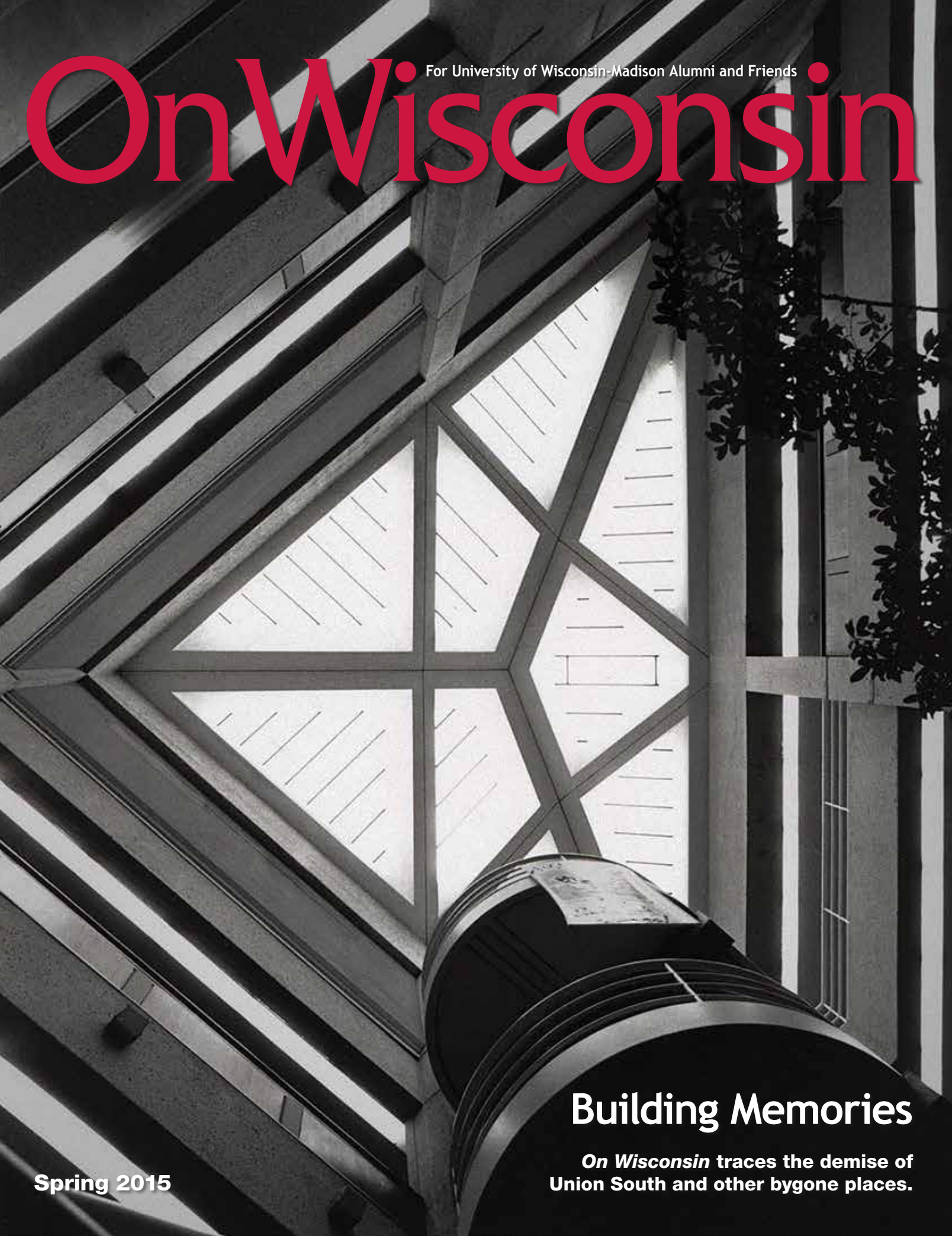

# OnWisconsin

For University of Wisconsin-Madison Alumni and Friends

## Building Memories

***On Wisconsin*** **traces the demise of Union South and other bygone places.**

**Spring 2015**

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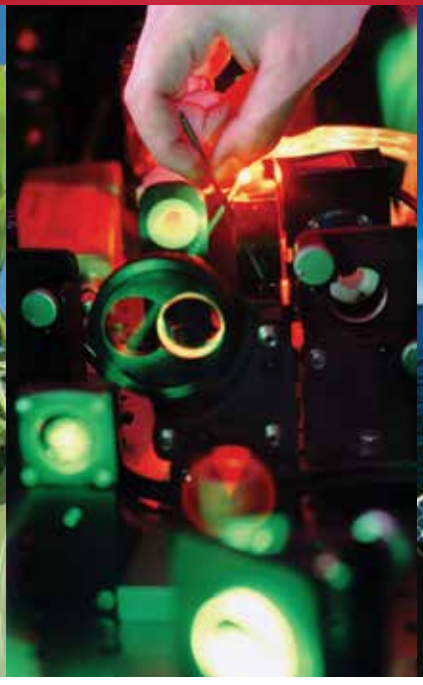

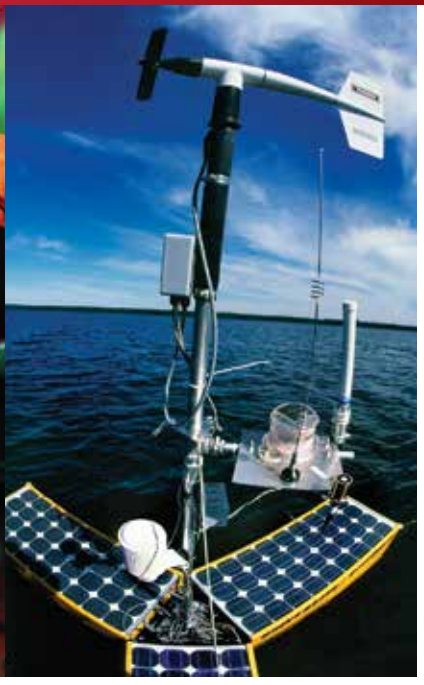

University Communications

## Keep UW-Madison *Strong*

The progress made at the University of Wisconsin goes beyond the campus.
It helps make Wisconsin a better place to live, work and play.

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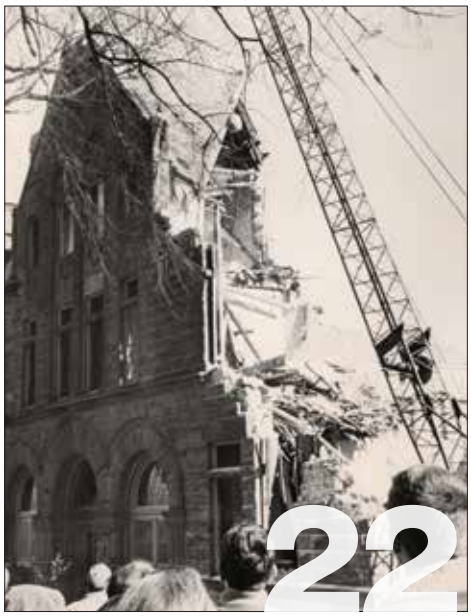
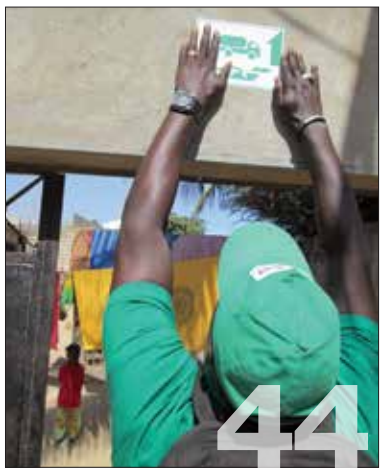
SPRING 2015
VOLUME 116, NUMBER 1

## Features









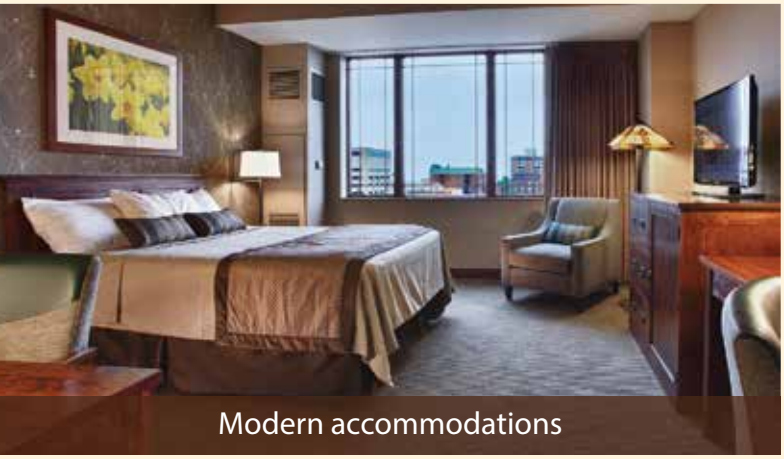

## Departments

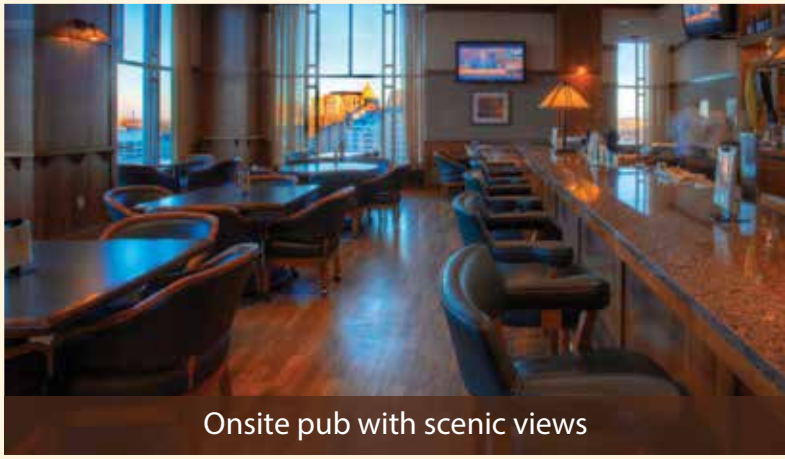


**Cover**
An upward view of the old Union South, one of the buildings that no longer dots the campus landscape. Courtesy of UW-Madison Archives.


Bryce Richter/University of Wisconsin–Madison

## Big Ten Reason #1 to stay at Fluno: Steps away from Kohl Center action


Modern accommodations


Onsite pub with scenic views

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SPRING 2015

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

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


## How can you *not* care about the past?

BRYCE RICHTER

**Erika Janik in her second home: the Wisconsin Historical Society, where she unearths the stories from our past.**

It's a question that Erika Janik MA'04, MA'06 has been asking since her childhood in Seattle, where she was raised by parents who loved history and guided by teachers who nurtured her eager curiosity about those who lived before her.

"I learned from a young age that history is more than a bunch of dates," Janik says. "It's stories about fascinating people."

Janik has told some of those stories in this magazine, most recently through the tale of 1920s scientist William Bleckwenn, beginning on page 40. With UW master's degrees in history and journalism in hand, when she's not at her job as a producer for Wisconsin Public Radio, she's pursuing her passion: scouring documents, letters, and other artifacts of earlier days. "I love reading the words of people from the past," she says. "How did they see the world around them? These people are a lot like you — they just lived one hundred and fifty years ago."

Well, maybe not exactly like you. Janik finds particular pleasure in unearthing the odd and quirky when she's digging around in a library's archives. "Quirky stories are the avenue into the rest of history," she says, admitting that her motive is to lure you in, to show you that learning about the past can be fun, exciting, and a powerful tool for understanding ourselves. And besides, the stories that aren't in textbooks are the best, she says, calling them "secret knowledge."

Janik credits close-to-home libraries as treasure troves for researching her books, including her latest, *Marketplace of the Marvelous: The Strange Origins of Modern Medicine* (Beacon Press), and her next-up exploration into real and fictional female detectives. She has spent countless hours at the Wisconsin Historical Society, bent under the warm, comforting light of a reading lamp.

As she walks up the building's "worn marble stairs," she says, "I love thinking about everyone who has walked there before me."

*Cindy Foss*
*Co-Editor*

# posts

**The High Cost of College**

"The Price is Right" [Winter 2014 *On Wisconsin*] stated that earlier students could work summers and cover the entire cost of their school. I attended the university in the mid-fifties and was able to do just that. I was fortunate to get a job in a local canning factory during the summers. These earnings, along with an occasional gig as a bartender, covered the entire cost for my time at the university. Unless you have a summer job as a mutual fund manager, the days of being able to work summers and pay for college are long gone.

*Dayle Winnie '58*
*San Antonio, Texas*

The series on college tuition in the Winter 2014 issue never asked *why* the cost of college tuition has increased so much for students and their families. With Wisconsin's consistently declining investment in public higher education, the state is failing in its moral responsibility to support affordable education and opportunities for its citizens to prosper, abdicating the responsibility to overly burdened middle-class families.

Why has the state's investment declined? The state has not held its corporate partners responsible for their part of the public education equation; corporations that directly profit from the Wisconsin Idea and students' education, creative ideas, and labor do not in turn reinvest in public education. There is no doubt my education and career researching a cure for diabetes would not have been possible without the investment by the state's taxpayers. Let's therefore hold our elected officials responsible to make sure that *all* who profit from an educated citizenry reinvest in future generations.

*Kirstie Danielson '96, PhD'07*
*Chicago*

"The Price Is Right" states that it is a "myth" that students cannot afford to attend UW-Madison. The facts are the following:

A student with no expected family contribution is left to borrow or come up with $13,794 per year to attend Madison. That's after all grants and scholarships are applied. After doing work-study and agreeing to borrow $7,500 or more per year (for a total debt of at least $30,000 for the degree — likely more), that student still must contribute almost $4,000 a year. This means that people from the poorest families must borrow to the max *and* work in order to afford Madison. Is that "affordable," and does it meet with alumni expectations?

Low-income students already live quite frugally at Madison, as the Working Class Student Union members demonstrate. They are already using food stamps, shopping at secondhand stores, forgoing books and other supplies, and missing class due to work. Even so, we have students facing food and housing insecurity.

At the Wisconsin HOPE Lab, we're striving to help colleges and universities find the real "right" price to ensure that higher education levels inequality, rather than serving to simply reproduce it. See wihopelab.com.

*Sara Goldrick-Rab*
*Madison*

**The 1960s, Revisited**

The Bob Dylan photo in "It Was a Very Good Year" [Winter 2014] reminded me that about three years earlier, the folksinger was in Madison for about a week. On his way from his Minnesota home to New York City, he hung out at a coffeehouse on State Street.

Frankly, he was terrible, still learning his craft, and played for tips, which he seldom received. Flusher students who pitied him would have a coffee and donut sent over to him. I couldn't believe it when I saw his first album in a record store a few years later. His return to play at the Union Theater must have been personally satisfying.

*Chuck Kleinhans '64*
*Eugene, Oregon*

**Hurray for the Humanities**

[In regard to "Humanities for the Real World," Winter 2014]: I have two degrees from UW-Madison: an undergraduate degree in the humanities and a master's in business. I learned how to operate a business by managing one, not in class. I was able to do so because I knew how to analyze situations from multiple perspectives, understand human nature, and think creatively.

My son has two degrees from UW-Madison also: an undergrad degree in philosophy and a JD. He is a highly respected attorney because he has excellent critical thinking skills and understands how to deal with thorny situations and difficult people.

We must stop viewing higher education as workforce development. That focus turns human beings into a commodity that will be replaced by robotics and artificial intelligence as soon as possible. We are much more than that, and much better than that.

*Susan Fiore '81, MA'89*
*Verona, Wisconsin*

I use my humanities degree on a daily basis. I was a dual major in history and Spanish, and now, as a nonprofit attorney advocating for low-income immigrants, I put those majors to use every day. The Spanish major has obvious applications, but the history major I value so much, because it allows me to place all the current events relating to immigration in context.

*Kate Woomer-Deters '02*
*Raleigh, North Carolina*

**More Thoughts on Democracy**

It is very disappointing to read a letter from a UW grad who tries to define the United States as either a democracy or a republic ["Can This Democracy Be Saved?" Fall 2014]. In reality, the nation is a democratic republic, meaning representatives are chosen directly by the populace.

*Geoffrey Wodell '71*
*Wheat Ridge, Colorado*

Thank you for "Can This Democracy Be Saved?" My spouse, Cooper Rosin '10, and I are spending the year at a remote research station inside Gabon's Ivindo National Park in the Congo Basin. We look forward to connecting with the world through the issues of *On Wisconsin* that my mother-in-law, Anne Rosin MS'87, MD'93, mails us. Cooper and I submitted our absentee ballots for November's election, and it was validating to read Professor Barry Burden's affirmation that absentee votes are always counted, whether the election is a runaway victory or closely contested.

*Rachel Nordberg Rosin '07*
*Makokou, Gabon*

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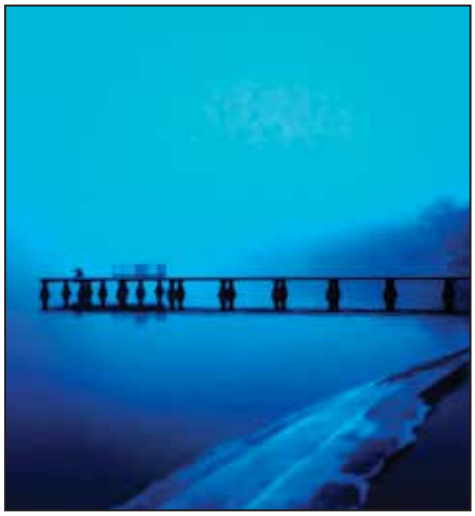


lavarjovan

masonliang


louislv

## tweets

**@JJWatt**
Welcome home Coach Chryst! A great coach & a great man. #OnWisconsin

**@UWMulticultural**
Proud of our #badgers. 1,000 protesters at #UWMadison tonight to protest racial inequality @UWMadison @UW_AASAS

**@laurencarlini**
Thanks for all the support of Badger Vball this year. I love this team more than anything and couldn't be more proud. #Fifteenstrong

**@lizziegolms**
I still have to fight back tears every time I hear Varsity. Happy, proud tears of course. Does that ever go away, @UWMadison?

**@rita_hurd**
I gain a little @UWMadison pride every time warfarin is mentioned in class

**@IanMalmstadt**
Donald Downs is killing this conclusion to his last First Amendment lecture. @UWMadison

**@mnsusiek**
So proud to be able to say the @UWMadison has student athletes and not just athletic students. Student and education is the priority.

**@ZBohannon**
Jokes aside, I'm hearing a lot of #Badgers, who are damn proud of @UWMadison holding firm on academic standards for athletes #OnWisconsin

**@ders808**
OK, I'll coach. #Badgers

**@CoryFoxen**
@UWMadison My TA just played the Star Wars theme on the flute as a treat for finishing our presentations and idk what to do

# scene

**The Heart of Campus?**
This much-loved table is in Der Rathskeller at the Memorial Union, January 8, 2015.
Photo by Jeff Miller

# news & notes

## Faculty Attraction

A record-breaking gift builds a legacy of chairs and professorships.

**John Morgridge '55** and **Tashia Morgridge '55** made Badger history last fall when they gave $100 million — the largest single contribution from individual donors in the school's history — to help the UW recruit and keep top faculty.

But Chancellor **Rebecca Blank** wants to make one thing crystal clear as Governor Scott Walker and Wisconsin legislators determine the university's share of the next two-year state budget (as of press time, Walker had proposed a $300 million cut to the UW System budget): "We do not have $100 million to spend."

Blank delivered that message in her blog, as well as in person to the Faculty Senate, following an announcement of the gift that was spelled out on the Camp Randall scoreboard during the football game against Nebraska last November. "Gifts like this are enormously useful," she wrote, "but they in no way lessen the importance of maintaining a strong financial base of support from the state, from tuition, and from research dollars."

In fact, the UW can't use the Morgridges' gift to fill gaps left by budget cuts and an ongoing resident undergraduate tuition freeze, but it can use the money to build a legacy of top faculty. The income from the gift will provide $4.5 million per year to fund endowed faculty chairs and professorships, key tools in attracting and hanging on to researchers and teachers who are — or are on their way to becoming — stars in their fields.

**The Morgridges hope their latest act of generosity will have a ripple effect, inspiring others to give.**

Originally from Wauwatosa, Wisconsin, the Morgridges are responsible for the next two largest gifts in UW history, including $100 million to establish the Morgridge Institute for Research and $32 million to renovate and expand the School of Education building. And they hope their latest act of generosity will have a ripple effect, inspiring others to give.

Their latest donation will match gifts from any other donors who endow a professorship, chair, or distinguished chair. Ultimately, this could double the thirty-four fully endowed chairs and one hundred and two fully endowed professorships currently on campus. The endowments give chaired professors money to launch new research, buy equipment, or hire undergraduate or graduate research assistants, giving those students the chance to learn from world-class scholars and researchers.

John Morgridge has lamented how public investment in UW-Madison and other public research and teaching institutions has decreased over time, telling the *Milwaukee Journal Sentinel* that the decline was a motivating factor in the gift. "We felt it was incumbent upon those that benefited from [state universities] to help maintain the quality of these institutions," he said.

"I think it's pretty well established that great schools are predicated on great faculty," he added. "That is not a Wisconsin market; that is a worldwide market."

*Jenny Price '96*

## quick takes

**Katie Couric will be the 2015 spring commencement speaker.** The former *Today* show host and former anchor of the *CBS Evening News* and *New York Times* best-selling author good-naturedly donned a cheesehead and Bucky T-shirt for a special video to announce her upcoming UW gig. You can view the video on YouTube.


**A campus food pantry** was approved by the Associated Students of Madison as part of its 2016 budget. The volunteer-based resource will serve students who struggle to afford food.

**The website ratemyprofessors.com** ranked UW-Madison first in a 2013–14 survey based on student ratings of professors. Criteria included the instructors' clarity and helpfulness.

**Campus bid farewell to its oldest tree** when the 300-year-old President's Oak — so named for its location near the former UW president's house (now the La Follette School of Public Affairs) — was felled in January. The hollow burr oak was deemed a hazard.

JEFF MILLER; BELOW (LEFT TO RIGHT): CBS; BRYCE RICHTER; JEFF MILLER; UW SCHOOL OF MUSIC

**John and Tashia Morgridge joined University of Wisconsin Foundation president and CEO Mike Knetter (center) in November at Camp Randall for the announcement of a $100 million gift designated to allow the university to attract and keep top faculty.**

**The UW–Madison Oral History Program** (OHP) is searching for past interviewees to collect missing release forms. If you have been the subject of an OHP interview or know someone who has, please contact Troy Reeves at troy.reeves@wisc.edu.

**The university will launch a new master's degree in energy conservation** this fall — the Resource and Energy Demand Analysis program — that will become the first in the world to train students to evaluate energy efficiency and other conservation initiatives.

**The School of Music's new music performance center** will be named in honor of Pamela and George '80 Hamel, who provided the $15 million lead gift to construct the new facility.

# Safe Haven

## Thai alum finds asylum at the UW.

When **Yukti Mukdawijitra MA'00, PhD'07** made his first trip to UW-Madison, it was to complete his education. His second was to find safety. A native of Thailand, the professor of Vietnamese studies secured a spot as a guest professor at the UW when he fled political persecution in his homeland.

Thailand has been wracked by political crises since a military coup overthrew the Southeast Asian nation's democratically elected government in 2006. Protests led to violence and crackdowns, and in May 2014, a new military government imposed martial law. The regime pursues strict censorship, using a broad interpretation of Section 112 of the nation's criminal code. That section is a law of lèse-majesté, allowing prosecution of anyone accused of insulting Thailand's royal family.

Mukdawijitra became politically active after finishing his doctorate and returning to Thailand. "I wrote a newspaper column," he says. "It was about anthropology and rituals, but also about politics and social criticism."

According to Mukdawijitra, the military government broadened its use of Section 112 to include not only direct insults to the king and queen, but also any statements — not only published statements, but private communications, and even text messages — that were critical of the government.

"A person was accused that he sent texts insulting the king and the queen," he says. "There were four messages. He was charged with four violations of Section 112, and given a sentence of twenty years."

Mukdawijitra and his colleagues led a campaign to reform the lèse-majesté law. After the recent coup, he came to feel that his activities and column put him in jeopardy, and he sought escape in exile. He fled to Vietnam, where he had done research, and while he was there, American friends told him about the Institute of International Education (IIE). Best known for administering the Fulbright Scholars Program, IIE supports international academic exchange. It offers a Scholar Rescue Fund, which enables politically persecuted academics to receive one-year teaching appointments at American universities. IIE helped

NARAYAN MAHON

**Yukti Mukdawijitra first came to the UW as a doctoral student. He returned last year seeking political asylum and is currently a visiting professor in anthropology.**

Mukdawijitra land a spot at the UW, where he currently teaches anthropology. Though his appointment runs out this May, there's no sign of change in Thailand, where censorship and repression continue.

"It's very complicated to extend my stay in the United States," Mukdawijitra says. "And if I can't, then I'll go back and work in Thailand, to the extent that I'm able to."

*John Allen*

JEFF MILLER

# Paul Who?

We at *On Wisconsin* would like to introduce you to new football coach **Paul Chryst '88,** who was appointed to his job in December. We'd *like* to, but it's probable that you already know him, given that he's been part of the Madison scene for half a century. Here are highlights of his association with the city and university.

**1965:** Born in Madison

**1986–88:** Quarterback for the Badgers under coach **Don Morton;** the team's highest finish in the Big Ten came in 1988, when the 1-10 Badgers finished in ninth place

**2002:** Tight-ends coach under head coach **Barry Alvarez;** though 2–6 in Big Ten play (eighth place), the Badgers went 8–6 overall and won the Alamo Bowl

**2005:** Co-offensive coordinator; in Alvarez's last season as head coach, the Badgers went 10–3 and won the Citrus Bowl

**2006–11:** Offensive coordinator; under head coach **Bret Bielema,** Chryst built the UW into an offensive force that went to Rose Bowls in 2010 and 2011

**2015–?:** Head coach

# One Diaper at a Time

## An unexpected process may lead to an earlier diagnosis for sick babies.

**Katie Brenner** woke up in her hospital room feeling nothing short of desperation. She remembered giving birth to a tiny daughter, but the doctors and nurses had whisked the infant away for care hours earlier. She hadn't seen little Ruthie since.

"I want to meet my daughter," the normally polite Brenner demanded of the hospital staff.

Today her little girl is a healthy six-year-old, but Brenner knows the story ends differently for too many families. Babies born prematurely are more susceptible to infection and illness than those born full term. But even before their illness is obvious — before symptoms such as fever or vomiting appear — the preemies might be past saving. "They are so fragile that by the time they appear sick, their condition can deteriorate quickly," says Brenner, a postdoctoral researcher in the lab of **Doug Weibel,** a UW biochemistry professor.

Diagnosing such tiny infants can also be risky: a blood test may be all but impossible, as drawing as little as one-tenth of a teaspoon of blood from a premature baby may necessitate a transfusion. But something all humans do — including the tiniest — is urinate.

"We want to know if chemicals in the urine of preterm babies can tell us if they're getting sick," Brenner says**.** "If we can tell early on, we can get them help."

Her study is the first to fully characterize urine from both healthy and sick preemies at every gestational age and birth weight. But to identify what is normal, Brenner has to determine what is not. She collects and analyzes urine-soaked diapers from premature babies in collaboration with **De-Ann Pillers,** head of the neonatal intensive care unit at Meriter Hospital and a UW professor of pediatrics, and **Greg Barrett-Wilt,** director of mass spectrometry at the UW Biotechnology Center. The diapers are first frozen, and then Brenner extracts the urine from them. (She laughs when she mentions she uses a blender to do so.)

It costs $200 to run just one of the urine tests, which can identify everything from the byproducts of food metabolism to drugs and bacterial fingerprints. Brenner's work had been largely unfunded, as she initially had to collect enough evidence to show that her approach worked. She can now run even more tests with $60,000 in new funding from L'Oreal USA and the American Association for the Advancement of Science, which last fall selected her as one of five female scientists to receive the For Women in Science Fellowship.

Brenner plans to set aside some of the money to cover the cost of continuing education for the nurses who help her process the samples, allowing them to be "more engaged in the research process."

*Kelly April Tyrrell MS'11*

L'ORÉAL USA FOR WOMEN IN SCIENCE PROGRAM

**Researcher Katie Brenner is pursuing what could be an easier and faster method for detecting infection and illness in premature babies: analyzing the contents of their diapers.**


@JOSIECRUSSO

## A Game of Spoons

When **Josie Russo x'18** enrolled as a freshman, her aunt **Tracy Lovitsch Sheridan '94** sensed an opportunity to right a terrible wrong. Lovitsch Sheridan and her husband, **Stephen '94,** mailed Russo a care package that included this item: spoons illicitly removed from the Chadbourne dining hall, with a note asking Russo to return them to their rightful owner. As of December, Russo hadn't yet surrendered the spoons. She lives in Witte, and a trip to Chad would require a rugged hike of nearly three-tenths of a mile. "Right now, they're in a pen holder on my desk," she admits. "I laugh whenever I look at them."

# Anteaters to Zebra Fish

## A UW service makes sure rare and wonderful species are in good hands.

BRYCE RICHTER (3)

**UW Veterinary Care staff and specialists serve a growing number of exotic-pet owners. Melanie Conklin relies on the clinic for the care of her animal menagerie, including this chinchilla, called Chinicula (left and top right), and a hedgehog, named Hogmanay (bottom right).**

When Hogmanay the hedgehog encounters an unfamiliar situation, he usually curls himself into a spiny little ball. But during a recent visit to UW Veterinary Care, the teaching hospital at the UW School of Veterinary Medicine, he's all curiosity, exploring the exam room with a flickering nose and dark, darting eyes.

Hogmanay is at the clinic to have a few skin lesions evaluated. For moral support, his owner, **Melanie Conklin MA'93,** has a few of his rodent pals in tow, including a puffy white chinchilla who lifts his forelimbs when he wants to be held, and a fidgety brown degu with a penchant for turning straw bedding and drinking water into cage sludge.

Conklin is part of a growing group of exotic-pet owners, and her small menagerie represents only part of the species mix. According to the 2012 *U.S. Pet Ownership and Demographics Sourcebook,* 20 percent of American households own pets other than cats or dogs, including birds, fish, and exotic or specialty animals, a category that encompasses reptiles, amphibians, small mammals, marsupials, primates, invertebrates, and more.

The UW Veterinary Care Special Species Service — part of the only Midwestern veterinary medical hospital with board-certified zoological medicine specialists on duty year round — has seen more than its fair share of these creatures. Although the majority of the caseload is more predictable, in recent years staff members have cared for a baby lizard weighing less than a gram, a lumbering one-hundred-pound African spurred tortoise, and even rarer patients, such as ring-tailed lemurs, a red panda, and an elusive harpy eagle.

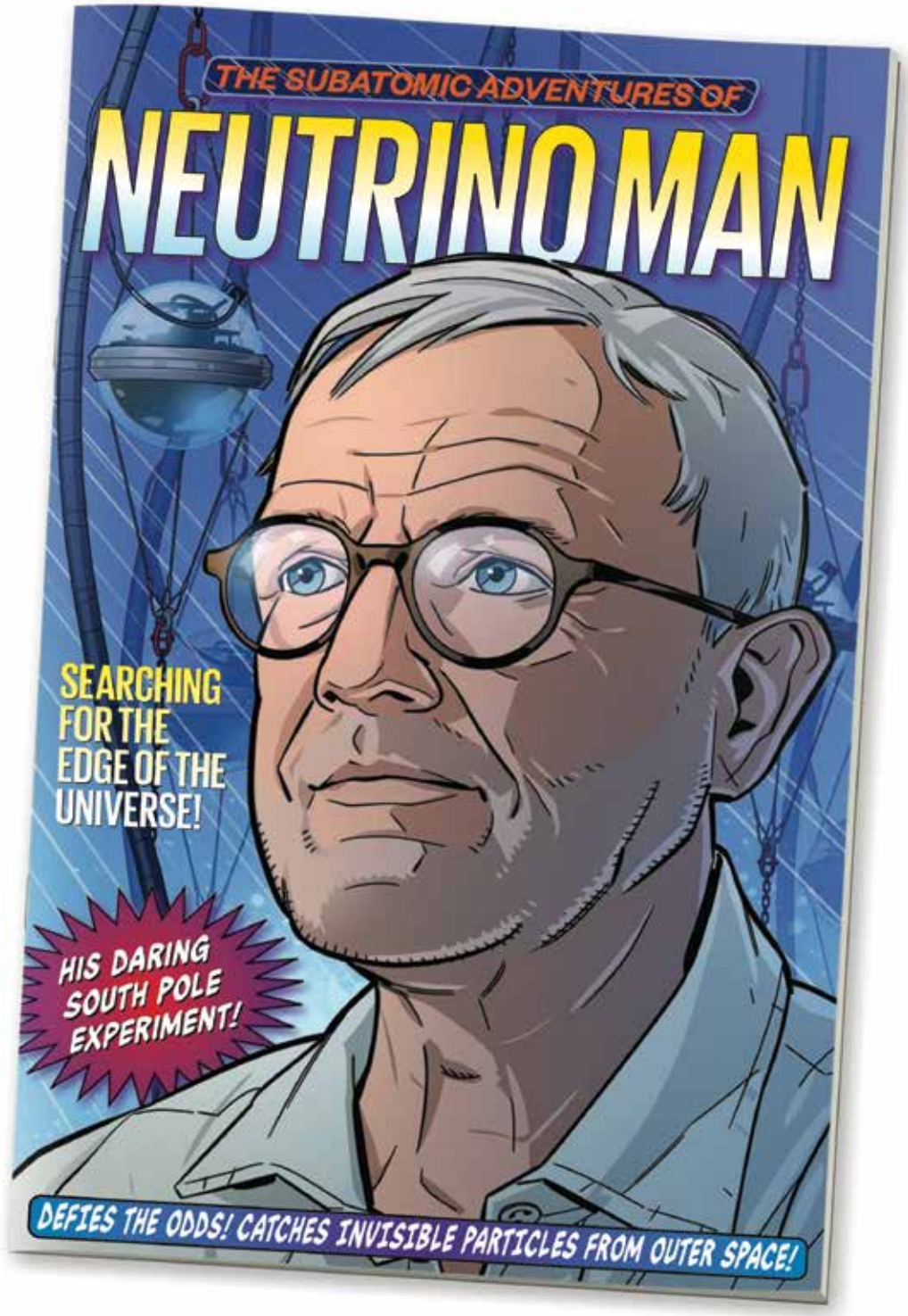
Just like their dog and cat counterparts, exotic animals need annual wellness exams, says **Christoph Mans,** clinical assistant professor of zoological medicine. And the clinic supports specialists in areas ranging from dentistry to radiology when the animals need specialized care.

The benefits of this expertise extend from the clinic to the curriculum. Veterinary medical students complete a two-week rotation with the service in their fourth year, but their education about exotic animals begins in the classroom. Mans and **Kurt Sladky '81, MS'88, DVM'93,** clinical associate professor of zoological medicine, teach a course that includes live lab sessions on how to handle and examine animals students will likely encounter if they go into practice. The two also train several zoological medicine residents and work in the lab to devise ways to manage pain in zoo, wildlife, and exotic pet species.

Conklin's experience with the clinic began five years ago when one of her hedgehogs went into hibernation, a condition that can be fatal for domesticated versions of the little mammals. During a late-night phone call, she recalls, "They told me the steps for waking up a hedgehog properly. … They even called the next day to make sure everything was okay."

As for Hogmanay's recent visit? Mans determines that his lesions are not cause for serious concern, and prescribes a medication to help clear up the hedgehog's skin.

*Nik Hawkins '01, MS'05*




**Francis Halzen doesn't see himself as a superhero. But *Smithsonian* magazine created a tribute in that spirit when it named him the winner of its American Ingenuity Award. It gave him a secret identity — Neutrino Man — and a comic-book-inspired write-up to honor his decades-long effort to build a giant neutrino telescope under the Antarctic ice. In 2014, the telescope known as Ice Cube yielded the first evidence of cosmic neutrinos — nearly massless high-energy particles thought to come from cosmic sources such as supernovae, black holes, and the violent cores of galaxies. The work opened a new field of astronomy, as the magazine noted, "potentially offering clues to the greatest remaining mysteries."**



## one quote

***"My suspicion is the administration is so reluctant to create the impression that it is engaging in the kind of military activity that it has forsworn in that region. … It has determined the best public relations strategy is to give it no name whatsoever."***

UW military history professor John Hall, in *U.S. News & World Report,* on why military action against ISIS has remained anonymous, rather than earning a formal name like previous missions, such as Operation Iraqi Freedom

# Liking Lichen

## The Wisconsin State Herbarium has added 60,000 samples to its collection.

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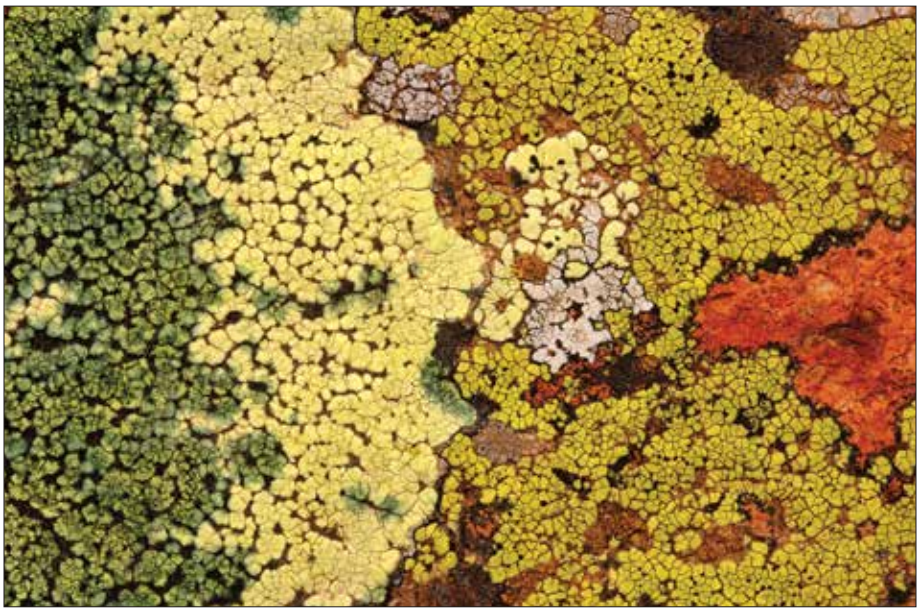


ISTOCK.COM

**Lichens are an important part of the world's ecosystem. They grow slowly but regularly, so they can be used to date major geological and climactic events. Lichens are also important to the diet of a variety of animals such as reindeer (top). The photo above shows lichens found in the eastern Black Sea region of Turkey.**

Neatly filed away in drawers in the bowels of Birge Hall, tucked into carefully folded slips of paper, you'll find bits of rare organisms from around the globe. At home within the Wisconsin State Herbarium, they are part of one of the world's largest lichen collections — a collection that, in 2014, grew 60,000 samples larger.

A herbarium is a group of preserved plant specimens, and Wisconsin's dates back to the UW's founding. At the second meeting of the board of regents — in January 1849, a month before the first class gathered — that august group recommended that the university host a "cabinet of natural history." Today, that "cabinet" holds more than 1.2 million specimens of plants, fungi, and lichens, making it the eleventh-largest herbarium in the Americas.

The Wisconsin State Herbarium's lichen collection is particularly strong, with more than 180,000 specimens. Lichens are unusual in that they are composite organisms — they develop through a symbiotic relationship between a fungus and algae or bacteria. Each sample includes not only the dried lichen, but also its substrate — the material it was growing on.

A scientist who studies lichens is called, not surprisingly, a lichenologist, and in the mid-twentieth century, the UW faculty included the man who wrote the book on lichenology: **John Thomson MA'37, PhD'39.** (Technically, he wrote the *books*, plural: *Lichens of Wisconsin: American Arctic Lichens,* volumes 1 and 2, and so on.) He made the herbarium home to a vast variety of lichens from around the state and across the far north.

In 2014, herbarium director **Ken Cameron** added 60,000 more specimens when he purchased the collection of German lichenologist Klaus Kalb.

"Kalb's collection includes mostly specimens from the Old World tropics," Cameron says. "We had to outbid some big competition — Harvard, the New York Botanical Gardens. But we had a lot to offer, including that we could keep his collection together, and it would round out what we already had."

The herbarium's materials are shared with researchers around the world. They can then study how the fungi, algae, bacteria, and substrate interact to create a composite. The UW's lichens are also available for viewing digitally, at lichenportal.org.

*John Allen*

## Design Studies 501

# Global Artisans and Pragmatic Design

The cultures of multiple homelands were stitched together in a School of Human Ecology class during fall semester, as UW students worked with artisans from Ecuador, Kenya, and Mexico to modify their products for the American consumer.

The course, part of a project funded by the Reilly Baldwin Wisconsin Idea Endowment, focuses on identifying viable markets in the United States and growing a sustainable income for the artisans and their families. Students were paired with small co-ops — mostly women working from their homes — in each of the three countries.

The class split into two groups, with one concentrating on fabrics and the other on jewelry. At the start of the semester, the groups made small adjustments to existing products. "It's kind of working in between design and quality control," says **Kateryna Gudziak '14,** who graduated after fall semester.

By the end of the semester, students used their problem-solving skills to tackle larger projects, such as creating products that use each country's traditional fabrics.

The class teamed up with consumer science students to sell the final products at the Robin's Nest Café in the school of Human Ecology, and the group hopes to add online sales.

While new students will work on designs with the same artisans this fall, **Carolyn Kallenborn '97, MFA'00,** an associate professor of design studies who teaches the course, wants to see the artisans eventually outgrow the class. "I think that would be a wonderful success story if they didn't need us anymore," she says.

*Stephanie Awe x'15*

BRYCE RICHTER (3)

**Fernanda De La Torre x'15 (above) snaps an image of earrings to determine necessary adjustments. Technology played a key role in the class. Students sent recorded demonstrations to artisans and communicated with them over Skype.**

**Students explored ways to tailor the artisans' bracelets, such as shorter lengths, to accommodate the U.S. market. "[Some artisans] think Americans are huge," says former UW student Kateryna Gudziak (top, at left).**

**Toward the end of the semester, the class started receiving finished products, such as these lace bracelets (above) from an artisan group in Presa de Barajas, Jalisco, Mexico. The artisans had initially used lace to make doilies, but the students suggested that they try making jewelry with lace and beadwork instead.**

# Fine Four

## Will the farewell tour for the Badgers' seniors lead to Indianapolis?

When the clock runs out on the basketball court this season, the four seniors leading the UW men's team will have played a role in some of its biggest games and solidified a winning tradition far beyond the wildest dreams of most Badger fans. Is one more Final Four in store for this quartet?

### Duje Dukan

***Height:*** 6'10''
***Position:*** Forward
***Hometown:*** Deerfield, Illinois

***Fun fact:*** Born in Split, Croatia; his father played professional basketball in Europe and worked as an international scout for the Chicago Bulls, where he discovered Tony Kukoc.

***Best UW memory:*** "Other than the Final Four, I'd say just being around friends on a daily basis and being part of a family."

### Traevon Jackson

***Height:*** 6'3''
***Position:*** Guard
***Hometown:*** Westerville, Ohio

***Fun fact:*** His father, Jim, played college basketball at Ohio State, was the fourth overall pick in the 1992 NBA Draft, and played in the league for fourteen seasons.

***Best UW memory:*** "Coming home from the Final Four and seeing the city of Madison welcoming us back. On the bus ride to the Kohl Center, seeing the whole town electric — that was pretty cool."

### Josh Gasser

***Height:*** 6'4''
***Position:*** Guard
***Hometown:*** Port Washington, Wisconsin

***Fun fact:*** Returned to the floor last year after a torn left ACL cost him the entire 2012–13 season, cementing his reputation as one of the toughest and most well-rounded players in the country and earning the "All-Glue" Team label from *Sports Illustrated*'s Seth Davis.

***Jackson on Gasser:*** "Josh is pretty plain and boring."

### Frank Kaminsky

***Height:*** 7'0''
***Position:*** Forward
***Hometown:*** Lisle, Illinois

***Fun fact:*** Grabbed attention for something other than his basketball skills in a viral video featuring the Taylor Swift song "Shake It Off." Dukan sums it up: "Frank is an interesting dancer."

***Gasser on Kaminsky:*** "Frank is the biggest kid ever, and he gets really mad when he loses in video games."

Duje Dukan

Traevon Jackson

Frank Kaminsky



Josh Gasser

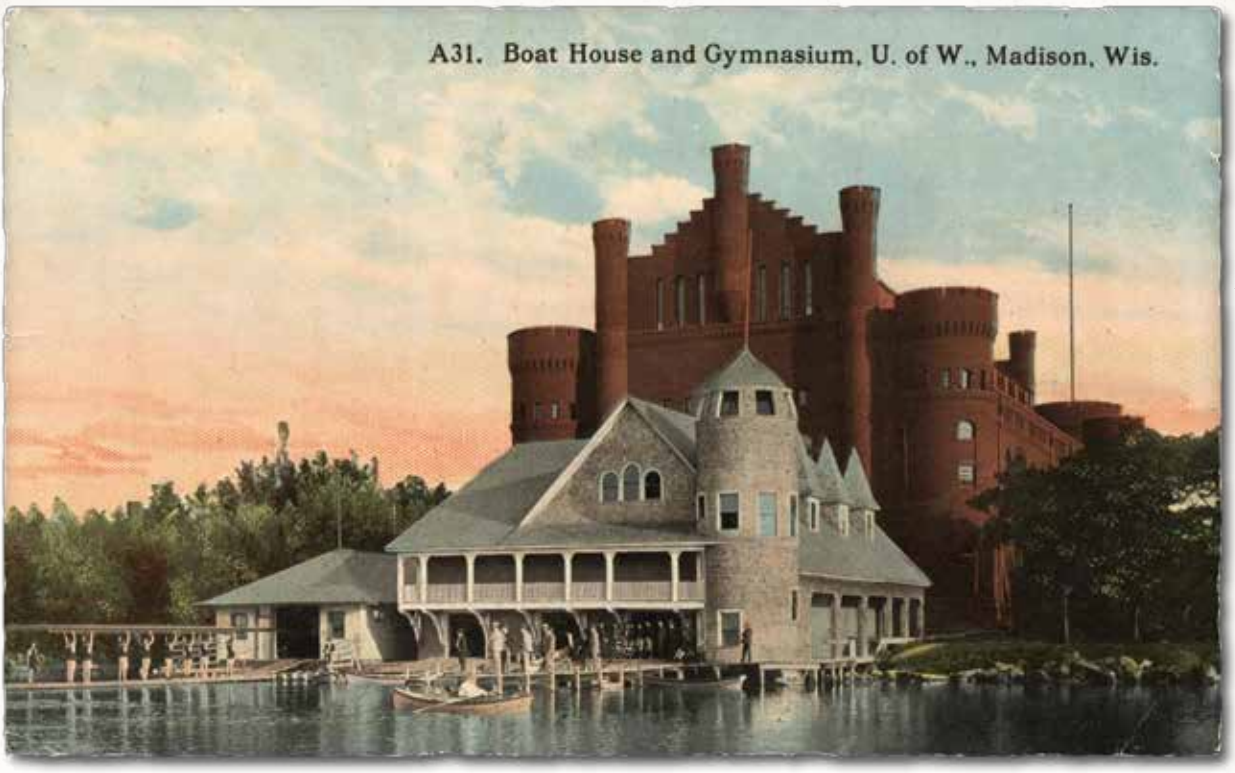
WISCONSIN ATHLETICS (4)

***Best UW memory? "Being around friends on a daily basis and being part of a family."***

## The Many Faces of BO RYAN

JEFF MILLER (5)

**Bo Ryan became Wisconsin's winningest coach in Big Ten play in January with his 159th win, surpassing Walter "Doc" Meanwell, who coached the Badgers from 1911 to 1934.**




ALL IMAGES FROM UW-MADISON ARCHIVES, S14463

# Old School

*These places — some long gone — made an indelible mark on the university's history.*

*By Jenny Price '96*

UW-Madison's original campus plan called for just five buildings.

The university built three of them in the 1850s — Bascom Hall, North Hall, and South Hall — and it's been forming and re-forming its bricks-and-mortar identity ever since.

As a student in the 1960s, Jim Feldman x'72 confesses that he "completely overlooked the astonishing beauty and diversity of the University as a physical object." He rectified that in 1997 when he published an important reference for this story, *The Buildings of the University of Wisconsin*, the first comprehensive account of the structures — many still standing — on the Madison campus. Before writing his compilation, Feldman received an electrical engineering degree at Cal State-Fullerton and, in time, went on to earn a certificate in technical communications from the UW College of Engineering.

Alumni and visitors to campus marvel at what seems like a perpetual state of construction and reconstruction, but a look back at our history confirms that universal flux is part of the DNA of the UW. Buildings constitute the foundation of our university's story of change, growth, and innovation. We're featuring here just some of the places that are no longer part of the campus landscape.

Badgers can take heart, though: while some buildings may not last, the experiences we had in them — and the memories they evoke — stay with us long after they are gone.

## Old Administration Building ▶

**Built: 1855**
**Demolished: 1965**

The UW bought this private home, known as the Porter House, for $20,000 in 1905. The university built an addition to the house and used it for student registration, fees, payroll, and financial aid until the A.W. Peterson building opened in 1962. The university tore down the old administration building to make room for construction of the George L. Mosse Humanities Building.

S02343


S02949

## ▲ Solar Observatory

**Built: 1878**
**Demolished: 1949 (fire)**

Washburn Observatory director James Watson built this smaller observatory by hand in an effort to locate a planet (dubbed Vulcan) that he believed was located between Mercury and the sun. Watson died from pneumonia before work was completed, and the search for the planet was abandoned after his successor determined that the observatory was not well suited for detecting planets. The building, located on Observatory Hill near the Washburn Observatory, was later used as housing for observatory assistants and storage.

## ▼ Old Chadbourne Hall

**Built: 1878**
**Demolished: 1957**

Originally called Ladies Hall, the dormitory was later named for former UW President Paul Chadbourne, who opposed coeducation for women. Chadbourne won funding for the building with the goal of setting up a separate women's college, a plan that never came to fruition before he left office in 1870.

The hall's name officially changed to Chadbourne in 1901. Edward A. Birge, then acting UW president, later wrote that it was only fair that Chadbourne's stubbornness on the issue "should be punished by attaching his name to a building which turned out [to be] one of the main supports of coeducation." The current Chadbourne Hall, built on the same site with entrances trimmed with stone from the old building, went coed in 1995.


S12073

## ▼ Old Science Hall

**Built: 1875**
**Demolished: 1884 (fire)**

With laboratories crowded into the basement of Bascom Hall — and their pungent smells wafting to the floors above — the university needed more room. The original Science Hall was just the second instructional building on campus. It housed the departments of chemistry, engineering, geology, and physics, and it included laboratories, lecture halls, offices, and museum space. In 1884, a fire gutted the building, and the current Science Hall was built in its place in 1887.


S09089

S12070

S12065

## ▲ Old Law Building

**Built: 1891**
**Demolished: 1963**

The first UW Law School class — all twelve students — was enrolled in 1868. Before the construction of the Victorian brownstone law building, law students spent two decades meeting in various places, including the unfinished state capitol and space above a saloon. In 1939, the university began construction on a series of additions to the law building, the first to make room for the rapidly growing law library. The ongoing expansion efforts that followed ended with tearing down the old building. In 1996, the school completed a construction and renovation project, enclosing an outside courtyard between two older parts of the Law School building. The building's four-story glass atrium is now home to a gargoyle saved from the roof of the original law school.

## ◄ Chemical Engineering

**Built: 1885**
**Demolished: 1968**

This sandstone-and-brick building on the shore of Lake Mendota was the first on campus dedicated solely to chemistry. Some members of the board of regents thought it would not be at capacity for decades, but Chamberlin Hall opened in 1905 to accommodate the overflowing department. After that, the building housed the chemical engineering department and parts of the medical school until it was torn down to make room for construction of Helen C. White Hall.


S07723

## ▲ Toboggan Run

**Built: 1880s**
**Removed: 1938**

## Ski Jump ►

**Built: 1919**
**Removed: 1956**

In the 1880s, students first built a toboggan run that hurled riders down Observatory Hill and onto frozen Lake Mendota (and across the Lakeshore Path) at sixty miles per hour. A concrete run replaced it in the mid-1930s, and it remained until Elizabeth Waters Hall was built directly in its path. In the slide's early days, Hoofers helped maintain it — and rented toboggans. Nearby at Muir Knoll, students built a ski jump with financial help from the UW athletic department. It also extended down onto the lake. The deteriorated wooden jump was removed for safety in 1931, but Hoofers successfully campaigned to replace it with a steel jump that opened in 1933. Meets that the organization hosted raised enough money to support events throughout the rest of the year. The city bought the jump in 1956 and moved it to Hoyt Park on Madison's west side.


1172M

## Old Boat House

(See page 22.)

**Built: 1892**
**Demolished: Between 1963 and 1968**

A small group of students with competitive rowing experience was the driving force behind establishing a boat club on campus. The club sold memberships to students to help fund construction of the boat house on university land north of Memorial Union. The building had space for storing small boats and racing shells, and social gatherings were held on the second floor. The university took over the property in 1908, after the lease expired, and remodeled it in 1916. As the athletic department used the building more over time, students and the public had less access. It was eventually torn down to clear space for construction of the Alumni House, home to the current Wisconsin Alumni Association.

S10032

## ▲ Old YMCA

**Built: 1905**
**Demolished: 1956**

The YMCA stood on the site of the current Memorial Union parking lot, which is now the future home of Alumni Park. The building had a cafeteria and space for student activities, and it served as the de facto student union until Memorial Union opened in 1928. The Y also had living quarters on its upper floors, housing as many as 135 men during the 1940s. After a new YMCA was built near campus in 1953, the UW Foundation bought the building and gave it to the university with one condition: nothing that blocked the view of Lake Mendota could be built on that spot.


S03065

## Wisconsin High School ▲

**Built: 1913**
**Demolished: 1993**

The UW opened this practice school for teachers in 1914, serving students from grades seven to twelve. Tuition was $8 per quarter when the school opened at the corner of University Avenue and Henry Mall, and there were 250 students enrolled in 1915. The school closed in 1962 and the building became home to the School of Journalism and the Library School. Ten years later, the School of Social Work and parts of the Women's Physical Education Department moved into the building. It was later demolished to make room for the Genetics-Biotechnology Center Building.

## Athletic Annex ►

**Built: 1911**
**Demolished: 1956**

The UW's supervising architect, Arthur Peabody, didn't have many kind words about this building, which he said was designed to be "sufficiently mediocre to harmonize with [the Red Gym]." While it may not have been an architectural wonder, the annex on the east side of the Red Gym provided much-needed space for track, baseball, and other events. The building was demolished after the Camp Randall Memorial Sports Center, known as the Shell, opened in 1954. The lakefront site is now home to the Pyle Center, a distance-education and conference center.


S02375

S02260

## ▲ Old Library School

**Built: 1922**
**Demolished: 1971**

The old Library School started out as the Phi Kappa Psi fraternity house, which was built in 1922 adjacent to the University Club. The fraternity ran into trouble with recruiting, finances, and discipline — at one point, its members' cumulative grade point average dropped below the required 1.0 on the three-point system. The organization continued to decline, and it moved out of the house; the university purchased it in 1938. The Library School occupied the building until 1965, when it became office space until it was demolished to clear the way for construction of the George L. Mosse Humanities Building.

S12104

S10043

## ▲ Home Management House

**Built: 1940**
**Demolished: 2010**

For decades, women who studied home economics at the UW were required to spend two weeks living in this "practice cottage" to test their skills running a household. The UW purchased the first home used for that purpose in 1911, located on the site of the future Wisconsin State Laboratory of Hygiene. The program moved into the new two-story brick colonial home in 1940, built on the site of the old solar observatory (see page 23). In the mid-1960s, the department changed its name from Home Economics to Family Resources and Consumer Science, and the house was converted into office and research space. In 2009, the School of Human Ecology put the house up for sale. The asking price: one dollar for anyone willing to move it off campus. No one took the deal, but pieces of the dismantled house live on in the new Nancy Nicholas Hall as conference tables, coat hooks, and other design features.

## ◄ Quonset Huts

**Built: 1946**
**Demolished: 2004**

Thanks to the wave of veterans returning from World War II, the UW's enrollment nearly doubled from 1945 to 1946, which meant the campus suddenly did not have enough classrooms or office space. One of the solutions was construction of fifteen Quonset huts, most of them on Library Mall. The huts housed classrooms and labs and provided space for reserve books and reading rooms. The downside: they were cold, poorly lit, and ugly. The university sold the huts in 1953, save one, which survived behind the School of Education on Bascom Hill before being demolished in 2004.


S02996

## ▲ Temporary Buildings

**Built 1947**
**Demolished: 2011**

The Quonset huts (see page 27) weren't enough to accommodate the UW's growing student body, so the university moved twenty-six temporary buildings to campus in 1947. The structures were surplus from Fort McCoy and other military bases, where they were used during World War II. It was a good deal: the buildings were free. "Ugly, cheap, and unloved, they helped the university survive a great crisis," according to *The Buildings of the University of Wisconsin*. The university installed most of the temporary buildings near the engineering and agriculture campuses, replacing them with permanent structures in the 1950s. The last of them, located on the College of Engineering campus, was not demolished until 2011.

## University Health Services ►

**Built: 1952**
**Demolished: 2011**

The building, located on Old University Avenue, started out as the state psychiatric hospital, but as patients dwindled to zero, the medical school began informally using parts of the facility. The Student Health Center and services for pediatric patients were officially permitted to operate there in 1967, and the building was turned over to the UW in 1970. University Health Services was based there until 2011, when it moved to its new space on the East Campus Mall. The building was then demolished to make way for the Wisconsin Energy Institute.


S05531

## ▲ Old Ogg Hall

**Built: 1965**
**Demolished: 2007**

The 1960s brought construction of a new set of residence halls on the southeast end of campus: Sellery in 1963, Witte in 1964, and Ogg in 1965. Ogg was a two-tower, thirteen-story residence hall on West Dayton Street that at first housed only male students, but eventually became coed. It was named for Frederic Ogg, a beloved author, teacher, and researcher who served on the UW political science faculty for thirty-four years. The building was demolished to clear the way for more green space along the East Campus Mall, but the new Ogg Hall built less than one block away carries on the tribute to the late professor.


S03007


S09050

## A.W. Peterson Building ▶

**Built: 1962**
**Demolished: 2007**

When the Peterson Building's doors opened, administrative offices that were once spread across campus — the bursar, registrar, and financial aid — were finally under one roof. A.W. Peterson was a longtime campus administrator who oversaw a host of functions on campus, including residence halls, buildings and grounds, and campus police. After World War II, Peterson led the university's effort to establish Badger Village, a housing community for married student veterans and their families located at the site of a former army ammunition plant in Baraboo. But the Peterson Building was not part of the university's long-term vision for an arts district on the east side of campus, anchored by an expansion to the Chazen Museum of Art that now stands on the Peterson site. The Office of the Registrar, Bursar's Office, and the Office of Student Financial Aid moved to the redeveloped University Square, along with a new Student Activities Center and University Health Services.


S08729

## ▲ Old Gordon Commons

**Built: 1965**
**Demolished: 2013**

Gordon Commons, which served as the main dining hall for the southeast residence halls, was named for the late Edgar "Pop" Gordon, a professor of music who taught songs to children over the radio via his WHA program, *Journeys in Music Land*. An elevated pedestrian bridge over Lake Street connected Witte Hall to the building, which operated as a traditional, single-line cafeteria serving three meals a day. The new Gordon Dining & Event Center, which opened in 2013, includes event space, multiple dining options, and a convenience store. Where the home of Pop's Club once stood, there is now outdoor dining space and a lush green lawn.


S05017

## ▲ Old Union South

**Built: 1968**
**Demolished: 2009**

Of all the buildings now gone from the UW campus, it appears there is not much love for the old Union South. The UW built the satellite union to meet the needs of a booming student population, especially on the south and west ends of campus. When the new Union South opened in 2011, the *Wisconsin State Journal* called it a "south campus sensation" and described the old concrete structure as "the younger sibling who could never live up to an older one; the old south campus union lived in the shadow of the beloved, historic Memorial Union along Lake Mendota." A recent Yelp review of the new Union South was more blunt, calling the old place "a dump." ■

*On Wisconsin's senior writer Jenny Price '96 fondly remembers seeing the movie* Pulp Fiction *at the old Union South. Stephanie Awe x'15 contributed to this story.*


# Staying Power

By Vikki Ortiz Healy '97
Photos by Jeff Miller

**This *Chicago Tribune* columnist covers his very own industry, and he maintains that reports of the demise of newspapers don't tell the whole story.**

**Don't write off newspapers, Phil Rosenthal says, urging skeptics to recognize the adaptability they've demonstrated over the decades.**

Phil Rosenthal '85 is holding an endangered artifact. Its size and shape have evolved over time, yet its benefit to society, he argues, remains the same — even after TV and radio threatened to steal away audiences and advertisers. Even after the Internet actually did.

The artifact Rosenthal holds is a newspaper. He picks it up off his desk in a cramped back office at the *Chicago Tribune*, and admires a front page that still demonstrates all the journalistic ideals he was drawn to as a UW-Madison freshman in the early 1980s, a time when he regularly pestered an editor at the *Capital Times*, hoping to land an assignment.

Rosenthal eventually convinced editors at the former afternoon daily to give him bylines. He made lasting impressions on professors at the journalism school, then landed high-profile jobs at the *Los Angeles Daily News* and the *Chicago Sun-Times.* But after more than thirty years in the newspaper business — covering grizzly crime scenes as a news reporter, scribbling in a notebook at UCLA and LA Rams games, and, with a TV column, helping nudge Jay Leno to do something Leno had long resisted — Rosenthal finds himself in the midst of his biggest career challenge yet.

The Internet has grabbed hold of today's news consumers, who, as evidenced in dramatically declining advertising revenue and newspaper subscription numbers, are decidedly less interested in the smudge of newsprint on their fingers. In turn, newspapers across the country have been forced to close, slash staff, eliminate local movie reviews and other staples, and, in some cases, abandon the print product altogether in favor of online publications.

It's a quandary Rosenthal deals with both personally and professionally. Now a business columnist at the *Chicago Tribune*, he joins his colleagues in worrying about his employer's future. He may have gone into journalism partly because of a belief in its mission to inform and improve lives. But today he has a house in Chicago, a wife who also works, and two children in grade school. Rosenthal's love for journalism also has to pay the bills.

Complicating matters is the fact that media news and the happenings at the *Chicago Tribune* — a historic and major corporation in the Windy City — are part of his beat. So Rosenthal must regularly write about the state of the industry in which he works and the company that provides his paychecks. The duty, which he describes as "walking a tightrope," forces him to confront his bosses about their business decisions and reveal to the public flaws in the very industry he hopes they'll continue to support.

"I'd be lying if I didn't admit I'm aware of the impact of every single word when I write about the *Tribune* — probably more than when I write about other companies," Rosenthal wrote in a June 2006 column published just before the Tribune Company was sold in a controversial transaction with ramifications that would play out for years afterward. He echoed the sentiment last summer, weeks after his front-page byline helped to explain a high-stakes move that broke the company into two entities: one primarily for broadcast endeavors, the other for print publications.

Interestingly, though, Rosenthal says the front-row seat to the industry's fall has made him feel better, not worse, about the future of newspapers. And at a time when journalism schools, including the UW's, are retooling their programs to take the emphasis off of newspaper-specific writing, he remains one of the school's most supportive alums.

Although he says that the format of newspapers needed to change, his faith in their future is based in their history.

"They're still referred to as papers, despite their increasingly digital

orientation, in the same way people might say they dial phones. But on paper, pixel, video stream, or whatever platform they play, these are organizations that over the decades have survived all manner of challenges from within and without. ... Those who would write off newspapers as history may wish to consider the adaptability and wherewithal it's taken for them to get this far," he wrote in his column about the Tribune Company's split last August.

Through multiple platforms, newspaper content today enjoys larger audiences than ever, but industry leaders must figure out how to generate the revenue needed to produce it.

**"Everyone knew that Phil was destined to become a big-timer. When he was hired by the *LA Daily News*, it was hardly a surprise."**

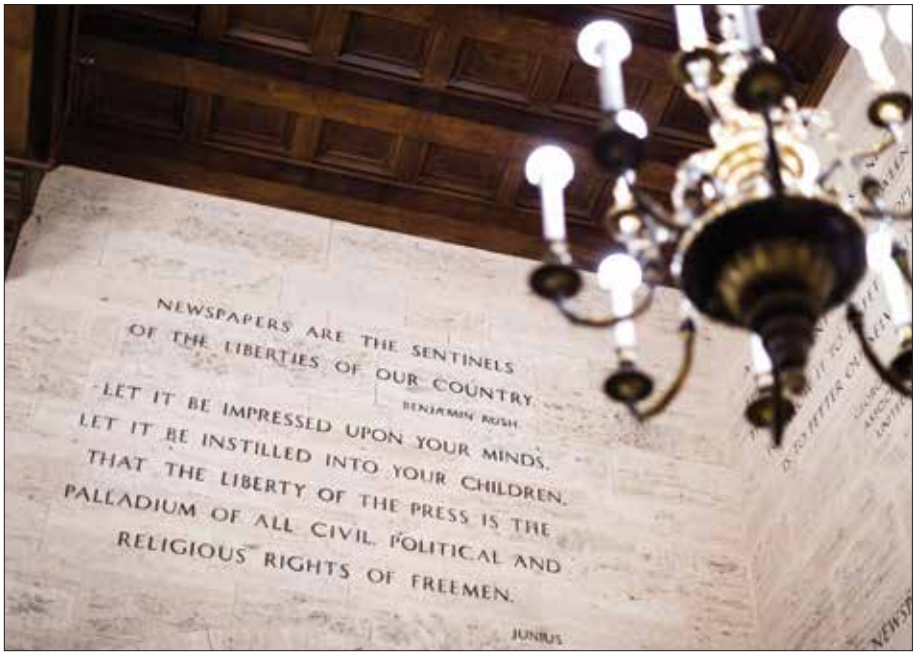

**Rosenthal admits to "walking a tightrope" when he's writing a column that covers the media business — which includes the company that provides his paycheck. He's had the cow art that decorates his office since his college days.**

When Rosenthal first took an interest in journalism, newspapers were still the obvious place to begin. Born on the south side of Chicago, he and his family moved to the North Shore suburb of Lake Bluff where, as a senior in high school, he decided that working as a barback and prep cook at a local pizza pub wasn't exactly positioning him for the future.

After calling around to various local media outlets, he walked into the *News*

*Sun* office in suburban Waukegan, where the sports editor agreed to let him cover local high school sports. That experience — and mentoring — gave him the confidence to visit the *Capital Times* offices a year later, where the sports editor at the time, Rob Zaleski, tried to nicely explain that he didn't have any stories for the college kid to write.

"He would come around at least once a week after that. I kept telling him, 'Sorry, nice to see you, but I don't have anything for you,' " Zaleski recalls. "He was a gentleman, and yet, he was persistent. You couldn't help but be impressed."




**Both chandeliers and words of inspiration grace the lobby of the *Tribune* building in downtown Chicago.**

When one of Zaleski's regular stringers got sick, Rosenthal got his break. He turned in a story about an Oregon High School football game that was so well reported and cleanly written that Zaleski thought a veteran sports writer had taken the assignment. From that point on, Zaleski regularly called on him for other stories, and Rosenthal, nicknamed Rosie, became a well-liked and ever-present personality at the office, even though he was only officially paid to work part time, Zaleski says.

Rosenthal also impressed professors at the UW, where the journalism program was both popular and prestigious. In the early 1980s, the school enrolled five hundred students who chose from one of five tracks: print, broadcast, public relations, advertising, and research. James Baughman, a longtime journalism professor who taught Rosenthal in a newswriting class, remembers being amused by the fearlessness and gumption the young reporter demonstrated.

In one case, Baughman created a class exercise using details from actual news events in Maine. When Rosenthal couldn't surmise the facts he needed to tell a complete story, he simply picked up the phone and called city workers in Maine to gather them himself, Baughman recalls.

"What I remember about Phil was that he didn't need to be in the class — he was that good," says Baughman.

Rosenthal also impressed editors and professors with his ability to write objectively, even critically, about subjects — such as UW athletics — to which other reporters were more inclined to give allowances.

That early skill came in handy decades later.

"Everyone knew that Phil was destined to become a big-timer," says Zaleski. "When he was hired by the *LA Daily News,* it was hardly a surprise."

With his journalism degree in hand, Rosenthal moved to Los Angeles in 1985, joined the paper to cover college sports and the Rams, and wrote a TV sports column. When an opening as the paper's TV critic became available in 1989, he landed the position, which evolved into a more general four-days-a-week, pop-culture feature column a few years later.

The job lent itself to celebrity encounters and enterprising reporting experiences. He traveled to Washington, D.C., to shadow Sonny Bono in his early days as a freshman U.S. representative. He flew to a remote South Pacific isle to observe contestants roughing it on *Survivor.* For another assignment, he went shopping with international supermodel Vendela Kirsebom, and she helped him pick out a pair of red-and-white swim trunks — after he'd modeled several pairs for her and a photographer.

And after Jay Leno remarked for the umpteenth time that he regretted never publicly thanking Johnny Carson for handing off the *Tonight Show*, Rosenthal wrote a column suggesting the perfect occasion to do so would be on Carson's seventieth birthday. Leno called Rosenthal to argue otherwise, but ultimately, that's exactly what Leno did.

"It was a great job, a wonderful job," Rosenthal says.

By 1996, though, the *LA Daily News* restructured itself to focus more predominantly on the San Fernando Valley and surrounding communities. Rosenthal figured it might be a good time to seek new opportunities. When an old friend offered him a position in the sports department of the *Chicago Sun-Times*,

Continued on Page 50

Rosenthal happily returned to the Midwest. He wrote a sports column for the paper until 1998, covering the Olympics, Michael Jordan's last three championships with the Chicago Bulls, and other notable stories. In July 1998, he became the paper's TV critic, a position that appealed to him because of its seemingly limitless possibilities.

"I viewed it as an opportunity to write about everything," he says. "Being a TV critic was like being a TV viewer — only louder."

✣

In the larger media context, however, things were changing rapidly.

Newspaper publishers, journalism scholars, and other experts had been cautiously monitoring the arrival of the Internet, not quite sure whether the technology would catch on with the public. Even if it did resonate, many assumed it could happily coexist with newspapers, the way TV and radio had previously, says Baughman, who also serves as chair of the advisory board for the university's Center for the History of Print and Digital Culture.

But by the early 2000s, Baughman says, as the diffusion of laptop computers and mobile devices, and the spread of WiFi, only made the Internet more appealing, scholars began to realize that the newspaper industry was being threatened by something entirely different.

In the first of several missteps in dealing with the crisis, newspaper companies merged and consolidated debt under the assumption that there would be continued double-digit profits. Then came the decline in revenue. Internet sites such as Craigslist stole away once-unwavering profits from classified ads. The 2009 recession led to a dramatic drop in newspaper advertising and an unfavorable standing to investors on Wall Street, Baughman says.

By the time Rosenthal was recruited to write a media column for the business section of the *Tribune* in 2005, the newspaper industry was deep in crisis. "Who knows where we're headed, but we're headed there fast. The current is strong," he wrote in his inaugural column in April of that year.

Since then, Rosenthal has chronicled two separate sales of the *Chicago Tribune* that have brought in colorful casts of new leadership, a Chapter 11 bankruptcy, and the company's division into two entities — not to mention the struggles of other major newspaper companies across the nation. Those who know him say he's the right person for the delicate job.

"He just has an amazing integrity. He's always going to do the right thing," says Bill Adee, executive vice president of digital development and operations for the *Chicago Tribune* who has worked with Rosenthal at three other papers. "In those cases of covering yourself and covering your industry, you're faced with a lot of choices. In those places, Phil's always made good ones."

✣

Recognizing the evolution of the industry, directors at the UW's journalism school revamped its curriculum in 2000 to put less emphasis on writing for specific forms of media and increase training for reporting in general.

Today, the school's nearly six hundred students must complete a rigorous, six-credit course that introduces them to a "platform agnostic" set of newswriting skills that are applicable to careers in both a multimedia reporting track and PR and advertising, Baughman says. Despite the struggles within the newspaper industry, the school's incoming spring class was expected to be at or near a historic high. For last fall semester, two hundred and ninety applicants had vied for one hundred and twenty spots, and the school's total enrollment was nearly double that from a decade ago, according to academic adviser Robert Schwoch.

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Rosenthal regularly returns to Madison for guest lectures, has served on the journalism school's board of visitors, and co-operates a Facebook page, Friends of Badger Journalism, with another J-school alum, Ben Deutsch '85, who is now vice president for corporate communications at the Coca-Cola Company.

Regardless of the dramatic changes he's seen, Rosenthal remains optimistic about the future of journalism — and newspapers specifically. He believes that the newspaper industry will make it through by forcing itself to offer unique, expert, and informative perspectives that readers can't find elsewhere. He asks himself whether he's doing so with every column he writes, and he's embraced social media opportunities to interact with people he might not reach otherwise.

At the end of the day, he's not so worried about the aging artifact on his desk. True, it has been around for a long time. But, he argues, perhaps that in itself is a reason to believe in its future.

"One of the reasons I'm hopeful about the newspaper business," he says, "is that we produce something every day. We create. We solve problems every day. We are always adjusting. Most industries don't have that." ■

*Vikki Ortiz Healy '97 is a metro reporter and health and family columnist for the* Chicago Tribune.

AP PHOTO/DAVID GUTTENFELDER

**During a presidential run in 2004, Abdul Rashid Dostum, the subject of a book by Brian WIlliams PhD'99, climbed on top of a horse and waved at throngs of supporters at a campaign rally in a Kabul stadium in Afghanistan.**

# The Warlord's Biographer

Brian Glyn Williams travels to the world's most dangerous regions to learn more about our surprising allies in the War on Terror.

**By Sandra Knisely '09, MA'13**

Like many Americans, Brian Glyn Williams PhD'99 spent last summer and fall closely tracking a contentious, historic election that would shape a nation's future. But unlike most Americans, the race he watched wasn't one of the U.S. midterms.

Williams's attention was focused on Afghanistan's presidential election, where, after two votes and several months of audits, Ashraf Ghani secured the country's first democratic transfer of power. But it wasn't Ghani whom Williams cared most about — it was Ghani's vice president, Abdul Rashid Dostum. When the final results were announced, Williams sent Dostum his personal congratulations.

Dostum isn't just any rising politician in just any developing country. Born in a rural village, he climbed first to regional and then to national prominence in the place where the United States has fought its longest war. His story is a rags-to-guns-to-riches tale complete with ethnic battles, geopolitical intrigue, covert operations, and even a mythical death ray.

It's also the story of Williams's career.

## Apocalyptic ghost zone

Williams's first day in front of a classroom at the University of Massachusetts-Dartmouth went about as he expected. The brand-new professor of Islamic history surveyed the handful of students who had signed up for his course on central Asian history from the time of Genghis Khan to the present.

"Have you ever heard of a Muslim theocracy called the Taliban?" he asked. Only one student raised a hand. The date was September 5, 2001.

When the World Trade Center towers fell less than a week later, Williams was invited to visit Ground Zero by a friend who worked nearby. "He called me up and said, '[Al-Qaeda has] made the news. Come see their handiwork,' " Williams says. He rushed to Manhattan, put on a mask, and stepped into what he recalls as an "apocalyptic ghost zone."

Williams watched with horror as human remains were removed from the wreckage of the skyscrapers. He was shaken by the idea that Americans had become victims of a terror group closely allied with the Taliban, and he knew at that moment that his life was about to change. As the country tried to make sense of what had just happened, he was tapped as an expert source for national media interviews, and he gave several public talks to packed halls at UMass. "I was someone who could infuse knowledge at a time of urgency," he says.

The class roster for his course on central Asian history swelled well past one hundred.

Williams had, essentially, spent a lifetime studying the places and cultures he was now asked to explain. During a childhood spent living in Wales and Florida, he developed an interest in stories about the horse-mounted Afghan warriors who faced off against the invading Soviets during the Cold War. At the time, Williams romanticized the Afghan mujahideen forces. "The rebels in the 'land that time forgot' were standing up to these Communists to protect their faith, their land, and [their] families," he says.

That interest motivated Williams to study Russian as an undergraduate at Stetson University in Florida and then to pursue master's degrees in Russian history and Central Asian studies at Indiana University, where the CIA regularly recruited for operatives before the Gulf War. Williams opted for academia and pursuit of a doctorate instead and headed to Wisconsin, home to one of the few university programs in the country dedicated to Central Asian studies.

It was also the only place where Williams knew he could focus on Afghanistan. His adviser, Kemal Karpat, a renowned Turkish specialist and emeritus professor now based in Istanbul, encouraged his interests. "I had a tremendous education there," says Williams of his time at the UW. "The chance to study an obscure part of the world was a career builder for me. It made me who I am."

Williams heard about an **Uzbek warlord named Dostum,** who had snuck back into Afghanistan after years in exile to help lead a new, tenuous coalition against the Taliban.

Williams realized early in his doctoral program that he wasn't cut out for a career in "a dusty archive." Instead, he was drawn to the idea of studying history as it unfolded to explain — and perhaps to help shape — current events. In 1997, he moved to a region of Uzbekistan just north of the Afghanistan border for his dissertation fieldwork. While there, he witnessed the rise of an unknown group of zealots called The Students, or, in Pashto, the Taliban, which was rapidly attracting new members and allies, including a faction of the al-Qaeda army.

Williams headed to the border to get closer to the action and began hearing stories about an ethnically Uzbek (Turkic-Mongol) warlord named Dostum, who had snuck back into Afghanistan after years in exile to help lead a new, tenuous coalition against the Taliban. Though Williams eventually turned his attention back to his dissertation, he developed a deep fascination with Dostum. "It was my dream to meet him," Williams says, but at the time, travel into Afghanistan was impossible.

Instead, Williams traveled north to the University of London, where he began teaching in 1999. While there, he

was invited by Scotland Yard to become an adviser on the conflict in Chechnya and to provide early insights about the Taliban. Then came a whirlwind of projects, including fieldwork in Kosovo during the aftermath of that country's ethnic war and a trip to Macedonia to meet with rebel insurgents — a move that promptly got Williams arrested by the Macedonian Army. Thanks to his dual British and American citizenship, he was released after only a few hours, but Williams says the experience was a turning point.

"That night, as we sat in the pub, it sort of empowered me," he says. "You can do field research in potentially dangerous situations and get away with it."

## Why should I trust you?

In 2003, Williams managed to secure a grant to travel to Afghanistan to attempt an interview with Dostum. Flying from Boston to Kabul can take more than a day, sometimes two, but getting to the capital city was the easiest part of Williams's odyssey. "Afghanistan is the only country where you can experience the Middle Ages," he says. Sheep roamed the city's streets.

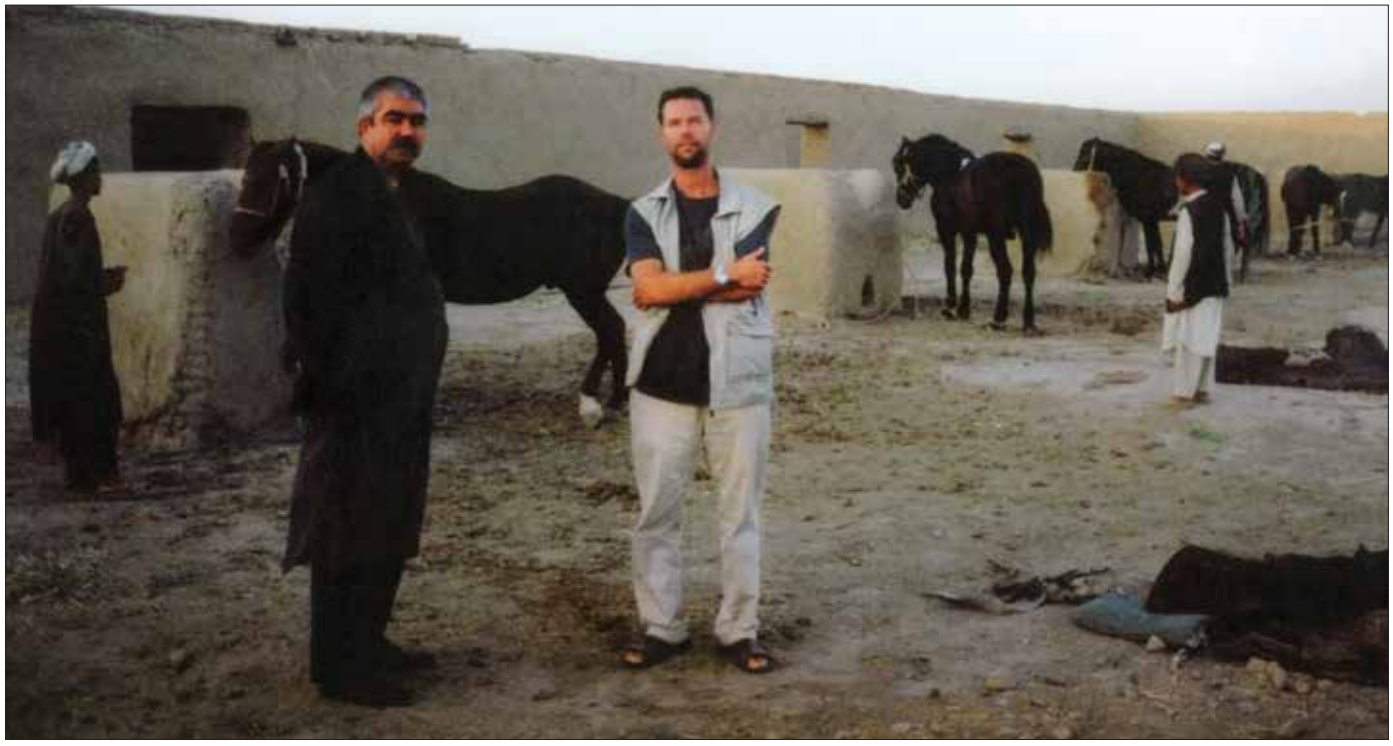
Some **two thousand Uzbek horsemen** charged into nine thousand Taliban fighters and heavy tank fire.

Western reporters have described Dostum as an "an ogre" and "a monster who burns people alive." These depictions made him wary of talking with foreigners and especially of talking to Americans, who he believed had turned their backs on him in the aftermath of Bai Beche — the U.S. battle that led to the overthrow of the Taliban and was won, in large part, by horse-mounted Uzbek cavalry wearing turbans and robes.

In October 2001, teams from the CIA and U.S. Special Forces coordinated with Dostum's guerrilla army to launch an attack against the Taliban, who refused to hand over their Al-Qaeda guest, Osama bin Laden. Though U.S. military officers anticipated the guerrillas would need until spring to prepare an attack, Dostum was ready to move almost immediately. On November 5, some two thousand Uzbek horsemen charged into nine thousand Taliban fighters and heavy tank fire. As they did so, the Green Berets called in coordinates for U.S. planes to drop laser-guided bombs from above.

During the Bai Beche attack, Dostum spread a rumor that he was in possession of a death ray. Each time a plane dropped a bomb, Dostum was informed by radio.

COURTESY OF ABDUL DOSTUM



**Brian Williams "right" visits with General Dostum at his headquarters in the northern plains of Afghanistan.**

COURTESY OF ABDUL DOSTUM

UNIVERSITY MARKETING


**Dostum (crouching and wearing American camouflage, above) announces to his men that the United States will be sending an elite team to join them in their battle against their common foe, the Taliban. The map at left shows the route Williams took to visit Dostum.**

He would point at the target just before it exploded and broadcast to the Taliban that he was allied with Azrail, the Angel of Death. The Taliban soldiers surrendered in droves. "That scene inspired me to write a book," Williams says. "The cavalry attack broke the spine of the Taliban army in the north."

Williams has tracked down multiple military reports that acknowledge Dostum's role in the success of the Bai Beche offensive. However, after Dostum's troops left hundreds, and possibly thousands, of Taliban prisoners to die in metal truck containers that December, U.S. government officials distanced themselves publicly from the warlord. Dostum felt he had been used.

Despite Dostum's aversion to American visitors, Williams was determined to meet him, and the two had mutual friends. Turkey had granted asylum to Dostum after the Taliban briefly conquered Dostum's northern territory in 1997, so when the Turkish embassy sent word that it could vouch for Williams, the warlord agreed to receive him. In 2003, a convoy of more than one hundred bodyguards — all wielding AK-47s — was arranged to transport Williams from Kabul to Dostum's compound in the northern desert.

They drove north through the Hindu Kush Mountains to a location near Mazar-e-Sharif, a shrine well known for its beautiful, blue-domed mosque, which local residents believe contains special powers of protection. A crowd of elders was waiting to greet Williams when he arrived in the middle of the night, and he was directed to

COURTESY OF BRIAN WILLIAMS

**Williams and his wife, Feyza, meet with Dostum at his compound in Sheberghan during Williams's second visit to northern Afghanistan in 2005. On his first visit two years earlier, Williams had been accompanied by a convoy of more than 100 bodyguards — all wielding AK-47s — who transported him from Kabul to the general's compound in the northern desert.**

Dostum, who sat watching Williams from a throne-like armchair.

Williams stood through "some of the longest seconds of my life," he says, before Dostum spoke: "I'm sure you have many questions for me, because you've come all the way from America. But I have a question for you, my friend. Why should I trust you?"

Williams replied in Turkish: "Well, *Pasha* [general]," he said, "I'm here to tell your story. Let me live with you as the first outsider to write the Dostum epic."

Flattery and the promise to set his reputational record straight appealed to Dostum. He invited Williams to sit down, eat a Turkish biscuit, turn on his camcorder, and start asking questions. For the next couple of months, Williams lived at the compound and spent hours with Dostum, his family, his men, and even his prisoners.

At the time of Williams's visit, Dostum was holding an estimated five thousand captured Taliban soldiers in a medieval fortress. Williams was guided through giant metal doors into the prison's central corridor, where thousands of men looked down from their cells at the blond, blue-eyed American. He interviewed several prisoners, who held a range of opinions about Americans and about their own involvement in jihad. Some were fanatics; some were farmers who had joined the Taliban for the promise of $700. "One guy lost his two brothers, and he wanted me to call his *baba* [father] and tell him," Williams says. "Another guy was a mullah, and he told me he'd kill me if he wasn't in this prison. He spat at me."

Williams realized that most of the prisoners he spoke with had no idea their al-Qaeda allies had attacked the United States. "A lot of them were skeptical. There was this real sense that America was the bad guy, that we had invaded and didn't belong there," he says. "They thought we were like the Russians."

## Black, white, gray

At first glance, Dostum may seem an unlikely ally for the U.S. military. After all, the Afghan Communist Army spent the 1970s and '80s battling against mujahideen fundamentalist groups supported by the CIA.

At the beginning of his career, Dostum viewed the Communists he fought for as advocates for equality and proponents of a secular society free from Islamic law. For years, he's identified himself as a moderate secularist rather than as a Communist, but Williams says that nuance was lost on the CIA intelligence agents who lost track of him during the 1990s.

When the Soviet Union collapsed and Russia withdrew funding for its allies in Afghanistan, Dostum aligned himself with former mujahideen leaders from various ethnic groups and overthrew Mohammad Najibullah, the Communist president who had begun disarming his former friends — a move the mujahideen interpreted as a sign of impending subjugation. Dostum's new alliance broke down quickly after the presidential coup, however, when he was snubbed for a position in the new government. A few years later, Dostum tried partnering with a particularly brutal warlord, an attempt that resulted in a failed coup and a series of sieges that killed more than twenty-five thousand people in Kabul during the mid-1990s.

At the same time, the Taliban's ideology was spreading across Afghanistan. Eventually, warring ethnic leaders in the north realized they faced a common enemy: the Taliban. The extremist group had severely restricted the rights of women in its territories and imposed harsh religious requirements on men, too. When the Taliban publicly tortured and killed Najibullah, it became clear to Afghanistan's most powerful figures that something had to be done.

From his base in Mazar-e-Sharif, Dostum ruled a northern territory that was one of the few remaining sanctuaries where women could attend a university and move freely in public without male escorts or burqas. But one of Dostum's Uzbek countrymen betrayed him and accepted a $200,000 bribe to turn his personal army on Dostum's forces. The Taliban then overran Mazar-e-Sharif, and Dostum fled into exile in 1997.

Right after 9/11, the CIA knew little about Dostum's complex web of alliances and the motivations behind them. According to Williams's research, the dossier on Dostum that the U.S. Army used during preparations for Bai Beche was riddled with errors. It described him as a frail man in his eighties who was missing an arm and harbored a hatred for Americans. None of this was true; in 2001, Dostum was forty-seven years old, in possession of both arms, and thought of the Americans as his saving grace.

Williams's work provides the first significant alternative to popular Western depictions of Dostum as a tribal killer who couldn't possibly have contributed meaningfully to the strategic plan behind Bai Beche. "Americans see the world in black and white. But the world is very gray. It's complex," Williams says, explaining that his main goal was to present a fuller picture of Dostum's involvement in the War on Terror. "This book took me a decade. Journalists don't have that kind of extended deadline. I can probe much, much deeper as a professional scholar and educate journalists, teach them what they missed in their rush for the headlines."

Dostum ruled a northern territory that was one of the **few remaining sanctuaries** where women could attend a university and move freely in public without male escorts or burqas.

After the 2003 visit, Williams returned to Dostum's compound twice more. The second time, his wife, Feyza Williams, came along — over Williams's objections. "I said, 'It's too dangerous,' and she said, 'Well, if it's too dangerous, then why are *you* going?' I backtracked and said, 'No, it's not so dangerous,' and that was it," he says.

She and Dostum were fast friends.

Over the next few years, the "Dostum epic" was interrupted by various projects. In 2007, the U.S. government asked Williams to conduct a study that tracked Taliban suicide bombings across southeastern Afghanistan. A year later, he served as an expert witness at the Guantanamo Bay trial of Osama bin Laden's personal driver. Eventually, after tracking down CIA agents and a few of the Green Berets to corroborate Dostum's account of Bai Beche, Williams kept his word and finished the book.

Initially, publishers rejected it out of a perception that Americans were tired of the War on Terror. But that perception changed when bin Laden was killed in 2011, and *The Last Warlord: The Life and Legend of Dostum, the Afghan Warrior Who Led US Special Forces to Topple the Taliban Regime* came out in 2013. "More than one hundred Uzbeks living in America came to Manhattan for the book signing," Williams says. "They were thrilled."

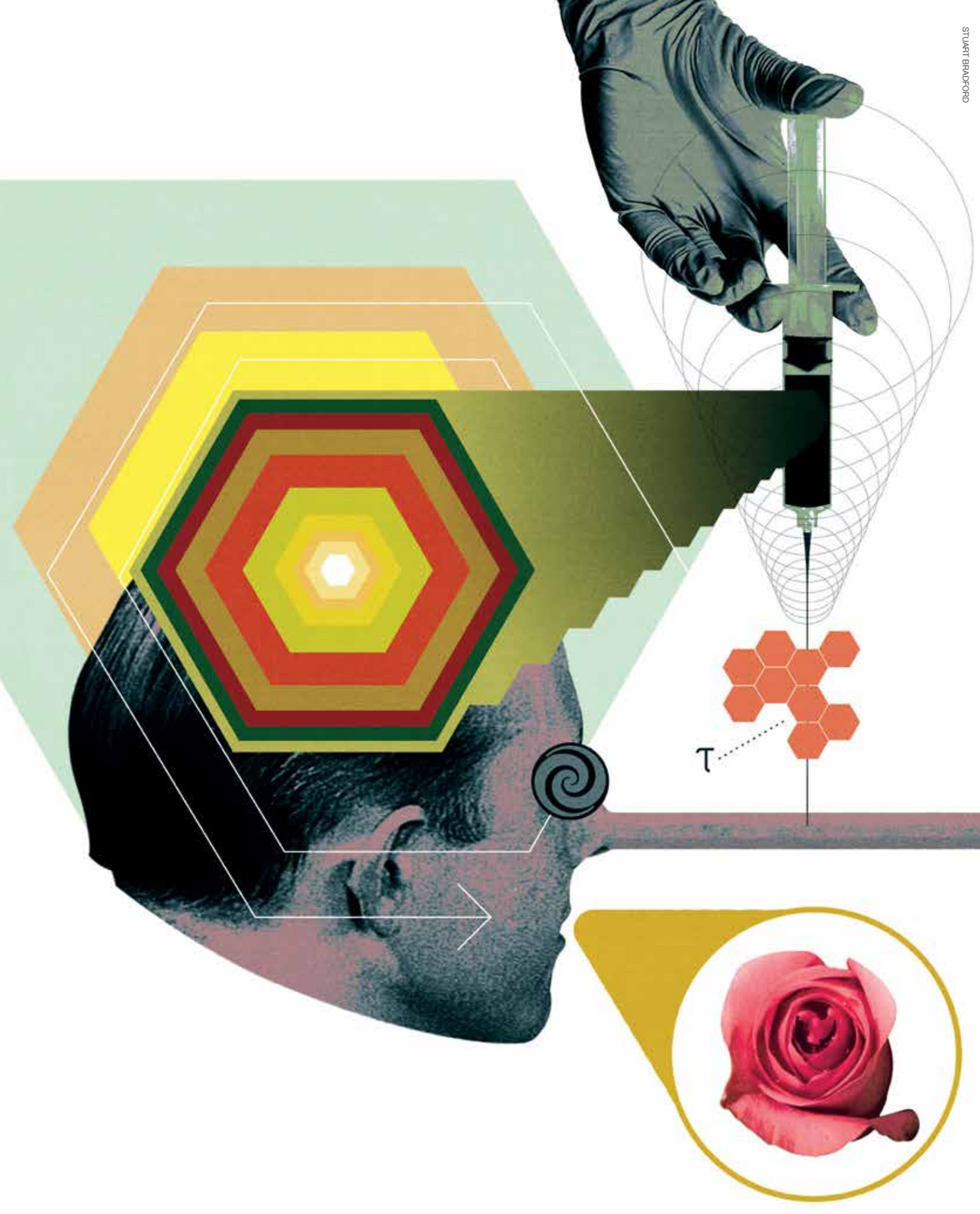
Beyond telling the full story behind Dostum's involvement in the overthrow of the Taliban, Williams hopes that *The Last Warlord* might serve as something more: a model for conducting historical research that has political applications in the present.

"As scholars, we owe it to ourselves to be in the field. We should be traveling to these areas, even if it's dangerous, and bring back these stories," he says. "With the War on Terror, there are so many myths, so many misunderstandings. We can make blunders on a massive scale, so it's important to make decisions based on history." ■

COURTESY OF ABDUL DOSTUM

**In a scene that could have taken place hundreds of years ago, Dostum's horsemen gather in the mountains for a war council in 2001.**

*Sandra Knisely '09, MA'13 is the news content strategist for University Communications. Her passport stamps do not include Afghanistan.*



STUART BRADFORD

# The Chemistry of Truthfulness

BY ERIKA JANIK MA'04, MA'06

In Quentin Tarantino's 2004 film *Kill Bill (Volume 2)*, Bill (played by David Carradine) seeks answers from The Bride (Uma Thurman).

"I'm going to ask you some questions, and I want you to tell me the truth," says Bill. "However, therein lies a dilemma, because when it comes to the subject of me, I believe you are truly and utterly incapable of telling the truth … [and] I am truly and utterly incapable of believing anything you say."

"How do you suppose we solve this dilemma?" asks The Bride.

"Well, it just so happens I have a solution," Bill replies, shooting her with a truth serum-filled dart he calls his "greatest invention."

We're all familiar with truth serum. In popular culture, it's how we get information from prisoners and people otherwise unwilling to spill the beans. In *True Lies*, truth serum leads Arnold Schwarzenegger's character to reveal his escape plans to terrorists. It makes Whoopi Goldberg say exactly what she's thinking to everyone she meets in *Jumpin' Jack Flash*. The truth serum in the Harry Potter series, Veritaserum, is so powerful that the Ministry of Magic strictly controls its use. Three drops of the colorless, odorless potion are enough to make anyone spill his or her innermost secrets.

People tell lies big and small all of the time. But humans are remarkably bad at detecting deception — despite numerous theories on the behavioral tics of liars, from fidgeting to sweating to avoiding eye contact. So the popular and scientific appeal of a truth serum is not hard to understand.

The use of a chemical to induce people to tell the truth was first tested in the 1920s by UW psychiatrist William Bleckwenn. His experiments with narcoanalysis — or psychotherapy conducted under the influence of drugs — laid the foundation for the modern field of psychopharmacology and sparked international interest in the power of a syringe to expose hidden secrets. His work also put forth a radical idea. Where before, inventions such as the lie detector allowed for the scientific measurement of volunteered information, a truth serum suggested that science could actually produce honesty.

Born in New York City on July 23, 1895, William Jefferson Bleckwenn came to the University of Wisconsin in 1913 as an undergraduate. He excelled in track and field, particularly the hammer throw. Graduating in 1917, he enrolled at Columbia University for his MD because the UW did not yet have a four-year medical school. After residencies in psychiatry at Bellevue Hospital in New York City and the UW's Wisconsin Psychiatric Institute, he became an instructor at the institute in 1922.

**Our fascination with truth serum owes its beginnings to UW psychiatrist William Bleckwenn.**

At the time, Madison was a center for the study of altered states of mind. In the late 1920s, UW researchers carried out some of the first laboratory studies of hypnotism and investigated cures for neurosyphilis. Charged with leading clinical trials of various drugs, Bleckwenn began experimenting with short-acting synthesized barbiturates, particularly sodium amytal (amobarbital sodium), to treat patients

with schizophrenia. Those suffering from rare and particularly debilitating forms of the disease, catatonia and mutism, were often unable to move or speak. Others exhibited just the opposite behavior: excessive motion, pacing, turning in circles, or flailing arms and legs. Looking for a sedative that delivered rest, Bleckwenn was the first to use intravenous barbiturates in clinical practice.

First synthesized by chemist Adolf von Baeyer in 1864, barbiturates are a class of drugs derived from barbituric acid that act as depressants on the central nervous system. Barbiturates such as sodium amytal trigger the brain's main inhibitory system, which depends on binding between the neurotransmitter GABA (gamma-aminobutyric acid) and the GABA receptors on the surface of neurons. When these receptors are activated, function slows in parts of the brain. Alcohol, the oldest known drug to loosen tongues, has a similar inhibitory effect on parts of the brain, giving rise to the phrase *in vino veritas*.

Barbiturates found widespread clinical use as sedatives and anticonvulsants, and they became particularly popular for combatting insomnia in the 1940s and 1950s. They can be extremely addictive and sometimes lethal, however — Marilyn Monroe, Judy Garland, and Jimi Hendrix all died from barbiturate overdoses. Before Bleckwenn, sodium amytal had only limited medical applications as a surgical anesthetic. But its potential for psychic transformation in people suffering from nervous disorders drew the attention of psychiatrists and neurologists.

Bleckwenn induced a deep state of unconsciousness in his catatonic patients — deep enough to remove the strange movements and repetitive actions, and to add the waxy flexibility that allowed patients to be bent into shapes like a human Gumby. As they woke up after many hours of sleep and recovered from the effects of the drug, he found that many of his patients emerged from their catatonic states. They walked and talked. They ate and drank unassisted. They could read and write.

Bleckwenn asked them questions about their paranoid delusions and received answers that he had been unable to coax out of them before. Most of his patients were long-term sufferers of catatonia. Some had been on feeding tubes for years and did not respond to the catharsis or talk therapy developed by Freud. The effects during the period Bleckwenn called the "lucid interval" were usually temporary, but remarkable.

"With 'Sodium Amytal' we are now able to pierce the mystery of this obscure mental state and bring them out to a normal mental level for from four to eighteen hours a day," wrote Bleckwenn in the *Wisconsin Medical Journal*. "We are using psychotherapy and other methods during the lucid intervals to produce recoveries and have had excellent results."

Bleckwenn treated one twenty-year-old UW student who had suddenly become confused and stopped talking and eating. He developed "active hallucinations" and sang and yelled, day and night. Given sodium amytal, the student realized "he was having a terrible time and hoped to recover so as to enter school at the beginning of the next semester," Bleckwenn wrote. During his lucid interval, the student discussed current events, school, his illness, and his future plans. He lapsed back into a catatonic state as the drug left his system, but daily injections lengthened his lucid periods — so much so that Bleckwenn eventually reported that the student was working for a florist, "perfectly adjusted at present."

Bleckwenn made a dramatic film from his experiments in 1936, titled *Effects of Sodium Amytal Narcosis on Catatonia*, that featured footage of patients before and after treatment. One man sits with his head down, his chin resting against his chest. Four hours later, the same man is shown sitting up, writing, drinking, buttering bread, and even smiling shyly at the camera. The film allowed audiences to experience Bleckwenn's therapeutic work more succintly than a visit to the Wisconsin Psychiatric Institute ever could.

For Bleckwenn, sodium amytal seemed to open a window into the behavior, skills, and personality of his patients before the onset of illness. "The memories expressed under its influence are relived and embodied in the subject," he explained. With sodium amytal, patients express "a greater willingness to eat and take fluids … They are more active, more talkative, have less constrained and awkward attitudes." By the mid-1930s, Bleckwenn's work, along with that of his colleague William Lorenz, had become standard reading on the psychological effects of drugs on psychiatric patients, and sodium amytal had become commonly referred to as "truth serum."

The idea sparked the imagination of journalists, writers, and dramatists. Police

By the mid-1930s, Bleckwenn's work, along with that of his colleague William Lorenz, had become standard reading on the psychological effects of drugs on psychiatric patients, and sodium amytal had become commonly referred to as "truth serum."

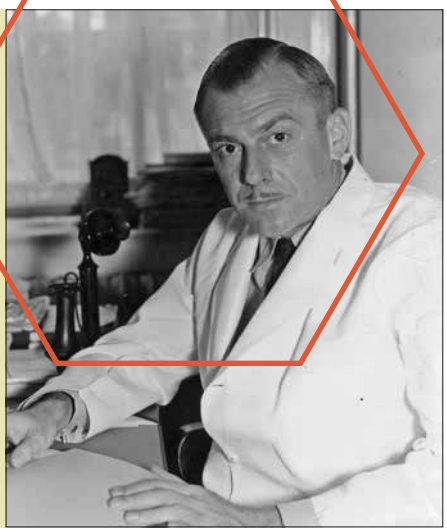
and medical researchers seized on the idea of a technique that could reveal a reality independent of the fantasy life of the individual, a chemical means to tap into the history locked in the brain. And military leaders used the drugs to interrogate enemy soldiers during World War II. During the Korean War, U.S. POWs were subjected to a variety of drug therapies, including sodium amytal, as part of brainwashing efforts.

The substance quickly found its way into the courtroom. In 1931, Bleckwenn injected suspected murderer John Whalen with sodium amytal in connection with the murder of a man in Monticello, Wisconsin. Whalen's testimony while under the drug led to his release from custody. Bleckwenn, often aided by his colleague Lorenz, administered the drug on several more suspected men over succeeding months and years.

Lorenz admitted that the test had limited applicability and was not infallible outside of psychiatric psychoanalysis. "Up to present, we would conclude that the method is satisfactory and successful in the case of innocent people charged with crime," declared Lorenz in a 1932 article. "In the case of guilty persons, we have not always been successful in obtaining a confession." Courts generally agreed with Lorenz's skepticism, despite admitting barbiturate interviews as evidence in some cases.

During the 1940s, sodium amytal was also used on soldiers suffering from shell shock — what we now call post-traumatic stress disorder. Bleckwenn was himself very concerned about the psychological effects of war. Serving in the Pacific as a neurologist and psychiatrist, he had witnessed the horrors of combat firsthand. "Acute emotional breaks occur under combat conditions and are the direct result of fatigue, exhaustion, and the strain in combat," he wrote. Early treatment was key, he counseled. Under sodium amytal, Bleckwenn believed sufferers would experience the emotional release through telling their stories that would allow them to recover from the trauma of war and resume normal functioning. The drugs could also be used to hunt out fakers trying to shirk their military duty by claiming mental and physical dysfunctions.

Bleckwenn began experimenting with synthesized barbiturates, particularly sodium amytal, to treat patients with schizophrenia. Those suffering from catatonia and mutism were often unable to move or speak. As they woke up after many hours of sleep. ... Bleckwenn asked them questions about their paranoid delusions and received answers that he had been unable to coax out of them before.



UW-MADISON ARCHIVES, S134

Medical units were given dosages of sodium amytal and a related drug, sodium pentothal, to treat soldiers. At one British hospital, psychiatrists William Sargant and Eliot Slater reportedly gave their patients and staff sodium amytal cocktails to calm fears during the harrowing months of the Blitz in 1940.

The practice continues today. In March 2013, the judge in the Aurora, Colorado, movie-theater shooting ruled that a truth serum could be used on defendant James Holmes should he plead not guilty on the grounds of insanity.

Doubts about the veracity of truth serums have existed from the very beginning: controversy led to rejection and then resurgence time and again. A central issue is the degree of reliability of the memories of the patients and the capricious observations of these memories by witnesses. Films such as the one made by Bleckwenn offered one way to validate evidence and to communicate experiences difficult to put into words.

Even so, while these drugs did make people more willing to talk, later studies found that they were no more likely to tell the truth. Individuals under the influence of barbiturates tend to be extremely suggestible and are more likely to say what the questioner wants to hear rather than the truth. A CIA review of the validity of information gleaned from sodium amytal interviews in the 1950s revealed that many participants recalled false memories. In 1963, Congress ruled that the use of sodium amytal in questioning POWs was torture. Truth serum's standing has been far more consistent in the popular imagination.

After World War II, Bleckwenn continued to consult on psychiatric care for the military, working with the secretary of war, the surgeon general, and the Veterans Administration to expand the teaching and use of psychiatry. He also resumed his research on narcoanalysis and explored various treatments for chronic pain.

Bleckwenn, the father of truth serum, died of an aortic aneurysm in 1965.

Bleckwenn's groundbreaking work with sodium amytal set the stage for nearly a century of popular and scientific interest in truth serums. We still don't have an effective way to extract the truth that works in every instance and on every person. The persistence of myths and theories about lie detecting attest to our as-yet-unrequited desire to expose hidden truths. ■

*Erika Janik MA'04, MA'06 is a historian, author, publisher, and radio producer. Her most recent book is* Marketplace of the Marvelous: The Strange Origins of Modern Medicine (Beacon Press).

MADELYN BAGBY

AHMADOU KANDJI

# Desludging Dakar

**Pioneering behavioral economist Laura Schechter is turning to group dynamics, altruism, and cell phones to improve sanitation in areas without access to modern plumbing.**

**Far left: During a field visit, Professor Laura Schechter (right) and Innovations for Poverty Action (IPA) project coordinator Ahmadou Kandji review a satellite image of the neighborhood they're visiting in the Senegalese capital of Dakar. Left: During a sanitation baseline survey to determine what desludging systems residents are currently using, survey-team members get directions to the next respondent's house from a woman (right) whom they just finished interviewing.**

By Denise Thornton '82, MA'08

For children living in the outskirts of Dakar, Senegal, playing an innocent game of tag in the street often entails something distinctly unpleasant — dodging puddles of raw sewage. In this crowded city perched on the western tip of the African coastline, millions of people have no access to the modern sanitation systems that most Americans take for granted. Dakar's youngest residents are particularly vulnerable, as contaminated water can lead to diarrhea, the second-most common cause of infant death worldwide.

Laura Schechter aims to change that.

A UW-Madison associate professor of agricultural and applied economics and a rising star in the field of behavioral economics, Schechter is crafting meticulous mathematical models that explore economic decision-making through the lens of human trust, reciprocity, and altruism. Her work is transforming the way that neighborhoods in the underserved outskirts of Dakar dispose of their sewage.

With no underground infrastructure to whisk waste away, a family with a pit toilet that has filled to the brim has two choices: paying someone to climb down inside the pit and empty the contents, bucket by bucket, somewhere within easy carrying distance; or hiring a sanitation truck to remove the sludge and transport it to one of the city's treatment facilities.

"We are looking at how we can harness reciprocity and altruism to get individuals to choose more sanitary techniques," says Schechter. "For example, if you choose the usual, unsanitary way of desludging, you are dumping on the streets where kids play, and it's bad for the whole neighborhood. How can we convince people to choose the sanitary option, not just for themselves, but out of respect for their neighbors? In the context of a developing country where there is no unemployment insurance or Medicaid, it's especially important to understand how interpersonal aspects affect economic decisions."

Schechter is collaborating with Molly Lipscomb at the University of Virginia and Jean-François Houde at the Wharton School at the University of Pennsylvania on this multidimensional study, which is funded by the Bill and Melinda Gates Foundation with grant management by Innovations for Poverty Action (IPA), an American nonprofit dedicated to researching better ways to help the world's poor. The project goal is getting as many families as possible to choose mechanized desludging, which will help to reduce early childhood mortality in Dakar and other developing communities.

"Getting people to convince their neighbors to use mechanical desludging would be huge," says Lipscomb. "We are really lucky that Laura has agreed to work with us on this. … She is one of the principal researchers working on social networks in developing countries."

Quick to give credit to others, Schechter says that fellow Badger and IPA staffer Sarah Nehrling '06 has served as project supervisor for the desludging initiative in Dakar and "is absolutely amazing at juggling all the many moving parts of this project."

Schechter, who did her undergraduate and graduate work at Berkeley, says that she was drawn to the UW by its long history in international development projects through its Department of Agricultural and Applied Economics.

"The kind of work Laura is doing is representative of real cutting-edge research," says Ian Coxhead, the department's chair. "A more traditional aid project would be operated from the top down, telling people, 'We are going to change the way you do things, and here's how it's going to work.' Instead, this method helps people think it through in terms of their own interests."

Coxhead notes that the developing world is littered with traditional projects

**"When your neighbors know you've been given a really good price to use the trucks, that should create social pressure for you to use the sanitary method."**

SARAH NEHRLING

**The IPA cartography team prepares for a sanitation survey in Dakar. They head into neighborhoods with GPS devices, satellite images, and electronic questionnaires in order to identify, map, and describe the houses that will be surveyed.**

where someone comes along and digs a well, but because they haven't really integrated it into the way people behave, the well is neglected and ultimately abandoned. Game over.

Schechter's work is helping to build project accountability into an experimental design, which ultimately will demonstrate how well the project has met its goals. "Not only do you attempt to change something [with this approach], but you make sure you can learn from it," Coxhead says. "The takeaway can be useful somewhere else."

Schechter is putting her pioneering techniques to use this year during a sabbatical at Yale University, where she is working with Christopher Udry, a professor in the Yale economics department and its Economic Growth Center and Council on African Studies.

Udry says that Schechter has gained insights "from really thoughtful combinations of economic theory, statistics, and her on-the-ground, deep institutional knowledge. It's been a goal for a long time, but it is still rare to achieve the combination of advanced statistics skills — with the patience to invest in understanding people in their context — that Laura puts together," he says, adding that she has published a series of papers that have changed the way that social scientists and economists think. "Her work really shapes our understanding of how the world works."

Schechter's one-two punch of real-world understanding and advanced analytical skills grew out of her work in the Peace Corps in Paraguay, where she developed questions she brought with her to her graduate research.

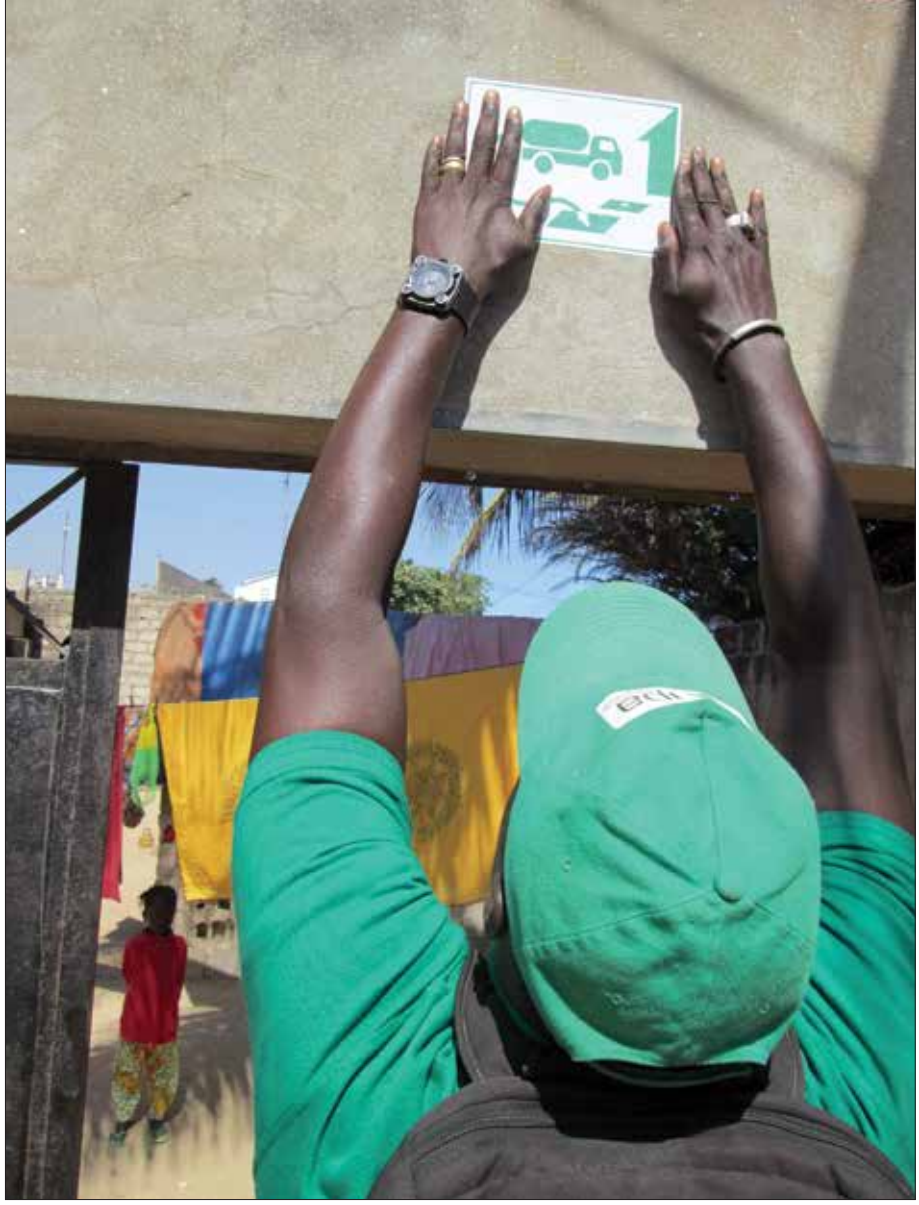
"During my time in the Peace Corps, it seemed like there were a lot of development projects that were not successful because people didn't behave in the way traditional economic modeling would predict," Schechter says. For instance, she mentions an effort to encourage a cooperative so that communities could benefit from strength in numbers. A farmers' committee in the village where she worked was given money to buy a chain saw to be kept at one member's house and shared by all, but the tool was of little use to the community after the blade was removed and sold. "It *is* easier to promote development within groups, but you need to understand how people work in groups," she says.

As Schechter entered graduate school, she began to explore mathematical models that could explain what she had seen in Paraguay. "I wondered if there were ways I could measure trust or the lack of trust," she says. She initially pursued experiments with college students, using something called the Trust Game, which involves two players who don't know who they are playing with. The first player, the truster, is given a specific amount of money — say $10. The truster can choose how much money he or she wants to send to the second player, called the trustee. Whatever amount the truster sends gets tripled. If the truster sends $5, the trustee gets $15. Then the trustee can choose to keep all of the $15, return it, or return any portion of it.

"How much the truster sends is often used as a measure of trustingness," says Schechter. "How much the trustee returns measures trustworthiness. We tweaked this game to understand interpersonal relationships within villages. In some versions of the game, the donors are revealed afterwards. Then how much you give is a measure of your fear of sanctions and your hope for rewards in your village."

Taking the game a step further in Dakar, Schechter's research involves selecting a random group of residents who are offered discounts for pump-truck desludging. In some cases, neighbors are informed that the trial subjects have been offered a discount; in other cases, they are not. She then monitors the desludging choices made by each of the two groups offered the discount.

"When your neighbors know you've been given a really good price to use the trucks, that should create social pressure for you to use the more sanitary method," Schechter says. "This is one of the ways



SARAH NEHRLING

**An IPA worker puts a subscription sticker on a house in Pikine, Dakar, which signals to the homeowner's neighbors that he has signed up for a mechanical desludging program.**

we are testing how a neighbor's opinion affects your economic decisions — and this is how I originally got involved — but the project has turned into so much more."

Usually, anyone who wants to have a latrine emptied by truck must travel some distance to a garage where desludgers congregate and negotiate the price on the spot. The bargaining advantage is heavily weighted against the client in the intimidating atmosphere of one customer versus many truckers who are all determined to keep their price high.

Schechter and her colleagues have created a call-in center so that all a customer has to do is call and request a truck. At the center, a dispatcher then sends out a bid to as many as fourteen desludgers. They receive a text message, such as, "Someone near the French Hospital wants a desludging. How much will you bid for this job?" The truckers have an hour to bid, during which they can compete back and forth. The price is pushed down, and at the end of the hour, the lowest bid wins the job. The standard price has already dropped from 27,500 West African francs to about 24,500 — a decrease of about six dollars.

Brainstorming the logistics of the call-in center led to a second breakthrough. The center needed a way to collect money from households and pay the desludgers, but sending people out to collect paper money was a logistical nightmare. That's when the idea of using mobile phones for money transfer came into play.

People in developing countries don't have many options for saving money besides keeping cash in their homes, and having all their money in the house is problematic. It's hard to say no to impulse purchases when money is within such easy reach. Surprisingly, though, "Cell phones are everywhere," Schechter says.

"The households we work with in Dakar tend to be large — with an average of ten people — and in almost every case, one member of the household has a cell phone," she says. "In fact, cell phone use has become a major part of our project. In our program, participants can accumulate savings in a mobile-money account and use it to make payments for desludging services."

Schechter and her fellow researchers are still analyzing data from the peer-pressure study, but lowering the price of truck desludging is showing immediate results in improved sanitation.

"We opened a beta-testing call-in facility covering a small area of Dakar and then expanded to a slightly larger area," she says. "Now we are in the process of spreading out so anyone in the entire city will be eligible. It's amazing to think that we started one call-in center that may revolutionize a system in a city of millions of people."

"The process may spread all across Senegal in the next few years," says Lipscomb. "The Ministry of Sanitation is really excited about this. I think a lot of countries are starting to see how well it's working in Senegal and thinking about establishing their own programs. We are still collecting data and looking at the impacts, but it's definitely working, and it's exciting."

It's no wonder that Schechter finds her work gratifying. "Experimenting with ways to employ social pressure to get people to adopt a cleaner waste-treatment technology is my first foray into research that can immediately make people's lives better," says Schechter. "It's both exciting and a little overwhelming." ■

*Freelance writer Denise Thornton is based in Wisconsin's Driftless Area, where she blogs at diggininthedriftless.com.*

***Bascom Hill serves as a blank canvas for those who want to get the word out for a group or a cause — or to quietly reflect.***

## Displays on Bascom Hill

***The Pail and Shovel Party was onto something: if you want to get your message across, take it to Bascom Hill.***

Granted, not every display creates the same lasting impression as the flock of a thousand plastic flamingos that student leaders deposited on the hill in 1979. But each school year, dozens of organizations across campus — ranging from the MadHatters a cappella group to the suicide-prevention group Ask.Listen.Save. — fill the lawn with signs and banners to publicize events, recruit members, and raise awareness for their causes.

"We don't have a quad [per se], but we have Bascom Hill," says Ali Witte x'15, co-director of Camp Kesem, a camp for children whose parents have cancer. Witte uses signs to recruit counselors.

Even in our high-tech era, the low-tech items peppering the hill catch the attention of students glued to their smartphones as they walk to and from classes. The space is even more eye-catching now that the lower part of the hill got a facelift last fall, with the north and south sides of the sidewalk merging into a new staircase that descends onto State Street Mall.

The signs that line the sidewalk — often delivering Burma Shave-style messages that build on each other — change as often as each day. Any registered student organization or university unit can reserve the lower third of the lawn for a day, from sunup to sundown, through the Wisconsin Union.

One of the hill's most memorable displays is the annual commemoration of the 9/11 terrorist attacks, which involves the planting of nearly three thousand small American flags — one for each of the victims who lost their lives that day. Last fall, three student organizations — the College Republicans, College Democrats, and Veterans, Educators, and Traditional Students (VETS), a group that provides support for campus veterans — ventured out in the predawn hours to put the flags in the ground, wanting passersby to reflect on the significance of the anniversary as they travel up and down the hill, going about their days.

*Stacy Forster*

BRYCE RICHTER (3), JEFF MILLER (LOWER RIGHT)

*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.**

## Staying Power

Continued from page 33

Rosenthal happily returned to the Midwest. He wrote a sports column for the paper until 1998, covering the Olympics, Michael Jordan's last three championships with the Chicago Bulls, and other notable stories. In July 1998, he became the paper's TV critic, a position that appealed to him because of its seemingly limitless possibilities.

"I viewed it as an opportunity to write about everything," he says. "Being a TV critic was like being a TV viewer — only louder."

✣

In the larger media context, however, things were changing rapidly.

Newspaper publishers, journalism scholars, and other experts had been cautiously monitoring the arrival of the Internet, not quite sure whether the technology would catch on with the public. Even if it did resonate, many assumed it could happily coexist with newspapers, the way TV and radio had previously, says Baughman, who also serves as chair of the advisory board for the university's Center for the History of Print and Digital Culture.

But by the early 2000s, Baughman says, as the diffusion of laptop computers and mobile devices, and the spread of WiFi, only made the Internet more appealing, scholars began to realize that the newspaper industry was being threatened by something entirely different.

In the first of several missteps in dealing with the crisis, newspaper companies merged and consolidated debt under the assumption that there would be continued double-digit profits. Then came the decline in revenue. Internet sites such as Craigslist stole away once-unwavering profits from classified ads. The 2009 recession led to a dramatic drop in newspaper advertising and an unfavorable standing to investors on Wall Street, Baughman says.

By the time Rosenthal was recruited to write a media column for the business section of the *Tribune* in 2005, the newspaper industry was deep in crisis. "Who knows where we're headed, but we're headed there fast. The current is strong," he wrote in his inaugural column in April of that year.

Since then, Rosenthal has chronicled two separate sales of the *Chicago Tribune* that have brought in colorful casts of new leadership, a Chapter 11 bankruptcy, and the company's division into two entities — not to mention the struggles of other major newspaper companies across the nation. Those who know him say he's the right person for the delicate job.

"He just has an amazing integrity. He's always going to do the right thing," says Bill Adee, executive vice president of digital development and operations for the *Chicago Tribune* who has worked with Rosenthal at three other papers. "In those cases of covering yourself and covering your industry, you're faced with a lot of choices. In those places, Phil's always made good ones."

✣

Recognizing the evolution of the industry, directors at the UW's journalism school revamped its curriculum in 2000 to put less emphasis on writing for specific forms of media and increase training for reporting in general.

Today, the school's nearly six hundred students must complete a rigorous, six-credit course that introduces them to a "platform agnostic" set of newswriting skills that are applicable to careers in both a multimedia reporting track and PR and advertising, Baughman says.

Despite the struggles within the newspaper industry, the school's incoming spring class was expected to be at or near a historic high. For last fall semester, two hundred and ninety applicants had vied for one hundred and twenty spots, and the school's total enrollment was nearly double that from a decade ago, according to academic adviser Robert Schwoch.

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Rosenthal regularly returns to Madison for guest lectures, has served on the journalism school's board of visitors, and co-operates a Facebook page, Friends of Badger Journalism, with another J-school alum, Ben Deutsch '85, who is now vice president for corporate communications at the Coca-Cola Company.

Regardless of the dramatic changes he's seen, Rosenthal remains optimistic about the future of journalism — and newspapers specifically. He believes that the newspaper industry will make it through by forcing itself to offer unique, expert, and informative perspectives that readers can't find elsewhere. He asks himself whether he's doing so with every column he writes, and he's embraced social media opportunities to interact with people he might not reach otherwise.

At the end of the day, he's not so worried about the aging artifact on his desk. True, it has been around for a long time. But, he argues, perhaps that in itself is a reason to believe in its future.

"One of the reasons I'm hopeful about the newspaper business," he says, "is that we produce something every day. We create. We solve problems every day. We are always adjusting. Most industries don't have that." ■

*Vikki Ortiz Healy '97 is a metro reporter and health and family columnist for the* Chicago Tribune.

# Badger connections

ROBERT VOETS/CBS



## Sweet Victory

For the second time, Badgers have won *The Amazing Race.* Food science graduate students Amy De Jong '12, PhDx'17 (center) and Maya Warren PhDx'15 (right) came from behind to win the $1 million prize on the CBS reality show. (Host Phil Keoghan is on the left.) Competing as the "Sweet Scientists," the pair followed in the footsteps of Dave and Rachel '03 Brown, who won in 2012. "UW-Madison is a special place," says Warren. "It gets ridiculously cold here, but people still tough it out and have a good time and make the most of every situation. And that's [what] we were able to do on the race — just have a good time in spite of the obstacles that came our way."

# Young Alumni Who Mean Business

## Meet the 2015 Forward under 40 honorees.

The Wisconsin Alumni Association (WAA) is honoring nine entrepreneurs and leaders who are making standout contributions in their communities with the Forward under 40 award.

Now in their ninth year, the Forward under 40 awards recognize UW-Madison alumni under the age of forty who are making a significant impact on the world by upholding the Wisconsin Idea, the principle that the university leverages its knowledge to improve the world beyond its borders. All of this year's winners have shown a knack for incorporating community service into their businesses or careers, whatever those may be.

The 2015 award recipients are:

**Heidi Allstop '10,** who earned her degree in psychology, is managing director of MeToo and chief executive officer and founder of Spill, Inc., an online forum where students can anonymously share difficulties and receive peer responses. Allstop worked with mentors to grow Spill, Inc. into an empathy powerhouse that encompasses young people from nearly 250 campuses in twenty-four countries. Spill recently became part of MeToo, a social network where users of all ages anonymously connect around life experiences.

**Jason (Jay) Blasi '00** is one of the youngest contributing golf architects ever to design a U.S. Open course. His work with Robert Trent Jones II at Chambers Bay near Tacoma, Washington, reclaimed a former sand and gravel mine on the shores of Puget Sound and earned national rankings as the number two most eco-friendly course and the number one municipal course. Blasi's work, drawing on his degree in landscape architecture, also includes ties to the UW's University Ridge golf course and SentryWorld in Stevens Point.

**Jill Carey '08** taught on the south side of Chicago as part of Teach for America for more than two years. In 2013, she co-founded Smarty Pants Yoga, a girl-power and literacy-enrichment program for elementary school girls that teaches emotional, social, and physical health. The organization has reached more than one thousand girls in the Chicago area, and the partners plan to take it nationwide. Carey earned her degree in journalism and mass communication and is a former editor-in-chief of the *Daily Cardinal*.

**Omai Garner '01,** who earned his UW degree in genetics and bacteriology, is a faculty member at the University of California-Los Angeles School of Medicine and is in charge of infectious-disease testing at UCLA's hospital, where he helps manage a team of seventy lab scientists who process more than one million laboratory tests a year. A former Chancellor's Scholar, he is co-founder and chair of the Social Justice Learning Institute in Inglewood, California, and co-chair of the Chancellor's Scholars and Powers-Knapp Alumni Community in Los Angeles.

**Jonny Hunter '05, MPA'11** founded the Underground Food collective while a student. It now includes Underground Butcher; Forequarter Restaurant, nominated for best new restaurant by the James Beard Foundation; Underground Meats, winner of three Good Food awards and recognized for its sustainability; and Underground Catering. The company works with more than one hundred small Wisconsin farms. Hunter earned a bachelor's degree in English and a master's from the La Follette School of Public Affairs.

**Joe Kirgues JD'08** and **Troy Vosseller '06, MBA'09, JD'10** are co-founders of gener8tor, a startup accelerator program, that, to date, has launched more than thirty companies. Prior to founding gener8tor, Vosseller's ventures included launching apparel company Sconnie Nation. Kirgues was an associate at Quarles & Brady and later at 94labs, an angel-investment and seed incubator located in Milwaukee and Madison. They contribute their expertise to the Law & Entrepreneurship Clinic of the UW Law School, where they earned their JDs. Vosseller also earned UW-Madidegrees in history/history of science, economics, and political science, as well as an MBA in entrepreneurial management.

**Trevon Logan '99,** a former Chancellor's Scholar who earned his degree in econ-omics, is now an associate professor of economics at

HENRY HARGREAVES

**Gabriel Stulman started several critically acclaimed restaurants in New York City.**

The Ohio State University. He is the youngest-ever president of the National Economic Association, director of undergraduate studies, and adviser to the Undergraduate Economics Society. He also earned the OSU Alumni Award for Distinguished Teaching in 2014. He has advised senior White House officials and serves on an American Economic Association committee that advocates for minorities in the profession.

**Gabriel Stulman '03** is a restaurateur and entrepreneur in New York who discovered his passion while working in restaurants at the UW, where he earned his degree in history and political science. While initially coined "Little Wisco" because of the many Wisconsinites on staff, Stulman's family of six restaurants is now called Happy Cooking Hospitality. Stulman was included in a 40 Under 40 list by *Crain's New York Business* and was named Restaurateur of the Year by *Esquire* magazine in 2012.

For more information, visit uwalumni.com/awards.

*Kate Kail Dixon '01, MA'07*

# Advocating for Your University

## Alumni voices have played a role for more than 150 years.

When the university's first graduates launched the Wisconsin Alumni Association in 1861, advocating for state support of the UW was their founding mission. That mission continues today as the association educates alumni about federal and state policies and how they affect the university's funding.

During Wisconsin's 2015–17 biennial state budget process, many alumni advocates are making their voices heard in support of UW-Madison as they engage in dialogue about the budget, which is expected to be passed by the legislature and signed by the governor in July.

"The nearly 400,000 living alumni all over the world have a broad set of backgrounds, interests, and occupations, and they represent the full spectrum of political views," says **Paula Bonner MS'78,** WAA president. "What they all share is passion for their UW education, and they value the role higher education plays in making our economy stronger, our world healthier, and our lives more fulfilling and enriched."

As many classes of students have become alumni over the years, the budget picture has changed. In the last biennium, revenues from state government totaled $497 million of the $2.9 billion budget for the twenty-six campuses and statewide extension of the University of Wisconsin System. Over time, the amount of total dollars from the state has increased. But, as a percent of the total budget, state support has significantly declined — from 43 percent of total revenue in 1973 to just 17 percent today.

In this changing landscape, volunteer advocates know that it is essential to stay informed about the UW's top priorities through connections with faculty and campus leaders, university websites, publications (including this magazine), and new sources, such as the chancellor's blog, *Blank's Slate* (chancellor.wisc.edu/blog/).

While alumni voices can make the difference at crucial times during the budget process, notes **Mike Fahey '89,** WAA managing director of alumni advocacy, the Alumni for Wisconsin network of volunteers is active all year. Alumni for Wisconsin encourages Badgers to be ambassadors for the UW among friends and influencers. (See uwalumni.com/support/advocate.) "When alumni translate that passion to elected officials through grassroots advocacy, they help support a stronger UW-Madison for generations to come," he says.

*Staff*

PETE CHRISTIANSON

### An Outback Bowl To Remember

**From left are Mike Artus, Kelli Trumble '79, Emily Artus, Cindy Artus, and Ben Borcher. Emily Artus, who has Apert Syndrome, went to high school with Badger tight end Sam Arneson x'15, and the two became friends. Arneson sent her tickets to the Outback Bowl, and Emily's hometown of Merrill, Wisconsin, raised money for her to travel to Tampa with her family. One highlight was a game-ball raffle during the Badger HUDDLE®. Trumble, a member of WAA's President's Advisory Council, won the raffle and later offered Emily the special football as a memento of her trip.**

# BADGER TRACKS

**WAA is planning gala events around the nation** to help the UW Foundation kick off its new comprehensive campaign. The next event, Wisconsin Ideas: Let the World Know, will be held in Milwaukee on June 11. Program highlights include remarks from Chancellor Rebecca Blank, inspirational alumni stories, innovations from UW faculty, a strolling supper, interactive stations, and more. Visit uwalumni.com/ideas for details.

**Wanted: your ideas for the next edition of The Red Shirt.™** Please email your spirited designs and phrases to theredshirt@uwalumni.com. Everyone who submits an idea will be entered into a random drawing to win The Red Shirt, Eighth Edition when it launches this August.

**Registration for the fifteenth Grandparents' University** opens on March 24 for WAA members and on April 7 for non-members. Don't miss out on this popular annual event that allows grandkids and grandparents to enjoy special classes together on campus. See uwalumni.com/gpu to get on the mailing list.

**WAA is sponsoring more than 50 Founders' Days this season.** The events, which commemorate the first class held at the UW on February 5, 1849, are held in cities across the country and feature university or alumni speakers. Hot tickets: the New Jersey event on May 6 will feature Leon Varjian of Pail and Shovel Party fame, and the New York event on May 7 will include Scott Dikkers x'87, speaking on "institutional goofiness." See uwalumni.com/founders-days/ for details.

***News?* What *news? You mean you haven't told us?***
*We'd delight in receiving the (brief, please) details of your latest achievements, transitions, changes of mind or hair color, and other major moments by email to classnotes@uwalumni.com; by mail or flying squirrel to Class Notes, Wisconsin Alumni Association, 650 North Lake Street, Madison, WI 53706-1476; or by fax to 608-265-8771. The finite printed page means that we cannot publish all of the submissions that we receive, but please keep them coming anyway.*

*Death notices and all name, address, telephone, and email updates should be sent by email to alumnichanges@uwalumni.com; by mail 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-a-year magazine for its members, is home to the great majority of obituary listings of WAA members and friends. If you're already a member, thank you so much! If you're not, please consider coming aboard 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.*



## early years

**Akbar Brinsmade '39** of Biloxi, Mississippi, has no doubt witnessed a good many things during his ninety-seven years on this planet, and he's also done a lot of thinking *about* the planet and its finite resources to support life. He's compiled some of his conclusions in a booklet called *The Center of Intelligent Life in the Universe and an Early Warning of a Threat to Humanity of Its Own Extinction*.

**Fred Kummerow '39, MS'41, PhD'44** joined the University of Illinois (UI) faculty in 1950 and, at one hundred years old, is still an active professor emeritus in comparative biosciences at UI's Burnsides Lab in Urbana. He was the first biochemist to pinpoint the heart risks of trans fats in processed foods — and challenged long-held theories about the role of dietary cholesterol — but more recently has focused on Parkinson's disease and Alzheimer's. **Robert Espeseth '52, MS'56** of Savoy, Illinois, who shared Kummerow's update, has news of his own: he's the National Association of County Park and Recreation Officials' 2014 Volunteer of the Year, lauded for his forty-plus years of service to the Champaign County [Illinois] Forest Preserve District.

February marked the 102nd birthday of **James Silberman '39, MA'40** of Alexandria, Virginia: the gent who conceived and ran the technical assistance program for the original Marshall Plan, which brought more than twenty-four thousand European leaders to the U.S. to learn modern industrial and business practices. He also played significant roles with the Bureau of Labor Statistics, U.S. Agency for International Development, International Executive Service Corps, Overseas Private Investment Corporation, and World Bank. In retirement, Silberman has been a curator for the National Museum of Art; a fine-arts consultant to investors, museums, and the White House; and a founder and VP of economic programs at the Center for Economic Initiatives.

## 40s–50s

**Irving Ginsburg Gaines '43, LLB'47** was the subject of "New Clients at 90," the leading cover article in the *Wisconsin Law Journal*'s July issue. It noted that Gaines, of Gaines Law Offices in Milwaukee, is determined to be the oldest and longest-practicing attorney in the Badger State.

Can you imagine more than *sixty* years of active involvement with the Boy Scouts, including membership in the UW's Alpha Phi Omega scouting fraternity? **Roland Liebenow '44, MD'48** of Lake Mills, Wisconsin, doesn't have to imagine: he's lived it. Liebenow's myriad contributions earned him the Silver Beaver Award in 1987, and in May, his thirty-seven years as a chartered organization representative brought additional distinction from the Boy Scouts and the American Legion.

In 1962, **Gene Lynn '54** founded the firm that has grown to become the Gig Harbor, Washington-based Careage — a medical developer and contractor for acute-care hospitals, nursing homes, and medical offices — and today he works with Careage's leadership team to help keep the firm strong. He's also been the majority stockholder in two banks; co-founded Sahalee Golf Course, the site of the 1998 PGA Tournament; developed Rock Creek Golf Course; owned the San Francisco Giants' spring-training headquarters; and served as a longtime Seattle University regent and trustee.

In October, *Broadcasting & Cable* magazine's Hall of Fame saw the induction of **Bud Selig '56,** who also earned its Lifetime Achievement Award. The former Major League Baseball commissioner was in fine company with many other luminary inductees, including *Good Morning America* co-anchor Robin Roberts and the TV programs *Family Feud* and *Mad Men*.

## 60s

The International Galileo Galilei Prize is conferred at the University of Pisa [Italy] upon a scholar who is not Italian, but who has made distinguished contributions to Italian scholarship over the course of a lifetime. The latest recipient — the 2014 *Premio Internazionale Galilei* — is **Paul Grendler MA'61, PhD'64,** a University of Toronto professor emeritus of history who resides in Chapel Hill, North Carolina. (The late eminent historian and UW professor **George Mosse** supervised Grendler's doctoral dissertation, so he was off to a great start.)

The Institute of Electrical and Electronics Engineers (IEEE) is the world's largest professional association dedicated to "advancing technological innovation and excellence for the benefit of humanity." The new president of its U.S. arm is **Gary Blank PhD'63,** who's also the president of the Engineering Update Institute in Plato Center, Illinois. Blank created IEEE-USA's first employment network, IEEE's consultant database, and many of its consultant networks worldwide.

We send felicitations to two Badgers at Virginia Tech (VT) in Blacksburg: **Eugene Brown '63** has been conferred the title of professor emeritus, and **Samuel Hicks MBA'69, PhD'76** is a new associate professor emeritus. With VT since 1969, Brown has conducted research in fluid mechanics and heat transfer, taught more than thirty mechanical engineering courses, and was instrumental in establishing the university's graduate program in nuclear engineering. Hicks, with VT since 1979, has specialized in accounting and taxes and was

## Philip Tedeschi ’84, MS’87: Animal Alliances

Every day is Take Your Dog to Work Day for **Philip Tedeschi ’84, MS’87.** And you couldn’t find a better-tempered, sweeter-eyed dog than Samara, Tedeschi’s black lab — which is only to be expected from the poster dog of a cutting-edge, animal-assisted therapy program.

TERESA BERGEN

**Philip Tedeschi and his lab, Samara, have a close bond.**

Tedeschi is the executive director of the Institute for Human-Animal Connection (IHAC) at the University of Denver, which he co-founded in 2005. Housed within the university’s School of Social Work, the institute offers an animal-assisted social-work certificate to students in the master’s degree program, and distance learners can earn an animals-and-human-health certificate.

It all started at the UW. As a student in the veterinary program, Tedeschi moonlighted teaching horseback riding to adults with schizophrenia. The positive changes he saw in the riders left him fascinated with human-animal interactions. His advisers suggested that he leave the vet school to design his own major. Citing Aldo Leopold as a major influence, Tedeschi says he drew from psychology, educational psychology, social work, occupational therapy, physical and recreational therapies, and companion-animal and equine sciences to create his independent major. He stayed on at the UW and completed his master’s in social work in 1987.

While several veterinary schools have related programs, IHAC’s approach of looking at animal-human interactions through the lens of social science is very new, says Tedeschi, and the response has been overwhelming. Hundreds of the program’s graduates have specialized in animal-assisted therapy, and distance learners have represented every continent except Antarctica.

“Animals are now in human health-care environments across the whole human lifespan,” Tedeschi says. IHAC alumni use animal interventions to help many populations, including survivors of school shootings, children in forensic interviews, self-destructive people in prisons, children with autism, and seniors with depression. “[Our graduates] have opened clinics everywhere from Singapore to Latin America,” he adds.

IHAC is also interested in companion animals and their role in providing an “everyday form of mental health” for millions of people. “That really is a major part of the way people cope with everyday stressors,” he says. “They’re some of the most important relationships we have.”

The institute has formed many national and international alliances. Tedeschi was recently at Walter Reed National Military Medical Center to set up internships with the Warrior Canine Connection project, which uses dogs to help service members with PTSD. Last year, the institute hosted its first international conference on the role of animals in trauma recovery. Tedeschi has advocated for biodiversity protection and animal welfare at the UN. He’s taken many students to East Africa, where he encourages them to examine the correlations among ivory poaching, deep poverty, and terrorism.

“I’ve been [at the institute] nearly twenty years,” Tedeschi says, “and this year will be the most exciting yet.”

*Teresa Bergen*

the longtime program chair of the Virginia Accounting and Auditing Conference.

**Lawrence Maslowski ’63** shared with us how an undiagnosed learning disability figured prominently in his life story. Despite a juvenile-delinquent record and poor performance in high school due to being illiterate, the UW admitted him. With the help of his roommate and a caring professor, Maslowski graduated, went on to earn a master’s degree in social work, served in the military, and had a successful career as a probation officer. The Waukesha, Wisconsin, resident concludes, “I feel I owe something to the university, and I’m fifty years late in thanking them.”

This may be a first for Class Notes: we announce the 2014 induction of **Peter Harken ’64** into the National Sailing Hall of Fame. Born in Indonesia, he and his brother, Olaf — also an inductee — lived in Australia, New Zealand, and the Philippines before pursuing engineering degrees in the U.S. on swimming scholarships. Peter forever modernized a vital piece of sailboat rigging, and the brothers built small “one-designs” through their company Vanguard Sailboats, which they sold in 1985. Their Pewaukee, Wisconsin-headquartered Harken Yacht Equipment, which they founded in the late 1960s, has continued to innovate in the performance-sailing hardware industry.

**Charles Hawker MS’65**’s distinguished career has earned him the Outstanding Lifetime Achievement Award in Clinical Chemistry and Laboratory Medicine from the American Association for Clinical Chemistry. Hawker developed one of the first radioimmunoassays for parathyroid hormone in 1971, holds three patents, is an adjunct professor of pathology at the University of Utah, and serves as the scientific director for automation and special projects at Salt Lake City’s ARUP Laboratories. He’s also served as president of the National Academy of Clinical Biochemistry, the Association of Clinical Scientists, and the Clinical Ligand Assay Society.

**Mark Hoover ’65** and **Kathleen Allegar Hoover ’81, MS’92** have focused their philanthropic worldview on income equality, race relations, and community-based mental-health treatment as an alternative to jail for people with mental illnesses by founding the Hoover Family Foundation. The Middleton, Wisconsin, couple has also established businesses — Snow Leopard Trading, My Home Is My Castle, and L&M Property Management — to create revenue to fund their new foundation.

**Alan Spector '67** is one of three educators at Purdue University Calumet in Hammond, Indiana, to earn a 2013–14 Outstanding Faculty Award. During his thirty-seven years on the faculty, the professor of sociology has earned a reputation for being one of the institution's consummate scholars, so his particular honor — the Outstanding Scholar Award — is most apt.

The Colorado State University (CSU) Alumni Association's Distinguished Extension Award has gone to **Lee Sommers MS'69, PhD'71.** He became head of CSU's Department of Soil and Crop Sciences in 1985, was appointed director of its Agricultural Experiment Station in 1996, has twice served as interim dean, and retired in Fort Collins in 2013. He's also led the Soil Science Society of America and the American Society of Agronomy as president, the Agronomic Science Foundation as chair, and the 18th World Congress of Soil Science as co-chair.

## 70s

For "fundamental contributions toward understanding the climatic effects of stratospheric aerosols from volcanoes and other potential sources, and the role of soil moisture in climate," **Alan Robock '70** now holds the American Meteorological Society's 2015 Charney Award. He's a Distinguished Professor in the Department of Environmental Sciences at Rutgers University in New Brunswick, New Jersey, where he "continues his research, teaching, and attendance at Bob Dylan concerts (forty-six so far)," as well as his efforts to "inform the world about the continuing dangers of nuclear winter."

Lauding the notable contributions by **Warren DeVries '71, MS'72, PhD'75** to engineering education and research, public service, and professional societies, ASME — the international professional society for mechanical engineers — has awarded him honorary membership. After eight years as dean of the College of Engineering and Information Technology at the University of Maryland, Baltimore County, DeVries has returned to his post as a professor of mechanical engineering and serves as ASME's secretary and treasurer. "For me it all began with a great education, great faculty, and wonderful, lifelong friends made during my time in Madison," he says.

**Lorrie (S. Loraine) Boos Hull-Smithers MA'71** certainly has some claims to fame: as the senior faculty member at the school founded by method-acting icon Lee Strasberg, she was the only one whom he chose to teach his course Understanding the Method. She's also taught at the American Film Institute and Ripon College; conducted acting and directing seminars worldwide; co-produced DVDs on method-acting techniques; and written *Strasberg's Method as Taught by Lorrie Hull: A Practical Guide for Actors, Teachers and Directors*. She offers classes and coaching at the Hull Actors Studio in Santa Monica, California.

The Northfield, Minnesota, art scene has been part of nearby resident **Stephanie Henriksen MA'72**'s life since her undergrad years at St. Olaf College and then as an artist-in-residence there beginning in 1979. In honor of her strong support and contributions, this fall the Northfield Arts Guild held a retrospective exhibit that included several pieces of her UW graduate work. Henriksen's longtime love of farming is evident in her art, which she's used as a social activism tool to support the state's family farmers.

The Mortar Board national honor society for college seniors has paid tribute to **Kathryn McDaniel Moore PhD'72** with one of its annual Alumni Achievement Awards. She's had a distinguished career as a faculty member, researcher, and administrator at Cornell, Penn State, Michigan State, and North Carolina State, from which she retired as dean of its College of Education in 2009. Moore, of Swansboro, North Carolina, is acclaimed for her work promoting intercultural competence, institutional change, and women's leadership in higher education.

For twenty-six years, **Rob Reuteman '72** was an editor at Denver's *Rocky Mountain News* — before it fell victim to the Great Recession in 2009. A past president of the Society of American Business Editors and Writers, today he teaches business journalism and news writing at Colorado State University in Fort Collins. Reuteman says he "owes it all to his years as a *Daily Cardinal* reporter."

*"I feel I owe something to the university, and I'm fifty years late in thanking them."*
*— Lawrence Maslowski '63*

The University of South Florida (USF) in Tampa has named **Russell Kirby '74, MS'77, PhD'81, MS'91** a Distinguished University Professor. Also the Marrell Endowed Chair in USF's Department of Community and Family Health, he's an expert on developmental-disabilities epidemiology and prevention, as well as risk factors for pregnancy, and he recently contributed to two key studies related to autism spectrum disorder. Kirby has also served as president of the Association of Teachers of Maternal and Child Health.

Longtime friend of *On Wisconsin* **Patrick Moore MD'74** held a release party in September for his CD *Skaterock*. What made it unusual? He introduced the world to his original "skaterock" pop-concert genre by singing and playing his guitar while rollerblading! Moore shares his love of peace, adventure, nature, social justice, and fun through many recordings of his own songs, as well as the Moore Adventure Music videos that he's recorded during his extensive world travels. He's also hosted the edgy *Louisville Late Night* TV talk show in Louisville, Kentucky, for many years.

Sasaki Associates principal and urban planner **Fred Merrill '77** is a new fellow of the American Institute of Certified Planners, and his Boston-based, international urban-design firm earned the American Planning Association's Firm of the Year honor in 2012.

Get this: **Peter Botham '79** has quality-inspected every bottle of wine that's ever gone through the Botham Vineyards winery. "In twenty-five years," says his wife, Sarah, "that's a lot of bottles." The Barneveld, Wisconsin, winery has earned in excess of three hundred national and international medals since Peter founded it in 1989, and he also guides tours, pours samples, and hosts events. In addition, the Bothams launched Acala Farms in 2012 to craft and sell flavor-infused cooking oils.

**Lisa Frank '79, MFA'11** of Madison is now among the many artists from all walks of creative endeavor who, since 1907, have held residencies at the storied MacDowell Colony in Peterborough, New Hampshire. "It was a magical place," she recalls. Frank melds close-range nature photos into complex and often large-scale digital tableaux. Her career, too, is a mosaic of scenic design and painting, textile and decorative arts, digital illustration, 3D virtual-reality environments, and work as director of the UW's Design Gallery.

## 80s

The artwork of children's book illustrator **Renée Graef '80** is beautiful *and* bountiful: she's created images for more than

seventy books, including the American Girl collection's Kirsten series and many of the *My First Little House* books for HarperCollins. She recently held an exhibition at the Kenosha [Wisconsin] Public Museum, earned two awards from the Society of Illustrators, and embarked on a project for the Getty Museum in Los Angeles. Graef's studio and bookstore are open to the public in Cedarburg, Wisconsin. Thanks to **Bruce Malm '72** of L.A. for sharing this.

Big Red congratulations to **Marsha Howick Lindsay MA'80!** The founder and CEO of Madison advertising agency Lindsay, Stone & Briggs (LSB) is the first woman to be inducted into the Wisconsin Advertising Hall of Fame. (It's about time, right?) She was lauded for her thirty-six years of leadership in both the Badger State and national advertising communities, including founding Brandworks University — now in its twenty-fifth year and hailed as the "TED of marketing conferences." And, her honor follows another: *Ad Age* has named LSB its Small Agency of the Year Midwest 2014.

The Teaching Company's Great Courses and the Smithsonian Institution have teamed up to produce a new, "visually splendorous" video course called *A Visual Guide to the Universe* by **David Meyer '80.** He's a professor of physics and astronomy at Northwestern University, as well as the director of its Dearborn Observatory and co-director of its Center for Interdisciplinary Exploration and Research in Astrophysics, all in Evanston, Illinois. Meyer has earned Northwestern's highest teaching award — the McCormick Professorship of Teaching Excellence — among many others.

After his high school best friend suffered a fatal brain injury while playing football, attorney **Antonio Romanucci '82** devoted himself to helping victims of trauma and injustice. Today, as principal of Chicago's Romanucci & Blandin, he concentrates on wrongful-death and personal-injury cases. The American Association for Justice has also elected him chair of its Police Misconduct Litigation Group and vice chair of its Traumatic Brain Injury Litigation Group.

The Duluth [Minnesota] Seaway Port Authority has welcomed **Deborah DeLuca '83, MS'90** aboard as its new government and environmental affairs director. Her experiences as a founding board member of Minnesota Brownfields and as principal of her own consulting firm, DeLuca Strategies, have prepared her to lead: according to the port authority's executive director, it is rare to "find one individual skilled at navigating the equally complex environmental and political landscapes."

*"For me it all began with a great education, great faculty, and wonderful, lifelong friends made during my time in Madison."*
*— Warren DeVries '71, MS'72, PhD'75*

From nearly five hundred applicants, five triumphed in earning a 2014 Lillian Orlowsky and William Freed Foundation Grant — with cash awards totaling $35,000 — from the Provincetown [Massachusetts] Art Association and Museum. Local P-town painter **Daniel Bodner '85** was among them. His art, which depicts urban landscapes that are often distorted or abstracted by light, will appear in a fall 2015 exhibition at the museum.

**Leslee Voss Geltzer '86** of Skillman, New Jersey, is new to the board of the Rescue Mission of Trenton [New Jersey], but for the past six years, she's been using her retail expertise to consult on the mission's entrepreneurial retail activities and mentor the enrollees in its sales-training job-development program. Geltzer has worked with Macy's Specialty Stores in store management and international buying, and with Liz Claiborne as a sales executive and international brand manager. She's also a trustee for the Geltzer Family Foundation.

**Thomas Gilligan, Jr. '86** has been an adjunct professor at the University of St. Thomas Law School and a shareholder at the law firm of Murnane Brandt for many years. Now he's ascended to the bench as a district court judge in Minnesota's Second Judicial District. Gilligan, of Arden Hills, also earned a President's Award in 2013 for his outstanding assistance to the Minnesota State Bar Association.

**Erik Blechinger '87** is the new deputy district engineer for programs and project management for the U.S. Army Corps of Engineers' Savannah [Georgia] District. He oversees a $1 billion program that comprises harbors, dams, wetlands, streams, reservoirs, emergency management, military installations, toxic-waste cleanup, and real estate activities. A longtime corps employee, Blechinger has also completed two tours of duty supporting Operation Iraqi Freedom.

**(Elizabeth) Brook Marfyak Courchaine '87** of Catawissa, Pennsylvania, runs the nonprofit Carrizo Project to empower women in rural mountain villages of Honduras. She's recently welcomed three additional pro bono staffers who work with marketing, fundraising, and community outreach in both Honduras and the U.S.

Researchers in the UW's School of Veterinary Medicine have identified a molecular mechanism that enables prostate-cancer cells to produce hormones that promote aggressive tumor growth — a finding that could lead to better treatments. **Joan Jorgensen '88, DVM'93,** an associate professor in the UW's Department of Comparative Biosciences, worked on the study, which appeared in *Endocrinology*'s February 2014 issue.

At Northland College in Ashland, Wisconsin, associate professor of art **Jason Terry '88** is the new Hulings Distinguished Chair in the Humanities. He also specializes in low-toxic printmaking techniques.

## 90s

**Jayshree Chander MD'90** of Berkeley, California, describes her new nonprofit, Beyond Holistic, as a "nontraditional, physician-led, interdisciplinary, integrative, intercultural practice" that seeks to prevent injuries and illness by engaging individuals as "agents of personal and communal health through arts, action, humor, information, and inspiration, with special attention to people in their habit-forming years." She also writes a blog, *Nei Jing Now!*, and hosts events.

If you've been in Madison sometime during the last several decades, you've probably read the *Isthmus*, which boasts **Judith Davidoff MA'90** as its new editor. She's stepping up from her post as news editor of the weekly newspaper and has also served as its features editor and as a *Capital Times* reporter and news editor. Davidoff has earned numerous honors, including being named a 2012 woman of achievement in journalism and mass communications by Wisconsin Women in Government.

Not wishing to be outdone by the Florida Gators' origination of Gatorade, the UW now has a product line called BadgerMax, which includes the exclusive sports drink for UW Athletics (in five varieties), a protein recovery beverage (enhanced with protein sourced from Wisconsin dairy and formulated by the UW's

Center for Dairy Research), and high-pH premium spring water from Wisconsin's Northwoods. The entrepreneurs behind the BadgerMax products are former rower **Andrew Berns '91, MS'93, EMBA'09** and **Brandon Duck EMBA'09,** who were classmates in the UW's executive MBA program.

"Happy to be home" is how **Carrie Carroll '91** sums up her return to Madison after twenty years in Seattle. She's the new deputy director of the Robert Wood Johnson Foundation (RWJF) Culture of Health Prize: an annual, national competition that recognizes communities at the forefront of building healthful environments for their citizens. The prize also advances the work of the County Health Rankings & Roadmaps program, a collaboration of the RWJF and the UW's Population Health Institute.

The 2014 Bailey Nurse Practitioner Award for the state of Kentucky has gone to nurse practitioner **Alyce Goodman-Abraham '92** of the Pelvic Pain Regional Specialty Center at Louisville's Jewish Hospital Medical Center East. It praises her outstanding clinical competence, service to the profession, leadership, and community involvement. She's also the Louisville director of the Kentucky Coalition of Nurse Practitioners.

**Ramsay Adams '93** and **Dana Ball '95** are rightfully proud of Catskill Brewery, the new craft-production brewery in Livingston Manor, New York, that they co-founded this past summer. Adams, who's also the founder and executive director of the environmental advocacy organization Catskill Mountainkeeper, says that they believe it to be the "greenest brewery in the U.S. and perhaps the world." Following their inaugural offerings of Floodwatch IPA and Ball Lightning, they hope to eventually incorporate local ingredients.

For his exemplary service to Delta Tau Delta Fraternity as a young alumnus, **Ned Gustafson '93** of Edina, Minnesota, received the Fraering Award for Alumni Service at its convention in July. Gustafson was initiated into the Beta Gamma Chapter at UW-Madison in 1989 and served as its president. He then joined Delta Tau Delta's national staff in Fishers, Indiana, as a chapter leadership consultant; became its director of expansion; and, upon pursuing other career ambitions in Minnesota, has served as a devoted volunteer and adviser.

**Laura McLain Madsen '93, DVM'97**'s first official mission with the Federal Emergency Management Agency's Urban Search and Rescue Taskforce was a weeklong deployment to Boulder, Colorado, in September 2013 to assist with a massive flood. As the round-the-clock resident veterinarian at the evacuees' home base, she cared for evacuated animals and search-and-rescue dogs. "The UW School of Veterinary Medicine trained us to deal with all

## Kim Kelleher '93: Media Mogul

As a UW student in 1989, **Kim Anderson Kelleher '93** couldn't have known just how much the world — and specifically, the World Wide Web, created that same year — was about to change. Or that she — a history major when research meant shuffling through sweetly musty stacks at the Wisconsin Historical Society Library before pecking out papers in the Memorial Library computer lab — would one day helm *Wired,* the revered digital and print media powerhouse that reaches 47 million people annually.

COURTESY OF KIM KELLEHER

**Kim Kelleher's latest move has landed her at *Wired* magazine, where she is VP-publisher.**

"I was one of those freshmen who actually didn't know what they wanted to do, so once I found an incredible professor, I was absolutely hooked," says Kelleher of the Russian and Irish history professors (**David MacDonald** and **Jim Donnelly,** respectively) who made an indelible impression. "They taught through stories and storytelling, and it's funny, because it led into the career that I've had in a way I wouldn't have anticipated. Because I feel like now I'm in a career where storytelling is a big part of my profession — storytelling of brands, storytelling of partnerships — and it really started with my love of storytelling in history."

Kelleher was named VP-publisher of *Wired* magazine in September 2014, when parent company Condé Nast's president Bob Sauerberg called her a "proven business leader" and a "true pioneer in this industry." He's referring to Kelleher's striking trajectory since the Sister Bay, Wisconsin, native's UW days, when she leaped straight into the New York City workforce after earning her bachelor's degree. Her more than two-decade career in "storytelling" has included stints as VP-publisher of *Self* magazine, the first female publisher of *Sports Illustrated,* and global publisher of *TIME* magazine. She's served as president of Say Media (the umbrella site for xoJane, ReadWrite, and a dozen or so other sites) and was named *Ad Age* Publisher of the Year in 2011. But it's the move to *Wired* that has Kelleher feeling especially excited, particularly on a personal level.

"I've always loved *Wired.* I'm a longtime reader of the magazine, a longtime visitor to the site. I really appreciate the curiosity that *Wired* readers have of what could be lurking around the corner, what is coming up next," says Kelleher. "Curiosity is either a personality trait that you have or you don't, and I've always had it, since I was a little kid."

That childhood spent in a tiny Door County town — in a house without cable TV and the closest movie theater forty-five minutes away (not to mention dial-up Internet and the limited reach of AOL keywords in her college years) — couldn't possibly have prepared Kelleher for a high-speed, high-profile digital media career. But it imbued her with the Midwestern family values that she draws on today, not only as a wife and mother of two children under the age of ten, but as a woman in leadership.

"I think that leadership is often tied to intuition and decisiveness and kindness, and those are values that I hold dear," says Kelleher. "I feel incredibly grateful for the teams of people that I've worked with over the years."

*Maggie Ginsberg-Schutz*

species," she says, "and … I saw all kinds of pets being evacuated." McLain Madsen is also a veterinarian at Holladay Veterinary Hospital in Salt Lake City and blogs about preparing animals for disasters.

Congrats to **Andrea Pasqualucci MSW'93** of Green Bay: she's the Wisconsin Department of Public Instruction's 2014–15 Wisconsin Special Services Teacher of the Year. Described as a "tireless advocate for students" and someone with a "passion for working with people in need," Pasqualucci has developed numerous programs and partnerships in the Ashwaubenon School District to help students who are without homes or from low-income families.

With rich experience and a deep commitment to career and technical education, **Richard Ammon '95** seems to be a natural choice as the new dean of business, management, and general studies at Southwest Tech in Fennimore, Wisconsin. His previous posts include associate dean at Milwaukee Area Technical College, several positions at Frederick Community College and Hagerstown Community College, and service in the U.S. Army and Wisconsin Army National Guard.

Who from the early-'90s UW Marching Band remembers Norge? **John (J. Lawrence) "Norge" Hanson '95** has definitely done well since those crazy days, earning a Governor's Iowa Environmental Excellence Award — among the state's premier environmental honors — for his personal and professional activism as a social studies teacher at Linn-Mar High School in Marion. Since 2011, Hanson has marshaled well over eight hundred students to participate in nearly forty environmental service events.

Thirty percent of Brazil's 195 million citizens will have passed sixty years old by 2050, and the nation is expected to have the world's sixth-largest elderly population by 2025. **Eduardo Chvaicer MBA'96** is watching these trends and thinking ahead. In 2010, he began expanding the nation's in-home senior-care capabilities by opening a pilot office of Right at Home in São Paulo — the first U.S.-based home-care franchise organization with a presence in Brazil, whose caregivers have provided ninety thousand hours of service. Right at Home has plans to add up to thirty more franchise units in the nation during the next five years.

Who's a big deal in the world of public relations? New Yorker

*"Never a dull moment." — Brett Holmgren '03*

**Rob (Arthur) Imig, Jr. '99** certainly is, following his selection as a Heavy Hitter in *PRWeek*'s 40 Under 40 awards for 2014. As the senior vice president of global PR and communications for Kiehl's Since 1851, a division of L'Oreal, his task is to generate awareness of the 164-year-old skin- and hair-care company and to lead its philanthropic programs in the areas of HIV/AIDS, the environment, and children's causes.

## 2000s

The expertise of **Kartik Chandran PhD'01** has been in high demand of late as a leading Ebola researcher and the principal investigator of the Chandran Lab in the Department of Microbiology and Immunology at the Albert Einstein College of Medicine in Bronx, New York.

**Eric DeGolier '01** is making the world safer. During the last two years as design manager at the United Kingdom-based D3O, he's been instrumental in designing the firm's materials into some groundbreaking new safety products, including better gloves for oil-rig workers and more protective football helmets. Now he's been promoted to head of innovation at D3O — a role in which he'll focus on improving the protective capabilities of military garments and electronics, among other products.

Here's news from some 2000s legal eagles. Attorney **Sarah Fowles MA'01, JD'08,** with the Milwaukee office of Quarles & Brady, and **Melissa Turczyn '04, JD'07,** of Michael Best & Friedrich's Madison office, have been named 2014 Up and Coming Lawyers by the *Wisconsin Law Journal*. Whitfield & Eddy in Des Moines, Iowa, has welcomed **Danya Hooker '05** as an associate attorney. **Rory Foster MS'06,** an associate in Quarles & Brady's Madison office, has joined the board of the local nonprofit BadgerBOTS, which educates students in the STEM subjects and hosts robotics clubs and camps. **Kathryn Katz '06,** an attorney with Honigman Miller Schwartz and Cohn's Bloomfield Hills, Michigan, office, has received her second award for pro bono service to clients of the Legal Aid and Defender Association. And **Melissa Cabrera '08** has joined Lowey Dannenberg Cohen & Hart as an associate in White Plains, New York; while **Jessica Ringgenberg '09** is a new associate at Arthur, Chapman, Kettering, Smetak & Pikala in its Minneapolis office.

Among the producers of the Center Theatre Group's staging of the new comedy *Buyer & Cellar* in Los Angeles this summer — featuring actor Michael Urie — was **Doug Nevin '02.** He's the founder of the Nevin Law Group, a business and entertainment firm in New York City.

How is **Seth Haug '03** helping to spur revitalization in the Motor City? He's one of thirty-three fellows — out of nine hundred applicants — who's participating in Challenge Detroit: a yearlong, social-impact project focused on attracting and retaining talent in the city. The fellows work at top regional companies and collaborate with area nonprofits to address challenges and advance opportunities. Haug works with host company Clark Hill and blogs at challengedetroit.org.

"After serving on the National Security Council as a director for counterterrorism from 2011 to 2013," writes **Brett Holmgren '03,** "I returned to the White House in June, this time with an office in the West Wing as the senior policy adviser to the assistant to the president for homeland security and counterterrorism." His work comprises issues ranging from the Ebola outbreak to cybersecurity breaches to defeating ISIS. "Never a dull moment," Holmgren concludes.

*Mazel tov!* Congratulations are in order for **Jordan Ottenstein '05** of Fort Worth, Texas; **Joshua Herman '09** of Glendale, Wisconsin; and **Monica Meyer Kleinman '09** of Marlton, New Jersey: all three were ordained as rabbis in May by the Hebrew Union College-Jewish Institute of Religion in Cincinnati.

Genex Cooperative, headquartered in Shawano, Wisconsin, specializes in animal genetics and reproductive products and services for the livestock and milk industries. Its new dairy procurement specialist, working with Holstein and Jersey sires, is **Daniel Bauer '06** of Lake Mills. Genex has also promoted **Joe Binversie '09** of Neenah to value-added program manager. He develops and manages programs that help customers to make informed decisions about sire selection and herd management.

**Matthew Smith PhD'06,** a Northwestern University assistant professor of psychiatry and behavioral sciences, has developed a virtual-reality job-interview training program for people with severe mental illness and for young adults with autism spectrum disorder. *Today*, CNN, and the *Wall Street Journal* have all covered his fascinating work.

The Big Payback — a jazz/funk/rock/R&B orchestra comprising Mad grads with such serious combined music cred that we can't pack in all the details here — celebrated its five-year anniversary with an October gig in Madison, at the same venue where it played its first. The group is known for challenging and ambitious compositions that incorporate rare musical elements, and among its Madison Area Music Awards (MAMA) is the 2012 Jazz Song of the Year. **Jamie Kember MMusic'07,** the band's trombone player and front person, says, "We owe a lot of our success to the UW and the School of Music," so they're providing a "big payback" indeed. The fall show also included **Charley Wagner '99,** who traveled from his home in Switzerland to play trumpet; saxophonist **David Buss '08;** pianist **Peter Baggenstoss '09;** guitarist **Kyle Rightley MMusic'09;** lead singer **Leah Isabel Tirado x'09; Jeff Weiss '10,** the 2012 MAMA Bass Player of the Year; plus some former band members, including **Brad Carman '04** on sax.

An optic-nerve infection eleven years ago caused artist **Lon Michels MFA'07** to go blind in just fifteen minutes. Treatments and surgeries eventually returned his sight and transformed his life and art: "I was given the gift to look within," he says. Michels earned his MFA and became bolder in his painting, using multiple, intricate patterns and intense colors. "I've been painting ten hours a day for forty-five years. It became almost my first language," he says about his more than 1,800 works. Michels lives in Palm Springs, California, where he has an eponymous gallery; and in Wisconsin, where he was the keynote speaker at a fall gala for Combat Blindness International, a Madison-based nonprofit that provides cataract surgeries for people living in poverty. We thank **Rollie Cox '71, MS'73** of Palm Springs for sharing this story.

If you happen upon a copy of champion rower Jack Carlson's book, *Rowing Blazers* (Vendome Press) — a photographic tribute to the boldly colored, striped, piped, trimmed, badged, and highly iconic blazers worn by oarspeople around the world — know that the cover model is former UW crew member **Kenny McMahon '08** of Dallas.

Learning and performing at Madison's Atlas Improv brought **Bryan Morris '08** together with Stacey Kulow and made them Mad City's "comedic power couple" while they've pursued improv, standup comedy, acting, and touring the Midwest — together, whenever possible. This fall, they moved to New York City, but, says Morris, "It's so hard to leave Madison — particularly Atlas and the supportive local standup community." They departed in style, though: Kulow opened and Morris headlined at Madison's Comedy Club on State during Halloween weekend.

Madisonian **Mark Fraire EMBA'09** has been enmeshed in the theatrical arts at every level: as a producer, writer, actor, comic, playwright, manager, and director. He also created the Community Education Department and TEENworks training program for the Milwaukee Repertory Theater and has served as the grants officer for the Wisconsin Arts Board and as the grants and fund-development director for the Madison Metropolitan School District. Fraire is now the director of the Dane County Cultural Affairs Commission.

## 2010s

StadiumPark is the brainchild of **Jeremy Crane '10** of Rochester, New York. His start-up company offers an iPhone app (one for the Android is in the works) to pay for stadium and arena parking — rather like a highway EZ Pass — that increases parking efficiency for venues and convenience for fans. Its launch took place in January in a lot near the First Niagara Center for a Buffalo Sabres hockey game. Crane says, "I'm sure that this all would not be possible without the experience I had at the UW and key individuals whom I met while I was there."

Milwaukeean **Derek Kawleski '10** is the proud founder of a tech start-up that released its first mobile game, PhotoKlash, in late August, and even in its early days, the game was earning high praise. He writes, "It's like Cards Against Humanity/Apples to Apples, except you submit photos from your phone. It's absolutely hilarious when you get a good group of friends in a game!"

*"I've been painting ten hours a day for forty-five years. It became almost my first language."*
*— Lon Michels MFA'07*

If you're in Vista, California, be sure to behold a public sculpture there by **Arnold Martin MA'10, MFA'11:** his *Presbyornis Zeppelinus (Archimedes' Goose)* blends a zeppelin's frame with the oversized legs of an extinct goose species. And then, if you move on to Pasadena, look for Martin's *A Monument to Curiosity:* a toylike, slot-construction sculpture of the *Curiosity* rover on Mars that's part of the city's rotating-public-art program. Martin lives in Orange, California.

In her dream job in Montréal, **Ally Jagodzinski '14** has made an unusual Badger connection. She works at Station 16, a street-art gallery that just happens to represent the work of **gilf!,** a 2005 Badger alumna who's a conceptual artist living and working in Brooklyn, New York — and Jagodzinski has produced a blog about gilf! on behalf of the gallery. *Merci* to **Jake Heyka '14,** a research assistant and law school student at Montréal's McGill University, for this news. He points out that "recent [UW] grads and grads of a few years back randomly happen upon each other all over the world." And we're very grateful for that.

## obituary

The UW-Madison campus community lost both a key member and a keen documenter of its history with the death of **Art Hove, Jr. '56, MA'67** in December in Madison. Hove's widow, Norma, says, "He was totally dedicated to the university from a very early age," visiting campus during his childhood summers and applying for admission when he was just a sophomore in high school. Hove served as editor of the *Wisconsin Alumnus*, this magazine's predecessor; assisted UW President Fred Harrington beginning in 1967; directed the UW's Office of Public Information from 1970 until 1989; taught UW courses in business, journalism, and art; and assisted UW chancellors, vice presidents, and provosts as a trusted colleague until his 1996 retirement. He also published *The University of Wisconsin: A Pictorial History* and *The First Fifteen Years: University Research Park, 1984–1999*; and co-authored *Progressive Printmakers: Wisconsin Artists and the Print Renaissance* with Professor **Warrington Colescott.** Hove jogged with friends from the Nat to Picnic Point every weekday for more than forty years, and runners still touch "Art's plaque" — a 1996 gift from his jogging group — at Picnic Point. Even in retirement, he came to campus daily to volunteer and make library visits. WAA honored Hove with a 1992 Distinguished Alumni Award.

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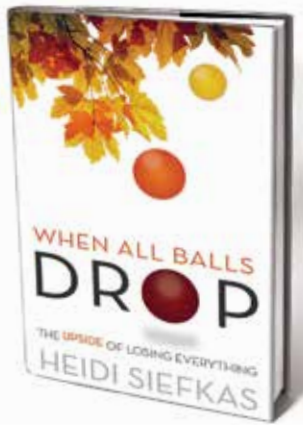
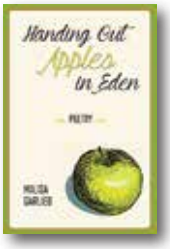
*Class Notes/Bookshelf editor Paula Wagner Apfelbach '83 reminds you that this material will be on the test.*

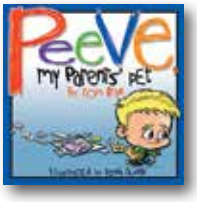
# bookshelf



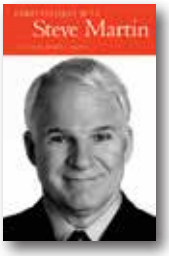

Five years ago, a tree limb weighing nearly one thousand pounds struck **Heidi Siefkas '99** and broke her neck. During her multimonth recovery, she learned that her husband was leading a double life, and her employer forced her to resign. The reflection period, dramatic perspective shift, and life changes that followed her loss of independence, marriage, and career produced a mantra called "Looking up!" and a hopeful, humorous memoir called ***When All Balls Drop: The Upside of Losing Everything*** (Wheatmark). These days, Siefkas describes herself as an author and adventurer based in Lihue, Kauai, Hawaii. She's writing a sequel, embracing her wanderlust, documenting her travels, and reveling in her restored health, heart, values, and "deeper understanding of what it means to have it all."



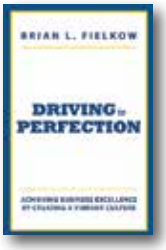

With warmth, poignancy, and sometimes startling intimacy, **Malisa Garlieb '98** explores issues at the heart of modern relationships — desire, identity, allegiance, betrayal, image, and reality — in her debut poetry collection, ***Handing Out Apples in Eden*** (SunRidge Poetry). She's taught in Waldorf schools for fifteen years, weaving story, movement, and the arts into her academic lessons, and she currently presents a broad curriculum to elementary-schoolers at the Lake Champlain Waldorf School in Shelburne, Vermont. Garlieb's poems have appeared in many journals and anthologies.




***Peeve, My Parents' Pet*** (Mirror Publishing) is the first children's book from **Tom Ryan '96:** a delightful story based on a conversation with his confused six-year-old son. In the book, a little boy is determined to hunt down Peeve, the mischievous mystery pet who leaves a trail of destruction and whom his parents talk about so often. Ryan has also become famous for writing haiku about his train commutes (traincommutehaiku.com) from his Glendale, Wisconsin, home to his position in the communications department at MillerCoors in Milwaukee.




If you love humorist and entertainer Steve Martin, read on. **Robert Kapsis '65,** a professor of sociology and film studies at Queens College and the Graduate Center of the City University of New York, has edited a book of interviews with Martin that honors his eminence as one of the nation's most accomplished and varied artists and emphasizes his writing talent: ***Conversations with Steve Martin*** (University Press of Mississippi). Kapsis is also collaborating with the Museum of the Moving Image and the Academy of Motion Picture Arts and Sciences to develop a full-scale retrospective of Martin that will begin circa 2015–16 to laud his standup comedy, films, and creative outpourings as a playwright, essayist, novelist, memoirist, songwriter, composer, musician, and art critic and collector.




How can you set your business apart from — and above — the competition? If you ask **Brian Fielkow '86,** he'll tell you that a thriving endeavor depends on a healthy corporate culture, which in turn drives exceptional customer experiences. In ***Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Culture*** (Two Harbors Publishing), he offers brief chapters, easy-to-skim lists, and practical, hands-on advice to explore how a business, no matter its size, can achieve excellence without spending a lot of money. Fielkow is the owner and president of the Houston-based Jetco Delivery, which provides trucking and freight services along the Gulf Coast.


"Thirty years ago," writes Chicagoan **Rita Vernon Bautista '87,** "I was Homecoming queen at the UW. Many said I was the first African American in that role. … I had also heard that there had been a woman of color who was Homecoming queen in the '60s. Nevertheless, my uncle **Calvin Vernon '54** made black history at the UW in the 1940s as a boxer." And now Rita has made another mark with ***Take A Peak*** (CreateSpace): a collection of her poetry written as a teenager living in inner-city Milwaukee and as a young adult in corporate America that addresses friendships, betrayal, faith, "polite discrimination," and how these issues are processed in young minds. Her work had been stored in boxes for years until she rediscovered it and created her book to help guide her sons through their teen years.


Thousands of studies confirm that stressful life events, ongoing strains, and even daily hassles negatively affect our physical and emotional well-being. Rutgers University sociology professor **Deborah Carr MS'94, PhD'97** cuts through this sea of research and theories in ***Worried Sick: How Stress Hurts Us and How to Bounce Back*** (Rutgers University Press), helping readers to gauge their own stress levels, understand their sources of strength and vulnerability, develop healthful coping strategies, and address individual stressors in the context of society's larger problems. Carr is also on the faculty of the Institute for Health, Health Care Policy, and Aging Research at Rutgers.


In ***Blue Jeans in High Places: The Coming Makeover of American Politics*** (Little Creek Press), Madison author **Mike McCabe '82** contends that both major political parties are failing the nation, and conditions are ripening for an extensive renovation of America's political landscape. His work foreshadows where that renaissance will likely begin, who will do it, and how — and in an unapologetically optimistic way amid a time of pessimism. "If history is any guide," he writes, "the innovators who will help us think our way out of our current trap will come from unexpected locations." As the former executive director of the nonpartisan watchdog group the Wisconsin Democracy Campaign, McCabe is a frequent public speaker and among the nation's best political money trackers.

***Book lovers will be rewarded with more news about works by Badger authors at onwisconsin.uwalumni.com.***

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## India Link

A self-described student, India's Prime Minister Jawaharlal Nehru was pleased to end his three-and-a-half week U.S. tour with a talk before a scholarly audience at the UW on November 4, 1949. And the university was equally pleased, welcoming the leader of India's struggle for independence with a full diplomatic affair.

A ceremony at the Union Theater fêted Nehru. (That's him on the balcony, in the upper left corner of this picture.) Accompanied by his daughter, India's future prime minister Indira Gandhi, he celebrated the example of political nonviolence inspired by Mahatma Mohandas Gandhi.

Fifty Indian students led the first-ever campus performance of India's national anthem, and WHA and radio networks broadcast the program across Wisconsin and Michigan.

UW President **E. B. Fred** declared Nehru's visit memorable for its scholarship and exchange with a nation where "the true aristocrat is a man of learning." In official state greetings, Governor Oscar Rennebohm found similarities between Wisconsin and India.

"We know the meaning of Gandhi's noble work, the resolved way of peace," he said. "We, too, are a heterogeneous people, with different mother tongues, religions, and cultures. Like you, we, too, are learning to dwell together in peace."

At a time when conflict among nations can be blood soaked (see "The Warlord's Biographer" on page 34), and resolving it requires innovation in many forms, the UW's **Rikhil Bhavnani** is among those revisiting Gandhi's legacy. The assistant professor of political science, along with research colleague Saumitra Jha at Stanford University, is finding that countries may still have much to learn from what they call "Gandhi's Gift."

In 1949, Nehru's message — "Means are always as important as the ends" — came through a wide-ranging address. "[With] all the world its neighbor, no country can be indifferent to what happens at the other end of the world," he said. "[Pure] indifference and isolation are completely past and over. … We realize that in India. There is no way left except world cooperation."

*Kate Kail Dixon '01, MA'07*

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