory — he's got a brain that was presumably used, but he remembers nothing. He's a *tabula rasa*. The main character in *Robocop* does have memories. He learns his identity through a series of flashbacks."

Public Discourse

As the course develops, Vareschi and his students will turn to the ways in which digital records supplant memory, and what the implications of this may be. As people create digital avatars of themselves through social media sites — or have avatars created for them by



What lit the corners of Frankenstein's monster's mind? Not memories: he had none. Mark Vareschi's course explores how artificial memories — such as digital records — are changing the meaning of identity.

Google or other online entities — the question arises of who the true individual is, and who controls that identity. "We'll be looking at concepts of surveillance and

privacy," Vareschi says. "These ideas have been part of the realm of science fiction for decades, but they're becoming more real now."

John Allen

ASSOCIATED PRESS

"It's about being part of a family and something that's bigger than what you are. It's not really about the name on the back of the jersey."

Chase Drake

Relationship: brother
Class: redshirt senior
Hometown: Mosinee, Wisconsin
Position: defenseman, men's hockey
Height: 6' 1"

How old were you when you started playing hockey?

I first started skating when I was three, and I think I got into organized hockey when I was four.

Did you influence your sister's decision to play hockey?

She was a little bit more of a tomboy when she was growing up. It seemed like she wanted to be just like me — same haircut, same kind of style. She started playing, she fell in love, and that's where we are now.

Did you grow up with any sibling rivalry?

When we got in high school, we would try to compete against each other as much as we could. I tried to get on the ice with her, and she would try to deke around me. It's safe to say that she hasn't got around me yet.

Did you play a role in your sister's decision to play at Wisconsin?

I'd like to say I did, but it was just more convenient for our family to get to games. I think women's hockey has such a rich tradition — just like the men's team — and I think she wanted to be a part of that, too.

What are some of your sister's strengths on the ice?

Her creativity. I think she's really skilled, and she's creative with the puck out there and the things she can do with it. She sees the game well.

What was your best moment in Wisconsin hockey so far?

It was last year, when we won the Big Ten playoff championship game. We were down 4-2 with six minutes left, and we ended up winning in overtime. Or playing in the outdoor game at Soldier Field — that was a blast, and we beat Minnesota.

What does it mean to be a Badger?

You just look back at the tradition and the history of this program — it's just an absolute honor and a privilege to even be here and be able to put on the sweater every day.



Kim Drake

Relationship: sister

Class: junior

Hometown: Mosinee, Wisconsin

Position: forward, women's hockey

Height: 5' 10"

How old were you when you started playing hockey?

When I first put on my skates, I was three years old, and then I started playing around five and a half.

Did your brother influence your decision to play hockey?

He's my only other sibling in the family, and so at a young age, I just looked up to him a lot. I saw that he was playing hockey, and it really looked like fun, and I wanted to try it.

Did you grow up with any sibling rivalry?

We always were very competitive at a young age. The reason we had babysitters was because we'd always get in fights, and we'd turn everything into a competition. My mom was very afraid that we were going to kill each other.

Did your brother play a role in your decision to play at Wisconsin?

He did, because after going to high school in Minnesota, I wanted to be closer to home. It was a lot better choice for me because my family — my cousins, aunts, and uncles — could always come down and watch.

What are some of your brother's strengths on the ice?

He sees the ice very well. He thinks two or three plays ahead, so he's already looking to "What's the next play going to be?" after he's already made the pass.

What was your best moment in Wisconsin hockey so far?

It would have to be freshman year when it was my first game. We played Minnesota State-Mankato, and I ended up getting a goal.

What does it mean to be a Badger?

It's about being part of a family and something that's bigger than what you are. It's not really about the name on the back of the jersey.

PHOTO BY JEFF MILLER; PHOTO ILLUSTRATION BY EARL MADDEN





The Price Is **Right**

Who decides how much college tuition will be each year?
Why does it keep going up (and up)? Is it worth the price?
Studies — and graduates — say yes.

BY JENNY PRICE '96

Once upon a time, students could make enough money to cover the entire cost of going to college by working during their summer and winter breaks.

These days, that sounds like a fairy tale.

Consider this recent headline from the *Onion*, which didn't quite feel like satire: "New Parents Wisely Start College Fund That Will Pay for 12 Weeks of Education."

The price tag for attending college has increased dramatically over the last two decades, with tuition more than tripling at public universities between 1988 and 2008, according to the National Conference of State Legislatures. That trend includes the UW, where tuition went up 140.6 percent between the 2002–03 and 2012–13 academic years.

About one-fourth of that increase was directly due to the Madison Initiative for Undergraduates (MIU), a program students approved to address

access to classes, improve advising, and offer more financial aid.

The intense focus over ever-increasing tuition bills even prompted New York Senator Charles Schumer to suggest penalizing schools that don't keep tuition costs within the rate of inflation. Yet frustrated students and parents continue to find ways to pay because they believe that a four-year degree is worth the expense — and there is plenty of evidence that they are right.

Millennials (those born in the 1980s and 1990s) with college degrees made \$17,500 more in 2012 than peers with a high school diploma, and nine out of ten millennials with college degrees said college has paid off for them or it will in the future, according to the Pew Research Center.

How did we get here? Where do those tuition numbers come from, anyway? And, when all is said and done, is college a worthy investment?

How much has tuition gone up? Why?

Between 1992 and 2012, UW-Madison tuition for full-time, in-state undergraduates increased at three times the rate of inflation.

This year, these students will pay \$10,410 for tuition and fees to attend UW-Madison. (This compares with other familiar Wisconsin schools, such as Marquette University, which charges \$35,930 for tuition and fees, and Beloit College, which charges \$42,500.) Their peers from Minnesota will pay \$13,197 — thanks to an ongoing reciprocity agreement between the two neighbors — and undergraduate students from other states will pay \$26,660.

Tuition through the Decades

Wisconsin resident and nonresident tuition and fees for an academic year for undergraduates at the start of each decade.

Academic year	Wisconsin resident	Nonresident
1940–41	\$65	\$265
1950–51	\$120	\$420
1960–61	\$220	\$600
1970–71	\$508	\$1,798
1980–81	\$976	\$3,461
1990–91	\$2,108	\$6,832
2000–01	\$3,791	\$15,629
2010–11	\$8,987	\$24,237

Source: Office of Student Financial Aid

In Wisconsin, the state has allowed the university to raise tuition to cover increases in utility bills, the cost of fringe benefits (including rising health care costs), and salary increases provided under the state's pay plan for university employees. In 2011, Wisconsin Governor Scott Walker signed a bill that ended collective bargaining for state and university employees and required them to pay a larger share of their health insurance. The law cut costs, but the UW System (and UW-Madison) did not get to keep their share of those savings. Rather, the money went back into the state's general budget fund.

Tuition represents 16 percent of the UW's budget; the rest is covered by a mix of federal money, private funds, grants, and support from the state. The amount of money the UW has received from state taxpayers increased between 2004 and 2014, but the share of the university's budget from tax dollars has dwindled, much as it has at public universities around the country. During the 1973–74 academic year, 44 percent of UW-Madison's budget came from the state. This year, it's 16.7 percent.

During the last decade, most tuition increases for UW students and their families were offset by state budget cuts, says Darrell Bazzell '84, UW-Madison's vice chancellor for finance and administration. "We've had significant increases without actually increasing our capacity and enhancing the quality of the educational experience," he says.

When Bazzell talks about tuition, he also reflects on his father, who came from Milwaukee to attend the UW on the GI Bill and "received a fine education," graduating with a degree in sociology in 1953. "I think you really have to look at this in a broader context and not simply around what the tuition increase was this year or the most recent year," Bazzell says. "The social compact has changed over the years.

... The commitment on the part of government to really keep college affordable — it isn't there in the way it once was."

Who sets tuition?

UW-Madison Chancellor Rebecca Blank and her counterparts at other UW System campuses cannot raise tuition. That authority belongs to the eighteen-member UW System Board of Regents.

Wisconsin's governor appoints fourteen of the board's members to staggered, seven-year terms. They include attorneys, corporate executives, business owners, community and nonprofit leaders, a former legislator, and a former state auditor. The governor also appoints two UW System students to serve two-year terms. The remaining members are the state's elected superintendent of public instruction and the president or a representative of the Wisconsin Technical College System Board.

In 2012–13, nonresident undergrads paid 184 percent of their instructional costs while resident undergrads paid 66.7 percent (with freshmen and sophomores paying a higher share).

But while the power to set tuition rests with the regents, they don't act in a vacuum. Tuition is on the table when the legislature debates a state budget every two years. If the budget provides less than the UW System requested, legislators know that future tuition rates could increase.

Some budgets have included provisions that directly affect tuition. In 1999,

lawmakers provided the UW System with \$28 million to offset a one-year freeze in resident undergraduate tuition. Two years later, lawmakers required the regents to raise tuition for nonresident undergraduates by 5 percent. In 2003, the budget limited tuition increases at UW-Madison to no more than \$700. The UW is currently in the second year of a freeze dictated by state law.

What does tuition pay for? What doesn't it pay for?

Former UW-Madison Chancellor John Wiley MS'65, PhD'68 once joked that cranes are the state bird of Wisconsin, referring to the wave of building projects on campus that began during his tenure and are continuing long after he left the office in 2008. The cranes still reach into the sky over campus, with construction in progress on a number of building projects, but none are funded with tuition dollars. The same goes for Badger athletics, which means tuition doesn't pay for stadiums, uniforms, or salaries for coaches.

Bazzell says myths about how tuition is spent persist because people perceive that higher education is funded solely by two sources of revenue: tax dollars and tuition.

Tuition doesn't cover the cost of university research. Federal money or private grants cover the cost of those activities. "We can't spend those dollars on bricks and mortar, for example, or in other discretionary ways," Bazzell says.

Here's what tuition *does* help pay for: faculty who teach classes; teaching assistants; academic services, including student advising; and the campus library system. Tuition also pays for operating and maintaining campus buildings in which learning — via lectures, labs, and discussion sections — takes place. Yet at UW-Madison, tuition covers only 30.2 percent of instructional costs.

The Cost to Attend UW-Madison

Actual tuition and estimated costs for undergraduates for the 2014–15 academic year.

	Wisconsin resident		Nonresident	
	Residence halls	Off campus	Residence halls	Off campus
Tuition & fees	\$10,410	\$10,410	\$26,660	\$26,660
Books & supplies	\$1,200	\$1,200	\$1,200	\$1,200
Room & board	\$8,600	\$9,400	\$8,600	\$9,400
Miscellaneous	\$3,214	\$2,414	\$3,214	\$2,414
Travel	\$1,042	\$1,042	\$1,692	\$1,692
Total	\$24,466	\$24,466	\$41,366	\$41,366

Undergraduate business tuition is an additional \$1,000, and undergraduate engineering tuition is an additional \$1,400. There is an additional New Student fee of \$200 for freshmen and \$125 for transfer students.

Source: Office of Student Financial Aid

What does it actually cost to attend college?

Although tuition makes the headlines when reporting on the cost of college, it's only part of the bottom line. For resident undergraduates at UW-Madison, tuition accounts for only 43 percent of the total bill. Students also need places to live, food to eat, textbooks and other supplies, and miscellaneous stuff. (Think cell phones, clothes, laundry, and entertainment.)

The average cost to live in a University Housing residence hall per year, including food, is \$8,600, though it ranges from \$8,546 to \$9,696, depending on the specific hall. Learning communities aimed at students focused on the arts, the environment, or entrepreneurship, among other interests, come with additional fees.

Students living in non-university housing face highly variable costs in addition to tuition, says Susan Fischer '73, '79, director of the UW-Madison

Office of Student Financial Aid. Rent for a two-bedroom apartment in the campus area averages \$1,200 a month. "It's crazy," she says. "[But] that's where students have an opportunity to economize. ... You don't have a chance to bargain tuition, but you do have a chance

The share of Americans who think a college education is important:

1978 – 35 percent

1985 – 65 percent

2014 – 70 percent

Source: Pew Research Center

to live tight in other areas."

During her own college days at the UW, Fischer recalls, she bought clothes

at the Army-Navy surplus store because "looking like crap and living cheap was the hot thing to do." Many of her former classmates from Madison West High School lived at home with their parents for the first two years to save money, and she never lived with fewer than four people. "There was an acceptance of living tight," she says.

Nationally, about one-third of college students and their families pay the full sticker price for a college education without any financial assistance. The "net price" of attending the UW varies based on family income. In-state students from wealthier families paid almost the entire cost of attendance — including room and board, and other expenses — for the 2012–13 academic year. Those from Wisconsin families with incomes between \$30,000 and \$48,000 paid less than half of the cost, while those with family incomes of less than \$30,000 a year paid a little over one-third of the costs.

A little more than half of UW undergraduate students complete applications

Tuition at Big Ten Public Universities

Tuition and required fees for undergraduates for the 2013–14 academic year.

University	Resident	Nonresident
Pennsylvania State University	\$16,992	\$29,566
University of Illinois	\$15,258	\$29,640
University of Minnesota	\$13,555	\$19,805
University of Michigan	\$13,142	\$40,392
Michigan State University	\$12,863	\$33,750
UW-Madison	\$10,403	\$26,653
Indiana University	\$10,209	\$32,350
Ohio State University	\$10,037	\$25,757
Purdue University	\$9,992	\$28,794
University of Iowa	\$8,061	\$26,931
University of Nebraska	\$7,975	\$21,302

All public Big Ten universities assess additional fees for undergraduates enrolled in specific academic programs, such as engineering or business.

Source: Office of the Provost

for financial aid. There is \$45 million a year in unmet need — the amount it would take to meet the full need of every student who applies — financial aid officials say. The state's share of funding for need-based grants awarded at UW-Madison is lower today than it was a decade ago.

"We have parents who come in and just assume their full need will be met, but the fact that you have demonstrated financial need does not mean that there's resources," Fischer says.

Every student who applies for aid is considered for FASTrack, short for Financial Aid Security Track, which helps economically disadvantaged undergraduate students from Wisconsin pay for college through a combination of grants, work, and small loans. Students selected for the program are guaranteed that their demonstrated financial needs will be met

for four years. FASTrack receives funding from the Madison Initiative for Undergraduates, which in 2009 began using \$40 million a year in tuition funds to improve curriculum, create more oppor-

Students who graduated in 2013 will need an average of 10 years to recoup the cost of their education, compared to 23 years for those who graduated in 1980.

Source: Federal Reserve
Bank of New York

tunities to participate in research on campus, and make it easier to get into the courses needed to graduate in four years. Half of that money is committed to need-based aid, helping thousands of undergrads each year.

"For Wisconsin residents, I think it's a myth that they can't afford to be here," Fischer says. "And I'm concerned that our lowest-income students self-select out before they even give us a chance to invite them into the FASTrack program."

Might tuition go up again?

In 2012–13, UW-Madison tuition and fees went up 7.4 percent compared to the previous year. It was the highest percentage increase among Big Ten schools, but about one-third of it was due to MIU. Now the UW's tuition is at the midpoint of that peer group, after many years of being at or near the bottom.

Tuition has stayed the same since then — though fees have gone up — but a tuition freeze is not the simple solution it might appear to be.

- A "truth in tuition" policy for Illinois public universities, which took effect in 2004, locks in a rate for four years, but does nothing to control costs. Every four years, the entering freshman class must shoulder any tuition increases resulting from budget cuts, rather than sharing the pain with the rest of the student body.
- In Maryland, tuition went up only 47 percent between 2002–03 and 2012–13, thanks to a four-year freeze that began in 2007. After that, tuition increases were capped at 3 percent a year. The state has increased funding for higher education by 34 percent over the last eight years.
- More recently, the University of Minnesota struck a deal with its state

legislature and governor to freeze tuition for two years — but it was paired with \$42 million in increased state funding for the school.

The UW's freeze covers tuition for all students, even though the board of regents could have charged nonresident undergrads — as well as graduate and professional (such as medical) students — more. Undergraduate resident tuition is governed by state statute, but the regents don't need permission from the legislature to raise tuition for the other categories.

When the regents discussed the tuition freeze in June, regent Margaret Farrow shared her fear that an extension of the tuition freeze unnecessarily limits the UW System's resources. "I think we should be raising nonresident tuition," Farrow, a former state legislator, said at the time. "I think we are a bargain for nonresidents, and I wish they were paying more."

Bazzell, the university's top financial officer, says politics dictated that the freeze be imposed across the board for all categories of tuition, but adds, "There's no question that the tuition pricing at Madison for professional schools — and, in many cases, for nonresident undergraduates — is low as compared to peers. And so the question is, is there an appetite at all to adjust tuition in some of these other categories?"

Chancellor Blank has been more blunt on the topic. "I see no reason why we should sell our education to out-of-state students cheaper than schools that quite honestly aren't as good as we are," she said during her State of the University speech last fall.

If the freeze on undergraduate resident tuition continues without additional state money to cover the cost of educating students, paying salaries and health care costs, and heating and cooling the campus, it seems inevitable that tuition for out-of-state students

and those attending law school, medical school, and other graduate programs would go up to help fill the gap.

Bazzell says that if the regents and lawmakers consider tuition increases, it's "imperative" for them to ask and answer a question: "Are we still accessible and affordable to a broad range of students? The economic circumstance an individual comes from shouldn't be a limiting factor. Anytime we think about tuition increases, that proposition has to be central in our minds.

57 percent of Americans say higher education is not a good value, while 86 percent of college graduates say it was a good investment.

Source: Pew Research Center

"It's really a function of what the institution's able to do to buy down the cost of education, so that low-income families can still afford the tuition pricing," he adds. "And I think that's still a challenge at Wisconsin."

Going beyond freezing tuition, some who study higher-education access have proposed making college free.

At the UW, Sara Goldrick-Rab and Nancy Kendall, both professors of educational policy studies, have drafted a plan that would have the federal government cover tuition, fees, books, and supplies for the first two years of college. Students would receive a stipend and guaranteed employment at a living wage to cover their living expenses. "Financial aid does not necessarily lower the cost of attending college to the point that families can successfully manage those costs," the professors wrote in a paper outlining their plan.

Earlier this year, Tennessee Governor Bill Haslam unveiled his plan to make the first two years of community or technical college free for high school graduates. His goal: increase the state's percentage of college graduates from around 33 percent to 55 percent by 2025.

Is college worth the cost?

College is expensive, but there is also a steep price to be paid for not earning a college degree — and that trend has increased over time. In the early 1980s, Americans with four-year college degrees made 64 percent more per hour on average than those without them. Today, that number has increased to 98 percent, according to U.S. Department of Labor statistics.

And despite the national conversation about the increasing cost of higher education, polls show that the majority of Americans — some 70 percent — still say that going to college is important.

Perhaps the work of MIT economist David Autor, published in *Science*, provides the most striking argument: the cost of a college degree is -\$500,000 (that's right, a negative number) because of the lifelong financial benefits it offers.

Bazzell notes that the 1950s, when his father earned his degree at the UW, was an era in which people could make a middle-class living with a high school education or less by working in a factory.

"It was hard work, but you could enjoy a good lifestyle. Those jobs aren't there anymore, and you really need some sort of postsecondary education to have an opportunity in today's economy," he says. "And so I find it concerning that we find ourselves at a time of great need in terms of the need to educate more of our citizens, but the opportunities are a lot more challenging these days." ■

Jenny Price '96 is senior writer for On Wisconsin.



ILLUSTRATION BY ALEX NABALUM

Are the Kids **Really** All Right?

As the cost of higher education increases, campus experts debate how to protect students from making disastrous choices — and explore whose responsibility it is to do so.

BY SANDRA KNISELY '09, MA'13

“This is insane.”

That’s what Susan Fischer ’73, ’79 told an out-of-state father when he called the UW-Madison Office of Student Financial Aid to discuss taking out a loan package totaling almost \$160,000.

The response? “He said, ‘I appreciate your opinion, but our children want to go [to the UW], and we’re going to let them,’ ” says the office’s longtime director.

For the UW experts who study or work closely with student borrowers, discussions about debt usually lead to discussions with and about parents. After all, the current federal financial aid system is built on the assumption that parents will provide their college-aged children with at least some measure of financial support until age twenty-four. Yet for students who come from families less adept at financial decision-making, the existing student-loan structure can put them at a disadvantage.

A growing number of UW researchers are focused on developing a better understanding of the impact of indebtedness, both on the well-being of individual students and on the system of higher education as a whole. For example, School of Human Ecology Dean Soyeon Shim is overseeing the first longitudinal study of its kind to track the effect of financial literacy and indebtedness on young-adult well-being. And Nicholas Hillman, an assistant professor of educational leadership and policy analysis, is developing ethical frameworks for college financial-aid strategies and policy recommendations related to student loans.

A student-debt doomsday?

According to the Project on Student Debt at the Institute for College Access and Success, seven out of ten college seniors nationwide graduated with some degree of student debt in 2012, the most recent

data available. From 2008 to 2012, the average amount of debt increased about 6 percent each year.

Stories about the increasing level of student debt are often framed around the question of whether college is still “worth it” in terms of future earning potential. The answer, especially for those from lower-income families, is a definitive yes: according to the latest findings from the Pew Research Center, a bachelor’s degree still yields, on average, around 13 percent more in monthly earnings as compared to wages for those without a four-year degree. These earnings compound over a lifetime, as those with bachelor’s degrees can anticipate making almost double the amount of money earned by those with

the UW isn’t the same as debt averages at private or for-profit colleges.

Some 50 percent of students at the UW have taken out loans, and the average debt load carried by students who borrow is \$26,600. Michelle Curtis, the UW-Madison Office of Student Financial Aid associate director, is quick to point out that this dollar amount is on par with the cost of buying a new car or making a down payment on a house.

“There is no question that education pays off for people, and a modest amount of student loan to help you get that education is, I think, perfectly appropriate,” Curtis says. “And to not borrow and therefore not go to school doesn’t improve your future prospects.”

THE VALUE OF A PLAN

\$8,413: that’s what it’s worth, on average, to have a plan for paying for college (vehicles such as 529s and ESAs, or Education Savings Accounts, which offer tax advantages and are intended to motivate families to set aside money for education). Families with a plan have an average of \$18,518 in their student’s college fund; those without have \$10,105.

From the Sallie Mae/Ipsos annual report
“How America Pays for College.”

high-school diplomas, according to the U.S. Census. (See related story, page 24.)

Though there’s no denying the rate of student debt nationwide has increased overall, UW financial advisers argue that the scale isn’t as severe as it comes across in the headlines. “The ‘\$1.3 trillion in student debt’ phrase [used in the media] is hyperbole. It’s so overblown,” says Fischer, adding that not all students borrow money for college and that the level of debt at a state university such as

Shim’s research backs this up. She leads the Arizona Pathways to Life Success, a longitudinal study she began while on faculty at the University of Arizona. The study tracks the impact of financial literacy and debt on students from their freshman year of college through age forty. Shim says when it comes to a sense of personal fulfillment, the amount of money that young adults have in their bank accounts is less important than whether they perceive that

money as sufficient for enabling independent, meaningful lives.

“We thought if you had debt, you would be unhappy,” she says. “But if it’s strategic debt, it’s not the debt that’s the bad guy.”

Essentially, Shim has found that college graduates are happier if they view money as a mechanism for self-fulfillment rather than looking at a specific net worth

about why and how much you save and why you need to borrow.”

“What kind of institution are you?”

Though education loans make real financial sense for many, the idea of debt can be a barrier. Experts say that capable students from lower-income

of public schools that carry smaller price tags that attract lower-income students, debt aversion is having a real effect on the composition of the student population. “I think our campus suffers when we don’t have a broad socioeconomic class [representation],” says Fischer. “And I don’t think we do.”

It’s a scenario that doesn’t sit well with Miles Brown, a current undergraduate who is also a vocal advocate for student-debt reform and policy solutions, such as a bill recently proposed by Massachusetts Senator Elizabeth Warren to allow students to refinance their education loans.

“If you’re [academically eligible] to go to a tougher school, you should be able to do that,” Brown says. “It’s a simple concept, and the mounting student-loan debt crisis really clouds it.”

For Hillman, the question of whether students with the ability to succeed have a right to a college education is a major one. “Education is a public good in the abstract,” he says. “I don’t think we talk about it enough. We don’t talk about privileges and inequalities and how we perpetuate them.”

Though it may seem like student loans are a new trend in higher education, Hillman says the federal government has been steadily moving institutions toward a loan-based system for the last forty years. “It’s been a steady shift from grants to loans, and now today we’re starting to see the implications of that shift,” he says.

Nationwide, about one in ten student-loan borrowers default within three years of graduation, the highest rate in about a decade. However, the vast majority of defaulters hold degrees from for-profit colleges, and Hillman says part of the reason why the UW’s rate of student loan default is low is that its students have strong employment prospects.

SHARE THE LOAD

Some 3 in 5 families believe that parents and students should share the responsibility for paying for college. Yet in 31 percent of families, the parents contribute no income, savings, or borrowed funds, and in another 31 percent, the student pays nothing out-of-pocket and borrows nothing. This leaves 38 percent of families in which both contribute. In contrast to the 20 percent of families who paid completely with out-of-pocket funds, some 20 percent of families saw parents increase their work hours to make college more affordable.

From the Sallie Mae/Ipsos annual report
“How America Pays for College.”

as the ultimate end goal. And while the result may sound simple, Shim believes it’s actually a difficult concept to convey effectively to young adults. Current financial-education strategies don’t fully prepare students for the choices they’re making in terms of managing debt or forging a sense of personal fulfillment.

“The message we’re telling the kids is [that money management] is for the future,” Shim says. “It has to be relevant to them and has to be about now, not just about the future. Really, you don’t save for the future. Those who save are happy right now. It’s what I call the positive psychological impact of saving on ‘present time.’ You have to be strategic

backgrounds sometimes shy away from attending universities that will necessitate debt.

“Increasingly, large numbers of students are the first in their families to go to college and are not as comfortable taking out loans because there are some cultural norms about taking on debt,” says Hillman. As college-student populations become increasingly diverse, he adds, institutions will have to adjust their advising models to better resonate with students who are more or less comfortable with debt than were previous generations.

For an institution such as the UW, which is situated within a system

Previous studies measuring student default rates focused on student-level characteristics, such as GPA, socio-economic status, and race. “Lo and behold, a lot of low-income minority students had a high probability of defaulting on their loans,” says Hillman. “It really let colleges off the hook in a way. One study even said default is a pre-existing condition [for students from low-income minority backgrounds], and you should be thanking colleges for enrolling these students, giving them a shot.”

Yet institutional-level factors such as graduation rates and post-graduation employment statistics appear to be much more important. Hillman found that accounting for these factors made the student-level characteristics essentially disappear when it came to predicting default. “Whether a student earns a degree and finds a job, those are the biggest factors,” he says. “[So] what kind of institution are you? Do you truly value bringing up the students who have the most need?”

If institutional factors can negatively affect students’ post-college financial health, then it seems possible that some type of institution-based solution could also make a positive impact. The trick appears to be getting students to cooperate.

Financial homework

Every student borrower can track his or her federal loans via the National Student Loan Data System (nslds.ed.gov), and UW advisers say it’s often an eye-opening experience for students to see the total amount of debt they’ve taken on, as well as their expected monthly payments after graduation.

Brown says he wishes more financial seminars or other workshops were available on campus to help him better understand the ramifications of his own loan decisions.

“I felt like I was at a significant disadvantage,” he says. “I wasn’t familiar with the concept of budgeting, and other things like that didn’t really cross my mind when choosing a university. It was pretty much up to me to do the whole college process on my own.”

Yet the team at the financial aid office has witnessed firsthand the gap between what students say they want and what they’ll actually show up for.

“We’ve tried doing workshops here, [and] we cannot get traffic,” says Fischer. “It doesn’t matter what you do. Students say, ‘If we can’t get credit for it, we won’t do it.’ There’s an irony of saying that for a financial literacy course, if you don’t have to pay for it, then you’re not going to take it.”

Shim, however, has decided to take students at their word. Faculty from the School of Human Ecology are developing a series of for-credit Financial Life Skills courses for the UW-Madison

Although undergraduates may, in theory, benefit from more financial education, the reality is that by the time student borrowers are checking the national database or taking a financial skills course, they’ve already signed up for thousands of dollars in loans. And though it’s likely that Brown is not alone in feeling like the loan information documents he received were confusing and unclear, the UW advisers say there’s ultimately only so much they can do when students just won’t read the contracts.

“There’s no substitute for parents sitting down with a student and saying, ‘Okay, let’s talk about what you just borrowed,’ ” Fischer says.

Fischer’s observations match Shim’s Pathways findings. Parental capability and involvement with financial decisions during college were by far the top factors that contributed to a young adult’s sense of financial well-being after graduation.

BUY THE BOOK

\$1,200: the amount that the College Board suggests college students should budget for textbooks every year.

Some 40 percent of families report that textbooks cost more than they expected.

From the Sallie Mae/Ipsos annual report
“How America Pays for College.”

campus that could spread to other UW System schools.

“When we educate students about money, it isn’t just about money,” Shim says. “It’s about the role of money, how they feel about that, being able to plan ahead, and stick to their plans. These are very important factors in their success.”

Shim defines capability as, essentially, the capacity to learn financial information and to make positive decisions based on that information. It’s not a parent’s personal net worth that matters so much as his or her continued involvement in helping a student navigate financial choices during the college years.

Continued on page 52

However, financial parenting skills aren't always as intuitive as one would think, as Shim learned firsthand during the early days of the Pathways project. The Shims had always planned to put their children through college themselves, but Shim began to doubt that approach after the first wave of data. Instead, she convinced her husband to read her research paper, and after much cajoling, he got on board with a new plan to make their daughter more personally accountable for her education.

The younger Shim was initially resistant to taking out a relatively modest loan and developing a plan to pay it back, but the result — according to her mother — is that she has become more mindful about her finances and is making more strategic career choices.

"I couldn't buy that for her," Shim says. "I'm so happy we did it. It's been a life lesson for her."

Not every student has an expert in consumer literacy or a director of financial aid as a parent. To help families with a lower level of financial savvy, the Pathways team is developing a set of recommendations to help parents guide their young-adult children through major financial decisions. Shim says the team is also working on ways to tailor these recommendations to fit different personality types, since no two young adults are exactly alike.

Advisers say they would love to see a willingness among parents to talk openly and honestly about the family's financial situation, starting when a student is in

the first years of high school. Several members of Fischer's team say that during visits, it's not uncommon for parents to ask students to leave the room when an adviser starts asking questions. Often, students have no idea that attending his or her "dream school" is

after graduating from college. "They realize life is tougher or a lot more serious than they thought," Shim says.

Most, however, eventually experience a psychological rebound after landing a full-time job. In fact, Shim's team has found that full-time employ-

ment affects young adult happiness more than debt. Those with a high level of debt who are working full time rate their satisfaction with life just as highly as those who are working with no debt at all. "It's not the debt that matters. It's that they feel self-sufficient," she says.

GREAT EXPECTATIONS

Among American families with children under 18:

65% say that a college education is expected

51% are saving for college

41% have created a plan to pay for college

From the Sallie Mae/Ipsos annual report
"How America Pays for College."

causing a financial strain.

"They come home from the hospital in onesies with Bucky on them — that's how far back this dream goes for some," says UW student-aid adviser Todd Reck. "The problem is when you bring them home in the onesie, you're not thinking, 'Hey, I need to put a few dollars away in an account.'"

Feeling down, but looking ahead

For Brown, advice about belt-tightening in college is unhelpful. "Our generation is dealing with something that previous generations couldn't even imagine in terms of the cost of college," he says. "To say that we need to work harder or not take out these loans is, honestly, insulting, because if they were in the same situation as us, they'd probably have to do the same things."

According to data from Pathways, Brown's feelings aren't unusual. The majority of students experience a decline in psychological well-being immediately

For Hillman, student debt is an issue that hits particularly close to home. A former Pell grant recipient who carried an above-average debt load himself, Hillman worked three jobs and struggled to stay afloat during his undergraduate years at Indiana University.

"I was just overwhelmed. I thought it should not be this way just to [start] a career," he says, adding that the only place he ever encountered other working-class students on campus was in the lobby of the financial-aid office.

"What keeps me going is that someday, I hope it will matter," Hillman says. "I'm fighting the good fight — that's what sustains me. We're waiting for our window. Eventually these ideas will float through the right channels." ■

Sandra Knisely '09, MA'13, a news content strategist at University Communications, takes every financial seminar she can find.



BY MARY ELLEN GABRIEL

Does history really matter?
Is an English major irrelevant?
Should philosophy be phased out?
Are the humanities going extinct?

Far-fetched questions? Don't be so sure. An alarming report, commissioned by members of Congress and released to the public last year by the American Academy of Arts and Sciences, argued that support for the humanities — English, history, philosophy, the languages — is eroding in families, schools, government, and the job market.

“Economic anxiety is driving the public toward a narrow concept of educa-

Kathleen Lewis '11 created *Cover Your Mouth!*, above, a digital illustration, while a student, hoping to reach all age groups and inspire better hygiene. Across the campus, students are exploring *smart media* — formats that incorporate images, text, sound, and data to express ideas. Humanities disciplines are now embracing the digital age — and it's a natural fit. “Humanists are all about rhetoric, storytelling, creativity,” says Jon McKenzie, a UW English professor who directs the UW's DesignLab, a center that works with students and faculty who are delving into smart media. Other digital projects created by students (most now alumni) are shown on the following pages.

tion focused on short-term payoffs,” warned the authors of “The Heart of the Matter,” a report whose findings made headlines across the country in 2013. They predicted “grave, long-term consequences” for the United States if this trend continues.

It's difficult — even painful — to imagine UW-Madison without its iconic humanities departments, many of them ranked among the top twenty in the

country. No one is suggesting that this will happen, but accounts of a nationwide crisis (and precipitous drops in enrollment in humanities programs at schools such as Stanford, Princeton, and Harvard) do make the possibility worth examining.

And these questions of relevance, of practical value, of cost-versus-benefit are not going away anytime soon. They're being posed, nationwide, by governors, campus administrators, and members of

ities *for the real world*

Across the campus, a new energy is reshaping these disciplines and embracing the very technology that could have endangered them.

Congress. They're being voiced by parents who worry that the humanities are a luxury their kids can ill afford. They are made manifest in federal funding decisions and in President Obama's belief that education in STEM (science, technology, engineering, and math) fields must be a priority.

Countering the questions is a perennial challenge for Susan Zaeske '89, MA'92, PhD'97, associate dean for arts and humanities in UW-Madison's College of Letters & Science. The classic arguments for the enduring value of the humanities — "They teach us about ourselves and help us understand what it means to be human" — must now be bolstered by straight talk about real-world impacts, she says. It's not necessarily a new challenge, but it's more urgent now.

"There are crucial connections to be made," Zaeske says. "The Great Recession, the salaries for STEM grads, the world's problems, the political rhetoric — all hold enormous sway. What we need to do is show how the humanities are essential to our future, that they make an enormous difference in our lives, and that we need them now more than ever."

On a morning earlier this year, Caroline Levine, chair of UW-Madison's English department, gazed pensively over Lake Mendota from her office in Helen C. White Hall, considering the future of the English major.

"It's down," she conceded, about enrollment in the major. "Humanities majors across the nation are down. It is a very large trend, partly because many students are shifting to STEM and business fields."

Like many people who do a lot of analytical reading, Levine never talks about one moment in isolation. Discussing the so-called crisis in the humanities, she points out that in the realm of higher education, there are "big, unsettling changes" every twenty-five years or so. Although the English major is down in numbers the last several years, a century ago, there were no majors at all. By 1945, major degree fields — including philosophy, English, and history — had been firmly established and were on the rise.

"That was a big moment for the humanities," she says, recalling the end of World War II. "You had all of these people coming into the university on the GI Bill who felt they had been denied access to these great works of culture. At that time, and even thirty years ago, I don't think we worried as much about our students' economic future."

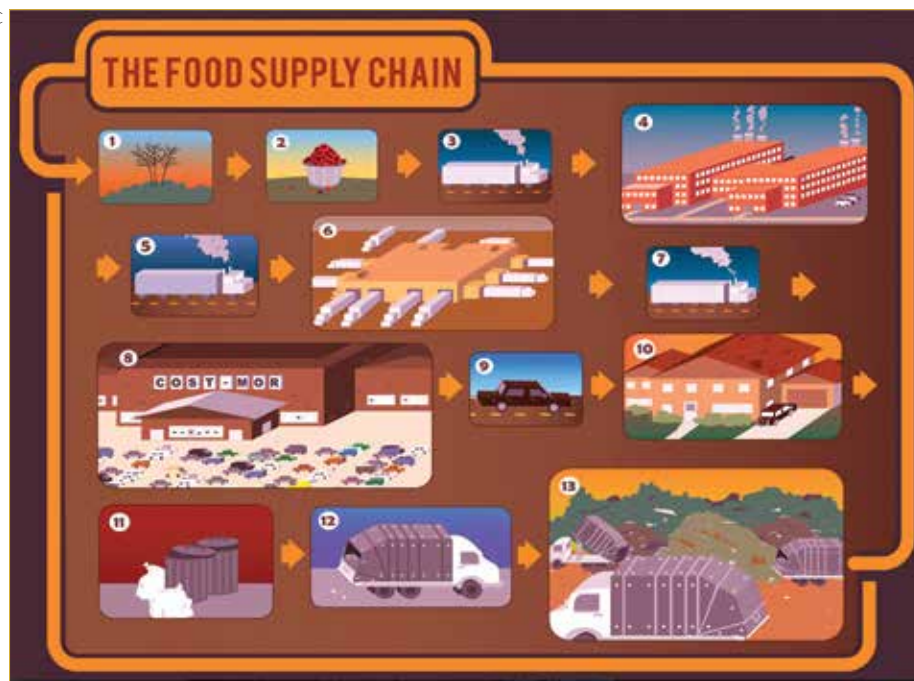
Data on a national downward trend are complicated. The percentage of students majoring in humanities *has* dropped from the 1970s, but it actually remains close to the average level of the past sixty-five years or so, in part because far more people are now going to college. The picture looks more worrisome at some schools where the humanities have

traditionally been strong. Over the last decade, Harvard had a 20 percent decline in humanities majors, according to a 2013 *New York Times* article. And while 45 percent of Stanford's faculty is clustered in the humanities, only 15 percent of its students can be found there these days. The most popular major at Stanford? Computer science. At UW-Madison, the most popular major is biology, with virtually all humanities majors (except for some of the languages) experiencing a slight decline over the last two years.

Is Levine worried? After all, the UW's English department has been ranked among the top twenty in the country for decades, and can claim the likes of beloved professor Helen C. White, and successful writers Joyce Carol Oates MA'61 and Lorrie Moore. Levine pauses before answering. In the long term, no. But in the short term, "we are being realistic," she says.

She ticks off steps the department is taking to attract more students and push the boundaries of the field — among them, hiring professors at home in the digital realm, retooling the entire major to reflect global texts and voices, and reaching across disciplines.

"This is a moment of discovery — of new voices from populations that weren't there before, of literary people asking questions of the sciences," she says. "How do we remake our relationship to the environment, for example? And there's this digital revolution — we are



The Food Supply Chain, a digital illustration by Rahul Kamath MS'11

really in a rich, visual storytelling culture now. At the same time, reading and writing are both incredibly hard. And we still have to teach those. Because they are not going away.”

John Rowe MS'67, PhD'70

grew up near Dodgeville, Wisconsin, and recently retired as chairman and chief executive officer of Exelon Corporation. He served in the prestigious role of co-chair of the commission that produced “The Heart of the Matter.”

Rowe, who has endowed two history chairs at UW-Madison and has a keen appreciation for the importance of the humanities in everyday life, says we are in no danger of losing them altogether. “It’s inconceivable — it won’t happen,” he says. “The history department at UW-Madison, for example, will not disappear. But we may be in danger of not funding the humanities as adequately as they need to be.”

Federal funding for the humanities peaked in 1979, at \$461 million. It has been dropping ever since, and now totals less than \$150 million. A House panel has suggested cutting the funding nearly in half this year. Meanwhile, funding for the National Science Foundation is in the billions. Why the disparity? Rowe points

out that the sciences offer returns in tangible endeavors, while the value of the humanities can be harder to quantify. Yet this is nothing new.

“It’s not so much of a crisis as it is a chronic problem,” Rowe says. He believes the solution may rest in private funding rather than in federal dollars. “The money is out there,” he says. “The question is, how do faculty learn to organize themselves, reach out, and motivate others to share in the excitement of their endeavors?”

Zaeske agrees, citing current

campus efforts that everyone — from parents to community members to employers — ought to know about. A new outlook is changing the way students read, write, and think about literature, history, and social issues. Humanists are exploring complex digital tools. Graduate students are reaching out to high school students, prisoners, seniors, and myriad other groups starving for access to transcendent ideas. And this is all taking place while the university continues to teach classic literature and foreign languages, emphasize the basics of good writing and close reading, and tout the pleasures of deep thinking and logical reasoning.

“In many ways, the humanities have never been more exciting than they are at this moment,” Zaeske says.

Remember Shakespeare’s *The Tempest*? While the humanities at UW-Madison are far from being washed overboard, they are undergoing a “sea-change,” and “something rich and strange” is emerging from the upheavals wrought by the Internet, globalization, and the economy. This emerging force, say faculty and administrators, is giving life to new ways of understanding our world and its people.

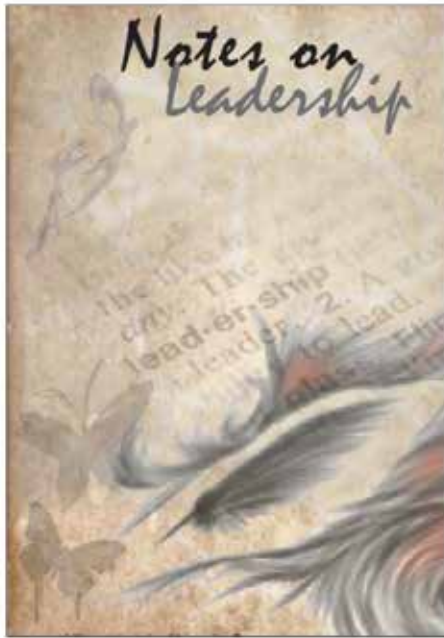
Jim Sweet, chair of the UW’s

history department, envisions a bold new future for history grads. “We want our students to enter the workforce as multifaceted employees, equipped for a variety of different fields,” he says. “Part of that is understanding that Europe and the U.S. are no longer the center of the universe.”

Sweet and his colleagues have been working for the last three years to create a transnational focus for the history major, expanding breadth requirements so students get full exposure to faculty with geographically diverse interests. As of 2012, UW-Madison has one of the largest concentrations of Asian specialists in the country, and many faculty are well versed in the languages and cultures of other rising countries.

“We take into account the entire world, including places that have risen to prominence economically and politically, like China, Brazil, India, and Russia,” says Sweet. “Transnationalism also considers the connections between those places — between China and South Africa, for example. That’s the world we’re all living in, and we want our undergraduates prepared to understand it.”

This aligns with key goals set forth in “The Heart of the Matter.” The authors recommend creating a National Competitive Act, which would fund education in international affairs and



Notes on Leadership, a graphic essay by Alexandra Bream '10



transnational studies. The report also urges colleges to build on and expand language learning to “equip the nation for leadership in an interconnected world.” UW-Madison is a leader in language education and research, offering dozens of languages from Arabic to Zulu, and there’s a strengthening focus on what are considered strategic languages, such as Russian and Chinese.

“Learning a language is not a luxury,” says Sweet. “It’s critical to becoming a global citizen.”

“**Mashed-up, recombinant, and collaborative**” is how English professor Jon McKenzie describes the fast-evolving discipline known as the *digital humanities*.

McKenzie runs DesignLab, a consulting center housed within UW-Madison’s College Library. There, digitally savvy professors and graduate students help undergraduates create projects with *smart media*, incorporating images, text, sound, and data to present ideas in different forms and reach diverse audiences. Think podcasts, video essays, and blogs.

“Students can write academic essays in their sleep,” says McKenzie. “I want students to produce more than papers. I want them to work in groups and produce a suite of projects.”

But digital humanities is about much more than creating with smart media. The Internet has rocked our world, changing the way we read, write, and learn. So profound has been its impact, according to McKenzie, that “you could compare it to the invention of the alphabet.”

“We want our students to enter the workforce as multifaceted employees, equipped for a variety of different fields. Part of that is understanding that Europe and the U.S. are no longer the center of the universe.”

The humanities offer a sweet spot for thinking about this rich, new-media universe, where students talk, create, listen, and share.

“Humanists are comfortable in this space,” says McKenzie. “We’re all about rhetoric, storytelling, creativity. We look at the big sweep — what is the Internet doing to our privacy, our notions of power, the traditional ways we teach and learn?”

That’s a realm that Mark Vareschi, an assistant professor of English, is eager to explore. Vareschi wanted his students to think about the ways people inhabit the worlds of Twitter, Facebook, and other online spaces. So he designed a course — *Frankenstein, Robocop, Google: Human Memory/Digital Memory* — in which students consider “the relative frailty of human memory in comparison to the unforgetting nature of digital storage.” In other words, you are what you post — or text, or tweet, or like. (See page 21.)

“My students and I are grappling with an age-old humanities question of agency, or self,” says Vareschi. Google, he points out, has essentially created a “shadow self” for each of us by preserving each of our online interactions, no matter how mundane. “Everything is there,” he says. “Every message, post, chat, tag — most of which you don’t remember. But is it more frighteningly accurate than your own notion of yourself?”

Old questions, new universe, as Vareschi points out. But humanists are also turning to the computer to discover *new* questions — and to rethink their relationship with books and writing. Books hold words, and words are data. All of those data — millions and millions of words — are now available online. This means it is now possible for humanists to look for large-scale patterns by turning to some of the



Luke, a digital storytelling project by Leah Rea Rusu '12

same software that scientists use to study genomes, for example, or cells.

It's called *data mining*, a.k.a. *humanities computing*. Before 2009, virtually no students and few faculty had heard of it. Now, humanities computing is "the consummate academic hot-button topic," according to an April 2014 article in *Slate*.

Humanities students today — and increasingly, their professors — have been using computers practically their whole lives. Software isn't intimidating to them. In fact, says Catherine DeRose, a doctoral candidate in English, humanities computing may hold the key to revitalizing the humanities in many students' eyes. "It's a way to work with some skills they already have to study English texts in a new way," she says. "If they want to be on the computer, then let's figure out a way for them to study English with it."

DeRose collaborated with fellow graduate students in the computer sciences department to create a "genre mapping tool" for her studies in nineteenth century British literature. Her filter captures cities mentioned by name in hundreds and hundreds of British novels — far more than she, or anyone else, could read. At first the place names

are clustered thickly in Britain, as you'd expect. But the map morphs as she clicks through the years, showing cities across Europe, and even Asia, Africa, and North America.

"How did transportation innovations — or some other factor we haven't considered — play a role in people's reading and writing habits?" she asks. For scientists, outliers often represent error and are viewed with skepticism. But for humanists, DeRose says, "the outlier is often what's most interesting."

It's interesting from a literary standpoint, but according to a 2011 article in *Forbes*, mining literary data may be one key to predicting human behavior in real life. Epidemiologists might study linguistic patterns to predict who is most vulnerable to diseases, for example. Bankers might use a similar descriptive analysis to determine who is a good or bad credit risk.

The *Forbes* article quotes Michael Witmore, formerly an English professor at UW-Madison, who launched a radical, computational approach to Shakespeare's works when he was here. "When you're dealing with human beings and language, there's no place to hide," he says. "We give away information in everything we say."

The most radical departure

from business as usual in the humanities? Taking scholarship public.

For decades, says Sara Guyer, director of the UW-Madison Center for the Humanities, "there was an assumption that if a student focused on publicly oriented work and communicated with audiences outside academia, they were, in some way, a failure." The center was founded in 1999 to help break down that wall. Philosophy professor Steven Nadler, its first director, started with a public lecture series, *Humanities without Boundaries*, which still draws crowds. Then workshops sprang up to encourage faculty and graduate students to talk with each other about issues of race, disability, gender, labor, and more.

"We wanted to coax UW humanities people out of their disciplinary cocoons," he says.

Such broad, multidisciplinary conversations about real-world problems are now considered by many to be vital to the nation's future. "The Heart of the Matter" encourages humanities scholars to bring historical, ethical, literary, and aesthetic perspectives to bear on issues of climate change, obesity, world hunger, and more. Guyer's center is now part of a new regional consortium based at the University of Illinois that has linked humanities centers at fifteen research universities in a challenge to rethink and reveal the Midwest as a key site — both now and in the past — in shaping global economies and cultures.

The center has also become a national model for what is now known as the *public humanities*, sponsoring major outreach initiatives that connect faculty and students with communities and populations — inmates, seniors, high school students, and teachers from rural areas — who might otherwise never have access to one another's thinking. A 2012 article in the *Chronicle of Higher Education* called the center's projects an

“admirable example” of “PhDs turning their creative powers outward.”

The one crisis in the humanities that nobody disputes is the dismal academic job market. After “pausing their lives for six years to study English, history, and the like,” notes a 2013 article in the *Atlantic*, humanities PhDs are facing the shocking odds that upward of 43 percent will not receive offers to be postdoctoral researchers or professors.

“Reason may tell you that the best approach is to maximize your income. Judgment is about questioning the assumptions that most of us take for granted. Is more money better? Who says so? How do we assign value to various things in our lives?”

The Center for the Humanities is turning this crisis into opportunity.

“Historically, advanced graduate training in the humanities has been a one-way street,” says Guyer. “It sends you right to a job in academia — or you are more or less invisible. We are changing that model.”

With a \$1.1 million grant from the Andrew W. Mellon Foundation in 2013–14, the center offers yearlong fellowships for PhDs at community organizations such as Wisconsin Public Radio, the Madison Children’s Museum, and the Madison Public Library. Instead of encouraging graduate students to tunnel

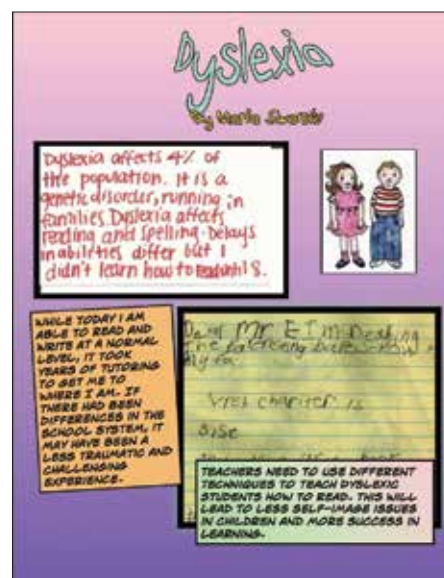
ever deeper into their mines of specialization, these fellowships urge them to share what they know more broadly and to consider other work environments that could benefit from their scholarly approach.

But what about undergraduates? Parents, students, and even President Obama have expressed concern about lower starting salaries for humanities grads. A 2012 study showed English majors starting at \$29,222, while engineering students earned more than \$50,000 during their first year on the job. Is a humanities degree worth the cost — to the individual, to the school, to the economy? That, of course, depends on how one assigns value and defines success. First-year philosophy students learn to think about this kind of thing by discerning the difference between reason and judgment.

“Reason may tell you that the best approach is to maximize your income,” says Russ Shafer-Landau, chair of the philosophy department, who specializes in morality and ethics. “Judgment is about questioning the assumptions that most of us take for granted. Is more money better? Who says so? How do we assign value to various things in our lives?”

The good news: studying the humanities doesn’t mean you won’t get a high-paying job eventually. A study released by PayScale, Inc. surveyed 1.2 million people across the U.S. and found that in general, salaries for college graduates even out after ten to fifteen years of work experience. And in study after study, employers consistently place a high premium on the critical-thinking, problem-solving, and writing skills of humanities grads.

The biggest barrier to success in the job market for these grads is not knowing how to communicate their value. But that’s starting to change. Karl Scholz, dean of the College of Letters & Science,



Dyslexia, a comicdoc by Maria Swanke x'16

has launched a massive effort designed to boost career readiness by helping liberal arts majors identify their passions, articulate their skills, and connect with alumni who can help them.

“We want to help the conversation go more easily when a child tells a parent, ‘I want to major in philosophy,’” says Scholz. “With more information and self-knowledge, all of our students can better navigate the journey.”

Human beings are complex.

We make choices. We nurture beliefs. We teach our children right from wrong, and we follow a moral code ourselves. But we also do terrible things. Why are we as a species — and as individuals — so deeply contradictory? Science can explain some of our behaviors, but the humanities help us attach meaning to them. And the search for meaning will always be a fundamental preoccupation of the human race.

So, are the humanities in crisis? Perhaps the best answer comes from the DesignLab’s Jon McKenzie.

“The humanities *are* the crisis,” he says firmly. “The upheaval is what we are all about.” ■

Mary Ellen Gabriel is a writer for the College of Letters & Science.



PACKING UP A WAR

The UW — and some of its graduates — are playing key roles in bringing back the unfathomable amount of stuff that has supported military operations overseas.

STORY AND PHOTOS
BY MEG JONES '84

CAMP MARMAL, AFGHANISTAN — Engineers usually build things. They don't often tear them down.

But as America's longest war winds down in Afghanistan, U.S. forces are rapidly breaking down military facilities and recycling as much equipment as possible. The number of American troops is dropping from 30,000 during the summer to just under 10,000 by New Year's Day.

It's an unprecedented mission,

costing the U.S. Department of Defense billions of dollars to recycle hundreds of thousands of pieces of equipment that have been used to support Operation Enduring Freedom for more than a decade — artillery, Humvees, desks, computers, bunk beds, stoves, radios, rifles, pool tables, latrines, and on and on.

Rather than blowing up or bulldozing buildings, in Afghanistan the troops are dismantling the facilities piece by piece to save as much as possible.

Everything will be sent back to America, given away to Afghan security forces, or destroyed to prevent it from falling into the hands of terrorists. And

the hundreds of command posts and forward operating bases (FOBs) — which sprang up like mushrooms as U.S. and coalition forces flooded in to defeat the Taliban following the 9/11 terrorist attacks — will soon shut down.

Among the units packing up a war is the Wisconsin National Guard's 829th Engineer Company, headquartered in Chippewa Falls with detachments in Ashland and Richland Center. The Wisconsin packers arrived in Afghanistan in June and are scheduled to return home before the end of the year, when combat operations will cease. The unit includes several UW-Madison alumni, such as 1st

Lt. Jessica Burch '04, the leader of the company's third platoon.

"We're taking it down, bringing it home," says Burch, who earned her degree in interior design. "There are enormous challenges. We've learned to be creative in getting the tools and the job done. We're probably doing more manual labor than normal."

The challenges include the intense heat and unrelenting sun, which quickly overheat power tools and the soldiers wielding them. To combat triple-digit temperatures, power tool batteries are stored in coolers, and the Wisconsin engineers each consume dozens of bottles of water and power drinks during the workday.

Under such conditions, soldiers must wear long-sleeved shirts and gloves so they don't burn their skin on tools left in the sun. And they can work only thirty minutes before resting thirty minutes.

"You can only plan four hours of work in an eight-hour day," says 1st Lt. Jeffrey Koehler '04, commander of the fourth platoon, yet the work must still get done within the deadlines set by commanders.

Shortly after arriving, the engineers were split into four groups and sent to bases in northern and eastern Afghanistan to break down hundreds of tents, dining facilities, tactical operation centers, maintenance facilities, and other structures. They pulled miles of electrical wire and plumbing pipes, moved dozens of tall concrete T walls with the help of cranes, and dismantled incinerators no longer needed to burn the mountains of garbage produced daily at sprawling bases. Many of the soldiers serving in the 829th are mechanics, electricians, plumbers, and

Rather than blowing up or bulldozing buildings, in Afghanistan the U.S. troops, which include members of the Wisconsin National Guard, are dismantling the facilities piece by piece to save as much as possible.

carpenters in both their military and civilian careers.

"It's the complete opposite of what we normally do," says Koehler, who earned his UW degree in electrical engineering. "Instead of nailing up plywood, it's taking a crowbar and pulling it off."

But knowing how buildings are constructed gives the Wisconsin soldiers a useful set of skills to devote to this task. They don't have to search for electrical wiring hidden beneath floors — they know exactly where it is. They don't have to guess which walls are load bearing. And they have installed so many latrines that knowing how to disconnect plumbing pipes from drains and water sources is second nature.

Raw materials such as plywood, insulation, and metal roofing, along with furnishings, tents, and fixtures, are being sent to sorting facilities at a few of the large bases in Afghanistan

to be recycled and redistributed, says Burch, who used a black marker to decorate her red hard hat with a drawing of Bucky Badger.

Just a few weeks — and sometimes only days — earlier, these tents, chow halls, and aviation facilities fed hungry service members or housed Blackhawk helicopters. Now soldiers tear them down, leaving behind ghostly footprints in the sand. Concrete pads and anchor bolts are being broken up and hauled away with the goal of returning the Afghan terrain to what it looked like before the war.

At left, as part of a massive effort to dismantle military facilities in Afghanistan, Wisconsin National Guard soldiers use forklifts — and muscles — to break down a large aviation maintenance hangar near Mazar-i-Sharif that was used to repair Blackhawk, Chinook, and Apache helicopters.

At right, Spc. Erika Steinke of Wilton, Wisconsin — a member of the Wisconsin National Guard — is draped in electrical wiring removed from the maintenance hangar. Officials estimate that, ultimately, three-quarters of a million pieces of equipment will be packed up and returned to the United States.





Two members of the Wisconsin National Guard, Staff Sgt. Tom Hinman of Hazel Green, at left, and Spc. Taylor Wahlberg of Superior, pile beams onto a forklift as an aviation maintenance hangar is dismantled at Camp Marmal.

While the Wisconsin engineers travel to Afghanistan with the tools and equipment they need, to meet tight deadlines, much of it is shipped back home before they can finish their tasks. That means they've had to come up with alternative ways to accomplish the job. For example, large aviation maintenance tents are typically dismantled by using giant winches to pull down the tent skins. But at Camp Marmal, located near the northern Afghanistan city of Mazar-i-Sharif, Burch's platoon doesn't have giant winches. So the soldiers are using ratchet straps and flagpoles that they cut up and repurposed as roll bars to safely bring down the tents.

"That was the guys' most proud moment. They were like, 'Ma'am, look what we made!'" says Burch.

On the other end of the pipeline of equipment and gear flowing out of Afghanistan is Teresa Adams, a UW professor of civil and environmental engineering. As executive director of the UW-based National Center for Freight and Infrastructure Research and Education, Adams is among the analysts figuring out how all the military equipment will come back to the United States and where it will go.

Though weapons, ammunition, and sensitive equipment — such as computers and sensors — will return home via cargo

planes, most equipment will come by sea, says Adams.

After analyzing deep-water ports and nearby rail and intermodal lines to ship military vehicles and equipment, Adams recommended the Port of Gulfport, Mississippi, as an entry point. The location offers access to the Gulf of Mexico, an extensive system of rail tracks and highways, airports that can handle C-5 and C-17 cargo planes, and the nearby Camp Shelby, a large military base.

"This effort is unprecedented anywhere in the world. Three-quarters of a million pieces of equipment will be returned," says Adams, noting that prior to the wars in Iraq and Afghanistan, American

military equipment was simply left behind or given away.

“This time the stage is different,” she says. “The military is thinking sustainability and cost-saving. They are looking at opportunities to repurpose and resell, and how they can save with the logistics of transporting to a U.S. port and then inland to the Army Depot destinations. They want to deliver and redeploy effectively, and with the least cost. This is a new spin, it seems.”

“This effort is unprecedented anywhere in the world. Seventy-five thousand pieces of equipment will be returned. The military is thinking sustainability and cost-saving.”

At FOB Fenty, Staff Sgt. Colleen Anderson '09 is a team leader and the noncommissioned officer in charge of safety for the second platoon. FOB Fenty is the American base at the airfield next to Jalalabad, and it's from there that SEAL Team Six left in helicopters on the Osama bin Laden mission into nearby Pakistan and returned with bin Laden's body.

The platoon's soldiers are knocking down facilities and closing portions of Fenty because, by year's end, only Afghan security forces will remain at the airfield. At the same time, they are constructing temporary housing to handle the influx of U.S. and coalition military members and civil contractors who are leaving the numerous installations that have been closed down nearby.

“Our mission is figuring out what to do with all of the materials so we're not



Soldiers must wear gloves and long sleeves while working, above, because tools and metal left out in Afghanistan's triple-digit heat can quickly burn skin. At right, 1st Lt. Jessica Burch displays UW pride by drawing Bucky Badger on her hard hat.

wasting anything [and] so we can possibly use them elsewhere,” Anderson says during a break from helping dig a trench for electrical lines. “As the war is drawing down, we're reallocating materials to save the government money.”

This is Anderson's second deployment to Afghanistan. She was here in 2012 with a Wisconsin National Guard unit of agriculture specialists that helped Afghan farmers in Kunar Province. Because of her UW-Madison zoology degree — and the time she spent as a student volunteering at the zoological museum in the Noland Zoology Building — she was selected to serve on the veterinary team, working on pest eradication and helping to manage the unit's Afghan interpreters.

She often wonders what it would be like to return to this war-torn country as a tourist.



“I thought, militarywise, I'd never come back. But I like the culture and the beautiful landscape, so if there was more stability, I could totally see coming back in thirty years,” says Anderson, who was a member of Hoofers while she was a student. “I told some of my friends this would be a great place to backpack.” ■

Meg Jones '84, a reporter for the Milwaukee Journal Sentinel and a freelance writer, traveled to Afghanistan in August 2014. Her trip was supported by the Pulitzer Center on Crisis Reporting.



It Was a Very Good Year

In 1964, the campus experienced one of its most exciting years, with grand (and grandiose) expansion, and historic highlights in civil rights, science, and star performances.

BY STU LEVITAN JD'86

Fifty years ago, the UW underwent one of the most pivotal periods since its founding in 1848.

University President Fred Harrington set the tone when he vowed in January that the university would “get bigger and better” that year. It certainly got bigger — 1964 brought the campus’s largest graduation, enrollment, and budget up to that time, a building boom that included the city’s tallest and the university’s biggest buildings, and plans to expand the campus in unimaginable ways.

The year grew even more notable as the months passed. Just before Thanksgiving, the UW community celebrated its extraordinary growth with a gesture of personal sacrifice. Some six thousand students — nearly a quarter of the student body — joined the National Student Association’s Fast for Freedom, skipping

dinner and putting their money where their mouths weren’t, sending more than \$5,000 (about \$37,500 in 2014 purchasing power) to Mississippi to buy food for the poor, both whites and African Americans.

Campus interest in civil rights wasn’t due to demographics — there were more black students from Nigeria (23) than from Wisconsin (21), and among the 2,254 faculty, only nine were people of color. But all year, there had been an ongoing involvement in the primary political and moral issue of the day — the movement to end segregation in the South.

It had been just months earlier, in November 1963, when the Class of ’64 had its senior year rent by tragedy: the death of the president. But it bounced back. “Despite the lingering pall of JFK’s assassination,” then-*Daily Cardinal* editor Jeff Greenfield ’64 recalled in an email, “my overriding sense of 1964 was a sense of optimism.”

Students honored the late president by engaging in every form of civil rights engagement and by joining the Peace Corps in large numbers (especially after Bill Moyers, the organization’s deputy director and an assistant to President Johnson, came to campus to promote the Corps). The federal government returned the favor with unprecedented financial support, providing more than \$57 million in the 1963–65 biennium, including \$20.4 million in 1964 for research alone.

The sixties were in full swing, and the campus was swinging with them. Madison saw perhaps its greatest year ever for live music in 1964, featuring legends such as Bob Dylan, Louis Armstrong, Johnny Cash, the Beach Boys, the Four Seasons, and Roy Orbison. Violinist Isaac Stern, jazz pianist Oscar Peterson, and bluegrass pickers Flatt and Scruggs delighted diverse Union Theater audiences. Harry Belafonte headlined Homecoming, Bo Diddley rocked the Military Ball, and



At the beginning of the 1963–64 school year, students prepared to board a bus outside the Memorial Union, bound for the March on Washington for Jobs and Freedom, where Martin Luther King’s “I Have a Dream” speech helped to inspire continued civil rights activism.

sitar master Ravi Shankar graced Great Hall — two years before Beatle George Harrison first heard him play.

That spring, University Hospital became the first hospital to operate an IBM 1440 computer system — not for patient care, but for billing and other administrative services. And the UW became the first university in the country to put alumni transcripts (more than 350,000 of them) and all new student records on microfilm.

Howard Temin, assistant professor of oncology in the new eleven-story McArdle Memorial Laboratory for Cancer Research, announced breakthrough discoveries into the relationship between tumor viruses and cancer, the revolutionary “reverse transcriptase”

analysis that would lead to his Nobel Prize in medicine in 1975.

Professor Lee Dreyfus, general manager of WHA-TV, organized a project televising reference books so that, as he told the *Wisconsin State Journal*, “500 students can read the same book at the same time.” Dreyfus, who went on to become governor of Wisconsin in 1979, also helped to demonstrate zoology instruction for faculty via television.

And much-anticipated construction on the Biotron, a unique facility to study living organisms under controlled environmental conditions, finally began.

The campus also made national news for nonacademic reasons. A teenage courtship played out in January, when presidential daughter Luci Baines

Johnson visited boyfriend Jack Olson x’68, a freshman from Maiden Rock, Wisconsin, and former congressional page. The two posed with Harrington before the Lincoln statue, had pizza at Paisan’s, and saw the Doris Day-James Garner romantic comedy *Move Over, Darling*.

And a homegrown Badger made national sports news with lasting impact when slugging baseball outfielder Rick Reichardt x’65, a junior from Stevens Point, signed with the Los Angeles Angels for an astronomical \$200,000. The sum so shocked Major League Baseball that it started an amateur draft to stop the bidding wars for “bonus babies.”

The remarkable year was not lacking for campus high jinks, either.

AP PHOTO



Bob Dylan and Louis Armstrong were among the many big-name performers to visit Madison in 1964, along with Harry Belafonte, Bo Diddley, Johnny Cash, the Beach Boys, Flatt and Scruggs, Roy Orbison, the Four Seasons, Ravi Shankar, and violinist Isaac Stern.



AP PHOTO/EDDIE ADAMS

A spectacular frozen melee developed on the night of March 9, as students rolled a huge snowball, up to fifteen feet high, onto Observatory Drive just east of the new Natatorium, snarling traffic for a four-block area. As their number grew to about five hundred, the students tipped over two large flatbeds around the massive mound and pelted police with snowballs for about ninety minutes before they were rousted. There were no arrests.

Big, Big Red: the Badger Building Boom

Decisions made and actions taken in 1964 profoundly affected the UW's physical presence.

"We have never had anything like the building program we now have," Harrington told the regents in March. "I have been called a bigger imperialist than Theodore Roosevelt," he added, referring to all the private homes and shops the university had purchased to allow the expansion.

It was 1964 that gave us the design for the university's most massive structure, the \$9.8 million South Lower Campus Building for History, Music, Art, and Art Education (now the George

L. Mosse Humanities Building). But even as they approved the design, the regents had misgivings.

"Looks like something right out of Mesopotamia," regent Charles Gelatt '39, MA'39, MA'83 groused. Board president Arthur DeBardeleben said it looked like a factory. Engineering dean Kurt Wendt '27, head of campus planning, promised that "a proper treatment would be developed to improve the appearance." Plans for the adjoining Elvehjem Art Center (now the Chazen Museum of Art) also advanced, while private fund-raising continued.

The regents also approved doubling the \$5.5 million Language Building (now Van Hise Hall) to eighteen stories (making it the tallest building in Madison), along with plans for five natural-sciences buildings costing \$17 million — all at one meeting.

The twin towers of Witte Hall opened that fall, with plans being drawn for another women's dorm across Dayton Street. The dorm was never built, however, and that space is now occupied by the university's "Taj Garage" parking ramp.

In 1964, the Administration Building, later named after business manager A.W. Peterson, was dedicated; Ogg Hall was

under construction; contracts were let for Gordon Commons, and Union South was proposed. However, although diamonds may be forever, buildings are not. All of the structures have since been razed.

The Athletics Department scored in '64, as the regents approved expanding Camp Randall with a 13,103-seat second deck and a two-story press box, building a Winter Sports Arena — and increasing ticket prices to pay for it all.

The decision to expand the stadium was not without debate. Gelatt warned of the "very real danger" that professional football "could drive college football off the air." Regent Maurice Pasch wondered, "Has the athletic board given any consideration to the possibility of moving the stadium entirely?" DeBardeleben warned, "We should not take on commitments that for the next fifty years we are going to be bound to a good team," and even questioned "whether this was a proper function of the university."

Harrington assuaged the skeptics. "We have every expectation that the attendance will be above the 75 percent" needed to sustain the financing, he said. As to the winter facility, he offered that "curling would seem like a pleasant faculty sport."



Witte Hall, left, opened in 1964 as campus administrators scrambled to prepare for the biggest enrollment in the university's history. At the time, plans even called for the creation of a second four-year campus at the location of the current University Research Park on the west side of Madison.

DeBardeleben was prescient. After the addition opened in 1966, the football team went 6 and 32 the rest of the decade, without a winning season until 1974.

The university also moved ahead with plans for a second gymnasium (now the Natatorium), apparently without concern for historic preservation. "We can't tear down the old Red Gym," Harrington said, "until we build a new one."

Staggering Number of Students

But the specter of an ever-increasing population on a campus about to burst was haunting the university.

Commencement that June set the tune, the largest of the 111 such events to date. As morning clouds cleared for a late spring sun, about 3,100 received degrees.

Enrollment in the spring of '63 was 21,733, and 26,293 enrolled in the fall of 1964 — a 20 percent increase, the greatest two-year jump in the university's

history, before or since. And the state's primary educational planning body, the Coordinating Committee on Higher Education (CCHE), said even more students were coming: 45,000 in 1970 and 52,183 in 1973, almost 20,000 more than any other plan had projected.

"The Madison campus figure is staggering!" Harrington exclaimed at the February regents meeting. Told that their campus population would double in nine years, administrators started planning to double the campus. There was regent agreement to hasten construction of student housing from 1,000 units per year to 2,500, including 3,000 new rooms, similar to the towering southeast dorms, on Observatory Drive across from the Natatorium.

Harrington had even grander plans — a complex of residential and academic facilities for 10,000 to 15,000 freshmen and sophomores near Picnic Point, and a similar setup north of the Veterans' Administration hospital, now the site of the UW Hospitals and Clinics complex.

"The area at the base of Picnic Point is very promising," Harrington said, although he admitted that there could be some "foundation problems as the land is below lake level."

To cap it off, plans called for a four-year campus on the Charmany-Rieder

Farms, on Mineral Point Road past Whitney Way, about five miles west of Bascom Hall. To Harrington, the only question was *when* a full western campus would open. "We will certainly have some sort of campus use here one day — very handsome and quite high," he declared in September.

Not everyone jumped on the expansion bandwagon. "It was all madness — they had no sense of limits," says Bill Kraus LLB'49, a respected insurance executive and political operative whom incoming Governor Warren Knowles would appoint to the CCHE in 1965.

But campus planners pursued their ambitions and even proposed a name for their concept. "We are talking about a nucleated campus," Dean Wendt told the regents in March. Its purpose was to "cut down to a substantial degree the amount of student traffic." The university was frantic to deal with the onslaught of automobiles, scooters, bikes, and pedestrians. "Drastic action is needed," Wendt told the regents in January.

DeBardeleben was particularly ambitious, asking in April about "development of an underground rapid transit system" to serve the campus. Harrington said it would be cheaper to move the campus. DeBardeleben suggested a monorail "so that we can eliminate all parking problems." Vice President Robert Clodius said they could look into one as had "been used at Disneyland and the World's Fair."

The administration even considered banning all student cars, Wendt said, but there was "some question about the legality" of such a move. The regents also reviewed, but did not adopt, a campus

Clockwise from right: As a UW junior, Rick Reichardt made national sports news when he signed with the Los Angeles Angels for the unprecedented sum of \$200,000. Former UW student Andrew Goodman was one of three Freedom Summer volunteers who were tortured and killed by the Ku Klux Klan in Mississippi. In January, Luci Baines Johnson, LBJ's daughter, visited her boyfriend, Jack Olson, on campus, where they chatted with university president Fred Harrington, left, on Bascom Hill.

UW-MADISON ARCHIVES S09037



WISCONSIN STATE HISTORICAL SOCIETY WHH-98263

plan to post guards at three checkpoints to block all personal vehicles — including bicycles — during the workday.

University officials faced one big planning problem: nobody knew what future enrollment would be. “We have been consistently wrong in estimating what the numbers would turn out to be,” Wendt told the regents. “We anticipate that we might again be wrong.”

He was right — they’d be wrong. Enrollment hit 40,000 in 1979, eleven years after the CCHE said it would, and peaked (in 1985) at 45,050, well below projections.

Greeks had their own building boom as seven fraternities and sororities undertook additions or new construction, including the modernistic Sigma Chi house on Langdon Street. The fraternity left its historic site at the end of Lake Street to make way for a new Alumni House, which was originally to occupy the historic Washburn Observatory, but instead came to its lakefront location at the behest and bequest of the late Thomas E. Brittingham, Jr., a past Wisconsin Alumni Association president.

The Movement in Madison

But the biggest development affecting the letter societies wasn’t one of bricks and mortar, but of rights and privileges, as the faculty faced off with fraternities over their membership practices.

“Racial discrimination in the fraternity-sorority world,” broadcast journalist



UW-MADISON ARCHIVES S04139

and author Greenfield says, was “the most polarizing topic” on campus.

Although civil rights activism was not the all-consuming issue that the anti-war protest would soon become, it was the primary political cause on campus and off. Students formed the core of the Congress of Racial Equality cadre of volunteers, undertaking a series of direct actions that spring. They picketed and occupied the aisles of the Sears store on East Washington Avenue until the store hired a few black workers. They disrupted the State Assembly, bringing signs into the gallery and singing “We Shall Overcome,” and they chanted “Jim Crow Must Go!” when segregationist Governor George Wallace spoke to the Downtown Rotary club. And when several hundred northern students

went to Mississippi for the historic Freedom Summer Project voter-registration effort, about twenty Badgers were on the buses.

Immediately afterward, new history grad students and civil rights activists Mimi Feingold Real MS’66, PhD’67, Vicki Gabriner MS’66, and Bob Gabriner MS’66 began assembling what has become one of the nation’s richest civil rights archives — the Wisconsin Historical Society’s collection of papers, records, and images concerning the Freedom Summer Project, with over 100,000 pages of primary source material. About a third of the collection has already been digitized and put online.

A Badger made national civil rights news in May when the U.S. Supreme



Although campus protests had not yet reached the fever pitch they would hit during the Vietnam demonstrations of the late sixties, there were still plenty of rallies revolving around issues such as politics, civil rights, and the burgeoning peace movement.

Court upheld the disorderly conduct conviction of junior Dion Diamond, a prominent black activist from Louisiana who had recently transferred to the UW from Howard University. Diamond served his sixty days back home and returned to resume his activism and academics.

And there was a tragic Madison date-line when former classmates remembered Andrew Goodman x'65, one of three Freedom Summer volunteers murdered in Meridian, Mississippi. Goodman had come to the UW in 1961, but he withdrew for health reasons after a semester and transferred to Queens College (where musician Paul Simon became a friend). On June 21, Goodman, Michael Schwerner, and James Chaney were abducted, tortured, and killed by Ku Klux Klansmen. Their bodies were found in an earthen dam six weeks later.

The faculty weighed in on civil rights, insisting that alumni not be able to veto fraternity or sorority pledges for discriminatory reasons — although they could still weigh in on standards such as academics and character — and enacting a rule requiring all social organizations to certify that no constitution, bylaw, ritual, or rule

required them to discriminate on account of race, color, creed, or national origin.

Most of the groups embraced the requirement and complied well before the November deadline. But challenging the rules as an improper intrusion into private affairs and alumni rights, Acacia and Phi Gamma Delta fraternities and Kappa Delta sorority refused to sign, and were recommended for termination. The Inter-Fraternity Association also took independent action, suspending Acacia from privileges. But all three later demonstrated sufficient compliance to maintain good standing.

Reality Check

Lastly, 1964 was an election year, filled with campus campaign appearances and protests — and a result that stunned the university: while Wisconsin voted 2–1 for President Johnson, it ousted incumbent Democratic Governor John Reynolds in favor of Republican Warren Knowles.

In December, Knowles denounced the UW's "grandiose schemes" and warned of enrollment cuts and other austerity measures. "The people of Wisconsin are unwilling to pay higher taxes for state

education," Knowles declared. The university responded by submitting a record budget request, and waited for what cuts and caps might come.

At year's end came a tantalizing tip about a future UW area of expansion. To "improve liaison between the university research people and with the industry people" and facilitate "research that will be helpful for Wisconsin industry," Harrington reported in December, the university established a University-Industry Research Program. "We feel we have just begun," he said. "There is a great deal more to do."

In 1983, the regents would turn that nascent program into the 255-acre University Research Park, the R&D facility on the site of the Charmany-Rieder Farm — where fifty years ago, the university had planned to build its western campus.

A setback became a step forward. ■

Stu Levitan JD'86 is the host/producer of "Books & Beats" on Madison radio station 92.1, chair of the Madison Landmarks Commission, and author of Madison: The Illustrated Sesquicentennial History, Volume 1 (UW Press 2006).

Union South Bowling

When winter wraps its icy fingers around Madison, Badgers need a place to burrow — and have fun.

Deep inside Union South, they lace up their bowling shoes and hope for strikes (or at least spares). In a recent one-year period, bowlers of all abilities played 58,520 games on the building's gleaming lanes.

Wisconsin is what you could safely call a bowling state. High schools have teams, which is where many Badgers sharpen their skills before coming to Madison. And the UW has a team. Representing one of thirteen schools that make up the Wisconsin Collegiate Bowling Conference, it takes over the student union's eight lanes to practice on Monday nights.

Even with frigid temperatures outside, some wear shorts with their bowling shoes. There is high-fiving and trash-talking. Distinct bowling styles are on display. A few team members stick out their weak side legs, flamingo-like, as they release their balls, bending their knees back behind them. For some bowlers, the ball makes a guttural thud as it hits the lane. For others, it just barely kisses the surface before smoothly rolling toward the ten pins and knocking them down with a crash.

There used to be other places to bowl on campus. In 1910, four lanes opened in Lathrop Hall, designed to give female students some space to engage in physical activity. The lanes remained until the building underwent a major restoration in the 1990s. Memorial Union added six bowling lanes during a 1939 remodeling project, but those were closed in 1970. The old Union South opened that same year with eight lanes — enough to accommodate the bowling team.

In many ways, bowling is a throwback, a connection to an era when people gathered without the distractions of cell phones and text messages. It brings back fond memories for those who perched on barstools and munched on french fries during their parents' Friday night leagues.

Whether a final score is 200 or somewhere south of 80, it's fun. And the best part? It's cheap. You can rent shoes and bowl a couple of games on a Saturday night for about \$10.

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.

It's all about affordable fun — and escaping winter for a while — when you grab a ball and hit the lanes at Union South.



Are the Kids Really All Right?

Continued from page 33

However, financial parenting skills aren't always as intuitive as one would think, as Shim learned firsthand during the early days of the Pathways project. The Shims had always planned to put their children through college themselves, but Shim began to doubt that approach after the first wave of data. Instead, she convinced her husband to read her research paper, and after much cajoling, he got on board with a new plan to make their daughter more personally accountable for her education.

The younger Shim was initially resistant to taking out a relatively modest loan and developing a plan to pay it back, but the result — according to her mother — is that she has become more mindful about her finances and is making more strategic career choices.

"I couldn't buy that for her," Shim says. "I'm so happy we did it. It's been a life lesson for her."

Not every student has an expert in consumer literacy or a director of financial aid as a parent. To help families with a lower level of financial savvy, the Pathways team is developing a set of recommendations to help parents guide their young-adult children through major financial decisions. Shim says the team is also working on ways to tailor these recommendations to fit different personality types, since no two young adults are exactly alike.

Advisers say they would love to see a willingness among parents to talk openly and honestly about the family's financial situation, starting when a student is in the first years of high school. Several members of Fischer's team say that during visits, it's not uncommon for parents to ask students to leave the room when an adviser starts asking questions. Often, students have no idea that

attending his or her "dream school" is causing a financial strain.

"They come home from the hospital in onesies with Bucky on them — that's how far back this dream goes for some," says UW student-aid adviser Todd Reck.

a full-time job. In fact, Shim's team has found that full-time employment affects young adult happiness more than debt. Those with a high level of debt who are working full time rate their satisfaction with life just as highly as those who are

GREAT EXPECTATIONS

Among American families with children under 18:

65% say that a college education is expected

51% are saving for college

41% have created a plan to pay for college

From the Sallie Mae/Ipsos annual report
"How America Pays for College."

"The problem is when you bring them home in the onesie, you're not thinking, 'Hey, I need to put a few dollars away in an account.'"

Feeling down, but looking ahead

For Brown, advice about belt-tightening in college is unhelpful. "Our generation is dealing with something that previous generations couldn't even imagine in terms of the cost of college," he says. "To say that we need to work harder or not take out these loans is, honestly, insulting, because if they were in the same situation as us, they'd probably have to do the same things."

According to data from Pathways, Brown's feelings aren't unusual. The majority of students experience a decline in psychological well-being immediately after graduating from college. "They realize life is tougher or a lot more serious than they thought," Shim says.

Most, however, eventually experience a psychological rebound after landing

working with no debt at all. "It's not the debt that matters. It's that they feel self-sufficient," she says.

For Hillman, student debt is an issue that hits particularly close to home. A former Pell grant recipient who carried an above-average debt load himself, Hillman worked three jobs and struggled to stay afloat during his undergraduate years at Indiana University.

"I was just overwhelmed. I thought it should not be this way just to [start] a career," he says, adding that the only place he ever encountered other working-class students on campus was in the lobby of the financial-aid office.

"What keeps me going is that someday, I hope it will matter," Hillman says. "I'm fighting the good fight — that's what sustains me. We're waiting for our window. Eventually these ideas will float through the right channels." ■

Sandra Knisely '09, MA'13, a news content strategist at University Communications, takes every financial seminar she can find.

Badger connections

JEFF MILLER



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Cold Shoulder

During Hoofers' Winter Carnival last February, students built themselves a classmate out of snow on Lake Mendota. Hoofers are the Union's outdoors activities clubs. The next Winter Carnival will run February 2 to 8, 2015, and beneath their mittens, Hoofers have their fingers crossed for ice and snow. The event has been part of the Union since the 1920s — a much longer life than this poor top-hatted gent experienced. RIP, Frosty: rest in puddle.

New Tradition Captures a W Snapshot

Coollest. Class. Picture. Ever.



BRUCE RICHTER

Students attending Wisconsin Welcome activities in September took part in a new tradition by joining band members on the field at Camp Randall Stadium to make a huge W. All of the first-year Badgers wore complimentary T-shirts supporting The Red Shirt™ program, which raises funds for the need-based Great People Scholarship.

As first-year students gathered for Wisconsin Welcome activities at Camp Randall Stadium in September, a new tradition took shape. After a program designed to teach them about essential UW traditions, students descended on the field to form the shape of a *W* for a giant photo op.

Known as the W Project, the super-snapshot was inspired by similar efforts at other Big Ten schools. Not to be outdone, students from the Wisconsin Alumni Student Board (WASB) spent months collaborating with the Wisconsin Alumni Association (WAA), the Center for the First-Year Experience, University Communications, the UW Marching Band, and UW Athletics to pull off the event. The official photo, as well as candid shots and a time-lapse video, were shared with students and the campus community. (See uwalumni.com/go/wproject.)

Before making their trek onto the field, participants received this year's edition of The Red Shirt™, which supports the Great People Scholarship.

"As first-year students begin their time here at UW-Madison, we want to introduce them to a tradition that can be carried into alumnihood," says **Shannon Timm '08**, a WAA marketing manager. "The Red Shirt represents a sense of identity, community, pride, and belonging."

The welcome event featured speakers from UW Athletics — including football coach **Gary Andersen** and Badger basketball student-athletes **Sam Dekker x'16** and **Josh Gasser x'15** — who talked about the UW experience, good sportsmanship, and student conduct at events. WAA president **Paula Bonner MS'78** spoke about the importance of staying connected to

the university, and the UW Marching Band performed a rendition of the Fifth Quarter to help incoming students learn the lyrics and motions of the UW's most popular tunes.

Participants were active on Twitter using hashtags #WProject and #Badgers, and showed off photos of themselves as they wore the The Red Shirt for the first time.

"WASB was interested in organizing the event to fulfill our mission of linking students past, present, and future," says **B.C. Cole x'15**, one of the Wisconsin Alumni Student Board organizers. "The W Project hits on all three points, as it gets current students engaged at the event, allows the photo to be shared with future Badgers and alumni, and is a memento to those current students after graduation."

Preston Schmitt '14

Making Homecoming Welcoming for All

Multicultural activities aim to broaden alumni engagement.

Although it's one of the largest and longest-running traditions on the UW campus, some alumni and students have never felt especially at home during Homecoming.

It's a feeling that a campus coalition led by WAA is working to change, one inclusive festivity at a time. In 2013, more than 170 attendees participated in the first-ever comprehensive Multicultural Homecoming, and this year's event built upon the new tradition.

"This was only the beginning of what we hope will become a more extensive dialogue about improving multicultural alumni engagement with the UW and celebrating diversity efforts across the university landscape," says **Tracy Williams-Maclin**, director of diversity and inclusion for the Wisconsin Alumni Association. "There's a great deal of excitement and enthusiasm around the continuation of that mission."

Multicultural Homecoming is designed to encourage students and alumni from diverse backgrounds to celebrate and network. Organizers hope that fostering a stronger sense of community among diverse alumni will



Attending a reception at last year's Multicultural Homecoming were Ada Umubera '15, Erika Dickerson '13, Milele Chikasa Anana, and Chika Onwuvuche '14.

encourage more multicultural participation in broader Homecoming activities and, by extension, more involvement on campus in general.

"Alumni of color can assist the university in areas of student recruitment, mentoring, career networking, volunteer service, and philanthropy," says **Candace McDowell '73**, founder and now director emerita of the UW Multicultural Student Center, who worked closely with fellow alumni to coordinate this year's celebration. "[This event] provides an opportunity for the university to build a strong culture of engagement, commitment, and philanthropy among multicultural alumni."

Activities during the 2014 Multicultural Homecoming weekend included a welcome reception, a networking event for students and alumni, panel discussions, game-watch

parties, special campus tours, and more.

"Alumni of color [can] relive their campus memories by reconnecting with programs and organizations that were part of their student experience," McDowell says. "All are enriched when we contribute to and learn from a community comprising people from other backgrounds and beliefs."

Campus partners that collaborated to host this year's celebration included First Wave, Latino/Latina Student Association, LGBTQ Association, Multicultural Student Center, National Pan-Hellenic Council/Black Greeks, Office of the Chancellor, PEOPLE, the Posse Program, Wunk Sheek, and the Division of Diversity, Equity & Educational Achievement.

Learn more at uwalumni.com/mchc.

Sandra Knisely '09, MA '13

BADGER TRACKS

Those who flocked to Bascom Hill this October during **Fill the Hill** saw a familiar tradition when a plastic flamingo was planted on the hill each time someone made a donation to the University of Wisconsin's Annual Campaign. Participants could follow the October 7 march of the flamingos on social media, and those who gave \$250 or more received their own pink plastic lawn ornaments in the mail. The more than 800 gifts exceeded the campaign's goal.

Each year, alumni chapter volunteers in dozens of cities around the world collect funds at game-watch parties and social events to support future generations of Badgers. In 2014, chapters raised \$614,150 and awarded scholarships to nearly three hundred students. Wisconsin-based chapters were especially active this year: 46 percent of the total scholarships were awarded to in-state students.

WAA once again coordinated a cadre of volunteers who joined faculty, staff, and students at **UW-Madison Day at the Wisconsin**

State Fair in August. Badgers helped with science exhibits, hands-on activities, and a pep rally, as well as a supply drive for Milwaukee Public Schools. Nearly 150 bags of school supplies were collected, along with more than \$10,000, nearly doubling the funds raised last year and providing classroom technology for students and teachers.

Your online alumni home at uwalumni.com has a new look. The newly redesigned site makes it even easier to be a part of a dynamic alumni community and to share stories, photos (such as the pooch at right), and more. Alumni will find the latest news and info about what's new at the UW, as well as new ways to stay connected to the worldwide Wisconsin alumni network. Enjoy the new view!



What's new(s) with you?

Do tell! Please send the (brief, please — and thank you) details of your recent life shifts, shape shifts, glories, and other significant moments 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. The limitations of the printed page being what they are, we regret that we cannot publish all of the submissions that we receive, but we love to hear from you nonetheless.

Death notices and all name, address, telephone, and email updates should be sent by email to alumnichanges@uwalumni.com; by mail or winged pig to Alumni Changes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; by fax to 608-262-3332; or by phone to 608-262-9648 or toll free to 888-947-2586 (WIS-ALUM).

The Badger Insider, the Wisconsin Alumni Association's (WAA) thrice-annual magazine for its members, is the place where you'll find the great majority of obituary listings of WAA members and friends. If you're already a WAA member, we thank you heartily! If you're not, please 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.

The Wisconsin Alumni Association® encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of UW-Madison in its activities.

40s–50s

After serving as a special-education teacher for twenty-five years and raising four children, **Miriam Max Schrager '41** moved back to Milwaukee from New Jersey in 2008. At age ninety-five, she's still traveling and keeps very busy at East Castle Independent Living with play readings, theater and symphony outings, and more. "There doesn't seem to be enough time to do everything," she says. "This is really what's keeping me alert."

Retired army colonel **Richard Jones '50** of Melbourne, Florida, writes that obtaining his commission through the UW's ROTC program provided him with a "wonderful military career" that spanned from an infantry PFC to military intelligence full colonel at the National Security Agency. That was followed by fourteen years at the Kennedy Space Center during flights one through twenty-five of the space shuttle. "I recognize that this doesn't reflect great strides in academia," Jones says, "but certainly a grand opportunity to serve our country, which began when I was drafted in 1943."

In 1988, **Jinny (Virginia) Johnson Hart Morelock '51** of Huntington Beach, California, walked in her first event to help raise money for AIDS research with a daughter and her son, who was HIV positive. He passed away after their 1992 walk. Morelock has also walked marathons, and then for eight years volunteered as a rodie for the annual AIDS/LifeCycle, the 545-mile bike trek from San Francisco to Los Angeles. In 2013, this great-grandmother got on a bike for the first time in sixty-five years to train for the June 2013 ride, in which she was the oldest cyclist at a spry eighty-two years!

It's probably safe to say that we've never heard from the National Automotive History Collection (NAHC) — the world's largest public archive of automotive information — until now.

That's because **Jack Harned '54** has earned its Kollins Lifetime Achievement Award for 2014, making him only the fifth recipient of NAHC's highest honor. The award lauds Harned's service on the NAHC board since 1996 and his success as a senior partner and co-founder of AutoCom Associates, a public relations firm in Bloomfield Hills, Michigan. He's also managed General Motors' international PR programs.

Two football greats were honored in April at the 2014 Duffy Daugherty Memorial Awards Banquet in Bath, Michigan. **Ken Hofer '57** accepted the High School Football Award, and UW athletic director **Barry Alvarez** took home the Collegiate Football Award. Hofer — known as the "guru of the single wing" for his offense strategy — retired from Menominee [Michigan] High School in 2011 after a stellar coaching career that began in 1964. And Alvarez? He needs no introduction. Thanks to former WAA board chair **Doug Griesse '75** of Troy, Michigan, for letting us know.

Marlen Hoesly '59 sounds like a guy who has some great stories to share. Although he no longer works as a dance instructor on cruise ships, he continues his quest to visit at least 200 countries (the last we knew, he was at 187, plus all national parks) and recently took a long cruise from Japan to Thailand. Hoesly rides his motorcycle to work as a security guard in his home community of Las Vegas, where he's been an active leader in WAA's alumni chapter.

A comic book character speaking a Class Notes submission in a word balloon has to be a first for us. The comic hero says that artist **Joe Nyiri '59, MS'61** has held seventeen two-person art shows in the U.S., as well as thirty-four solo exhibitions in the U.S. and Mexico. His latest was a March exhibit called *Birds, Animals & Humans I Admire* in his home city of San Diego, where

he's well known for his Modernist sculptures and as an educator and consultant in schools and at the San Diego Zoo.

60s

In her first run for political office this spring at age seventy-five, **Mary-Beth Kuester '60, MS'74** challenged a ten-year incumbent to win the District 4 alderperson election in Clintonville, Wisconsin. She's held leadership posts with community organizations, served as president of the Phoenix Services marketing firm for twenty years, and taught marketing and finance at numerous colleges, including UW-Madison.

For thirty-six years, UW professor emeritus of landscape architecture **William Tishler '60** of Madison "has been a highly valued instructor and scholar," began the praise that accompanied the Carpenter Teaching Medal that he received this fall at the American Society of Landscape Architects' annual meeting. It also applauded his "finely crafted and reflective lectures" and his documentation of the work done by early Midwestern pioneers in the field.

To celebrate her seventy-fifth birthday, Milwaukeean **Cari (Carolyn) Ferry Taylor-Carlson '61** hiked one hundred miles, just as she had done when she turned fifty. This time, she started in Colorado, moved on to multiple spots in Utah, and camped in a teepee in the desert. "Since I have a bad memory for pain," she writes, "I had forgotten about the boulders and the climbing on some of the hikes, which meant the [trek] took me two weeks." Taylor-Carlson used to walk eighteen to twenty-five miles each day and was an outdoor guide for thirty years with her business, Venture West. (That explains it!)

When the *Palo Alto* [California] *Weekly* honored six area citizens in May for their "lifetimes of achievement," attorney

Greg Gallo '63 of Menlo Park was among them. Characterized by the newspaper as “one of Silicon Valley’s most acclaimed merger maestros” and “one of the nation’s top dealmakers,” he’s a partner at DLA Piper who’s also known for his decades of commitment to the nonprofit community. Gallo applies his knowledge of corporate finance to nonprofits, noting that, “For me, the similarities are bigger than the differences.” We appreciate receiving this news from **David Payne '59** of Palo Alto.

We’re certain that **Bill Tuttle, Jr. MA'64, PhD'67** would be considered a “man of merit” anywhere, but he’s earned that actual title at the University of Kansas (KU), where he’s a professor emeritus of American studies and history. The Man of Merit award recognizes “the KU men who positively define masculinity by challenging norms, taking action, and leading by example while making outstanding contributions to KU and/or the Lawrence [Kansas] community.”

When the degrees were conferred at the College at Brockport/State University of New York’s May commencement, **Thomas Markusen '65, MA'66** took the stage to receive an honorary doctor of fine arts degree. He’s an internationally known fine-craft artist in Kendall, New York, who served as a professor of art at the college for thirty years and remains a professor emeritus. Markusen’s work has appeared in the Vatican Museum, the White House Collection of Contemporary Crafts, and the Museum of Contemporary Crafts.

Allan Steff '65 of Malibu, California, says that it would be an honor if we’d publish his news, and it’s our honor to do so: Steff has earned the Outstanding Supporting Faculty Teaching Award from Pepperdine University’s Graziadio School of Business. Upon retiring from Nestlé USA as a senior executive

in 2006, he joined Pepperdine, where he’s an executive professor of marketing in the MBA program.

Struggling athletes, let **Cheryl Behrens Woodworth '65** be your role model. At age seventy, the Pewaukee, Wisconsin, triathlete has been training for her fifth(!) Ironman competition, held in Kona, Hawaii, in October 2014. Her time in 2013 was fifteen hours, forty-seven minutes, thirty-seven seconds — a personal best that earned her the top spot in her age group. Woodworth also repre-

sented the U.S. at the 2014 World Championships this summer. Writes her sister **Georgia Behrens Unger '64** of Fitchburg, Wisconsin, “Cheryl didn’t even run before she was sixty-two, so her story is very interesting.” Georgia and their other sister, **Gail Behrens Robinson '68**, traveled to Croatia this spring on a WAA-hosted tour.

If you’ve seen the award-winning PBS documentary *The Florida Water Story*, you’ve seen the work of its co-writer, **Joseph Delfino PhD'68**. He’s retired after thirty-two years as a professor and former chair of environmental engineering sciences at the University of Florida-Gainesville, where he remains a professor emeritus. Delfino’s career has been marked by several Teacher of the Year awards and election as a fellow in two professional societies.

Ronald Viola '68's “extraordinary dedication and commitment to education” have earned him the Phi Delta Kappa Distinguished Leadership Award. He’s been part of the Racine [Wisconsin] Unified School District for the past four decades, serving in various science positions and most recently as its secondary science coordinator.

The highest honor that the University of Maryland in College Park bestows upon its faculty is the title of Distinguished University Professor, which history professor **Jeffrey Herf '69** now holds. He was lauded at an October ceremony. Herf studies the intersection of ideas and politics in modern European history, specializing in twentieth-century Germany. He’s associated with the university’s Gildenhorn Institute for Israel Studies and is a member of the editorial boards of *Central European History* and the

Journal of Israeli History.

In the early 1980s, **Russell Nelson '69** helped to found what he believes was the nation’s first tenant-focused commercial real estate firm. Today, he’s the president and principal of Nelson, Tietz & Hoyer, a Minneapolis-based commercial real estate firm, and the recipient of the *Minneapolis/St. Paul Business Journal's* 2014 Best in Real Estate Career Achievement Award. Thanks to the office of **Ted Kellner '69** — a fine friend of Nelson from their days as Brittingham Vikings scholars together — for sharing this good news.

A new journal made its debut in January 2014: it’s the *Review of Economic Behavior*, founded by **J. (John) Barkley Rosser, Jr. '69, MA'72, PhD'76**. The professor of economics and Cramer Professor of Business Administration at James Madison University in Harrisonburg, Virginia, is also completing the third edition of his globally used textbook, *Comparative Economics in a Transforming World Economy*.

70s

When IBM offered lifetime employment — now *there’s* a deal — to undergrads of any major

who excelled on its aptitude test, **Patricia Bullis Colwell '70** was hired immediately. Her friend **Lynne Loots '66** of Cary, North Carolina, tells us that Colwell quickly rose from programming to management: “Pat was in the right place at the right time,” she says, to make the most of her intelligence and the advances created by the women’s movement. After thirty-five years with IBM, Colwell now runs Carolina Heritage Vineyard and Winery, an organic operation that she and her husband established in Elkin, North Carolina, in 2005.

Hearty congratulations to **Randy Jirtle '70, MS'73, PhD'76** for earning the Institute for Functional Medicine’s (IFM) Linus Pauling Functional Medicine Award, bestowed at its international conference in May. IFM’s chair emeritus hailed Jirtle in this way: “He is an extraordinary discoverer who crossed the boundaries of disciplinary myopia to become the father of environmental epigenomics. I also call him the father of nutritional epigenetics ...” Jirtle is currently a professor of epigenetics at the University of Bedfordshire in the UK and a senior scientist at the UW’s McArdle Laboratory for Cancer Research. He earned the UW College of Engineering’s 2006 Distinguished Achievement Award, was nominated as *TIME’s* Person of the Year in 2007, and was a featured scientist on the *NOVA* episode “Ghost in Your Genes.”

Madisonian **Ronald Niendorf MBA'71** is a Wisconsin hero, and he has a framed certificate to prove it. The state’s First Lady gave him a Wisconsin Heroes Award in October 2013 for his volunteer efforts to bolster legislative support, community awareness, and funds to research and treat pancreatic cancer, which claimed his son-in-law. Niendorf was also instrumental in founding the Pancreas Cancer Task Force at the UW Carbone Cancer Center, for which he would like to raise \$10 million during the next

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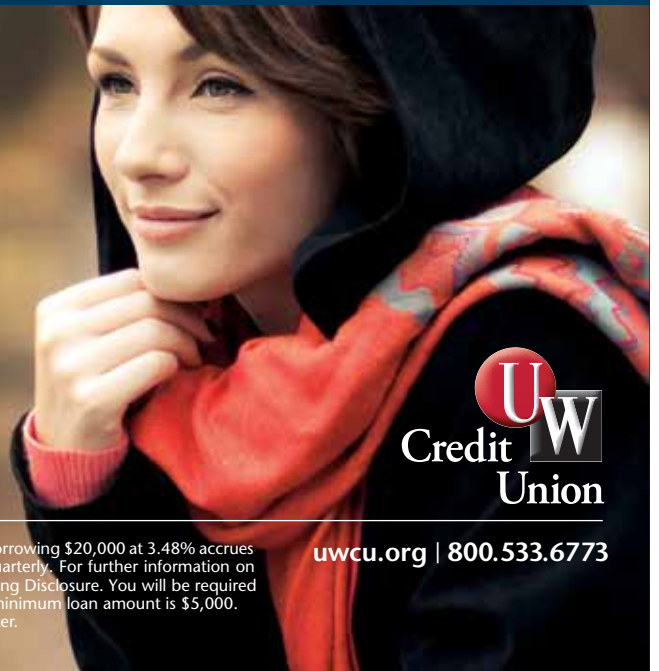
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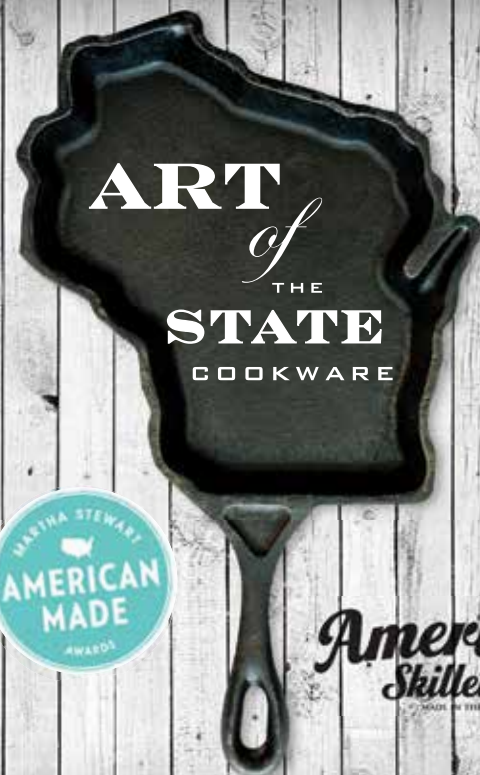
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Lisa Nett '97: Arbor Day All The Time

For **Lisa Nett '97**, a tree doesn't just grow in Brooklyn — it also merits an appreciative look and a flash of recognition. That's why she's taught tree identification since 2011 with the Brooklyn Brainery, a grass roots organization that offers classes on a variety of topics.

On a summer Saturday, Nett asks her students to form a circle under a flowering linden on a Brooklyn side street and name their favorite tree.

"Sweet gum," says one pupil. "Fig — and I can't get enough of the ones from my mother-in-law's tree," says another. "Spruce," avers a man from Maine — the home of Moxie cola, which is flavored by gentian root, notes Nett. Many are uncertain of their favorites, perhaps growing up in urban environments where nature was not a focal point. And that's fine, says Nett: "The point is being curious and starting to look, doing some observation."

We tap into our surroundings with trees, says Nett, who has a bachelor's degree in natural resources. "We're all caught up in the hustle-bustle, but we walk by trees all the time. Maybe you don't have time to smell the roses, but you have time to slow down and look at the trees. The shape, the smell — there are almost endless possibilities for making that connection."

Nett still recalls the University of Wisconsin tree that swayed her interest: a deciduous conifer called a tamarack in the UW Arboretum. The tree turns golden in the fall and is the only conifer in North America to lose its needles in the winter. Although she grew up on a Wisconsin dairy farm, Nett hadn't seen tamaracks before she took a botany class with professor **Michael Adams**.

"I realized [in that class] that you could enjoy a tree simply because it's beautiful — you don't even have to go into the science to know that," she says. "That said, any interest in science and nature often starts with that — an interest in the beautiful."

Studying natural resources took Nett to a biology field station in Germany for a science research internship. Later, while teaching English in China, she learned about cities. Beijing's massive size prompted her to try living in New York City. And, wandering around Munich showed her "how planful and thoughtful Germans are in organizing their urban spaces — making parks and creating spaces of respite in the city."

In a megacity, Nett has found such respites to be very necessary. "I find that the students I teach are, yes, interested in trees. But they're also just hungry for connections with nature."

Catherine Arnold



In Brooklyn, New York, Lisa Nett helps urban residents appreciate the trees that many take for granted.

BUD QUICK

Serving as head of the special pathogens unit, **Thomas Ksiazek MS'76** spent six weeks in Sierra Leone in August and September, leading Ebola-outbreak containment operations for the U.S. Centers for Disease Control and Prevention. Back in the U.S., he also directs high-containment lab operations at the Galveston National Laboratory at the University of Texas Medical Branch.

Mark Blaskey '77, MS'79 of Altoona, Wisconsin, finds the late **Milton Erickson '27, MA'28** so fascinating that he wrote a screenplay about him, calling his life a "testimony to human spirit." Erickson nearly died of polio at age seven-teen, but he rehabilitated himself through a twelve-hundred-mile canoe trip (which started at Madison's Tenney Park). He then became a psychiatrist, the world's leading expert on hypnosis, and its great advocate. He suffered a second, crippling bout with polio, but he kept working until his death in 1980, managing dyslexia, color-blindness, and atonality throughout.

We bet there's a very interesting story behind **Marilyn Rhodes '78, MA'84, PhD'88's** journey from an undergrad dance major to her recent promotion to president of the Meriter Foundation, the fundraising arm of Madison's Meriter Hospital. "I love working in health care," Rhodes says. "Every day I see the circle of life ... and I'm inspired by the nurses and physicians who give of themselves 100 percent and more. Life is good!"

Following sixteen previous Primetime Emmy Award nominations and five wins, **Mark Samels '78** of Medfield, Massachusetts, took part once again in the 2014 honors. As the executive producer of PBS's flagship history series, *American Experience*, he was nominated in the Exceptional Merit in Documentary Filmmaking category for "The Amish: Shunned." He also took home

ten years for research.

After he graduated, **Christopher Priebe MA'71, MFA'72** of Middleton, Wisconsin, founded Heurikon, began developing computer boards, and led the company to great success in creating technology for innovative industrial projects. Priebe's nephew, Chicagoan **Tom Priebe '06**, writes that his uncle has been able to retire early, live on a sailboat in the Caribbean,

become a pilot, learn French, and move to Nice. Christopher Priebe has now come full circle in a return to art, the field in which he earned his master's degrees: Tom says that he combines art, technology, and "his greatest skill, storytelling" through photography.

Tracy Miller '73 has worked at Towson [Maryland] University for thirty-five years, spanning the executive, student affairs, and academic affairs functions. She

currently manages the Transfer Advising Program and serves as an adviser and advocate for its students who are veterans. The University System of Maryland's board of regents honored her for Outstanding Service to Students in an Academic or Residential Environment in 2012, and a year later, she was Towson's inaugural recipient of the President's Distinguished Staff Service to the University Award.

the prize in the Outstanding Documentary or Nonfiction Special category for "JFK."

Michael Kahn '79 is such a fan of the UW that he's talked about painting his new office Badger red, and we suspect that he's allowed to do that: he's been promoted from worldwide president to CEO of Performics Worldwide. A Chicago-based marketing agency that's part of ZenithOptimedia and the Publicis Groupe, Performics operates in thirty-four global markets with about one thousand employees.

80s

You'll find Chicagoan **John Ver Bockel '80's** name on a lot of eminent lists. The Merrill Lynch private wealth adviser and managing director of investments has been recognized every year by *Barron's* as one of "America's Top 1,200 Financial Advisors," ranking as number three in Illinois in 2014. In 2012, the publication named him one of "America's Top 100 Financial Advisors," and in 2014, the *Financial Times* listed him among its "400 Top Financial Advisers." Ver Bockel serves on numerous boards, including at the UW, where he's a member of the Dean's Advisory Board for the Wisconsin School of Business.

ASHRAE — a "global society advancing human well-being through sustainable technology for the built environment" since 1894 — has named **Mick (Michael) Schwedler MS'81** a new director-at-large. He's the manager of applications engineering at Trane in La Crosse, Wisconsin.

Thomas McAdams '83, JD'87 of Greendale, Wisconsin, anticipated that 2014 would be a "very good year for a family of Badgers!" That's because he's been elected to his first full, six-year term as a Milwaukee County judge, having previously served as a Wisconsin tax appeals commissioner, assistant district

Mark Riccobono '99: Pioneer for the Blind

When **Mark Riccobono '99** slid into the driver's seat at Daytona International Speedway in 2011, he was fulfilling the childhood dream of many people — with one astonishing distinction: Riccobono is legally blind.

"We endeavored to build a car that a blind person could drive," says Riccobono, who spearheaded the National Federation of the Blind's (NFB) Blind Driver Challenge® initiative by finding a university to build nonvisual technology that purposely left room for independent thought and driver error. In other words, this was no autopilot Google Car. "I was selected to represent [NFB] to demonstrate that blind people, if given the right information, could do something that most people believe is impossible," he says.

Just three years later, in July 2014, Riccobono was elected president of NFB, which he describes as "the oldest, largest grassroots, most dynamic organization of blind people in the world." Riccobono has also served as founder and president of the Wisconsin Association of Blind Students at UW-Madison, president of the Wisconsin chapter of NFB, and executive director of the Maryland-based Jernigan Institute, the first and only institute for blindness run by the blind. For Riccobono, who was diagnosed with a degenerative eye condition that left him legally blind at five years old, his UW-Madison experience served as an awakening.

"I started to really understand that I had internalized society's low expectations for blind people and that I was sort of following the path you were supposed to follow, rather than pursuing what my dreams were, because I didn't know that I could pursue my dreams," says Riccobono, who received WAA's Forward under 40 Award in 2011. "So I got students together at the university; we created a student association; and we started sharing our tools and techniques. We started working together to advocate for better services."

Back then as today, those advocacy goals include harnessing new technology to increase access (such as a goal to make the newly scanned UW library collection equally accessible to the blind); advocating for policy change (a loophole in the 1938 Fair Labor Standards Act makes it legal to deny minimum wage to those with disabilities even today); and challenging the public's perception of blind people, which is generally sympathetic but skewed, breathtakingly limited, and unintentionally dismissive of the potential contributions that an entire segment of the population could offer.

"The University of Wisconsin is a tremendously diverse place. I think when you can open yourself to that environment, it gives you a perspective about the tremendous human resource we have in this world and the value that comes out of our diverse perspectives and sharing with each other," says Riccobono, who knows he's now in a stronger position than ever to effect critical change. "One way to look at it is, blind people have more opportunities and access than ever before. But there's still a lot of progress needed to truly have the type of lives that we want, to have the equality in society where we are respected and seen as people who have capacity."



Mark Riccobono, center, works with two students in one of the National Federation of the Blind's STEM (science, technology, engineering, and math) programs.

COURTESY OF NATIONAL FEDERATION OF THE BLIND

Maggie Ginsberg-Schutz '97

attorney, and private-practice attorney. This year marks twenty-six years of marriage to **Patrice Delisle McAdams '85**, and the couple is celebrating the "continuation of the Badger tradition" through the graduation of their

daughter, **Moirra McAdams. Peter Strupp '83** says that Madison's Affiliated Engineers (AEI), headquartered in the University Research Park, "seems too much like a best-kept secret," and as its director

of national communications, he's out to change that. For good reason, too: the Energy Systems Integration Facility that AEI created for the U.S. Department of Energy was recently named *R&D Magazine's* international

Laboratory of the Year. AEI projects have now won three of the last four Lab of the Year awards, with the Wisconsin Institutes for Discovery taking the prize in 2012. **Peter Starkweather '59** of Sanibel, Florida, founded the firm, which has grown to thirteen offices worldwide. Badgers who are currently leading AEI in Madison are **David Odegard '78, MS'80; Dave Sereno '79, '84; Steve Frei '81; and Greg Quinn '95;** as well as **Geoff McMahon '83** in Seattle.

Financial and investor-relations (IR) professional **David Urban '84** has launched Strategic IR Advisors in suburban Milwaukee to offer strategic planning, financial communications, and investor marketing programs to small and mid-size public companies. Previously, Urban had a long career with Marshall & Ilsley Corporation, now BMO Harris Bank.

From New Farm, Queensland, Australia, **Stephen Mally '86** writes that he's the founder and director of FundraisingForce, a boutique consulting firm offering strategic fundraising services to the Asia-Pacific, European, and North American regions. His background includes fundraising, consulting, and management experience in the nonprofit sector.

"I thought, 'I'm sure not in Wisconsin anymore.' "
— **Samara Sodos '93**

"I credit a great deal of my accomplishments as an educator to my graduate experience at UW-Madison," says **Patricia Koopman Kluetz MS'87**, a professor emerita in UW-Stevens Point's Division of Interior Architecture who's earned the highest honor in her profession: being named a fellow of the American Society of Interior

Designers (ASID). A practicing designer, she's also been an extremely active ASID leader and a longtime faculty adviser of the UW-Stevens Point student chapter of ASID.

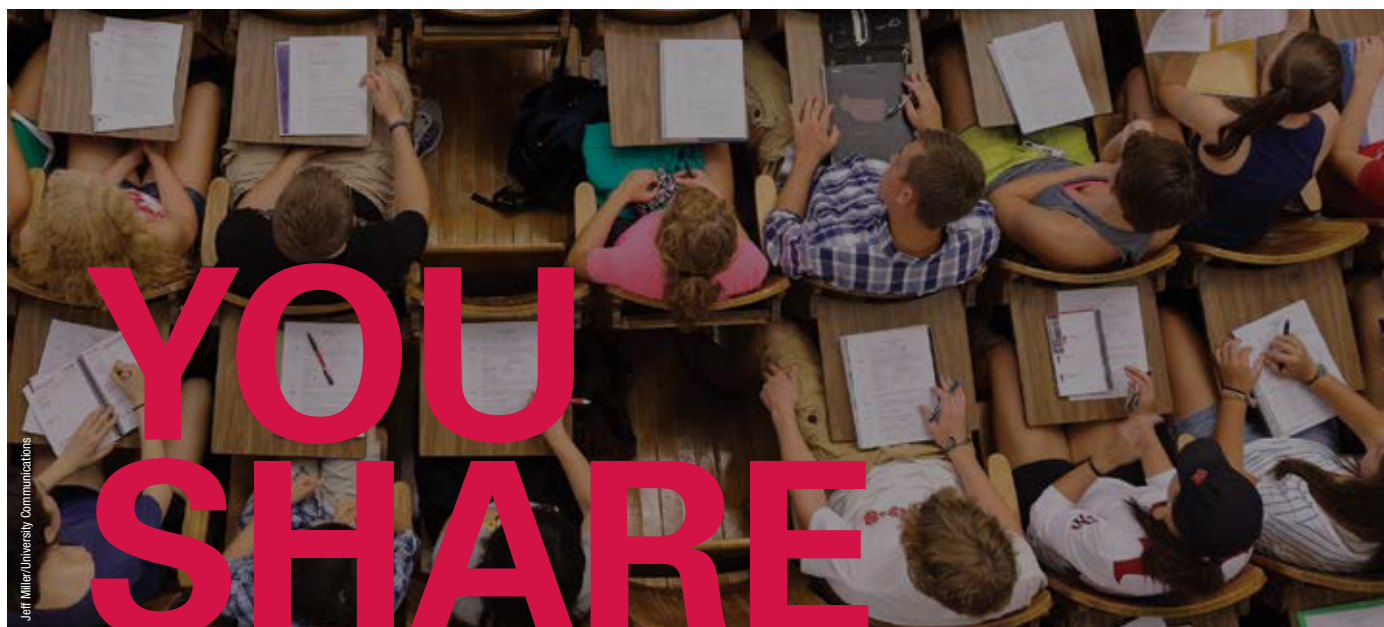
90s

When Christine O'Connell of Kirkland, Washington, wrote in

April on behalf of her husband, **Patrick O'Connell '90**, she said that he was Minneapolis — along with **Darin Buelow '91, Dan Fernández '90, Rob Heen '92, Mark Hoggatt '90, Steve Peterson '90, Rett Summerville '92, and Gary Vieaux, Jr. '91, '03** — "fulfilling a labor of love several years in the making." The group was

meeting with the family of (**Dag Erik Sohlberg '90** — Patrick O'Connell's freshman-year roommate — to unveil the Erik D. Sohlberg Memorial Scholarship. Although these friends had formed a tight bond living in Bradley Hall, they did not know that Sohlberg had fought and beat leukemia as a teen. Then, not long after graduating, he was diagnosed with brain cancer and died at age twenty-four. These eight friends raised \$25,000 to establish a permanent endowment in honor of the inspiration that Sohlberg was — and is — for them. With matching funds from the UW Foundation's Great People program, it was set to award \$2,000 to the first Sohlberg Scholar this fall.

Stefanie Penn Spear '90 has focused her career on publishing environmental news in various formats, and now she's founded and serves as the CEO and editor-in-chief of EcoWatch



A Legacy of Academic Excellence



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— a Cleveland-based news website covering the environment, green living, and sustainable business. Passionate about protecting the environment, Spear also runs Expedite Renewable Energy, a consulting firm that manages solar and wind projects and advances energy policy.

Wixon is a St. Francis, Wisconsin-based manufacturer of seasonings, flavorings, and technologies for the food and beverage industries, and **Leda Strand '90** could tell you that it's a pretty interesting place to work: she's directing innovation as Wixon's new VP of research and development. Strand had previously served as Wixon's director of technology applications and industrial ingredients and was most recently the product development manager for Chr. Hansen's Milwaukee facility.

The nation's oldest all-discipline honor society — Phi Kappa Phi — is a big fan of **Jeffrey Snedeker DMA'91**: the Central Washington University professor of music has been named the 2014–16 Phi Kappa Phi Artist. He's performed worldwide, released four solo recordings, earned many performance and teaching honors, and led the International Horn Society. The selection committee chair hailed Snedeker as “one of the foremost proponents of the historical importance of the natural horn” — a musical instrument that's the ancestor of the modern horn, differentiated by its lack of valves.

If you love to kayak but find that straight paddles require too much torso rotation and upper-body strength, know that **Meg Van Gompel McCall '92** had you in mind when she launched Angle Oar in San Luis Obispo, California, to manufacture a newly patented, angled kayak paddle. McCall, the company's president, says that it's “particularly well suited to people with upper-body injuries or disabilities, older adults, and recreational kayakers who want to enjoy the beauty of

nature” without those straight-paddle challenges.

If you're funny and short — and you're a film — you may find your place in the Chicago Gold Coast Film Festival, which celebrated its ten-year anniversary this year. Co-founder **Mark Rewey '92** relates that while he was in Second City's training program, he and a friend hatched the idea of a film festival for comedy shorts, and it's grown into one of the preeminent events of its kind in the country. Only one night long, this year's fest drew nearly

fund, SparkLabs Global Ventures. He's enjoying life in Palo Alto, California; busy investing in new startups; and raising three kids with his wife, Christine.”

Emmy Award-winning journalist **Samara Sodos '93** is now an anchor and reporter at Milwaukee's NBC affiliate, WTMJ-TV, after sixteen years as a producer, reporter, and anchor in Virginia and Florida, covering news as diverse as executions, KKK rallies, hurricanes, and high-profile criminal cases. “I had just started my reporting gig in Florida

support and mentoring. Wang is a cancer researcher who's focused on the biochemical and molecular impacts of human-made compounds, and Woodhams has been a Howard Hughes Medical Institute fellow.

“The possibility to mobilize the international community to act on human suffering is what drives me every day as a photojournalist,” says London-based **Lynsey Addario '95**. She's joined the eminent roster of photographers at Reportage by Getty Images, whose VP of photo assignments has called her “one of the most respected and accomplished photojournalists of her generation.” Addario has been abducted, detained, and abused while earning many accolades for covering most of the major twenty-first-century conflicts worldwide, and, as a frequent contributor to *TIME*, her coverage of Afghanistan's April 2014 presidential elections accompanied a *TIME* cover story.

The Association of School Business Officials International's 2013 Pinnacle of Excellence Award belongs to **Scot Ecker '95**, who's recently joined Carthage College in Kenosha, Wisconsin, as its associate vice president and controller after serving as the director of finance for several Wisconsin school districts. The honor recognizes Ecker's leadership and innovation in school finance in developing Investing in Wisconsin Public Schools, a tool that seeks to promote conversation and understanding of school-district finances and student needs.

Sara Truesdale Mooney '95 has been named senior director of exhibitions and strategy at the Association of Equipment Manufacturers in Milwaukee. In her new role, she serves as show director for the two largest construction-industry exhibitions in North America.

The global accounting firm Ernst & Young has named assurance partner **David Gay '96** its

“The possibility to mobilize the international community to act on human suffering is what drives me every day as a photojournalist.”

— **Lynsey Addario '95**

five hundred viewers, and, Rewey says, always offers “an epic party going on during the show.” His day-job title is managing director at the investment advisory firm of Segall Bryant & Hamill in Chicago.

Did you know that the Heimlich Maneuver — used the world over to relieve choking — reached its fortieth anniversary in June? Brothers **Jason Schmidt '92** of New York City and **Justin Schmidt '96** of Chicago are creating *The Maneuver*: the first documentary to examine the life and career of Dr. Henry Heimlich, the celebrated medical innovator behind the well-known maneuver and many other procedures and devices. The film will also explore the skepticism and recent anti-Heimlich barrage from some in the American medical establishment about his work. Jason is an Emmy- and Peabody Award-winning film producer, director, and editor; and Justin is helping to produce *The Maneuver* through Jason's independent film company, Media Schmedia, with filming continuing into 2015.

We enjoyed **Bernard Moon '93**'s tidy life summation, in which he “recently launched a new micro-VC [venture capitalist]

when the hanging-chad drama unfolded [in 2000],” Sodos says, “and I thought, ‘I'm sure not in Wisconsin anymore.’”

Subscription-based mail-order services can deliver a dazzling array of items to your door, but New Yorker **Naama Ashkenazi Bloom '94**'s monthly service may be like no other: aptly named HelloFlo, it sends menstruation supplies, nice surprises, and edible treats to dorms, homes, and even summer camps. The service foundered a bit until Bloom posted a rather-shocking-but-yes-pretty-hilarious video called *Camp Gyno* on YouTube.

Each year the Woodrow Wilson National Fellowship Foundation recruits top-notch educator candidates, and its 2014 class includes **Steven Wang PhD'94** and **Katelynn Woodhams PhD'13**. Both will receive a \$30,000 stipend while completing an intensive, master's-level teacher-education program — Wang in Ohio and Woodhams in Michigan — followed by a year of practical experience and a commitment to teach STEM subjects in a high-need Ohio or Michigan school for at least three years, with ongoing

Milwaukee managing partner, and he will continue to serve as the lead partner for several large clients as well. Gay also heads the firm's recruiting efforts at UW-Madison, where he holds board posts in its Wisconsin School of Business and its Department of Accounting and Information Systems.

Kristopher Thomas '96 is using his Marquette MBA and his UW-Milwaukee PhD in a newly created role. As the leadership development manager at MillerCoors in Milwaukee, he identifies staff development needs and then creates and executes leadership learning agendas. **Kevin Thomas '86** of Westlake, Ohio, proudly shared this news about his brother.

This summer marked ten years that **Scott Spoh MFA'97** has owned and directed Western Exhibitions, his commercial contemporary-art gallery in Chicago. He conceived Western

Exhibitions in 2002 as a nomadic concept, and in 2004, he opened his first physical gallery. Spoh celebrated this milestone with an exhibition, *We Do What We Like, and We Like What We Do*; and a book, *10 Years, 4 Locations, 3 Logos, 118 Shows, 245 Artists*.

Even before the regular baseball season began, the Milwaukee Brewers had a big PR win when the team adopted Hank, a stray dog who wandered onto its spring-training field in Phoenix. He's now run with the sausages at games and has his own bobblehead and line of clothing and accessories, with part of the proceeds going to the Wisconsin Humane Society. But where does Hank live? He resides in suburban Whitefish Bay with Brewers VP and corporate counsel **Marti Schreier Wronski JD'97**. The *Milwaukee Business Journal* named her its 2012 Top Corporate Counsel, and she also teaches at Marquette University.

Bret Pearson '98 has earned the 2013 Early Career Award in Cancer from the Canadian Institutes of Health Research's Institute of Cancer Research. He and his team use a nontraditional model system — a nonparasitic flatworm called the freshwater planarian — to explore the role of cancer-causing genes in normal adult stem-cell biology and to discover new mechanisms that regulate stem cells. Pearson is an assistant professor at the University of Toronto, a scientist at the Hospital for Sick Children, and a new investigator at the Ontario Institute for Cancer Research.

Now that **Alyssa Mastromonaco '98** has moved on from her position as President Obama's White House deputy chief of staff for operations, she's become a contributing editor at *Marie Claire* and is helping the president to plan his post-presidential library and foundation. Mastromonaco has joined the

board of HeadCount, a nonprofit, nonpartisan voter-registration group with close ties to the Grateful Dead (she's a huge fan) and the rock 'n' roll community that deploys volunteers to concert venues to register people to vote. She's also new to the board of visitors of the UW's Department of Political Science.

2000s

Best wishes to four grads as they embark on journeys as new assistant professors. **Michael Mosier '00** has earned his doctorate in Hispanic literature and is now teaching Spanish at Cornell College in Mount Vernon, Iowa. (Thank you, **Doug Nilles '01** of St. Paul, Minnesota, for letting us know.) **Corbin Treacy '03** has completed his PhD in French and has joined Florida State's Department of Modern Languages and Linguistics; **Jered McGivern**



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A Love of Those Badger Beats

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PhD'08 is teaching biochemistry at Lakeland College in Sheboygan, Wisconsin; and **Maithili Deshpande PhD'13** has accepted a post in the School of Pharmacy at Southern Illinois University-Edwardsville.

Here's some news from early-2000s Badger attorneys. **Edward Evans MS'01, JD'07** has been promoted to partner at Michael Best & Friedrich's Waukesha, Wisconsin, office; **Matthew Thompson '01** has made partner at Broad and Cassel in Boca Raton, Florida; **James DuChateau '02** is a new litigation associate in the Chicago office of Johnson & Bell and has been named a 2014 *Super Lawyers* Rising Star; Brownstein Hyatt Farber Schreck in Denver has welcomed **Julie Sullivan '02** as an associate; and **Brian Leege '03, JD'07** has joined Kilpatrick Townsend & Stockton as an associate in its San Francisco office.

Andrew Schwartz '02, MBA'10 started out with a BA in history and art history, but with an MBA in hand as well, he's now a senior associate at Taconic Investment Partners in New York City, responsible for asset management, construction, and development projects. Schwartz was previously a senior financial analyst at Rose Associates.

"There is nothing better than pushing a student to work through a tough problem and watching their confidence grow when the light bulb comes on and they figure it out," says **Alan Spearot MS'03, PhD'07**. "That will never get old." It was probably that care and attention that earned Spearot his place in NerdScholar's inaugural 40 Under 40: Professors Who Inspire list. NerdScholar is a financial literacy website for students, and Spearot is a University of California-Santa Cruz associate professor of economics who also plays bass in the university's professor band.

You know how the coriander is always lolling

somewhere behind the basil in the kitchen cupboard? Well, **Leah Osterhaus Sugar '04, MBA'16**; her brother, **Max Osterhaus '07**; and their father, **Mark Osterhaus '81**, have a solution: they've founded a Madison-based firm called HausLogic and used the crowdfunding site Kickstarter to launch their AllSpice spice rack. It accommodates sixty well-organized, easily accessible spices without taking up much counter space. Mark Osterhaus also founded Out of the Box Publishing, the company that created the popular Apples to Apples board game and more than forty other game titles.

Wondering which direction to take next with your English major? **Scott Astrada '06** added a JD, MBA, and MS to his and took them all to the White House Executive Office of Management and Budget to become a presidential political appointee. He was previously a graduate housing policy fellow with the Congressional Hispanic Caucus Institute in Washington, D.C.

The Mountain Lions rugby team of KIPP Ascend — a public charter middle school in Chicago — is the only all-African-American middle school rugby team in Illinois, and its biggest champion is one of the school's associate principals, **Andrew Schmitz '06**. He used his four years of UW rugby experience to found and coach the KIPP team in 2013, and in only its second year, the mighty Mountain Lions won the state's Division 1 middle school rugby championship. *Roar!* Thanks to **Steve Schmitz '73, JD'77** and **Joyce Gonis Schmitz '75, MS'79** of Waukesha, Wisconsin, for sharing Andrew's good news.

Felicitations to these Badgers who earned advanced degrees this spring: **Benjamin Henkle '07** has a newly minted MD from Southern Illinois University and will complete his residency at the University of Minnesota Medical School in Minneapolis, while

Peace Corps alumnus **Josef Lassan IV '07** has received his MD from Saint George's University and will complete his residency at Queen's Medical Center in Honolulu. And, the Medical College of Wisconsin (MCW) has conferred a master of public health degree on **Michael Bauman '07**; a PhD on **Jamie Genthe Karcher '07**, who will conduct a postdoc fellowship at St. Jude Children's Research Hospital in Memphis; as well as MDs on **Jessica Hubbard '08, Mark Baldeshwiler '10**, and **Kristine Sullivan '10**. These new physicians will complete residencies at the Fox Valley Family Medicine Program in Appleton, Wisconsin; the Naval Medical Center in San Diego; and the MCW Affiliated Hospitals in Milwaukee, respectively.

This almost seems like the beginning of a joke: how do you turn an accountant into a top Olympic contender? In the case of **Gwen Jorgensen '08, MAcc'09**, you just have to do a little coaxing. She was thoroughly enjoying her work in corporate taxation at the Milwaukee office of Ernst & Young when USA Triathlon — the sport's governing body in America — came calling. Based on her swimming and running careers at the UW, the USA Triathlon recruiter wanted Jorgensen to try triathlons. So, she dusted off her childhood dreams of the Olympics; began training, competing, and winning; and has become the top-ranked female triathlete on the planet. According to the *Wall Street Journal* in July, Jorgensen is now "America's best hope for winning its first Olympic gold medal in triathlon" in 2016.

2010s

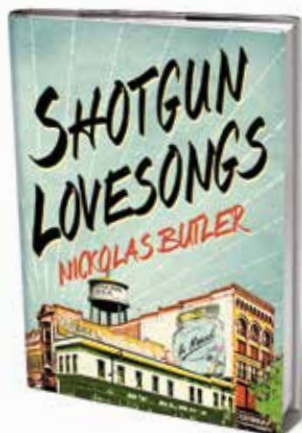
Brad James '11, Hannah Green '14, and **Alex Schurman '14**, along with current UW students **Chris Caporale** and **Zach Munns**, are hard at work

at the Madison tech startup pHinding Solutions, which creates tools to help simplify the way data are collected, aggregated, and viewed. The team believes that its patent-pending technology will improve research efficiencies in settings from schools to labs to industry. pHinding Solutions is also one of six organizations, out of close to fifty applicants, to enter the accelerator program of Milwaukee's Water Technology Council. The six-month program provides business training, testing and development opportunities, and seed funding.

At the Times Square starting line of the *Amazing Race*'s twenty-fifth trip around the world in May, the dynamic duo of UW food science grad students **Amy DeJong '12** and **Maya Warren** represented Badgers everywhere. In June, they competed against ten other teams in physical and mental challenges, striving to reach the final destination and snag the \$1 million prize. The new season of the CBS reality show premiered this fall. DeJong researches candy, and Warren studies ice cream in the lab of UW food science professor **Rich Hartel**, where they filmed part of their *Amazing Race* audition video. DeJong is also president-elect of the Institute of Food Technologists' Student Association.

Sarah Hobbs DPT'14 took home the Outstanding Student Physical Therapist Award from the American Physical Therapy Association's (APTA) June conference for her achievements as a student in client care, community service, commitment to the profession, and APTA involvement. Hobbs is now an orthopedic physical therapy resident at the UW Hospital and Clinics in Madison.

Class Notes/Bookshelf editor Paula Wagner Apfelbach '83 has been released into the wild and was last seen running for the border.



■ **Nickolas Butler '02** of Fall Creek, Wisconsin, is having great success with his debut novel, *Shotgun Lovesongs* (Thomas Dunne/St. Martin's Press): it's become a national bestseller; Fox Searchlight has purchased the film rights; and *People* says that it "sparkles in every way. A love letter to the open, lonely American heartland... A must-read." It's the tale of four male friends who came of age together in a tiny Wisconsin farm town. Now in their thirties, they examine their lives' diverse paths, with a focus on the character inspired in part by Butler's high school friend Justin Vernon: the musician Bon Iver.

■ A century has now passed since World War I began. **Mark Van Ells '90, MA'92,**

PhD'99 asserts that the world has largely forgotten America's role in the colossal struggle, and he aims to change that through *America and WW I: A Traveler's Guide* (Interlink Books), dedicated to longtime UW history professor **Edward Coffman**. Van Ells shares the accounts of doughboys as they moved from U.S. training camps to the European front lines, traces the American experience, and takes readers to battlefields, memorials, and unmarked sites. Van Ells is a travel writer and a professor of history at Queensborough Community College of CUNY in Bayside, New York.

■ **Kenneth Vogel '97's** years covering the intersection of money, politics, and influence as a Politico reporter in Washington, DC, have given him plenty of fodder for his "rollicking tour of a new political world dramatically reordered by ever-larger flows of cash." His book is *Big Money: 2.5 Billion Dollars, One Suspicious*



Vehicle, and a Pimp — on the Trail of the Ultra-Rich Hijacking American Politics (PublicAffairs). Vogel has won numerous journalism awards and analyzes politics on national television and radio.

■ Madisonian **Stephen Laubach MS'00, PhD'13** has devoted his new novel, *Living a Land Ethic: A History of Cooperative Conservation on the Leopold Memorial Reserve* (University of Wisconsin Press), to the history of the 1,600-acre reserve surrounding the revered naturalist Aldo Leopold's famous "shack" and to its stewards. The shack — a laboratory of sorts — was where Leopold found the inspiration to write his iconic *A Sand County Almanac*. Laubach also unearthed rare footage of Leopold fly-fishing, available at stephenlaubach.com/living-a-land-ethic. He works for the UW Arboretum's Earth Partnership program.



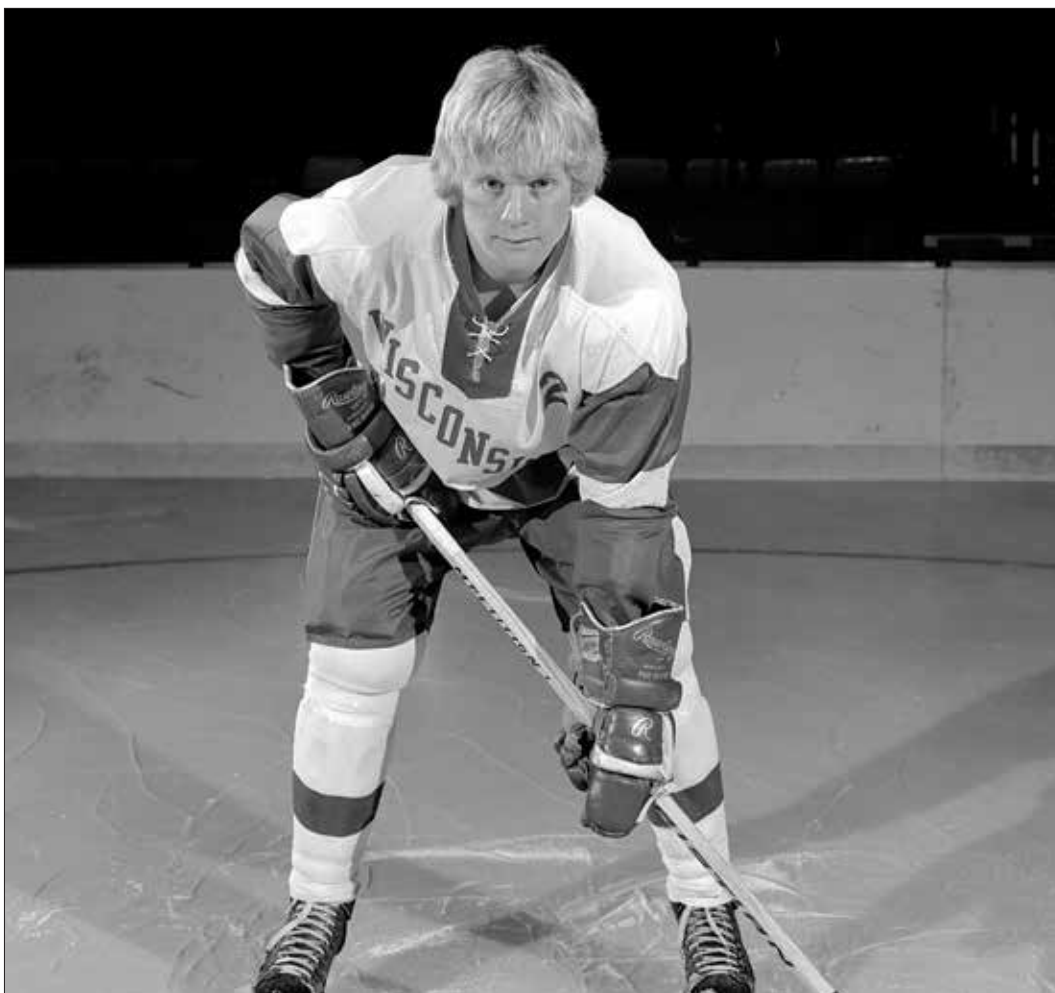
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And Now We Play Short-Handed

The UW athletics community lost a tenacious teammate when **Robert "Bob" Suter '79** died in early September at age fifty-seven.

Suter, a Madison native, played for the Wisconsin men's hockey team from 1975 to 1979. He was part of the 1977 NCAA championship team and earned a reputation as a tough defenseman who was highly protective of his fellow Badgers. His teammates nicknamed him "Woody," because Suter just kept popping back up after hard hits, like a wooden duck that won't sink in a pond.

In 1980, Suter was selected for the Olympic team. Three months before the games in Lake Placid, New York, he broke his ankle in a game against Canada. But Woody managed to pop up once more, playing in all seven Olympic games, including the "Miracle on Ice" victory against the Soviet Union. Team USA went on to win the gold medal against Finland.

Back home, Suter bounced around the professional hockey scene,

but he ultimately retired in 1982, becoming a hockey scout and opening a sporting goods store in Madison. Son **Ryan x'04** followed in the senior Suter's skates, playing for the UW and earning a silver medal at the 2010 Vancouver Olympics. He is now a defenseman for the Minnesota Wild.

Suter was also part owner and director of Capitol Ice Arena in Middleton, Wisconsin, where he served as a coach and advocate for youth-hockey programs. He suffered a fatal heart attack while working at the arena.

"It's a sad day, for not only the community of Madison, but for the hockey community who knew Bob and all of the players who he touched and who he gave an opportunity to play hockey and climb up the ladder," says **Mark Johnson '80**, head coach of the UW women's hockey team, who was Suter's teammate at Wisconsin and at the 1980 Olympics.

Sandra Knisely '09, MA'13



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